



BALANCE IN SPORT

Tools to implement
gender equality in sport

Towards gender equality...

DRAFT OUTLINE OF THE « BALANCE IN SPORT » 2 PROJECT (2018)

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

Enlarged Partial Agreement on Sport

Accord Partiel Élargi sur le Sport

What are the objectives of the “Balance in sport” 2 project?



- Carrying out a broad data collection campaign on gender equality in sport (leadership, coaching, participation, gender-based violence, media)
- Offering support to public authorities and sport organisations when designing and implementing evidence-based policies and strategies in this field

Why “Balance in sport”?



- Part of the gender mainstreaming process
- Taking stock of the situation on gender equality by using relevant indicators :
 - 1st step for gender mainstreaming in sport
 - Necessary for policy planning and decision-making

What are the potential partners?



- Public authorities: Ministries / government departments related to sport of the Council of Europe Member States
- European and International sport organisations
- Organisations promoting gender equality and gender mainstreaming (in sport)

... And experts on gender equality in sport, public and private media

→ A steering committee will be set up to follow the project up

What are the target groups?



- Ministries or government departments related to sport
- National Olympic committees / National sport confederations
- National federations of Olympic sports
- Public and private media and/or their networks

What are the planned activities?



- **Work package 1**: Awareness raising materials on gender equality in sport and the need to measure it
 - Advocacy paper and / or short video-clip
 - *Gender inequalities / gender-based violence / gender discrimination / gender stereotypes / sexism in sport*
 - *Reasons why we have to fight against them*
 - *Actions that need to be taken*
 - Translation and dissemination

What are the planned activities?



- **Work package 2**: Training activities and materials
 - Training kit, composed of fact-sheets
 - *Leadership, coaching, participation, gender-based violence and media*
 - *Evidence-based policies and strategies*
 - *Data collection process*
 - Regional training seminars for national coordinators
- NB: Regional seminars shall be duplicated at national level

What are the planned activities?



- **Work package 3:** Extending and standardising the data collection
 - Development of a web tool to collect data
 - Setting up a network of national co-ordinators to follow-up the campaign in each country
 - Import of data from International and European sport organisations
 - Preparation of a data collection master plan tailored to each country
 - Data collection campaign through the 47 Member States of the Council of Europe
 - Collection of data on gender equality in sports media
 - Export of the data, publication of reports and dissemination

What are the planned activities?



- **Work package 4**: Online library containing good practices and resources on gender equality in sport
 - Setting up a network of experts
 - Collection of good practices
 - Elaboration of the content and layout
 - Publication

What are the planned activities?



- Work package 5: Self-assessment
 - Development of a self-assessment tool / process
 - Suggestion of good practices and resources (coming from the online library), based on the results of the self-assessment

What are the planned activities?



- Work package 6: Communication and visibility
 - “Balance in Sport” website and twitter account
 - Promotional materials
 - Presentations to Ministries / government departments responsible for sport, sport organisations, etc.

What are the planned activities?



- Work package 7: Sustainability
 - Definition of the timing for the reproduction of the data collection campaign
 - Setting up a strategy to involve more countries

Thanks for your attention



www.coe.int/sport/bis



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