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BALANCE IN SPORT

Tools to implement Gender Equality

A stepping stone event
to making the difference

Report

5-6 December 2016

Strasbourg, France

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Opening session

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

Balance in sport: objectives and process

[Presentation by the Secretariat](#)

Introduction

- 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 Council of Europe 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

Main steps

1. Identification of [“basic” indicators on gender equality in sport in the 5 strategic areas of the project](#) (January – May 2016)
 2. A [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: Ministries or government departments related to sport, Ministries or government departments related to public service media and National sport governing bodies (*NOC, national sport confederation, national sport federations*)
 3. [Collection of practices and resources](#) (15 September – 15 November 2016): expert profiles, training sessions / educational tools, publications, awareness raising activities, and policies and strategies
 4. Supporting the partners: a pilot training session on gender equality in sport, “basic” indicators and evidence-based policies and strategies for the pilot countries held on 21 November 2016 and 5 training fact-sheets (leadership, coaching, participation, gender-based violence and media)
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1. Assessment of the data collection campaign based on online questionnaires

Feedback from the pilot countries (Finland, France, Romania and Spain¹) - Actions implemented, difficulties faced, lessons learned, recommendations for improving the process, etc.

Questions and answers with the experts

Main outcomes

Representatives from pilot countries and experts raised some issues and difficulties that have to be addressed. They have also made some recommendations for improving the data collection campaign based on the online questionnaires:

- Time and timing: a longer period of time is needed for collecting data + a relevant period + a relevant date for the launching (avoiding holidays periods, election periods, etc.)
- Translation: having the questionnaires translated into the national languages : a key factor for success (to have a sufficient number of replies)
- Person contact: finding the right person for filling in the questionnaire sometimes a huge challenge + problem of the sustainability of the contact person
- Technical support: important to have a technical support to help respondents (where needed)
- Explaining the context of the data collection (why it is important to collect data on gender equality, to fill in the questionnaire, to make evidence-based policies and strategies, etc.)
- Relationships with stakeholders: having / building good relationships with stakeholders (between the Ministry or the government department related to sport, the Ministry or the government department related to public service media, the National Olympic Committees, the national sport federations, etc.)

First results and lessons learned

Presentation by the Secretariat (more information in the PPT presentation)

- First results on gender equality in leadership, coaching, participation, gender-based violence and the media coverage of women and men practising sport in the 4 pilot countries
- 2 types of data were collected through the online questionnaires:
 - Quantitative data on the participation of girls and women / boys and men in the sport world
 - Qualitative data on legal frameworks, policies and strategies
- High involvement of the pilot countries: 100 replies received from public authorities and national sport organisations and about 90 other sport actors showed an interest in the process

¹ For Spain, cf. the PPT presentation

Main outcomes for improving the data collection process (results per strategic area: see the PPT presentation)

- A deeper analysis is needed (only the first results are available today)
- Most of the “basic” indicators are relevant
- The definition of leadership needs to be clarified in order to avoid misunderstandings
- A few data collected on coaching. This data is usually not available at the level of National Olympic committees and Ministries or government departments related to sport
- The indicator “Number of women and men employed as sport coaches (full and part-time) in all their member organisations” has to be rephrased and/or explained a bit more (indicating “in all sport clubs”, for example)
- The indicator “Number of women and men who act as sport coaches with coaching qualifications” has also to be explained a bit more (for example by defining “coaching qualifications” and indicating “in all sport clubs”)
- The indicator “Percentage of girls/women and boys/men practising sport (*with or without licence*)” has to be rephrased and explained (defining “with or without licence”, replacing “sport” by “your discipline”, indicating “possible to use Eurobarometer’s data”, etc.)
- Only qualitative indicators on gender-based violence in sport used in the questionnaires (policies and strategies implemented by public authorities and the sport movement). How collecting quantitative data (for instance, the number of cases of gender-based violence in sport, etc.)
- A few quantitative data collected on public service media dealing with sport (number of hours devoted to women and men practising sport and data on human resources). A solution could be to get directly in touch with national broadcasters, instead of contacting the regulatory bodies
- Most of the national sport federations reached were highly committed to promoting gender equality in sport. How raising awareness those which are not/less involved?

