



BALANCE IN SPORT

Tools to implement
gender equality in sport

Towards gender equality...

GEC meeting

Strasbourg, 17 November 2016

Funded
by the European Union
and the Council of Europe



EUROPEAN UNION

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Implemented
by the Council of Europe

“Balance in sport”... in brief



- Joint programme of the Council of Europe co-funded by the European Commission
- Following the 2015 recommendation adopted by the Committee of Ministers of the CoE on gender mainstreaming in sport
- Aims at identifying, testing and implementing generally agreed gender equality indicators in sport
- In 5 strategic areas : leadership, coaching, participation, gender-based violence and the media coverage of women and men practising sport

“Balance in sport”... in brief



- Objectives:
 - Identifying a set of gender equality indicators and provide guidance on how to use them
 - Implementing a pilot data collection campaign by using the set of indicators and an online tool

More than 10 stakeholders involved in the project representing public authorities in charge of sport and the sport movement

Why “Balance in sport”?



- Under-representation of women in sport
- Persisting stereotypes and sexism in sport
- Lack of implementation of concrete actions
- Lack of a common data filing system

Some interesting figures



- 11% of the European accredited coaches participating at the 2012 London Olympic Games were women (*International Council for Coach Education and Leeds Metropolitan University, 2014*)
- Only 11 women (against 195 men) are presidents of National Olympic Committee
- 75% young men compared to 55% young women practise sport or other activity at least once a week (*European Commission, Special Eurobarometer, 2014*)
- Men are twice more likely than women to be members of a sport club (16% vs. 8%) (*European Commission, Special Eurobarometer, 2014*)

Relevance of the action



- Provide visibility and information on gender equality in sport
- Common approach - common methodology
- Increase commitment to enhance gender equality in sport
- Implementing the Committee of Ministers Recommendation on gender mainstreaming in sport (CoE)
- Combating stereotypes and sexism in sport
- Awareness raising and training
- Increase female participation in sport

