BALANCE IN SPORT

Tools to implement gender equality in sport

Towards gender equality...

GEC meeting
Strasbourg, 17 November 2016
“Balance in sport”... in brief

- 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 CoE 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
“Balance in sport”... in brief

- **Objectives:**
  - Identifying a set of gender equality indicators and provide guidance on how to use them
  - Implementing a pilot data collection campaign by using the set of indicators and an online tool

More than 10 stakeholders involved in the project representing public authorities in charge of sport and the sport movement
Why “Balance in sport”? 

- Under-representation of women in sport 
- Persisting stereotypes and sexism in sport 
- Lack of implementation of concrete actions 
- Lack of a common data filing system
Some interesting figures

• 11% of the European accredited coaches participating at the 2012 London Olympic Games were women (International Council for Coach Education and Leeds Metropolitan University, 2014)

• Only 11 women (against 195 men) are presidents of National Olympic Committee

• 75% young men compared to 55% young women practise sport or other activity at least once a week (European Commission, Special Eurobarometer, 2014)

• Men are twice more likely than women to be members of a sport club (16% vs. 8%) (European Commission, Special Eurobarometer, 2014)
Relevance of the action

- Provide visibility and information on gender equality in sport
- Common approach - common methodology
- Increase commitment to enhance gender equality in sport
- Implementing the Committee of Ministers Recommendation on gender mainstreaming in sport (CoE)
- Combating stereotypes and sexism in sport
- Awareness raising and training
- Increase female participation in sport
Project process

• January - May 2016: Identification of “basic” indicators on gender equality in sport in the 5 strategic areas of the project

  ➔ 2 meetings and a remote consultation of “Balance in sport” experts

• June - September 2016: Preparation of the pilot data collection campaign

  • Designing online tools: online questionnaires + webplatform to collect good practices and resources

  • Arranging meetings with European countries involved in the collection of data
Project process

• 15 September - 25 October 2016 : Implementation of the pilot data collection campaign

• 4 European countries involved : Finland, France, Spain and Romania

• 3 target groups in each country :

  • Ministry or government department related to sport

  • Ministry or government department related to public service media

  • National sport governing bodies (NOC, national sport confederation, national sport federations, etc.)
Project process

Data collection campaign

Data collection campaign

Very encouraging results based on the on-line questionnaires

- 94 replies from public authorities and national sport organisations and a lot of sport actors (about another 90) showed an interest in the process

- Very positive feedback from partners (e.g. French swimming federation: “Au moment où la parité F/H recule dans notre institution, les questions posées dans ce questionnaire interpellent et démontrent combien des efforts demeurent nécessaires pour parvenir à une représentation et une organisation plus équilibrées. Bon travail.”)

- Impact at a domestic level should be encouraged, e.g. some sport actors are thinking about changing their work programme to use the “basic” gender equality indicators, disseminating the process, etc.
Project process

- **15 September - 15 November 2016**: Collection of good practices and resources
  - Expert profiles, training sessions / educational tools, publications, awareness raising activities, policies and strategies, etc.
  - In the 5 areas of the project: leadership, coaching, participation, gender-based violence and media
  - Across Europe
Project process

Good practices and resources

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Project process

Supporting our partners

21 November - training in Council of Europe office in Paris

• Elaborating training modules
• Presenting the training fact-sheets on the 5 themes: leadership, coaching, participation, gender-based violence and media
• Objective is to duplicate these trainings on the long run
E.g fact sheet training
“Final” step vs. stepping step

- **5-6 December - Strasbourg**: Final event “Balance in sport - a stepping-stone to making the difference”

- Follow-up of the project will be carried out by the Enlarged Partial Agreement on Sport.
Thank you for your attention!

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