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BALANCE IN SPORT

Tools to implement Gender Equality

Workshop on Gender Equality indicators and tools

Report

10-11 April 2016

Nordic C Hotel
Stockholm, Sweden

E-mail: sport.gender@coe.int

Day 1

Welcome and opening of the workshop

Context and aims of “Balance in sport. Tools to implement gender equality” project

- “Balance in sport. Tools to implement gender equality” is a project of the Council of Europe and its project partners co-financed by the European Union.
- Aim: identifying, testing and implementing generally agreed gender equality indicators in the field of sport which will enable a uniform approach to collect relevant data and map the situation of women’s participation in sports
- The main objectives of the project are to:
 - o Identify a corpus of GE in sport indicators and provide guidance on how to use them. The set of indicators shall be implemented by different institutions and organisations (such as public authorities, sports organisations, etc.) interested in promoting and implementing GE policies and programmes
 - o Implement a pilot data collection campaign by using the set of indicators and an online tool

Participants of the workshop were reminded that the BIS Kick-off-meeting of 21 January 2016 in Strasbourg discussed GE indicators in the 5 strategic areas.

- Women in leadership positions
- Gender based violence
- Gender stereotypes in the media
- Coaching
- Participation in sport

More information including the report of the meeting is available on the following website: <http://pjp-eu.coe.int/fr/web/gender-equality-in-sport/kick-off-meeting>

The GE indicators in sport developed by the external consultant Ms Barbara Helfferich were based on the discussions/ output of the kick-off meeting.

Session 1 – Presentation of the Gender Equality Indicators in Sport

Barbara Helfferich: Mapping existing gender indicators in sport
Report on the desk research

Contents of the presentation:

Cf. Power Point presentation

Key elements:

- Mapping existing indicators on GE in sport: a huge challenge
- Outcome indicators / process indicators
- More than 50 indicators used on GE in sport
- No coordination between bodies
- Indicators mostly on leadership
- Leadership: 3 indicators, coaching: 3 indicators, media: 4 indicators, gender-based violence: 3 indicators, participation: 5 indicators (and sub indicators each time)

Floor discussion:

- Existing data and indicators from “Balance in sport” partners and sports organisations (EIGE, IOC, Eurostat, etc.)
- Some data on gender equality in sport are already available: compare the data collection implemented in the framework of “Balance in sport” project with the existing data
- Data collection campaign: need to identify the organisations which will take part in it
- No relevant data to address issues of cumulative disadvantages (issue of intersectionality). For instance, women with a minority background
- Data collection depends on the country (sport system organisation) and available data
- Research and education could be included as indicators
- Relevant indicators to measure / monitor the implementation of European GE policies and strategies (CoE recommendation on gender mainstreaming in sport, Gender equality in sport. Proposal for strategic actions 2014-2020 – European Commission)

Session 2 – Working groups on Gender Equality (GE) Indicators

Catalogue of indicators / 5 working groups:

- Leadership
- Coaching
- Gender-based violence
- Participation
- Media

Objectives: working on Barbara Helfferich's proposals and identifying priority among indicators

Working group on leadership

Participants:

- Sallie BARKER, ENGSO
- Marco BEGOVIC, Directorate for Youth and Sports, Montenegro
- Jolanta REINGARDE, EIGE

Outcomes

Outcome indicators	Process / impact Indicators
Improved gender balance in senior decision-making positions	At international, national and regional levels: - Number and percentage of women president / chair - Number and percentage of women on boards / executive committees - Number and percentage of women among general secretaries / CEO's
Improved accessibility to leadership positions	At international, national and regional levels: - Percentage of organisations having open and transparent elections (on board positions) - Percentage of organisations with gender equality policies and action plans - Percentage of organisations with registers / database of potential candidates by sex
Improved capacity building for leadership roles	At international, national and regional levels: - Percentage of women employed in the organisation (full time or part time and pay gap) - Availability of leadership training - Funding rules and procedures

Working group on gender-based violence

Participants:

- Ainhoa AZURMENDI, Avento Consultoria
- Cédric CHAUMOND, Ministère de la Ville, de la Jeunesse et des Sports, France
- Barbara HEFFLERICH, independent consultant

Outcomes

Outcome indicators	Process / impact Indicators
Improved data collection	- Research (prevalence-intersectional) - Data about cases: incidents / legal cases / crimes
Improved organisational cultures/structure	- Mainstreaming policy in the country / in the organisation - Existence of an active strategy to prevent gender harassment / gender-based violence (e.g. code of conduct, awareness for athletes and young girls about sexual harassment and sexual abuse, etc.) - Existence of a formal complaint procedure - Communication (clear) on the complaint procedure and rights
Reduced number of incidences of gender-based violence	- Number of initiatives to raise awareness in sports - Resources allocated: budget and human resources - Impact