2. Assessment of the collected practices and resources on gender equality in sport

32 practices and resources collected. They are little diversified and most of them cover different strategic fields (cf. PPT presentation).

Balance in sport experts were invited to have a look at the received resources (work in group session)

Main outcomes

Many questions and issues were raised by the experts regarding the collected practices and resources:

- Sustainability issue: How collecting practices and resources on a regular basis? Who / which will update them? Staff and funds are needed to build and to update an online library of gender equality resources and practices
- Selection process: All collected practices and resources cannot be considered as good or promising ones. Who / which will evaluate them? What kind of criteria using?

- Presentation: clear and simple presentation, user-friendly ranking and research system
- Practical improvements are also needed (reviewing some categories, adding others, limiting the number of characters, explaining some items, etc.)

Module 2 - Development of awareness raising tools

[Presentation of the training fact-sheets and the pilot training session by Ms Lut Mergaert, Managing Partner, Research Director, Yellow Window](#)

Main outcomes

- Participants were highly satisfied (average rating: 8,7/10)
- Most of them think they will be able to use the training contents in their daily work
- The [training session](#) was too short for two participants
- Two modules – discussions about national situations and practical exercises to design policies and strategies – were insufficiently developed (for some participants)

Balance in sport experts were invited to work in group on different topics:

- Awareness raising activities / tools
- Promoting gender equality indicators
- Improving the data collection process
- Reviewing the questionnaires

Main outcomes

- Questionnaire "National sport governing bodies" / item "leadership": adding the following questions: "How many member organisations do you have?" and "What are they?"
- Questionnaire "National sport governing bodies" / item "media": replacing "media content" by "media and communication content"
- Having a look at the existing studies and surveys on sport and gender equality (Eurostat, etc.) to identify what categories are used and could be used for the project
- A definition of leadership / decision making positions is needed
- Important to have a stable panel of respondents (from a data collection campaign to another) to conduct a solid monitoring of trends. Therefore, only the largest federations and sport organisations – which are more powerful and may have more influence on gender equality – should be included in the data collection campaign based on the online questionnaires
- For promoting gender equality indicators: involving the national statistics, networks in the countries, etc.; having a dedicated person in the public service / an "Ambassador" in each country in charge of promoting gender equality in sport; setting up a network aiming at developing strategies, etc.
- Collaboration among entities, in particular between sport organisations and public authorities, is crucial for the data collection. Other technical recommendations: delivering a proper speech, providing the printed version of the questionnaires to the respondents (to work with it), sending a confirmation email, saving the content, providing feedback, etc.

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Conclusion by Ms Sonia Parayre, Project Advisor, Balance in Sport, Council of Europe and Ms Françoise Bey, Deputy Mayor of Strasbourg.

Followed by [Balance in sport enters the Ring!](#) Boxing with Sarah Ourahmoune, Silver medallist in boxing at the Rio Olympics

Day 2

Closing event – 6 December 2016

Opening session

- [Ms Gabriella Battaini-Dragoni, Deputy Secretary General of the Council of Europe](#)
- [Ms Sarah Ourahmoune, Silver medallist, boxing, Rio Olympics](#)

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](#)

At global level...

- [Ms Dominique Niyonizigiye, International Olympic Committee](#)
- [Ms Maria Bobenrieth, Women Win](#)
- [Ms Guylaine Demers, Laval University](#)

Conclusions of the workshop

(See main outcomes under Module 2)

Balance in sport in 2017

Following up through the Enlarged Partial Agreement on Sport (EPAS) / Presentation of EPAS made by Michael Trinker

Member States interested in taking part in the follow-up of Balance in sport project: Belgium, Montenegro and Switzerland and maybe Cyprus, Estonia.

Sport organisations that may be involved: IOC, UEFA, FISU, ENGSO, etc.

Comments from the Balance in sport experts

- Important to build a proactive community of experts (collaboration, sharing resources, etc.)
- National projects based on the gender equality indicators may be implemented in 2017 (in Finland and Spain for instance)
- IOC: some funds may be available in the field of sport and gender (data collection)
- Using the CoE recommendation on gender mainstreaming in sport to encourage the Member States to take part in the project

List of participants

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Ms Françoise BEY
Deputy Mayor of Strasbourg - France

Ms Maria Eugenia BOBENRIETH
Women Win - The Netherlands

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