



BALANCE IN SPORT

Training about gender equality in sport



YELLOW WINDOW





DEFINING CONCEPTS



Sex & Gender

Sex refers to the biological characteristics that define humans as female or male. While these sets of biological characteristics are not mutually exclusive, as there are individuals who possess both, they tend to differentiate humans as males and females.

World Health Organisation

Gender shall mean the socially constructed roles, behaviours, activities and attributes that a given society considers appropriate for women and men.

Article 3C of the Istanbul Convention



Gender Equality

Gender equality means an equal visibility, empowerment and participation of both sexes in all spheres of public and private life. Gender equality (...) aims to promote the full participation of women and men in society. It means accepting and valuing equally the differences between women and men and the diverse roles they play in society. (...) Gender equality means discussing how (...) to change the structures in society which contribute to maintaining the unequal power relationships between women and men, and to reach a better balance in the various female and male values and priorities.

Council of Europe



Gender stereotypes and biases

Gender stereotypes are preconceived ideas whereby males and females are arbitrarily assigned characteristics and roles determined and limited by their sex. Sex stereotyping can limit the development of the natural talents and abilities of boys and girls, women and men, their educational and professional experiences as well as life opportunities in general.

Stereotypes about women both result from and are the cause of deeply engrained attitudes, values, norms and prejudices against women. They are used to justify and maintain the historical relations of power of men over women as well as sexist attitudes which are holding back the advancement of women.

Council of Europe Gender Equality Strategy 2014-2017



Gender-based violence

Gender-based violence is violence directed against a person because of that person's gender (including gender identity/expression) or violence that affects persons of a particular gender disproportionately.

European Commission's Proposal for Strategic Actions on Gender Equality in Sport 2014-2020

Gender-based violence against women shall mean violence that is directed against a woman because she is a woman or that affects women disproportionately.

Article 3D of the Istanbul Convention



Gender mainstreaming

Gender mainstreaming is the (re)organisation, improvement, development and evaluation of policy processes, so that a gender equality perspective is incorporated in all policies at all levels and all stages, by the actors normally involved in policy-making.

