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BIS (2016) 3

# BALANCE IN SPORT

Tools to implement Gender Equality

Kick-off event

Project: Balance in Sport – Tools to implement Gender Equality

## Report

21 January 2016

Council of Europe, Agora building  
Strasbourg, France

E-mail: [sport.gender@coe.int](mailto:sport.gender@coe.int)

## Session 1 - The road to Gender Equality (GE) Indicators in Sport

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Developing and implementing GE indicators in sport

Presentation by Darren BAKER, King's College London

Contents of the presentation:

The presentation and further information can be downloaded from the BIS website.

Darren Baker (DB) presented ideas on how gender sensitive indicators could be designed and implemented in order to allow the more accurate monitoring of the key parameters. Noting how it is key for member States to understand what is inhibiting gender parity, the presentation suggested reviewing current gender awareness policies and programmes, as well as ways forward for ensuring significant and lasting engagement with stakeholders.

It was noted in the floor discussion following the presentation that it is important to identify key stakeholders that will be involved in data collection and in the use of indicators.

The feasibility of the implementation of outcomes of the project should be anticipated.

Stanislas Frossard (SF) added that it will be necessary to keep the indicators simple, and to find consensus with sport organisations, ministries of sport and international organisations. These could aid ensuring a system that would allow for comparison between countries, organisations, as well as longitudinal comparisons. If this were to happen, the sustainable use of the indicators could be assured.

The indicators will need to cover the thematic scope of the recommendation, but also find a balance between simplicity and all the thematic areas.

EU pledge board: What is the EU doing?

Presentation by Paola OTTONELLO, European Commission

Contents of the presentation:

The presentation and further information can be downloaded from the BIS website.

Paola Ottonello (PO) demarcated the remit of EU pledge boards as envisaged in the Resolution of the Council and of the Representatives of the Governments of the Member States, meeting within the Council, of 21 May 2014 on the European Union Work Plan for Sport (2014-2017); noting that sport organisations as well as other organisations can voluntarily make public their commitment to certain issues such as gender equality targets. These are a voluntary, public commitment to put guidelines on something into practice.

PO gave examples of what form these pledges may take, and ideas for showing the review and progress of these pledges as they begin to be implemented.

The floor discussion following the presentation suggested that the pledge board should clarify some definitions, due to words such as 'coach' being understood differently in different member States. Equally, it should be attentive to the different sporting organisation and separation of powers in different countries, such as Germany having the Federal State and the Länder.

## Balance in Sport (BIS) – Tools to implement GE: Introduction and background

Presentation by Stanislas FROSSARD, Division of Sport, Council of Europe

### Contents of the presentation

The presentation and further information can be downloaded from the BIS website.

Stanislas Frossard (SF) explained what the 'Balance in Sport' project is, noting that it is aimed at identifying, testing and implementing generally agreed gender equality indicators in sport. This will involve a uniform approach, data collection, and mapping the situation of female participation in sport. The need for this was unpacked, with the continued existence of stereotypes and sexism in sport, and the under-representation of women. The lack of implementation of concrete actions and lack of common data filing systems leave gaps that need to be addressed: the project will raise the visibility of the issues; combat the stereotypes and sexism; increase commitment to enhance gender equality; increase female participation in sport; as well as helping to promote the [Committee of Ministers Recommendation CM/Rec\(2015\)2 on Gender Mainstreaming in Sport](#).

Key outcomes were stated as being: the production of sport specific gender equality indicators; the compilation of baseline statistics to measure performance targets; and the creation of tools to better measure gender equality activities. The floor discussion after the presentation concurred that the importance of figures and data in this context cannot be overstated. It was said that it will also be necessary to explore in detail why in certain areas of sport women are not represented on an equal level, or why they are absent from certain platforms. Questions such as offered salaries may need to be looked at.

Jolanta Reingarde from EIGE stated that it was important that statistics in this area become part of the European dataset. There is a need to work with the bodies that have resources in this matter such as Eurostat and Eurobarometer to use the existing instruments and expand them. EIGE will assist in making contact and liaising with such organisations.

## Session 2 – Gender Equality Indicators in Sport at practice

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### EIGE: Developing Gender Equality Indicators in Sport

Presentation by Jolanta REINGARDE, European Institute for Gender Equality (EIGE)

### Contents of the presentation:

The presentation and further information can be downloaded from the BIS website or the Google drive.<sup>1</sup>

Jolanta Reingarde (JR) noted the work that has been done by EIGE in this respect, with the 2015 publication of '[Gender Equality in Power and Decision-Making](#)'. Setting out the policy context in which gender equality is placed in Europe, the European Commission's commitment to address and eliminate the gender gap in political and socio-economic representation of women was highlighted.

The strategic objectives of ensuring equal access and women's full participation in power structures and decision-making were explained, as was the objective of increasing women's capacity to participate in decision-making and leadership.

