



BALANCE IN SPORT

Tools to implement
gender equality in sport

Towards gender equality...

A STEPPING STONE EVENT TO MAKING THE DIFFERENCE

Strasbourg, 5-6 December 2016

Funded
by the European Union
and the Council of Europe



EUROPEAN UNION

COUNCIL OF EUROPE



CONSEIL DE L'EUROPE

Implemented
by the Council of Europe

Workshop - 5/12/2016



Objectives:

- Assessing the pilot data and good practices collection campaign
- Working on the next steps of the project:
 - Development of training and awareness raising tools
 - Dissemination / publication of the collected data and resources

Agenda



- ***Opening session***

- Welcome words - Mr Stanislas Frossard, Head of Sport Division, Council of Europe
- Round table and adoption of the agenda
- Objectives and outcomes of the project

- ***Assessment of the data and good practices collection campaign***

- Introduction of the data collection process at national level (*by pilot countries*)

Coffee break

- First results and lessons learned
- Working groups: Assessment of the collected good practices and resources

Agenda



Lunch offered by the Council of Europe

- ***Development of awareness-raising tools***

- Introduction
- Presentation of the training fact-sheets and the pilot training session - Ms Lut Mergaert, Yellow Window
- Working groups:
 - Promoting gender equality indicators and evidence-based policies and strategies (*awareness raising activities, training of trainers, multipliers, etc.*)
 - Dissemination and publication of the collected data, good practices and resources

Coffee break

Agenda



- ***Closing remarks***
 - Ms Sonia Parayre, Project Adviser, Balance in Sport, Council of Europe
 - Ms Françoise Bey, Deputy Mayor of Strasbourg
- ***Balance in sport enters the ring !***
- ***Cocktail***

Introduction



Balance in sport project:

- Objectives
- Process
- Outcomes



“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 in 4 European countries by using the set of indicators and an online tool

Partners : public authorities in charge of sport, sport movement, networks, gender equality experts, etc.

Project process



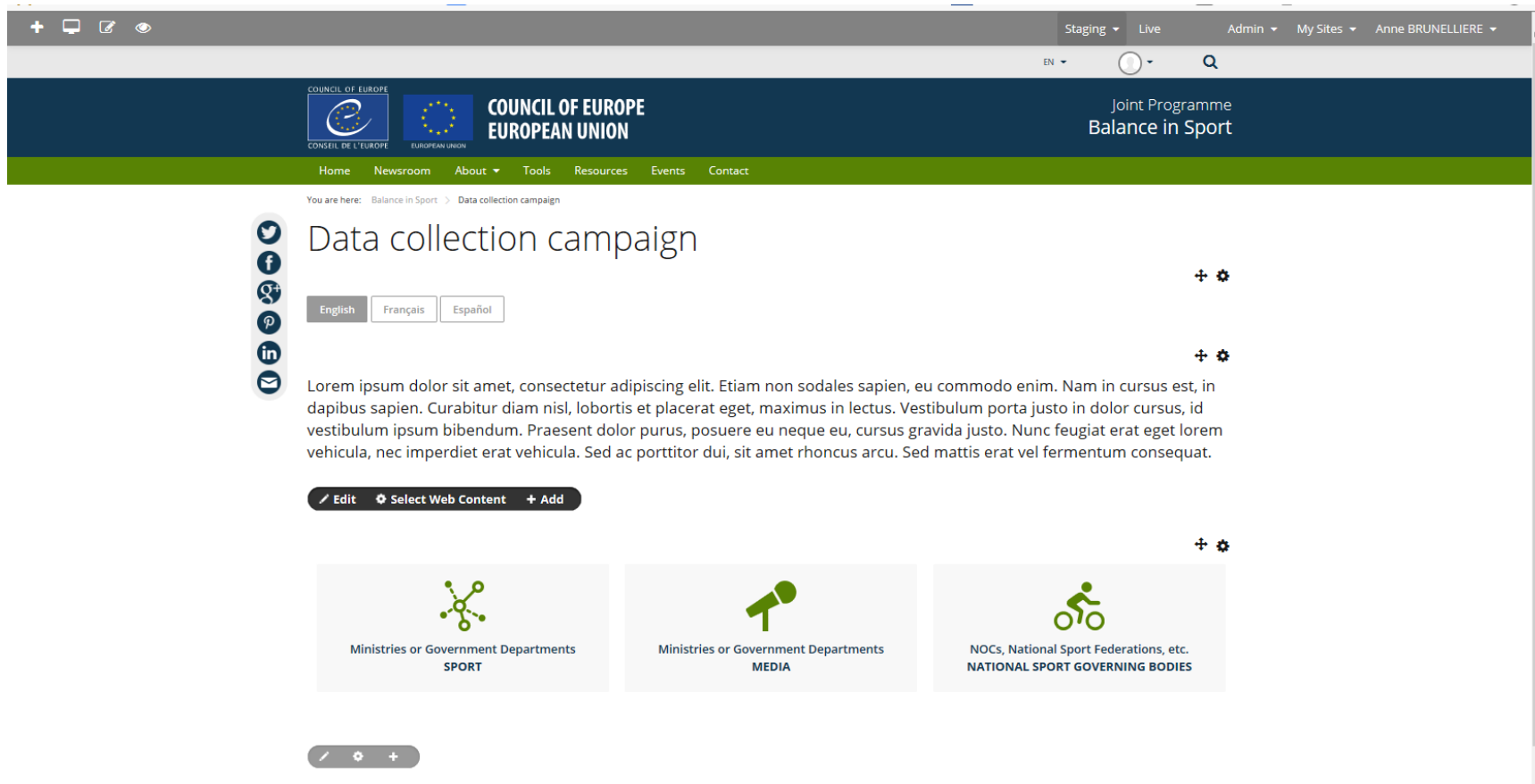
- Identification of “basic” indicators on gender equality in sport in the 5 strategic areas of the project (January - May 2016):
 - *A desk research*
 - *2 expert meetings :*
 - *Strasbourg, January 2016*
 - *Stockholm, April 2016*
 - *A remote consultation to finalise the set of “basic” indicators*