Council of Europe



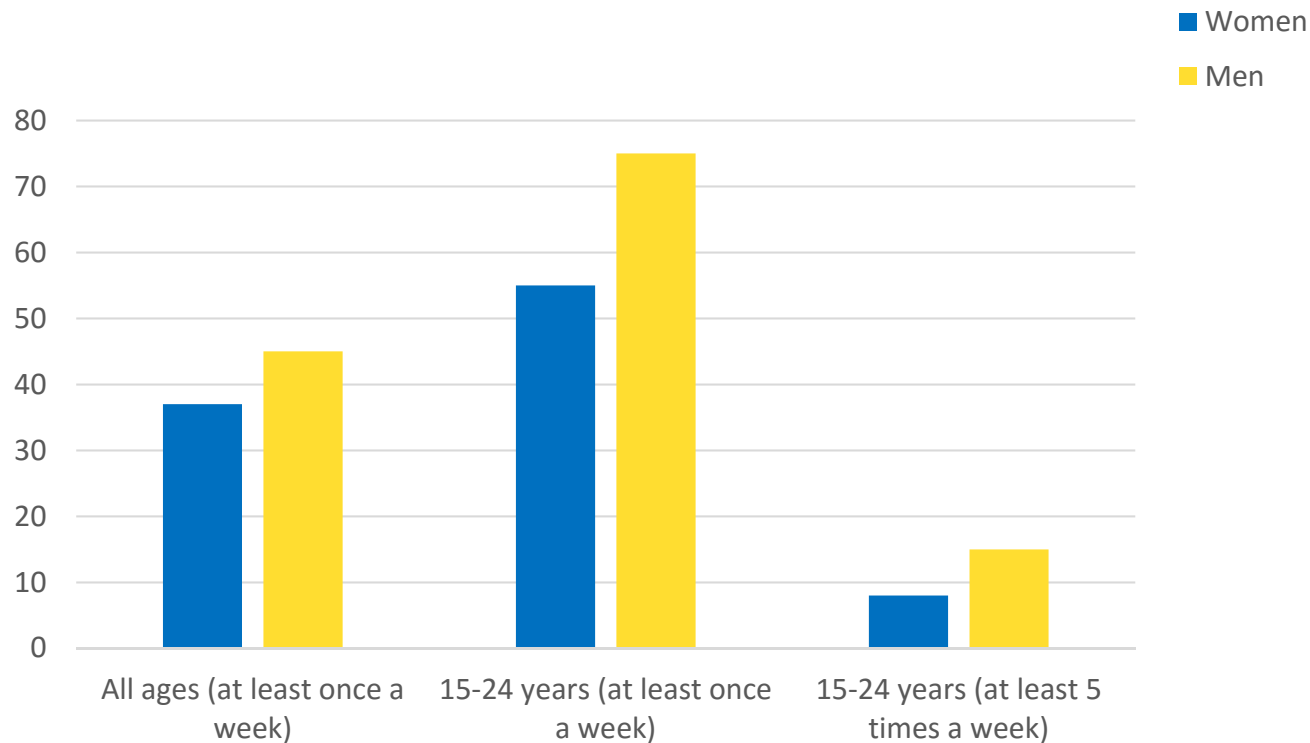


PRIORITY THEMES FOR ‘BALANCE IN SPORT’



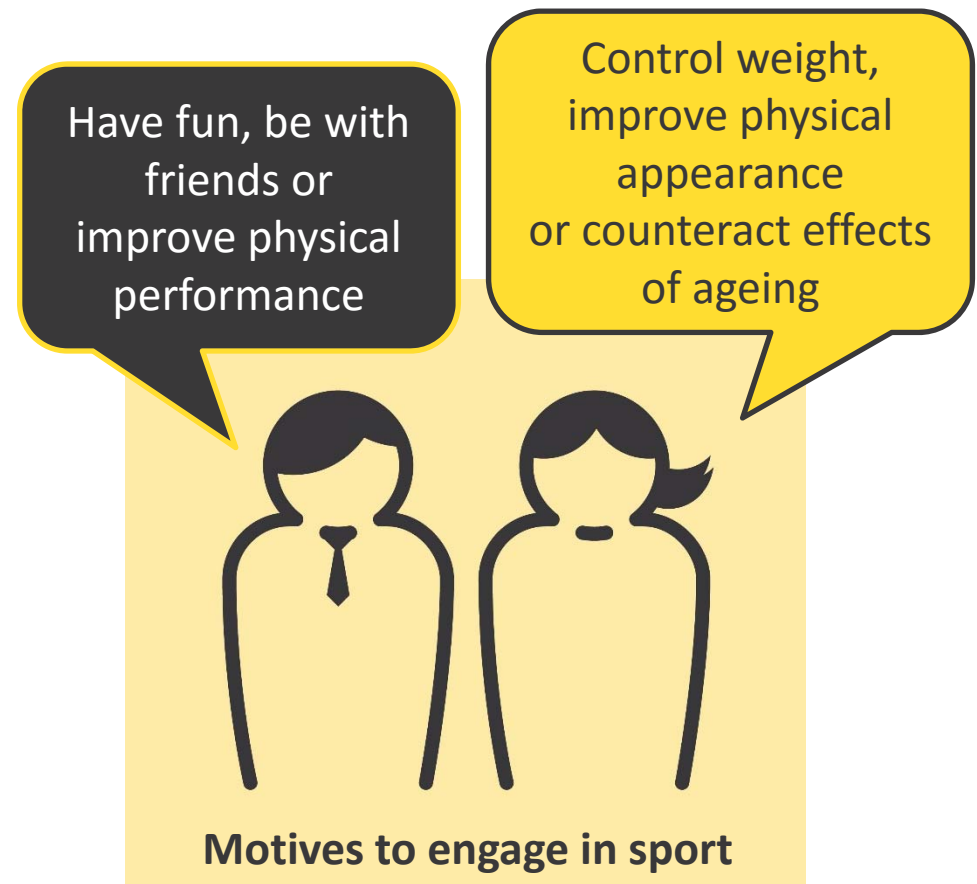
Participation in sport

- In general, men tend to practise sports or other physical activities more often than women in the EU.