Working group on coaching

Participants:

- Pambos DEMETRIADES, Cyprus Sports Organisation
- Renaud DE VEZINS, Pôle Ressource National Sport Education Mixités, France
- Dominique NIYONIZIGIYE, CIO

Outcomes

Outcome indicators	Process / impact Indicators
Improved overall gender balance in coaching	- Overall employment rate of women in sports organisations/ by sector. For the working group, this proposed indicator could be rephrased - Percentage of female and male coaches with coaching qualification - Gender pay gap for female coaches (comparing similar job description / similar demands) - Proportion of women working in elite coaching - Proportion of qualified (female) coaches in relation to the overall membership of women in sports organisations. Questions about the relevancy of this indicator in particular the mention “overall membership” - Proportion of part time jobs (NB: the working group stressed that it is not always a bad thing but it is important to ask if the persons would be interested in a full time contract)
Improved capacity building / support female coaches Improved accessibility to coaching positions	- Support the dual career choice to become a coach (in formal and informal education) - Procedures for the transfer from athletes to coach - Child care programmes for supporting female coaches
Improved organisational culture	- Existing organisational barriers for women coaches (stereotypes, qualifications, family / time barriers, etc.) - Recruitment procedures / job descriptions - Dropout rate and reasons for dropout We working group also proposed to add in the set of indicators of coaching: the dropout rate relating to the number of years practicing the coaching profession and reasons for dropout

Working group on participation

Participants:

- Cécile GRÉBOVAL, Gender Equality Unit, Council of Europe
- Brigitta KERVINEN, ENGSO
- Gertrud PFISTER, University of Copenhagen

Outcomes

The Group would like to see indicators that really help promoting changes and support policy making and budgeting in the area in sport that would help achieve equality between women and men.

There should be a definition of demographic indications to be used for all indicators within the BIS project, which should include: sex, age, social background, family status education, (dis)ability.

The group based its discussions on the proposal by B. Helfferich but organising the indicators slightly differently.

1. Indicator/objective 1: More women and girls participate in recreational physical activities

- ✓ Sub indicators 1: Women and girls in unorganised recreational physical activities
- ✓ Sub indicator 2: Women and girls in organised recreational physical activities (ex: clubs)
- ✓ Sub indicator 3: Women and girls in private recreational physical activities (ex: private fitness clubs)
- ✓ Sub indicator 4: Availability of facilities for women and girls to participate in recreational physical activities (in the 3 areas mentioned above). This could concern concrete facilities (locker rooms, toilets, showers, clubs, space) or looking at whether public facilities are open to women in practice and /or if a gender impact assessment has been made to see if they are adapted to their needs or taste (e.g. public skate parks or collective games pitches in practice “occupied” by men and boys¹).
- ✓ Sub indicator 5: Gender-sensitiveness of facilities for women and girls to participate in recreational physical activities (in the 3 areas mentioned above). This could include opening hours or timing of activities taking into account care obligations, gender-sensitiveness of communication (men & boys only on posters/websites/flyers will not attract women and girls).
- ✓ Sub indicator 6: Availability of childcare facilities.

2. Indicator/objective 2: More women and girls participate in competitive sport with equal conditions as men

- ✓ Sub indicators 1: Women and girls as federations (at local, regional, national and international level)
- ✓ Sub indicator 2: Financial resources to women in competitive sport (compared to men). This concerns all aspects of financial resources: income from federations, sponsorship, grants, support from sport organisation).
- ✓ Sub indicator 3: Working conditions to women in competitive sport (compared to men): transportation, accommodation, equipment, facilities, use of space.
- ✓ Sub indicator 4: Gender sensitiveness and gender training of professionals supporting professional sportswomen: health practitioners, coaches, etc.
- ✓ Sub indicator 6: Availability of childcare facilities and leave arrangements for professional sportspersons, including facilitating coming back to competitive sport after maternity leave for sportswomen

¹ See good example from the city of Vienna regarding parks:

<https://www.wien.gv.at/english/administration/gendermainstreaming/examples/parks.html>

Working group on media

Participants:

- Carole BRETTEVILLE, EWS
- Susana PÉREZ-AMOR MARTÍNEZ, Spanish High Council for Sport
- Arnaud RICHARD, International University Sports Federation