Project process



- Pilot data collection campaign based on online questionnaires (15 September - 25 October 2016):
 - 4 European countries involved : Finland, France, Romania and Spain
 - 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*)

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.

Project process



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

Project process



Best of the Web | Create Mission Order | Free Hotmail | Google | Microsoft | Product News | Today's Links | Web Gallery | Web Resources

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You are here: Balance in Sport > Good practices and resources

Good practices and resources

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

✚ ⚙

✚ ⚙

Project process



- Supporting our partners
 - Pilot training session on gender equality in sport, “basic” indicators and evidence-based policies and strategies (21 November 2016)
 - Training fact-sheets in the 5 strategic fields of the project

Project process

E. g. fact-sheet training



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.²

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.³

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.⁴

Since 2015, the Council of Europe⁵ 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 2014.⁶

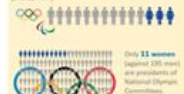
The European Commission's Proposal for Strategic Actions in Gender Equality in Sport (2014-2020)⁷ recommends to achieve the following targets by 2020:⁸

- 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.⁹
- A minimum of 40% of women and men in the management of professional sport administrations and governmental bodies.¹⁰

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.¹¹

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 seats).



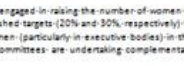
Only 11 women (out of 120) are presidents of National Olympic Committees.



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. ¹²Wellbeing project
Promoter: International Paralympic Committee and Aggro Foundation
Implementation period: 2014-2016

¹³**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. ¹⁴**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 Aggro sport organisations.¹⁵

¹⁶Even sport federations in continental Europe¹⁷ 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.¹⁸

¹⁹Although '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.²⁰

²¹Governmental 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.²²

EXAMPLE 2. ²³Understanding the state-of-play of gender equality in sport in Finland
Promoter: Finnish Ministry of Education and Culture
Implementation period: 2011-2012

²⁴The 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 2005.²⁵

- ²⁶How to integrate a gender perspective in sport decision-making processes?²⁷
- 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.²⁸
 - Build executive jobpaths for professional management positions in sport.²⁹
 - Ensure a gender-balanced representation of nomination and selection committees.³⁰
 - 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).³¹
 - Change internal regulations and statutes in order to promote gender balance as a principle of good governance.³²
 - 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.³³

