



BALANCE IN SPORT

Factsheets and Pilot Training Session
on gender equality in sport

Lut Mergaert
Strasbourg - 5 December 2016



YELLOW WINDOW

CoE Balance in Sport project

One of the BIS project objectives:

- **“Development of awareness-raising tools”**

 2 assignments:

- **5 factsheets** on gender equality in sport
- **1 pilot training session** on gender equality in sport



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Assignment 1:

Five factsheets on gender equality in sport

Themes:

- Participation
- Leadership / decision-making
- Coaching
- Media
- Gender-based violence



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Assignment 1: **Five factsheets** on gender equality in sport

Specifications:

- **Target groups:** public authorities and sport organisations that will collect data on gender equality in sport
- **Content:** *background info* on each topic and a *selection of examples* that could be duplicated or be a source of inspiration in other countries
- **Length:** 2 pages per factsheet (recto verso)



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Assignment 1: **Five factsheets** on gender equality in sport

Process:

1. **Collect information** on the status of gender equality for each theme: **desk research** to identify sources; existing research and studies; facts and figures referring to the CoE indicators; examples of 'inspiring practices'
2. **Draft factsheets**: providing *background info* on each topic, illustrating with facts and figures for the identified indicators, describing *1 to 3 examples* per theme
3. **Develop infographics** to visualise inequalities, based on facts & figures



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Assignment 1: Five factsheets on gender equality in sport

Process:

1. **Collect information** on the status of gender equality for each theme
2. **Draft factsheets**
3. **Develop infographics**
4. **Submit for feedback to CoE**
5. **Revise** factsheet based on feedback from CoE



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Assignment 1: **Five factsheets** on gender equality in sport

Challenges encountered:

- 1. General lack of data** specifically referring to the European context (except for 'Participation' and 'Leadership' – although more data are needed)
- 2. Literature is rather limited for the European context**



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Assignment 1: **Five factsheets** on gender equality in sport

Challenges encountered:

- 3. Difficulty in finding good examples** tackling existing inequalities in recent years (they may exist but in other languages)



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Assignment 1: **Five factsheets** on gender equality in sport

Main messages:

- Sport is a male-dominated field. The masculinist culture in sport affects participation of girls/women, and can explain the underrepresentation of female leaders, coaches and sport journalists
- As in other areas of life, gender roles and stereotypes have an impact on how girls/women and boys/men take part in sports (different areas and levels)
- Gender-based violence in sport exists and affects girls, boys, women and men.



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Assignment 1: Five factsheets on gender equality in sport

GENDER EQUALITY AND COACHING¹

Although there is a general lack of centralised sex-disaggregated data regarding accredited coaches in Europe, data from the European level shows that there are more male coaches than female coaches across Europe's Enlarged and Candidate Countries.

- Women
- The proportion of female coaches is generally lower than that of male coaches.
- Female coaches are more likely to be found in grassroots and youth sports.
- Female coaches are more likely to be found in non-elite sports.

To illustrate the gender differences in coaching, the following factsheet provides information on the gender distribution of coaches in different sports.

GENDER-BASED VIOLENCE IN SPORT¹

Despite the fact that sport promotes ethical values, fair-play and integrity, violence also occurs in the sport context. In some cases, violence is directed against a person because of her/his gender (including gender identity or expression). This phenomenon is understood as gender-based violence and may include sexual harassment and abuse, rape, physical or emotional-psychological violence, and LGBTQI²-violence. These forms of gender-based violence are not mutually exclusive; they actually overlap.

Gender-based violence in sport affects girls, boys, women and men. Gender-based violence has been reported among peer-athletes, between coaches and their athletes, or between other personnel within the sports' entourage (e.g. managers, officials, doctors, physiotherapists) and athletes. Media has drawn attention to these issues.

GENDER EQUALITY AND PARTICIPATION IN SPORT¹

In general, men tend to practise sports or other physical activities² more often than women in the European Union³. For instance, 45% of men exercise or play sport at least once a week, whereas 37% of women do so. The frequency to play sport or engage in other physical activity significantly differs according to age groups. The biggest difference is noticed in the younger group (15-24 years old): 75% young men compare to 65% young women practise sport or other activity at least once a week, while 15% young men compare to 10% young women engage in sport or other physical activity at least five times per week. This gap is smaller in older age groups.

Gender differences can be noticed in relation to the setting where sport or other physical activity is practised: men are more likely to engage in physical activities at a sport club or at work, at school or on the way between home and school, work or shops. In line with this observation, men are more likely to engage in physical activities at a sport club or at work, at school or on the way between home and school, work or shops.

GENDER EQUALITY IN SPORT AND THE ROLE OF MEDIA¹

Sports media is a male-dominated setting around the globe giving more visibility to sports traditionally practised by men (e.g. football) and reporting massively about male athletes and their performance.