The different existent gender quotas in continental sports federations in Europe in 2015 were presented, and the proportion of women in decision-making positions of national sport federations in 2015 was examined- with only Sweden having a proportion of women in such positions that fell within the gender

balance zone of above 40%. The EU average was 14%. This fit in with a typical European trend that the higher the decision-making position, the lower the proportion of women in these positions.

Best practice and examples of policies promoting gender-balanced decision-making in sport were introduced, set against the factors that hinder work in this process.

The floor discussion after the presentation raised questions that pertained to the distinction between voluntary/ paid positions, noting that chairs of many sport groups or organisations may not be employees and therefore voluntary positions still involve a lot of work.

### Session 3 – Developing Balance in Sport (EU project BIS)

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#### Gender Equality at the Council of Europe

Presentation by Marja RUOTANEN, Directorate of Human Dignity and Equality, Council of Europe

Marja Ruotanen (MR) presented the Council of Europe's [Gender Equality Strategy 2014-2017](#) and [Recommendation CM/Rec\(2015\)2](#) of the Committee of Minister to member States on gender mainstreaming in sport.

In the floor discussion after the presentation, Gertrud Pfister (GP) stated that she would be interested in doing further research on gender equality, due to the need for evaluation based on firm indicators and measurements. She highlighted that there is also a need to conduct research across a variety of sports as there are differing contexts, demographics, and situations for every sport. This would help provide a good overview.

It was mentioned that the publication of the indicators used for this project should help illustrate and inspire other research in the field.

It was suggested that to help identify where the problems in gender equality are to be found, it is important to ask member States what they have done in the area and what have been the main obstacles.

Heidi Pekkola from ENGSO stressed that the practical implementation will be very important, and mentioned the work of ENGSO on gender equality and coaching as an Erasmus+ project. There will be a final conference on this in October 2016.

### Working groups on Gender Equality Indicators

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#### Working group on gender based violence

Anna-Maria WIESNER, Austrian Sports Organisation

Carmen VALVERDE CABEZUDO, Spanish High Council for Sport

#### Outcomes

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| <ul style="list-style-type: none"><li>- Definition of violence. Different levels/kinds exist: verbal violence, touching without sexual intention.</li><li>- Consider differences in different sports</li><li>- Do rules/procedures to prevent sexual violence/harassment exist or are demanded?</li></ul> |
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- Do trainers have to present a criminal background check?
- Does a declaration against sexual harassment exists or is demanded?
- Education: do special programmers at schools or sports clubs exist?
- Is the topic included at training courses of coaches/trainers/formal studies?
- Are "trust-persons" (=contact persons) implemented in the country/federation/club?
- How many cases of (sexual) harassment/violence are reported?

### Working group on media (stereotypes)

Cécile GRÉBOVAL, Gender Equality Unit, Council of Europe

Gertrud PFISTER, University of Copenhagen

Susana PÉREZ-AMOR MARTÍNEZ, Spanish High Council for Sport

### Outcomes

The group would like to see both quantitative and qualitative indicators identified. In its work, the group aimed at identifying potential indicators which are realistic, given the current lack of data in the area of women, sport, and the media. It is also important to draw inspiration from the Council of Europe [Recommendation on gender equality and sport 2015\(2\)](#), which provides guidance for indicators in all five areas that have been identified by the project (leadership, participation, gender-based violence, media, coaching).

It may also be good for the project to do a general benchmarking exercise on available data, surveys and studies in this precise area. A good start for this may be to gather references from participating experts.

The group also considered that it would also be useful to focus on indicators, which may trigger action by stakeholders. Also, given the nature of the media and the difficulty to influence the private media industry, it may be useful to differentiate some indicators between private media and public broadcasting where governments may have more leverage and where legislation can be put in place.

In this spirit and on the basis of the provisions of the Council of Europe recommendation, the group identified three main objectives in relation to the promotion of gender equality in sport and to the role played by the media. The group then started identifying relevant indicators for each objective. This is by no means a comprehensive list of potential indicators, as the group has only spent a limited amount of time on this.

### Objectives identified by the group and potential indicators

#### 1) INCREASE THE MEDIA COVERAGE OF WOMEN'S SPORT

##### Potential indicators:

- Time of coverage for women's and men's sport. Preferably for the same sport/event: a target could be set here. It may be more realistic to fix a process target rather than a fixed one (improve the time coverage of women's sport by  $x$  percentage points over  $x$  years).
- Existence of legislation/policy/action plans (by the state, media industry, sport organisations etc.) aimed at preventing the low coverage of women's sport.
- Availability of funding to monitor the time and quality of media coverage of women's sport and to undertake studies and research in this area.
- Existence of specific programmes on women's sport in public broadcasting (or of special days dedicated to women's sport such as happens in France).
- Comparison of level of TV rights and price of advertising for comparable female/male sporting events.