¹ United World Wrestling, Europe, European Fencing, Combat Sambo, European Handball Federation, European Shooting, Combat Sambo, European Weightlifting Federation, Union of European Football Associations, European Hockey Federation, FIFA, Europe, European Triathlon Union, European Tennis Tennis Union and the European Taekwondo Union. ² Aggro, European Institute for Gender Equality (2012). ³ Gender Equality in Europe and Decision-Making in Europe. ⁴ European Institute for Gender Equality. ⁵ Council of Europe. ⁶ Council of the European Union (2014). ⁷ Commission of the European Communities (2014). ⁸ Gender Equality in Sport, Proposal for Strategic Actions 2014-2020.

¹ This fact-sheet was compiled in October 2016 by Yelena Winkler.
² 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.
³ Council of Europe (2012). ⁴ Recommendations on gender mainstreaming in sports (2012/Rec. 2012(2)).
⁵ Council of the European Union (2014). ⁶ Council of the European Union (2014).
⁷ Commission of the European Communities (2014). ⁸ Gender Equality in Sport, Proposal for Strategic Actions 2014-2020.

Assessment of the data collection campaign



- Introduction of the data collection process at national level (*by pilot countries*)
 - Finland
 - France
 - Romania
 - Spain

Actions implemented, difficulties faced, lessons learned, recommendations for improving the process...

First results and lessons learned



- **Introduction:**

- A high involvement of the pilot countries:
 - 100 replies from public authorities and national sport organisations
 - About 90 other sport actors showed an interest in the process

	Ministry / government department in charge of sport	Ministry / government department in charge of public service media	National Olympic Committee / National sport confederation	National sport federations	
				Number of organisations contacted	Number of respondents
Finland	Yes	No	Yes	24	5
France	Yes	Yes	Yes	115	33
Spain	Yes	Yes (3 replies)	Yes	66	42
Romania	Yes	No	Yes	-	8

First results and lessons learned

- Impacts at national level:
 - Awareness raising on gender inequalities
 - Evolution of policies and strategies



First results and lessons learned



- First results / deeper analysis is needed
 - Finland, France and Spain
 - 2 types of data
 - Quantitative data on the participation of girls and women / boys and men in the sport world
 - Qualitative data on legal frameworks, policies and strategies
- ➔ Assessment of the “basic” indicators we agreed upon

First results and lessons learned



**Participation of girls and women / boys and men in the sport world
in Finland, France and Spain**

Quantitative data

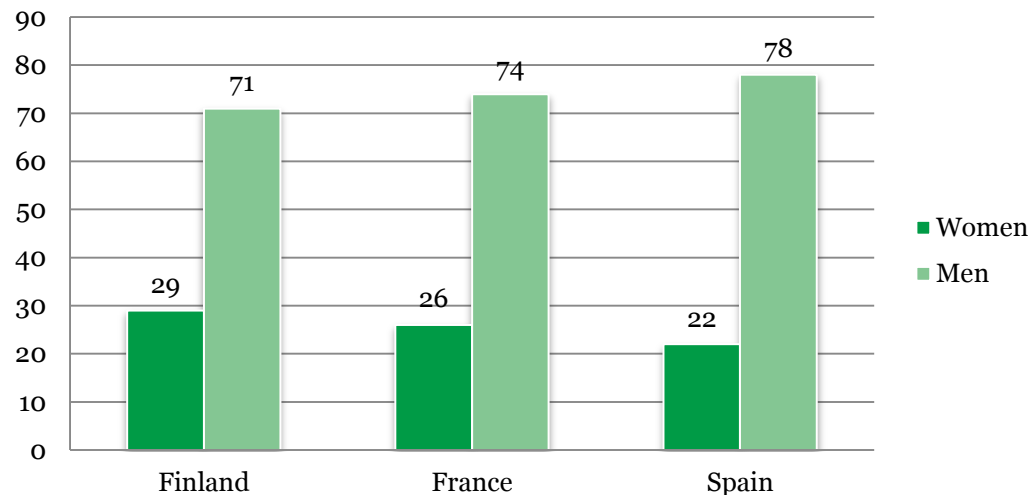
First results and lessons learned



LEADERSHIP

- Underrepresentation of women in leadership positions (voluntary positions) in national sport governing bodies (*NOCs and national sport federations*)

