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The famous *Like a Girl* campaign invites us to reflect on how deeply stereotypes can influence the way we perceive women's abilities.

The expression "doing something like a girl" is often associated with weakness or incompetence. Yet, when young girls are asked to run or throw like a girl, they do so with all the strength and determination they have. It is society that, as they grow up, teaches them to doubt their own abilities.

In the world of sport, these prejudices have had profound consequences. For decades, women were considered physically unsuited to intense exercise, contact sports, and disciplines traditionally regarded as masculine. They were expected to display grace and elegance, while muscular strength and competitiveness were discouraged.

Female athletes have demonstrated just how unfounded these beliefs were, earning their place even in the most demanding disciplines and helping to overcome deeply rooted cultural barriers.

However, the journey towards genuine equality is far from over. Women must be guaranteed full professional recognition, adequate employment and pension protections, maternity rights, and greater equality in salaries, prize money, and sponsorship opportunities.

Sport must be a place where everyone can freely express their talent, without being limited by gender stereotypes.