The International Sports Press Survey 2011² concluded that more than 90% of the articles were written by male journalists and more than 85% of the articles focused on men. To be more precise, only 8% of the analysed articles were written by named female journalists³.

In other fields, horizontal and vertical segregation can be observed in media, meaning that women tend to be underrepresented in media leadership positions, topics that female journalists cover tend to be stereotypically associated with women's roles. For instance, reported in the 2015 Women's Media Center report⁴, female journalists in the United States of America mainly covered topics like education (54,6%), lifestyle (49,6%), health (49,6%) and health (49,3%), whereas only 10,2% of the journalists in the United States of America covered sports.

GENDER EQUALITY AND LEADERSHIP IN SPORT¹

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 statistics² 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 masculinised 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 Europe³ is inviting the governments of the Member States to develop policies and measures to promote gender equality in sport.

Some numbers about women in sport leadership

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

Only 11 women (against 295 men) are presidents of National Olympic Committees.

There are 14% women in decision-making positions and only 10% women are presidents of National Olympic Committees.

Gender inequality in sports media

Less than 10% of sport-news articles are written by female journalists.

More than three quarters of the journalists in the United States of America mainly covered topics like education (54,6%), lifestyle (49,6%), health (49,6%) and health (49,3%), whereas only 10,2% of the journalists in the United States of America covered sports.



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Assignment 2:

One pilot training session on gender equality in sport:

Paris, 21 November 2016



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Assignment 2: Pilot training session on gender equality indicators in sport

Specifications:

- **Target group:** representatives from sport ministries and from national sport governing bodies coming from Finland, France, Romania and Spain
- **Length:** one day



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Assignment 2: Pilot training session on gender equality indicators in sport

Objectives:

- To provide **knowledge and skills** on:
 - Gender equality in sport in the 5 strategic areas
 - Gender equality in sport indicators
 - Designing / implementing / evaluating evidence-based gender equality policies and strategies on sport



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Assignment 2: Pilot training session on gender equality indicators in sport

Training programme:

- Morning session (9:30 – 12:30):
 - Concepts related to gender equality in sport
 - Main areas of concern related to gender equality in sport
 - Background information on the 5 priority themes



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Assignment 2: Pilot training session on gender equality indicators in sport

Training programme:

- Afternoon session (14:00 – 17:00):
 - **Examples of policies** for each theme: presentation and discussion
 - **Policy cycle and guiding principles** for policy/programme development, implementation, monitoring & evaluation
 - **Work in sub-groups** on chosen priority theme, to elaborate policy priorities, objectives, possible actions

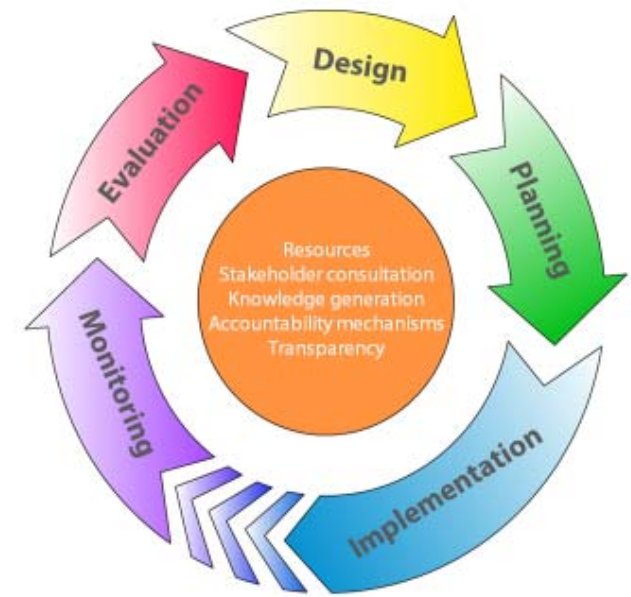


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Assignment 2: Pilot training session on gender equality indicators in sport

- **Work in sub-groups and discussion** on the elaboration of policy priorities, objectives, possible actions

The policy-cycle



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Assignment 2: Pilot training session on gender equality indicators in sport

Exit questionnaire, measuring participants' satisfaction:

- Main results:
 - ✓ Overall satisfaction with the training. The average score obtained across all 18 evaluation items is 8,7/10.
 - ✓ All participants believe they will be able to apply the contents of the training in their work.



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Exit questionnaire:

- Main results:
 - Two participants commented they found the training too short
 - Some elements that participants found not sufficiently elaborated, or for which time was too limited: exchanges about their national situation; 'hands-on' exercise on the elaboration of a strategy and policy actions



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Assignment 2: Pilot training session on gender equality indicators in sport

Exit questionnaire:

- Conclusion:
 - ✓ Good concept, responding to a need
 - ✓ It might be worth extending the training to 1,5 to 2 days:
 - first day focussing on concepts and themes
 - second day focussing on policy / strategy development and implementation.





Thank you!

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