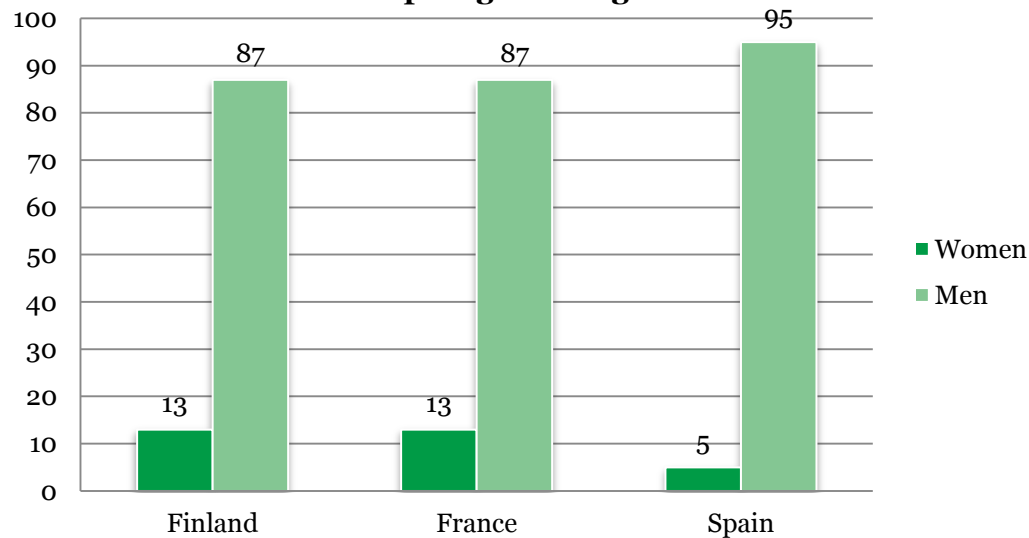
Percentage of women and men in the executive boards / committees (*voluntary positions*) in national sport governing bodies



First results and lessons learned



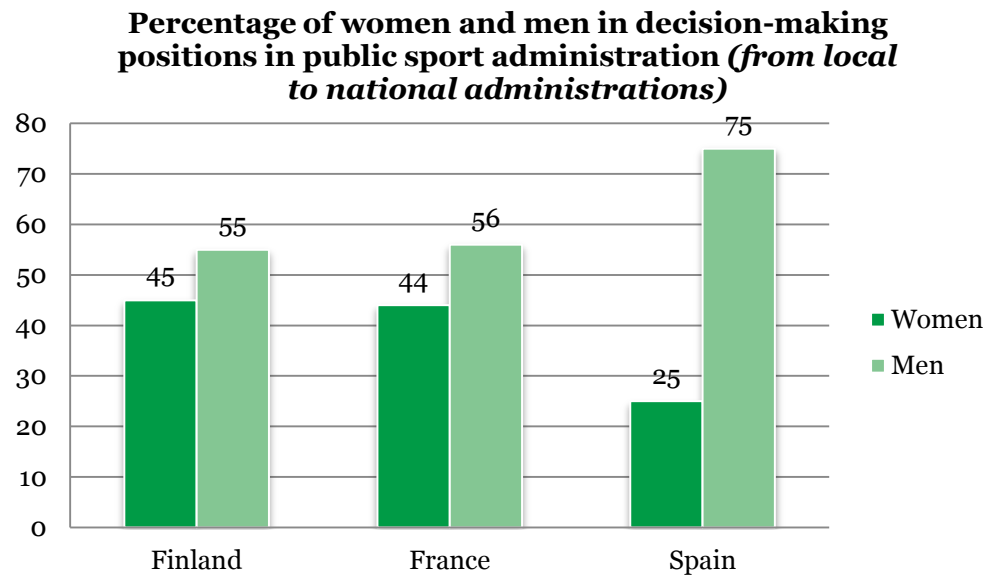
Percentage of women and men Presidents/chairpersons (voluntary positions) in national sport governing bodies



First results and lessons learned



- A better gender balance in decision-making positions in public sport administration (*from local to national administrations*) in most of the pilot countries



First results and lessons learned



- “Basic” gender equality indicators on leadership:
 - All relevant
 - Many replies
 - Collecting sex-disaggregated data on leadership often done on a regular basis by public authorities and sport movement
- ➔ The definition of leadership needs to be clarified...