Outcomes

Outcome indicators	Process / impact Indicators
Improve the position of women in the sport media industry, both as professionals and decision-makers	- Legislation - Quotas - Number of journalists - Number of journalists in decision-making positions - Gender equality
Increase the media coverage of women's sport	- Time of coverage for women and men sport - Legislation - Funding support of women sport coverage - Existence of specific programmes on women's sport - Comparison of level of TV rights and price advertising
Increase the quality of media content of women's sport by eliminating sexism and gender stereotypes	- Legislation - Training in journalism school - Codes of conduct in the media industry - Monitoring sexism - Existence of policy / training - Existence of incentives for an increase and non-stereotypes coverage - Diversified media coverage in different roles

Comments / floor discussion:

- Leadership: taking into account the members non elected (appointed members / members representing an organisation)
- Leadership: register databases of potential candidates not relevant for all sports organisations
- Some proposed “sophisticated” indicators are beyond the capabilities of the target groups

Day 2

Introduction

The workshop of Day 2 focused on the tools to implement and use gender equality indicators.

4 working groups were formed on:

- Publications / guidelines / sharing good practice
- Training / workshop modules
- Pool of experts
- Web platform

Session 1 – Presentation of tools to use/ implement GE indicators in sport

Barbara Helfferich: Proposal for tools to use / implement GE indicators

Report on the desk research

Contents of the presentation:

Setting up a web platform seems to be the preferred option (need a set of indicators and participants / pilots to collect the relevant data)

Cf. Power Point presentation

Session 2 – Working groups on tools to use/ implement GE indicators in sport

Working group on training / workshop modules

Participants:

- Marco BEGOVIC, Directorate for Youth and Sports, Montenegro
- Pambos DEMETRIADES, Cyprus Sports Organisation
- Renaud DE VEZINS, Pôle Ressource National Sport Education Mixités, France

Outcomes

Working group proposed a framework / designed a framework to organise training and workshop modules to contribute to using and implementing GE indicators in sport

Target groups: National sport organisations, national Olympic federations, ministries. Municipalities could also be a target group for the training / workshops.

Topics and issues to be addressed:

- Gender equality in general
- Legislation / legal framework on gender equality
- Policies in place (e.g. quotas)
- Existing gender mainstreaming indicators
- Implementation of indicators (e.g. capacity building): realistic use of the indicators based on their needs (needs of the target groups?)

Clear responsibilities of the organisers (invitation of experts in specific areas, e.g. role models)

Also, presentation of the web platform

Designing an action plan, incorporated the 5 strategic areas:

- Time frame: 1 day workshop (5-6 hours a day)
- Define outputs
- Disseminate relevant existing publications
- Media involvement / press releases

Working group on the Web platform

Participants:

- Cécile GRÉBOVAL, Gender Equality Unit, Council of Europe
- Barbara HEFFLERICH, independent consultant
- Arnaud RICHARD, International University Sports Federation

Outcomes

The web platform partie du site web de BIS-project, hébergé sur le site web de BIS.

Liens avec twitter, linkedin et Facebook.

Concerné les 5 strategic areas (leadership, coaching, participation, media, gender-based violence).

Web platform tool to share and disseminate:

- Policy documents (international, European and national levels) as well as sports organizations strategies
- Talent bank
- Good practices
- Training resources
- Studies and statistics
- Communication tools and awareness raising campaigns
- Press corner

Recherche by type of document, type of country and type of strategic area (leadership, coaching, participation, media, gender-based violence).

Possibilité de mettre une carte d'Europe avec une possibilité de cliquer sur les pays pour obtenir des informations.

Working group on the pool of experts

Participants:

- Sallie BARKER, ENGSO
- Carole BRETTEVILLE, EWS
- Susana PÉREZ-AMOR MARTÍNEZ, Spanish High Council for Sport
- Gertrud PFISTER, University of Copenhagen
- Jolanta REINGARDE, EIGE

Outcomes

Pool of experts shall bring together experts in the 5 priority topics (coaching, leadership, participation, media, gender-based violence).

Areas and categories:

- Academics / researchers in gender equality / in sports / in medias
- Civil / third society activists / practitioners in gender equality and / or in sports and / or... in other relevant areas ?
- Trainers and facilitators
- Role models (leaders, CEOs, athletes, sports journalists, etc.)
- Policy makers and public administration

Tasks and functions:

- Advising
- Consulting
- Commenting
- Training
- Research / data and information collection

Country coverage:

European and international experts

National level pools of experts

Working group on publications and guidelines

Participants:

- Ainhoa AZURMENDI, Avento Consultoria
- Cédric CHAUMOND, Ministère de la Ville, de la Jeunesse et des Sports, France
- Brigitta KERVINEN, ENGSO
- Dominique NIYONIZIGIYE, CIO

Outcomes

The working group stressed that gender equality has to be part of good governance principles.

