

# AUREN AND AEMED CREATE THE OBSERVATORY OF EQUALITY IN SPORT

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Auren, through its foundation Personas y Empresa, has signed an alliance with the Spanish association of women, executives and sport (AEMED), for the creation of an observatory of equality in sport.

The main objective of this observatory will be to carry out specific studies to understand and measure the situation and evolution of the presence of women in the world of sport and business.

An equality course will also be set up for the world of sport, mainly aimed at sports management, where different models of diagnosis, plans and actions aimed at achieving real equality of opportunities between women and men in the field of sport will be proposed.

Another of the objectives of this alliance is to encourage debates and events related to promoting the presence of women in the sector and in management positions.