Project process



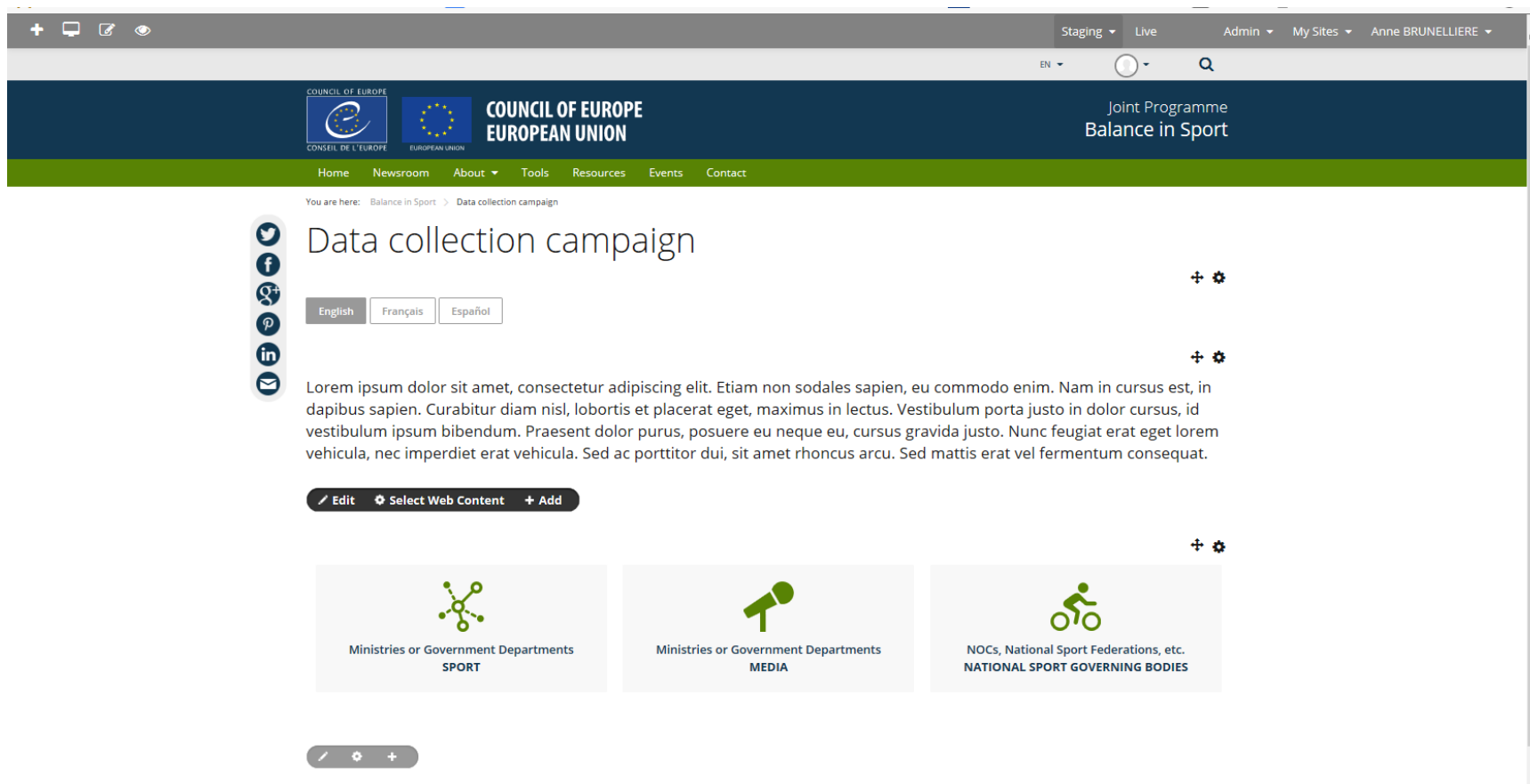
- January - May 2016 : Identification of “basic” indicators on gender equality in sport in the 5 strategic areas of the project
 - ➔ *2 meetings and a remote consultation of “Balance in sport” experts*
- June - September 2016 : Preparation of the pilot data collection campaign
 - Designing online tools : online questionnaires + webplatform to collect good practices and resources
 - Arranging meetings with European countries involved in the collection of data

Project process



- 15 September - 25 October 2016 : Implementation of the pilot data collection campaign
 - 4 European countries involved : Finland, France, Spain and Romania
 - 3 target groups in each country :
 - Ministry or government department related to sport
 - Ministry or government department related to public service media
 - National sport governing bodies (*NOC, national sport confederation, national sport federations, etc.*)

Project process



The screenshot shows a web browser interface with a dark blue header. The header contains the Council of Europe and European Union logos, the text 'COUNCIL OF EUROPE EUROPEAN UNION', and 'Joint Programme Balance in Sport'. A navigation menu includes 'Home', 'Newsroom', 'About', 'Tools', 'Resources', 'Events', and 'Contact'. The main content area is titled 'Data collection campaign' and includes a breadcrumb trail 'You are here: Balance in Sport > Data collection campaign'. On the left, there is a vertical stack of social media icons (Twitter, Facebook, YouTube, Pinterest, LinkedIn, Email). Below the title, there are language selection buttons for 'English', 'Français', and 'Español'. A paragraph of placeholder text follows: 'Lorem ipsum dolor sit amet, consectetur adipiscing elit. Etiam non sodales sapien, eu commodo enim. Nam in cursus est, in dapibus sapien. Curabitur diam nisl, lobortis et placerat eget, maximus in lectus. Vestibulum porta justo in dolor cursus, id vestibulum ipsum bibendum. Praesent dolor purus, posuere eu neque eu, cursus gravida justo. Nunc feugiat erat eget lorem vehicula, nec imperdiet erat vehicula. Sed ac porttitor dui, sit amet rhoncus arcu. Sed mattis erat vel fermentum consequat.' Below the text is a toolbar with 'Edit', 'Select Web Content', and 'Add' buttons. At the bottom, there are three content blocks: 'Ministries or Government Departments SPORT' with a network icon, 'Ministries or Government Departments MEDIA' with a microphone icon, and 'NOCs, National Sport Federations, etc. NATIONAL SPORT GOVERNING BODIES' with a cyclist icon. Each block has a '+ ⚙️' icon in the top right corner. A final toolbar with 'Edit', 'Settings', and 'Add' buttons is at the very bottom.