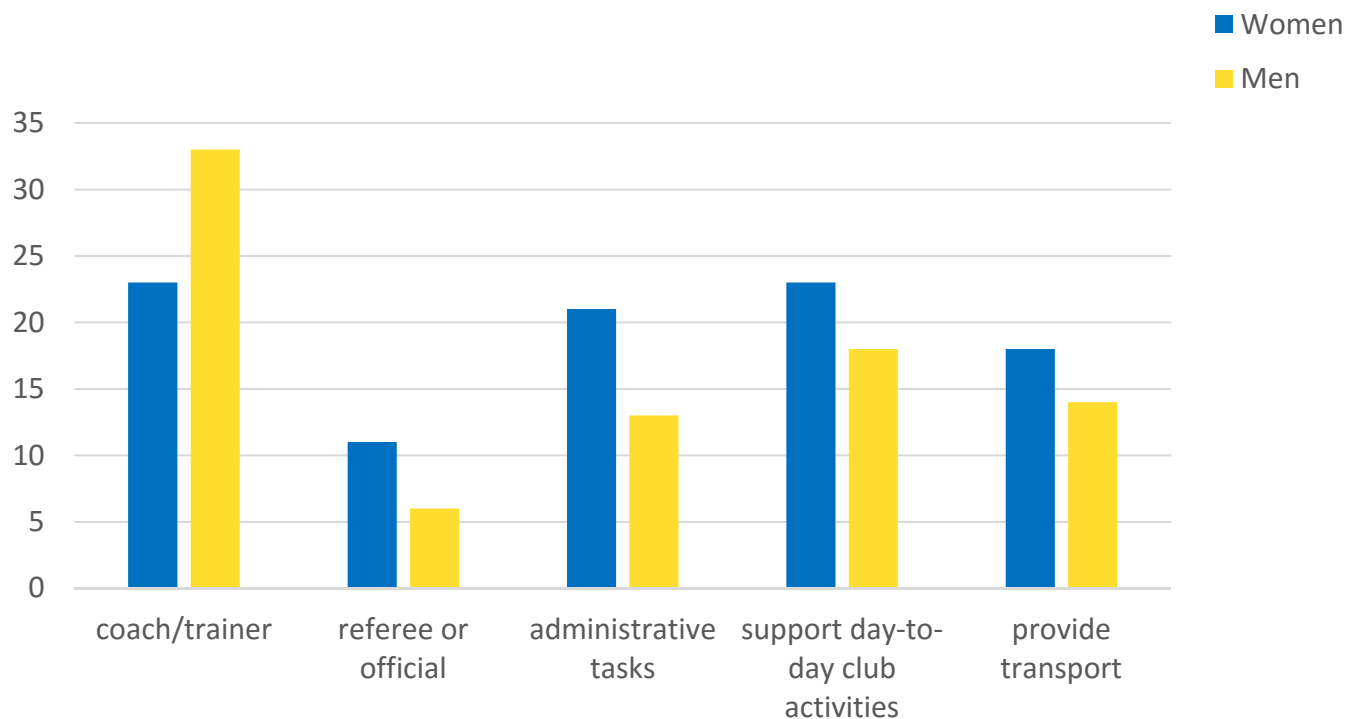
Participation in sport

- Gender differences can be noticed in relation to:
 - the setting where sport or other physical activities are practised.
 - what motivates women and men for engaging in sport or other physical activities.