Publications and guidelines deal with:

- Legislation (specifically – gender equality in sport)
- Policies and human and financial resources:
 - Strategies and action plans that include:
 - Participation
 - Coaching
 - Leadership
 - Media
 - Gender-based violence
 - Programme for the implementation:
 - Raise awareness and training
 - Research
 - Monitoring and reporting (data)

- Existing publications and tools
 - Mainstreaming equality in sport
 - Specific publications and documents on the 5 strategic areas (coaching, leadership, gender-based violence, etc.)
 - Good practices and examples

Comments / floor discussion:

- How can we motivate sports organisations to participate in the data collection campaign? Autonomy of sports organisations / possible pressure from the ministries (in Spain for example). Depends on the country (sport system organisation, governance between ministries and sports organisations, etc.)
- The communication process of the data collection has to be clear
- Need to have a person responsible for the data collection in each country (with strong statistics skills...)
- Limited influence on media (only for the Olympic Games)
- Limited, concrete, user-friendly and smart indicators which can be introduced in the legislation / used by the member states to monitor their progress in the field of GE in sport / to improve their policies and programmes
- Indicators for both ministries and sports organisations
- Data is missing in some countries (in particular in “small” ones)
- Choosing pilot countries / organisations committed in GE in sports for the data collection campaign
- Important to be more concrete in the project. The pilot data collection campaign shall be taken as a test for the indicators. We could go back to work on them as soon as the collection is finished.
- Taking into account the research report as well as EU and CoE strategic documents
- Concerns about the IT tools and the time required to set it up
- Staying focused on Ministries and NOC for the pilot data collection campaign + 1-2 European / international sports organisations (if necessary)
- Publications: as easy as possible for sports organisations, shared on the web platform
- Pool of experts: experts on GE in sport and on GE
- Webplatform: concerns about the language used (only in English?), the coordinator, the ranking system, designing an interactive map on existing policies and programmes, etc.
- Trainings: at national or local level?

List of participants

Ms Ainhoa AZURMENDI
Avento Consultoria
San Sebastián, Spain

Ms Sallie BARKER
ENGSO Burwood House
London, United Kingdom

Mr Marko BEGOVIC
Advisor for international relations and high
performance sport
Podgorica, Montenegro

Ms Carole BRETTEVILLE
Membre du Comité Directeur de EWS
European Women and Sport (EWS)
France

Mr Cédric CHAUMOND
Adjoint à la cheffe du bureau
Bureau du développement des pratiques
sportives,
de l'éthique sportive et des fédérations
multisports et affinitaires (DSB1)
Ministère de la ville, de la jeunesse et des sports
Paris, France

Mr Renaud DE VEZINS
Responsable
CREPS sud est - Domaine de la Madeleine-Pont
de l'Arc-CS 70445
Pôle Ressource National Sport Education Mixités
Citoyenneté (PRNSEMC)
Aix-en-Provence cedex, France

Mr Pambos DEMETRIADES
Scientific Associate - Sport Department
Cyprus Sports Organisation
Makarion Athletic Centre Ave.
Nicosia , Cyprus

Mr Laszlo FOLDI
Trainer and consultant
Online Community Manager
Budapest, Hungary

Ms Barbara HEFFLERICH
Brussels; Belgium

Ms Birgitta KERVINEN
ENGSO Honorary President
European Non-Governmental Sports
Organisation (ENGSO)
Helsinki, Finland

Mme Dominique NIYONIZIGIYE
Commission femmes et sport
Lausanne, Switzerland

Ms Paola OTTONELLO
European Commission
DG Education and Culture
Brussels, Belgium

Ms Gertrud Ursula PFISTER
University of Copenhagen Department
of Exercise and Sport Sciences
Copenhagen, Denmark

Ms Susana PEREZ-AMOR MARTINEZ
Deputy Director General for Women
and sport
Spanish High Council for Sport
Madrid, Spain

Ms Jolanta REINGARDE
European Institute for Gender Equality (EIGE)
Vilnius, Lithuania

Mr Arnaud RICHARD
University of Montpellier III – Paul Valéry
France

Council of Europe / Conseil de l'Europe

Directorate of Human Dignity and Equality/
Direction de la dignité humaine et de l'égalité
DG II Democracy / Démocratie
Agora - 1 Quai Jacoutot,
F- 67075 STRASBOURG Cedex

Sport Division / Division du sport

Mr / M Michael TRINKER,
Project Manager

Ms / Mme Clotilde TALLEU,
Project Manager

Equality Division / Division de l'égalité

Ms / Mme Cécile GREBOVAL