Data collection campaign



Very encouraging results based on the on-line questionnaires

- 94 replies from public authorities and national sport organisations and a lot of sport actors (about another 90) showed an interest in the process
- Very positive feedback from partners (e.g. French swimming federation : “Au moment où la parité F/H recule dans notre institution, les questions posées dans ce questionnaire interpellent et démontrent combien des efforts demeurent nécessaires pour parvenir à une représentation et une organisation plus équilibrées. Bon travail. »
- Impact at a domestic level should be encouraged, e.g. some sport actors are thinking about changing their work programme to use the “basic” gender equality indicators, disseminating the process, etc.

Project process



- 15 September - 15 November 2016: Collection of good practices and resources
 - Expert profiles, training sessions / educational tools, publications, awareness raising activities, policies and strategies, etc.
 - In the 5 areas of the project : leadership, coaching, participation, gender-based violence and media
 - Across Europe

Project process



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Good practices and resources

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- Expert profiles
- Training sessions / Resources
- Publications
- Awareness raising activities
- Policy and strategies
- Others

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Project process

Supporting our partners



21 November- training in Council of Europe office in Paris

- Elaborating training modules
- Presenting the training fact-sheets on the 5 themes: leadership, coaching, participation, gender-based violence and media
- Objective is to duplicate these trainings on the long run

E.g fact sheet training



GENDER-EQUALITY-AND-LEADERSHIP-IN-SPORT

Despite the gradually increasing rates of women's participation in sport, there is still a strikingly gender-unbalanced representation in decision-making positions in sports organisations. ¶

Recent statistics show that there are very few women in leadership positions in the Olympic and Paralympic Committees, in European and national sport governing bodies, and in national sport federations. This underrepresentation of women in leadership positions in sport can be explained by prevailing masculinized sport settings, stereotypical gender roles, but also by gender-blind or biased institutional norms and procedures. Many executive members are elected by their peers, who often tend to elect new leaders that feature similar characteristics as themselves. ¶

In order to ensure a more balanced representation of women and men in leadership positions in sport, several institutions are issuing policy recommendations, establishing targets, or implementing initiatives. A number of examples are described below. ¶

Since 2015, the Council of Europe is inviting the governments of the Member States to develop policies and programmes to achieve a gender-balanced representation in public authorities and public bodies related to sport. The Member States are also encouraged to integrate a gender perspective in all areas of decision-making. A similar recommendation was made by the Council of the European Union in 2014. ¶

The European Commission's Proposal for Strategic Actions in Gender Equality in Sport (2014-2020) recommends to achieve the following targets by 2020: ¶

- A minimum of 40% of women and men in executive boards and committees of national sport governing bodies and 30% in international sports organisations located in Europe. ¶
- A minimum of 40% of women and men in the management of professional sport administrations and governmental bodies. ¶

The Olympic and Paralympic International Committees are engaged in raising the number of women in leadership positions. Both international committees established targets (20% and 30%, respectively) to increase the number of decision-making positions for women (particularly in executive bodies) in the Olympic and Paralympic Movements. Both international committees are undertaking complementary initiatives to support the achievement of these targets. ¶

Some numbers about women in sport leadership

The Executive Boards of the International Olympic and Paralympic Committees each count only 3 women (out of 11 men).



Only 11 women (against 120 men) are presidents of National Olympic Committees.



There are 14% women in decision-making positions and only 5% women are presidents in the national sport federations of the EU-28.



Vertical segregation also exists. Look at the percentage of women in different positions in the national federations of the EU-28.