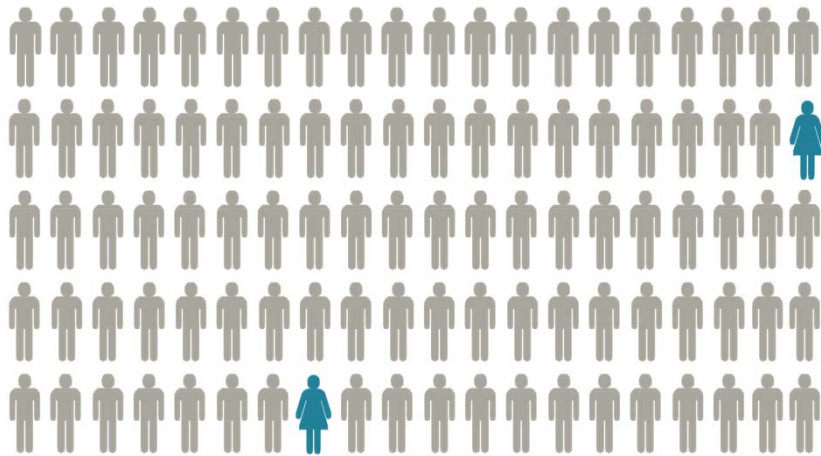
Participation in sport

- Only slightly more men than women are employed in sport or engaged in volunteer work supporting sport activities.
- ... But their roles tend to be different.



Participation in sport

- There is evidence of a gender pay gap in sport, including athletes' contractual earnings, sponsorships, endorsements, and prize money.



World's Highest Paid Athletes
(Forbes, 2016)

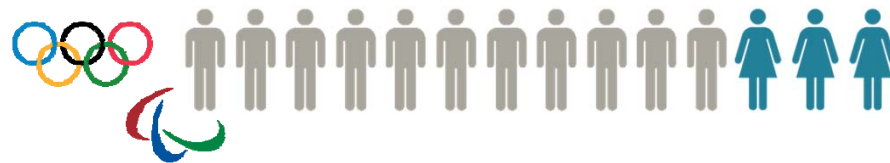
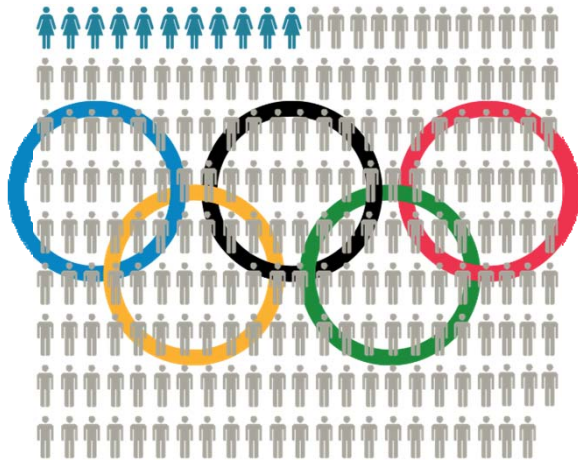
In a list of 100 athletes, there are only two women: in the 40th and 88th positions.



Leadership in sport

- There is still a strikingly gender-unbalanced representation in decision-making positions in sports organisations.

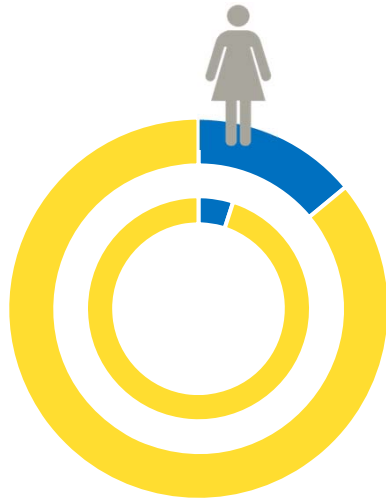
Only **11 women** (against 195 men) are presidents of National Olympic Committees.



