



Latvia

MAMANET IN LATVIA

Engagement of women (mothers and those aged 30+) in physical activity through the team ball game of Mamanet



The Initiative

Mamanet is a team ball game similar to volleyball, with the basic difference that in Mamanet players must catch the ball instead of the classic bounce, and one of the main goals of Mamanet is to engage in physical activity women that are mothers (of any age) and women (aged 30+), as these target groups often have low levels of physical activity.

Mamanet originated in Israel in 2005 and was introduced to Latvia in 2016 as a great physical activity for women. As in Latvia volleyball and beach volleyball are very popular, Latvian Sport for All association saw great potential in this game, that it will help to engage in regular physical activity the target audience that is often currently inactive: mothers and women 30+.

Mamanet promotes team and competition spirit, helps women to gain self-confidence, get back to better physical condition, also mothers become role models for their children, promoting physical activity to their families. Women attend friendly games / trainings in neighbour municipalities, exchange experience, make new friends, communicate. Normally in case there is a tournament fathers take care of children while mothers are playing. So Mamanet is not only about sport, but also about enjoying time together.

Case Study Provided By:



Latvian Sport for All Association, on behalf of Latvian Academy of Sport Education (LASE)

Targeted Objectives

The goal of Latvian Sport for All Association is to introduce Mamanet to every Latvian municipality. Currently there are already several municipalities in Latvia with more than one team.

With Covid-19 pandemic impact, current economic situation and crisis in Ukraine, opportunities to attract sponsors have decreased but is still possible for bigger events and tournaments. The way to overcome this is to make Mamanet more popular and more viral, so that sponsors would like to be part of it.

Stakeholders involved

Latvian Sport for All Association – grassroots sports organisation, officially recognised by Latvian state, leading the initiative and responsible for Mamanet development in Latvia.

Latvian municipalities – e.g. Ropaži municipality, Jēkabpils municipality and other municipalities

Latvian Sports Federations Council and The Ministry of Education and Science of the Republic of Latvia – financial support of events organised by Latvian Sport for All Association

Impact

In 2022 there was around 600 women all around Latvia who are playing Mamanet. a National Championship was organised in December 2022. However there is still growth potential, as Mamanet is yet not present in all Latvian municipalities.

Mamanet has become a showcase project in terms of gender and women's and health promotion and has a model effect for integration and inclusion in organised sport - also internationally. Public interest is clearly growing.

Mamanet is relatively easy to implement, in case there is clear interest coming from local sports organisers and municipalities. After participating in the open training, in case of interest of the participants grows, they may decide on starting training regularly and organising a team.

Dissemination

Latvian Sport for All Association website:
<https://sportsvisiem.lv/category/pasakumi/vietejie/mamanet/>
<https://sportsvisiem.lv/ka-spelet-mamanet/>

Mamanet Latvia Official Facebook group:
[Facebook Group](#)



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