EXAMPLE 1. Wellbeing project
Promoter: International Paralympic Committee and Agitos Foundation
Implementation period: 2014-2018. ¶

Wellbeing was created to help contribute towards the Paralympic Movement's target of having 30 % women in leadership positions. This project had a duration of 18 months and involved 24 pairs of mentors and mentees in a programme of education and development. Wellbeing provided its participants with tools to grow into strong leaders. Several mentees indicated that the guidance from their mentors and support was crucial to gain confidence and skills to achieve their goals. The positive impact of the approach is clear as the mentees managed to be promoted and to gain various positions of influence within national Paralympic Committees and Agitos sport organisations. ¶

Even sport federations in continental Europe decided to implement gender quotas to contribute to a balanced representation of women and men for their highest decision-making bodies (i.e. executive committee, presidium and board of directors) and/or councils, committees and commissions. ¶

Although 'Women in Sport' commissions or committees are becoming popular in sports organisations, they are still rather scarce. These structures can be found in the international and national Olympic and Paralympic Committees, as well as in five sport federations in continental Europe. Within their mandate, they propose policies to increase female participation in sport at all levels, including in leadership positions. ¶

Governmental bodies responsible for the policy area of sport also have a role in promoting measures to increase the number of women in leadership positions in sport. ¶

EXAMPLE 2. Understanding the state-of-play of gender equality in sport in Finland
Promoter: Finnish Ministry of Education and Culture
Implementation period: 2011-2012. ¶

The Finnish Ministry of Education and Culture published in 2012 a report describing the state-of-play of gender equality in sport in the country. This report also included a set of recommendations in relation to planning, managing and leading future developments towards a more gender-sensitive sport policy-making. The analysis undertaken looked into different dimensions, including the representation of women and men in decision-making and leadership positions in sport. This report was a follow-up of a similar exercise undertaken in 2005. ¶

- How to integrate a gender perspective in sport decision-making processes? ¶
- Implement transparent and fair procedures to identify and elect candidates that do not benefit either of the sexes and recognise different achievements and experiences to perform a certain role. ¶
 - Build executive jobpaths for professional management positions in sport. ¶
 - Ensure a gender-balanced representation of nomination and selection committees. ¶
 - Create gender-sensitive human resources policies that allow for the reconciliation of work and private life (i.e. that allow combining family responsibilities and decision-making roles). ¶
 - Change internal regulations and statutes in order to promote gender balance as a principle of good governance. ¶
 - Develop (or fund) programmes and projects to raise awareness about the benefits of gender diversity in leadership positions, and to develop leadership skills of the underrepresented sex. ¶

United World Wrestling, European Fencing, Combat Sambo, European Handball Federation, European Shooting, Combat Sambo, European Weightlifting Federation, Union of European Football Associations, European Hockey Federation, FIFA, European Judo Union, European Tennis Union and the European Triathlon Union. [EUROPEAN INSTITUTE FOR GENDER EQUALITY \(2012\). GENDER EQUALITY IN SPORT AND DECISION-MAKING IN EUROPE. A REVIEW OF THE CURRENT SITUATION OF THE EUROPEAN INSTITUTIONS AND ASSOCIATIONS IN THE EU. ANNEKE JONKERS.](#) ¶

¶ This fact sheet was compiled in October 2016 by Yellow Window. ¶
 ¶ For more detailed information about recent statistical data see, for example, the 2016 Women on Boards Report on Gender Balance in Global Sport, or the 2015 European Institute for Gender Equality Report on Gender Equality in Power and Decision-Making. ¶
 ¶ Council of Europe (2015). Recommendations on gender mainstreaming in sports (CM/Rec(2015)20). ¶
 ¶ Council of the European Union (2014). Conclusions of Gender Equality Summit. ¶
 ¶ European Commission (2014). Gender Equality in Sport. Proposal for Strategic Actions 2014-2020. ¶

“Final” step vs. stepping step



- 5-6 December - Strasbourg: Final event “Balance in sport - a stepping-stone to making the difference”
- Follow-up of the project will be carried out by the Enlarged Partial Agreement on Sport.

Thank you for your attention!



BALANCE IN SPORT
Towards gender equality



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