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

Leadership in sport

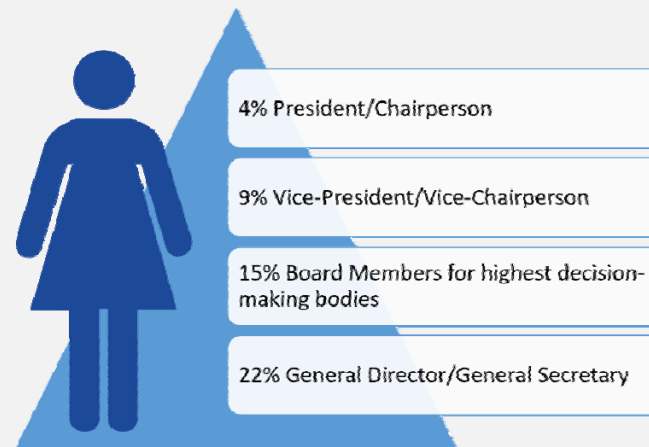
- There is still a strikingly gender-unbalanced representation in decision-making positions in sports organisations.



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 continental confederations of Olympic sports in Europe



Coaching in sport

- There is a significant underrepresentation of female coaches across all fields and levels of sports.
- Women represent a small minority of the coaches employed in elite sports.
- The percentage of female coaches tends to decrease the higher the level of performance.
- Female coaches are more likely to train athletes enrolled in typical women's sports rather than in traditional men's sports.
- Female coaches are almost exclusively training either women, youth or children.



Gender-based violence in sport

- Affects girls, boys, women and men.
- It has been noticed between:
 - peer-athletes
 - coaches and their athletes
 - other personnel within the sports' entourage and athletes.



Gender-based violence in sport

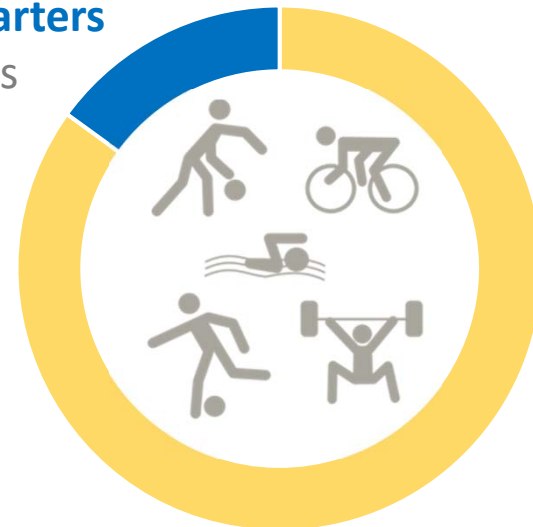
- Forms of gender-based violence in sport include sexual harassment and abuse, rape, physical or emotional-psychological violence, and LGBTQI-violence.
- These forms of gender-based violence are not mutually exclusive; they actually overlap.



Media and sport

- Sports media is a male-dominated setting around the globe.
- More visibility is given to sports traditionally practised by men (e.g. football).
- Media tend to report massively about male athletes and their performance.

More than three quarters
of sport-news articles
focus on sportsmen.



Media and sport

- Search on Google 'sports newspaper UK' on 18/11/2016
- See below the webpage of the first item from search results

theguardian

home > **sport** > football > cricket > rugby union > F1 > tennis > golf > cycling > boxing > racing > rugby league

sport
Sport website of the year

Cricket / Ashwin makes England pay after Hameed run out sparks collapse

Ravi Ashwin hit 58 to help India to 455 all out before taking two wickets for 15 runs to reduce England to 103 for five in response

159

Full scorecard / All the details from the game in Visakhapatnam

As it happened / Read our over-by-over report

South Africa / Captain Du Plessis charged with ball-tampering

Eden Hazard / If I ever leave Chelsea, it will be after winning the league

Football / Southgate to be interviewed for England manager's post on Monday

Woodward's harrowing story must be urgent call to arms Owen Gibson

Live / Murray v Wawrinka - ATP World Tour Finals!