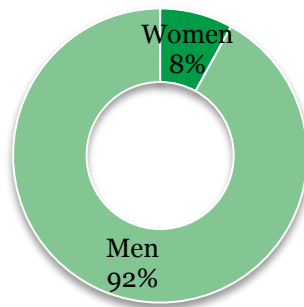
First results and lessons learned



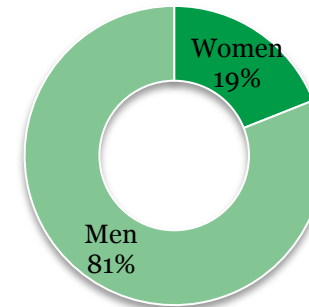
COACHING

- A significant gender gap in elite coaching

Percentage of women and men who act as head coaches in elite sport (full and part-time)
FRANCE



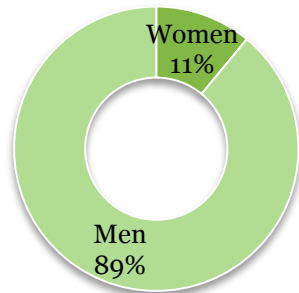
Percentage of women and men who act as head coaches in elite sport (full and part-time)
SPAIN



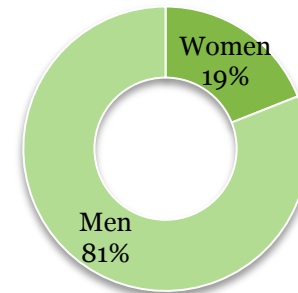
First results and lessons learned



**Percentage of women and men who act as assistant head coaches in elite sport (full and part-time)
FRANCE**



**Percentage of women and men who act as assistant head coaches in elite sport (full and part-time)
SPAIN**



First results and lessons learned



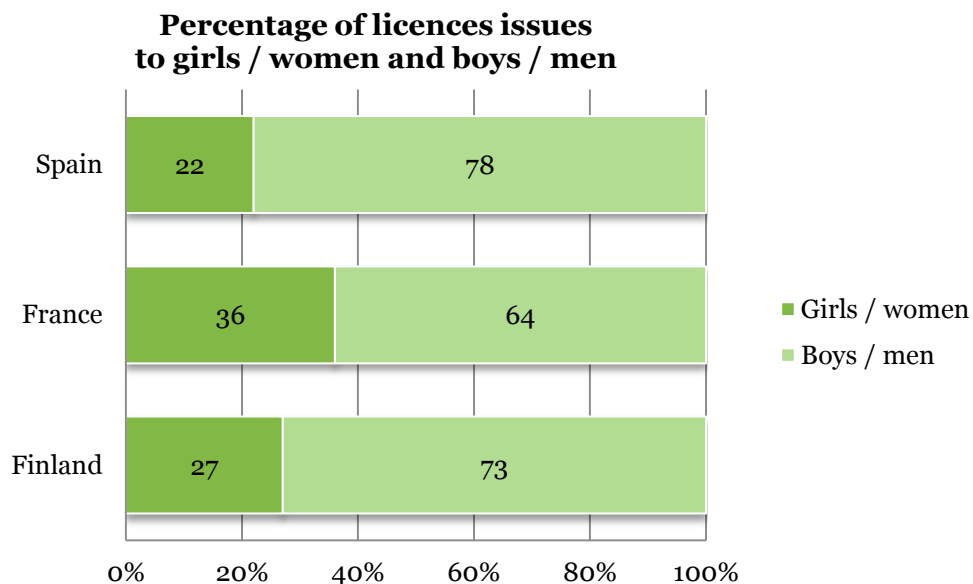
- “Basic” gender equality indicators on coaching:
 - A few data on this topic
 - Usually not available at the level of National Olympic committees and ministries or government departments related to sport
 - Few / incoherent replies from national sport federations about :
 - Number of women and men employed as sport coaches (full and part-time) in all their member organisations
 - Number of women and men who act as sport coaches with coaching qualifications
- ➔ Indicators to be reviewed, rephrased or removed

