

About Play Academy with Naomi Osaka

Play Academy with Naomi Osaka (Japan) (PANO Japan) is a program that aims to ensure women and girls have personal agency to be themselves and build their own future. It has achieved this by working with Japanese grassroots organisations, local coaches, and passionate young people to improve programming, encourage female leadership and create fun and positive experiences for girls.

Play Academy generates success thanks to close partnerships between Naomi Osaka, NIKE, Inc., and Laureus Sport for Good who are committed to changing girls' lives through play and sport.

Objectives

PANO Japan aimed to achieve 3 key priorities:

- **Provide positive sport experience for girls** – To improve access to sport and provide play opportunities that fit girls needs.
- **Build safe and inclusive programs** – To help grassroots sports organizations deliver better activities that are more inclusive for girls, focus on personal development rather than sporting success, and provide safe secure spaces for them to thrive.
- **Connect gender-inclusive coaches** – To improve the quality and skills of coaches and their network to create more gender inclusive spaces in sport.

Strategy

PANO Japan is being successfully delivered by:

Grant Funding

PANO Japan provided funding to 7 organizations with a series of grants to support inclusive changes in their programming and grow activities for girls

Inspirational Events

PANO Japan provided unique and interactive opportunities for girls and partners to celebrate the power of girls and the impact of inclusive programming.

Capacity Building and Networking

PANO Japan provided training and support to coaches and organizations through workshops and 1:1 sessions to increase knowledge and skills in using sport for girls empowerment. These new skills were also developed in new networks built to learn, share and grow together.

Key Information

- Location: Greater Tokyo, Osaka, Japan
- Timeframe: Aug 2020 – Dec 2022 (and continuing)
- Total Participants : Total 2,221 (1,294 female, 927 male)
- Total budget: 950,000 (USD)
- Donor(s): Nike
- Implementing partners: NPO Monkey Magic, NPO Yamato Sylphid Sport Club, Spocom, Inc., Incorporated Educational Institution Momoyama and other grassroots stakeholders



Watch the [video](#) and the [webpage](#) to learn about the program.

Project Impacts

58% of PANO Japan participants are girls and women.

97% of participants felt that coaches and other adults listened to them well compared to a national average of **66%**.

66+ hours of training and networking opportunities delivered by Laureus over 27 months.

93% of participants felt safe and secure when attending a PANO Japan activity compared to a national average of **77%**.

All **7** previous and current grantee partners developed their own safeguarding policy.

100% of PANO Japan funded programs saw an increase in female participants' self efficacy.

100% of staff and coaches agreed that a series of safeguarding trainings was excellent or good and **84%** stated it had strong potential to be used in their organization.

71% of staff/coaches agreed that their own perception of safeguarding had changed significantly.

Successes

Perceptions of Gender shifted in leaders and organizations

Staff and organization leaders became aware of their personal gender bias and structural gender biases within their organizations and have applied these new perspectives when engaging with female participants.

Girls taking part in activities felt safer and gained confidence

Staff in PANO Japan organization's were better equipped to provide safe spaces specifically designed for girls. This meant girls felt more secure when taking part in sport and overall their confidence increased.

Girls programming improved, leading to more engagement

Programming focused more on peer-peer encouragement to engage girls in sport for development activities. Through training and sharing knowledge, organizations also delivered girl-focused activities and soon found girls had more motivation and interest in getting active.

Lessons Learned

Throughout the past 32 months, there have been a number of key learnings:

- Decision making bodies in sport organizations were significantly biased towards men meaning structural progress was slow and requires continued investment
- Organizations needed more support with how to publicize their girl-focused sport for development activities to increase engagement and attendance in sport sessions focused on fun
- Often staff in organizations did not prioritize safeguarding because this is a relatively new concept in Japan and they were over-burdened with other work priorities which took precedence

"Girls set their own goals and continue to try-and-error in the program. They also actively support not only themselves but also each other." – female program leader

"Through my experiences, I realized that each person has their own strengths and weaknesses, which do not come from gender or sex, but as individuals." – 17-year old female participant