Tennis / Murray confident of lasting course for Djokovic test

Rugby union autumn internationals / What to look forward to this weekend

43

Premier League / Ten things to look out for this weekend

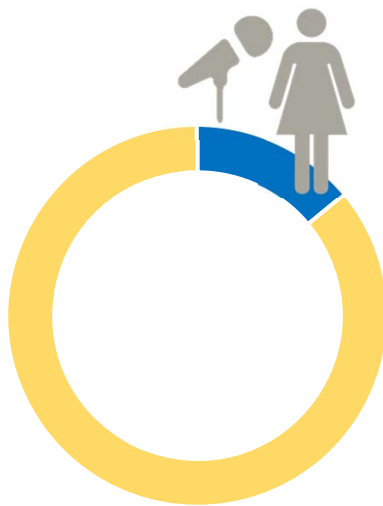
480

Meet the actor who is set on playing for Hong Kong at

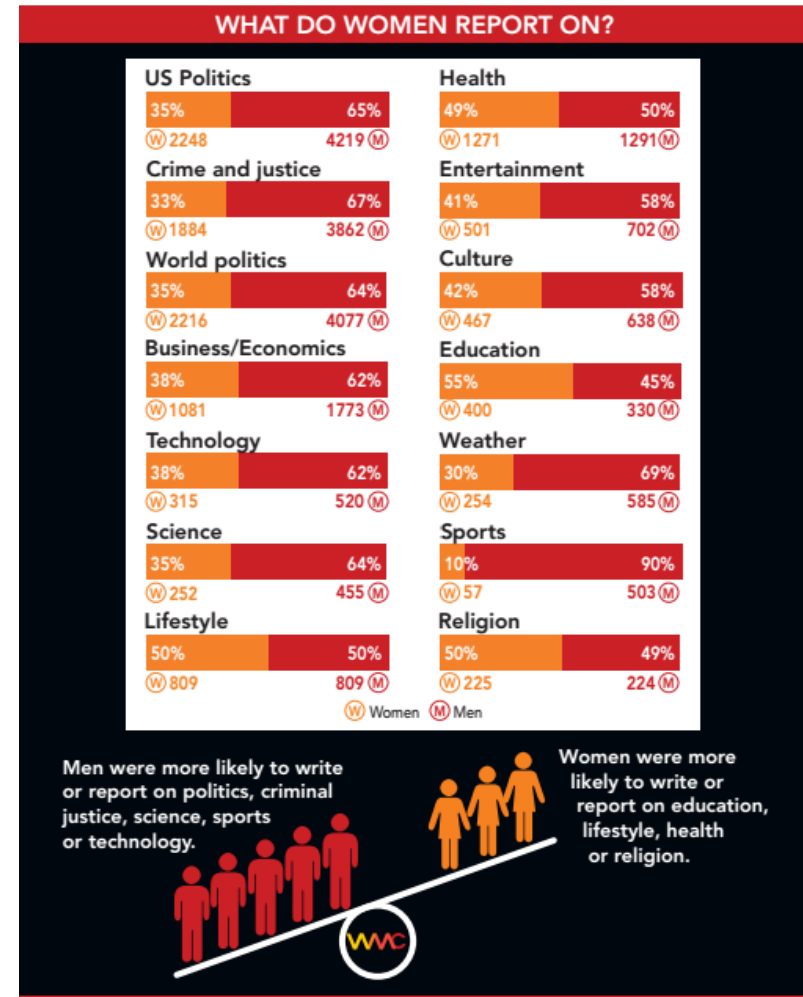


Media and sport

- Women tend to be alienated from sports media at all levels.



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



Media and sport

- Through gender stereotypes, media perpetuate gender inequality and accentuating gender differences in sports
- Media gender-biased portrayals of sportswomen have an impact on female participation in sport and coaching, as well as on leadership positions in sport.