First results and lessons learned



PARTICIPATION

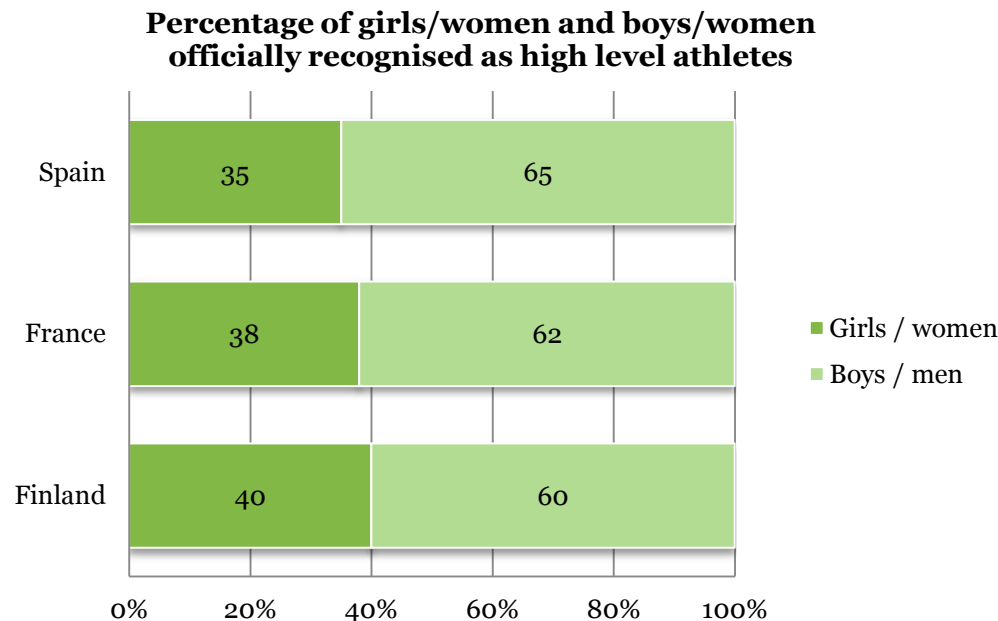
- A few licences are issued to girls and women compared to those issued to boys and men



First results and lessons learned



- A gender imbalance less pronounced among girls / women and boys / men officially recognised as high level athletes



First results and lessons learned



- “Basic” gender equality indicators on participation:
 - Sufficient data on this topic
 - One indicator to review : “Percentage of girls/women and boys/men practising sport (*with or without licence*)”: few / incoherent data and misunderstandings

First results and lessons learned



GENDER-BASED VIOLENCE

- Only qualitative indicators on policies and strategies implemented by public authorities and sport movement
 - ➔ How collecting quantitative data on gender-based violence and getting the number of cases in sport?

First results and lessons learned



PUBLIC SERVICE MEDIA

- 2 types of quantitative data:
 - Data on the number of hours devoted to women and men practising sport
 - Data on human resources
- Spain:
 - 65% of journalists / reporters who cover sport event in public service media are men
 - 91% of the media coverage of sport is devoted to men practising sport (*in public service media*)
- ➔ Getting directly in touch with national broadcasters /using the data collected by EBU (*European Broadcasting Union*)

First results and lessons learned



Legal frameworks, policies and strategies in the field of gender equality in sport in Finland, France and Spain

Qualitative data

First results and lessons learned



MINISTRIES / GOVERNMENT DEPARTMENTS RELATED TO SPORT

- Highly committed to gender equality
- Broad approach covering all strategic areas of the project - or most of them
- Main tools / measures : gender quotas, financial support to stakeholders and preventing tools (*for combating gender-based violence*)

First results and lessons learned



MINISTRIES / GOVERNMENT DEPARTMENTS RELATED TO PUBLIC SERVICE

MEDIA

- Legal frameworks, policies and / or programmes for :
 - Combating gender stereotypes and sexism
 - Reaching a gender balance among journalists / reporters and in leadership positions
 - ➔ Usually not specific to sport...
 - Reaching a better balanced media coverage of women's and men's sport

First results and lessons learned



NATIONAL OLYMPIC COMMITTEES / NATIONAL SPORT CONFEDERATIONS

- Involved in gender equality
- A narrower approach of gender equality in comparison with public authorities
- Gender equality in leadership positions is the most frequent topic tackled by the NOCs surveyed

	Leadership	Coaching	Participation		Gender-based violence	Media
			Grassroots sport	Elite sport		
FINLAND	×	×			×	
FRANCE	×		×			×
SPAIN	×					

First results and lessons learned



TO WRAP-UP...