- Availability of training on gender equality in journalists' schools and as part of vocational training.
- Existence of codes of conduct in the media industry regarding the coverage of women's sport (quantitative and qualitative).
- Existence of media training for women's athletes provided by federations, clubs, or other actors.
- Existence of policy/training on gender sensitive communication for media outputs produced by sports' federations and clubs (such as internal magazines, posters, videos).
- Presence of women and men in annual awards produced by some media.
- Existence of incentives for an increased and non-stereotypical coverage of women's sport.
- Sex-disaggregated indicators about sport media audiences.
- Indicators of which types of sport are presented by men and by women in the media.

2) INCREASE THE QUALITY OF MEDIA COVERAGE OF WOMEN'S SPORT BY ELIMINATING SEXISM AND GENDER STEREOTYPES FROM MEDIA CONTENT

Potential indicators:

- Existence of legislation/policy/action plans (by the state, media, sport organisations) to address sexism and gender stereotypes in the media.
- Availability of training on gender equality in journalism schools and as part of vocational training of media professionals.
- Existence of codes of conduct in the media industry regarding the coverage of women's sport (quantitative and qualitative).
- Availability of funding to monitor sexism and genre stereotypes in the media coverage of women's sports and to undertake studies and research in this area.
- Existence of policy/training on gender sensitive communication for media outputs produced by sport federations and clubs.
- Existence of incentives for an increased and non-stereotypical coverage of women's sport.
- Diversified media coverage of women in sport in their different roles (athletes, coaches, referees).

3) IMPROVE THE POSITION OF WOMEN IN THE SPORT MEDIA INDUSTRY, BOTH AS PROFESSIONALS AND DECISION MAKERS

Potential indicators:

- Existence of legislation/policy/action plans/codes of conduct (by the state, educational institutions and/or the media) to increase the number of women in sport media and to increase their participation in decision-making in the sector.
- Existence of gender quotas for decision-making positions in public broadcasting.
- Number of women journalists working in sport media.
- Number of women journalists in decision-making positions in sport media.
- Experience of gender equality plans and of policies for the reconciliation of professional and private life in sport media organisations.

Working group on coaching

Heidi PEKKOLA, ENGSO

Pambos DEMETRIADES, Cyprus Sports Organisation

Cédric CHAUMOND, Ministère de la Ville, de la Jeunesse et des Sports, France

## Outcomes

- Take into consideration the levels of coaching (professional/elite vs. grassroots/volunteer coaches) when formulating the indicators.
- Differences in types of sports (team vs. individual sport). Also differences in women oriented sports (e.g. Gymnastics).
- Educational system / coaching degrees. Differences in degree levels.
- Recruiting (job description)
- Who do the coaches coach? Female coaching a women's team?
- National team sports.
- Correlation between sport participation and coaching in each sport.
- Differences in each countries (North countries vs others)
- Wage differences.
- Correlation between high-level sports. Participation and high-level coaching positions.
- Qualitative vs. Quantitative indicators.
- Barriers in the involvement of women in coaching
- Arrangements to combine family life and coaching (facilitate women coach's needs)
- Role models and use of female coach images. Media promoting female role models.
- Differences in coaching qualifications and expertise. Increase the access for women.
- Proportion of women by age categories

Working group on leadership

Carole BRETTEVILLE, EWS

Jolanta REINGARDE, EIGE

## Outcomes

a) Quantitative indicators

- Olympic and non-Olympic sports; European and national federations
  - Top leadership (president, vice-president, board members, general secretary)
  - Steering group
  - Commissions (title, president, vice-president, board members, general secretary)
- National Olympic Committees
  - Top leadership
  - Steering group
  - Commission
- Governmental body in charge of sports
  - Top leadership
- Local representation of federation (e.g. clubs)
  - Top leadership

b) Qualitative indicators:

- Policies (legislation at national level to promote gender balance in decision making in sports)
- Policies at organization level
  - Statutes
  - Gender equality plans
  - Pledge boards.

Working group on participation

Kolë GJELOSHAJ, International University Sports Federation

Darren Baker, King's College London

Outcomes

- What are the reasons for women leaving sports?
- Access
- Roles
- Situation in sports
- Network/engagement
- Targets – policies

Conclusions/ Future dates

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- The EPAS secretariat thanked all attendees for their active participation.
- Noted that documentation from the kick-off event would be published on the website of the project.
- It was agreed that a consultant will be asked to prepare a set of draft indicators.
- Dates for future meetings are to be agreed. Preliminary discussions suggested a meeting to coincide with the EWS conference (Conference title: "Moving towards gender equality in sport") in Stockholm 8-10 April 2016, with the meeting either taking place before or after the event.
- It was noted that ENGSO are working on gender equality and coaching with a final conference to take place in October 2016.
- Participants were informed of the 13<sup>th</sup> FISU Forum taking place in Montpellier 4-9 July 2016.



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