— EXAMPLES OF POLICIES



Participation in sport

FUND FOR SPORTING EQUALITY

Promoter: Scottish Government

Launched in: 2016

Sportscotland commissioned a study about equality in Scottish sport, which was funded by the Equality and Human Rights Commission. The [report](#) analysed who participates in sport, the barriers to participation, and suggests potential solutions. Considering the results of this report, the First Minister Nicola Sturgeon announced in July 2016 the creation of a Sporting Equality Fund (£300.000) to increase women's engagement in sport.



Participation in sport

HANDBOOK ON GOOD PRACTICES TO PROMOTE ACCESS FOR GIRLS AND WOMEN TO SPORT

Promoter: Council of Europe

Published in: 2011

This handbook describes the situation about the participation of girls and women in sport in Europe in 2011. A range of good practices are presented to provide inspiration for practices to promote access for girls and women to sport. Based on an assessment of obstacles to sport and the lessons learnt from the good practices, a series of recommendations is formulated. Download the handbook [here](#).



Leadership in sport

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 a report in 2012 describing the state-of-play of gender equality in sport in the country. The analysis looked into different dimensions, including the representation of women and men in decision-making and leadership positions in sport. The report provided recommendations for future action. This was a follow-up of a similar exercise undertaken in 2005.



Leadership in sport

WOMENTORING PROJECT

Promoter: International Paralympic Committee and Agitos Foundation, Implementation period: 2014-2016

WoMentoring 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 16 pairs of mentors and mentees in a programme of education and development. WoMentoring provided its participants with tools to grow into strong leaders. The mentees managed to be promoted and to gain various positions of influence within National Paralympic Committees and para-sport organisations.



Coaching

REACH – SUPPORTING WOMEN IN COACHING

Promoter: Sports Coach UK, Running since: 2015

Reach is a national campaign run by Sports Coach UK and supported by many sports organisations around the country. The goal is to raise awareness and inspire more women to get into coaching. Reach offer support to those who are thinking about coaching or want to improve their current coaching practices. This campaign targets women of all ages and backgrounds. The website of the Reach campaign is a hub of information through case studies, videos and photos, and useful resources. More information can be found [here](#).



Coaching

STRENGTHENING COACHING WITH THE OBJECTIVE TO RAISE EQUALITY – SCORE

Promoter: European Non-Governmental Sports

Organisation (ENGSO), Implemented in: 2015-2016

SCORE, an EU-funded project, focused on increasing the number of employed and volunteer female coaches at all levels of sport, as well as on enhancing knowledge on gender in coach education. The project targeted sports and coaching organisations at all levels, along with coaches/trainers, former athletes, volunteers and decision-makers in the field of coaching. A programme for mentors and an [educational toolkit](#) were developed within SCORE.



Gender-based violence in sport

THE FLAG SYSTEM

Promoter: International Center for Ethics in Sport, Flanders-BE

Implementation period: since 2012

One of the 11 instruments of the Flemish policy framework to prevent sexual violence against minors in sport is an educational tool used to assess 'sexually transgressive behaviour' towards or among children and youth. The 'Flag System' offers concrete guidelines and assessment criteria to sport organisations and coaches, which are useful when assessing and reacting to cases of sexual harassment and abuse in sport settings.



Gender-based violence in sport

EDUCATIONAL WEBSITE ON SEXUAL HARASSMENT AND ABUSE IN SPORT

Promoter: International Olympic Committee, Implementation period: since 2012, <http://www.olympic.org/sha>

The website Sexual Harassment and Abuse (SHA) in sport is targeted at sport organisations, coaches and athletes. It aims at raising awareness about sexual harassment and abuse, gender harassment, homophobia and hazing. Available in six languages, it contains interactive videos to learn how to recognise risk factors of sexual abuse and harassment in sport. A set of prevention measures is also made available



Media and sport

SPORTS, MEDIA AND STEREOTYPES – SMS

Promoter: Centre for Gender Equality in Iceland, Implemented from 2004 to 2006

The consortium of this EU-funded project included partner organisations from Austria, Lithuania, Norway, Italy and Iceland. The SMS project aimed at: 1) contributing to the knowledge of representation of women and men in sports media in Europe; 2) promoting change in the stereotypes presented of both genders in this field; and 3) at generally increasing gender awareness. A [comparative study](#) was carried out within this project.