Trends rather similar among pilot countries → relevant to continue to deal with gender equality in sport at European level

Issues raised...

- Raising awareness of sport organisations which are not committed to gender equality
- Having a clear definition of key concepts (e. g. leadership)
- Reviewing / rephrasing or removing some “basic” indicators whose results are not convincing
- Methodological issues :
 - Public service media
 - Coaching
 - Working languages
 - Webtool

Assessment of the collected practices and resources



- Supporting capacity building for Member States and sport governing bodies in the field of gender equality
- 32 practices and resources collected:
 - Most of them cover different strategic fields

NUMBER OF RESOURCES / TOPIC				
Leadership	Coaching	Participation	Gender-based violence	Media
17	18	15	10	11

Assessment of the collected good practices and resources



- A little diversification...

NUMBER OF RESOURCES / TYPE				
Expert profiles	Training sessions / resources	Awareness raising activities	Publications	Policies and strategies
10	4	5	12	1

NUMBER OF RESOURCES / COUNTRY	
Netherlands	2
Finland	3
France	16
Spain	8
Iceland	1
Germany	1
Cyprus	1

Assessment of the collected good practices and resources



Work in groups !

Development of awareness-raising tools



**Presentation of the training fact-sheets
and the pilot training session**

Ms Lut Mergaert, Managing Partner, Research Director, Yellow Window

Development of awareness-raising tools



Work in groups !

1. Promoting gender equality indicators and evidence-based policies and strategies (*awareness raising activities, training of trainers, multipliers, etc.*)
2. Dissemination and publication of the collected data, good practices and resources

Closing remarks



- Ms Sonia Parayre, *Project Adviser, Balance in Sport, Council of Europe*
- Ms Françoise Bey, *Deputy Mayor of Strasbourg*

And now... Enters the ring !!!



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Towards gender equality



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sport.gender@coe.int



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A stepping-stone event to making the difference



OPENING SESSION

- **Ms Gabriella Battaini-Dragoni**, *Deputy Secretary General of the Council of Europe*
- **Ms Sarah Ourahmoune**, *Silver medallist, boxing, Rio Olympics*

A stepping-stone event to making the difference



Women's sport : a challenge for Europe and beyond

At European level...

- **Ms Alexandra Adriaenssens**, *Gender Equality Commission, Council of Europe*
- **Ms Paola Ottonello**, *European Commission*
- **Ms Sallie Barker**, *ENGSO* and **M Pambos Demetriades**, *Cyprus Sport Organisation*

A stepping-stone event to making the difference



Women's sport : a challenge for Europe and beyond

At global level...

- **Ms Dominique Niyonizigiye**, *International Olympic Committee*
- **Ms Maria Bobenrieth**, *Women Win*
- **Ms Guylaine Demers**, *Laval University*

Conclusions of the workshop

(5/12)



- **Pilot data collection campaign based on online questionnaires**
 - Timing and time
 - Languages
 - Contextualisation
 - Contact person
 - Relevant support

Conclusions of the workshop

(5/12)



- **Gender equality indicators**
 - Quality (other studies, scope, etc.)
 - Promotion (trained ambassadors / experts)

Conclusions of the workshop

(5/12)



- **Good practices and resources**
 - Sustainability
 - Selection
 - Quality of presentation
- **Pilot training session**
 - Sufficient time
 - More time for exchanging practices

Ideas for 2017...



- **Training modules**
 - Who? When?
- **Awareness raising activities**
 - Who? When?
- **Further data collection**
 - Which countries?

A stepping-stone event to making the difference



CLOSING REMARKS

- **Mr Marko Begovic**, *Gender Equality Rapporteur, Enlarged Partial Agreement on Sport (APES), Council of Europe*

Thank you for your attention !



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