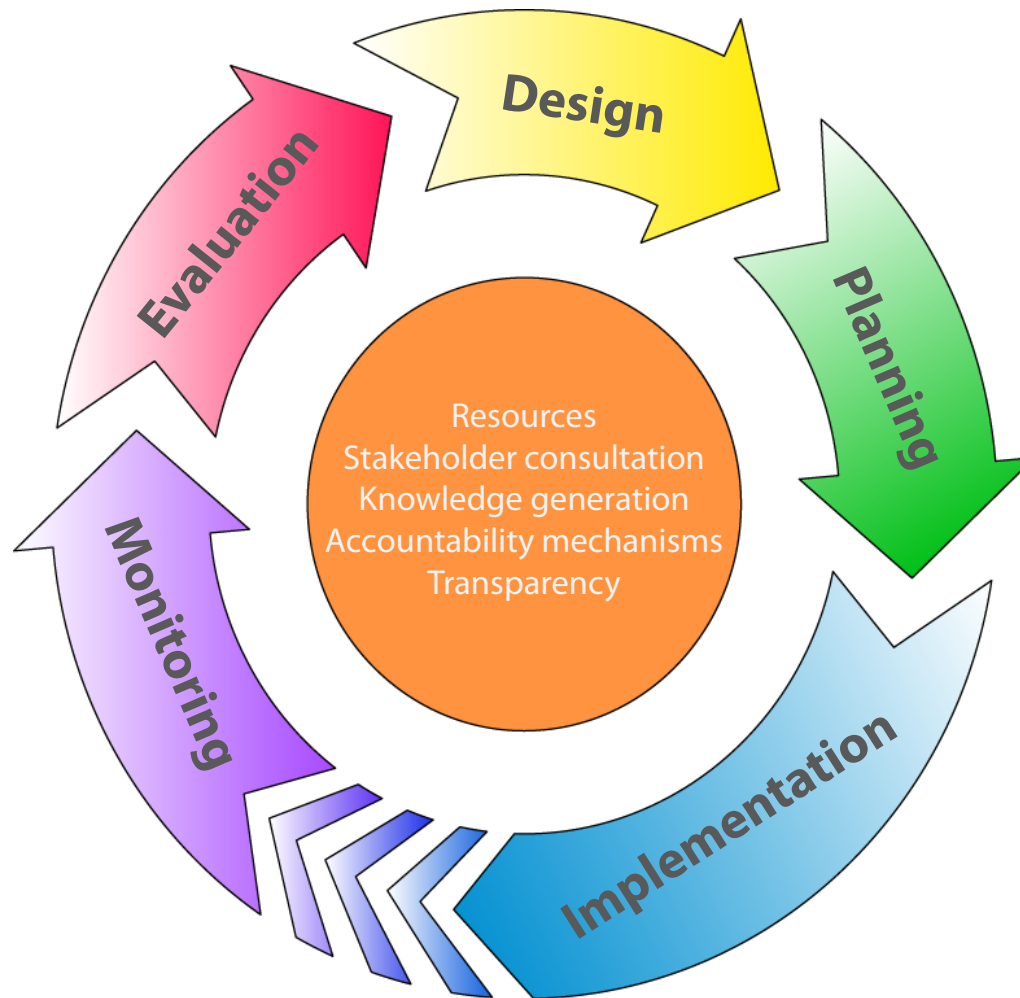




DESIGNING EVIDENCE-BASED POLICIES



The policy-cycle





Thank you!

gender@yellowwindow.com



YELLOW WINDOW

