“ALL IN: TOWARDS GENDER BALANCE IN SPORT”

The data in this factsheet is from the “ALL IN: Towards gender balance in sport”, a European Union (EU) and Council of Europe joint project. Its aim is to provide support to public authorities and sport organisations when adopting gender mainstreaming strategies and in designing and implementing policies and programmes to address gender inequality in sport. The project covers and standardises data collection in 18 countries, based on a set of commonly agreed “basic” gender equality indicators in six strategic fields: leadership; coaching; participation; gender-based violence; media/communication; and policies and programmes addressing gender equality in sport.

To find more results for Finland, and the other countries involved in the project, as well as examples of good practice and a toolkit on gender equality in sport, have a look at the project website: www.coe.int/sport/ALLIN

1. The results are based on 29 national Olympic sport federations plus the Ministry for Education and Culture and the Olympic Committee. All data was collated on 31 December 2018 except the area of participation in sport, which was collated on 31 December 2017
2. Estimated for 2019
LEADERSHIP
DATA SEPARATED BY GENDER

1. **FEMALE AND MALE PRESIDENTS OF THE NATIONAL OLYMPIC SPORT FEDERATIONS (%)**

- **Female**: 14%
- **Male**: 86%

2. **FEMALE AND MALE VICE-PRESIDENTS OF THE NATIONAL OLYMPIC SPORT FEDERATIONS (%)**

- **Female**: 40%
- **Male**: 60%

3. **PERCENTAGE OF FEMALE AND MALE EXECUTIVE HEADS OF THE NATIONAL OLYMPIC SPORT FEDERATIONS (%)**

- **Female**: 31%
- **Male**: 69%

4. **FEMALE AND MALE BOARD MEMBERS OF THE NATIONAL OLYMPIC SPORT FEDERATIONS AND THE NATIONAL OLYMPIC COMMITTEE (%)**

- **National Olympic Committee**: 50% Female, 50% Male
- **Olympic sports federations**: 29% Female, 71% Male

**Four (14%) Olympic sport federations, golf, skating, swimming and triathlon, have a female president.**

**The 29 Olympic sport federations have 43 vice presidents. Of these 40% (n=17) are women.**

**24% (n=7) of the federations have the same number of female and male vice presidents. These are athletics, fencing, football, modern pentathlon, skating, taekwondo, weightlifting and wrestling.**

**31% (n=9) of the sport federations have a female executive head.**

**THE MINISTRY FOR EDUCATION AND CULTURE** has six females and five males in administrative/managerial positions.

**THE OLYMPIC COMMITTEE** is chaired by a male president and two vice presidents, one of which is a woman. The executive head of the Olympic Committee is a man.

**79%** (n=23) of the sport federations have implemented actions or measures, since 2015, to recruit or increase the number of females in elected/appointed decision making positions in sport. These federations are athletics, badminton, biathlon, boxing, canoeing and rowing, cycling, equestrian, football, golf, gymnastics, handball, hockey, modern pentathlon, sailing, shooting, skiing, table tennis, taekwondo, tennis, triathlon, weightlifting and wrestling.

**65%** (n=15) of these sport federations have established transparent, clear and gender friendly election/appointment procedures. 61% (n=4) have a written action plan or strategy to increase the number of women in leadership positions and 44% (n=10) have included in their statutes gender representation on their boards, commissions and committees. None have taken action to facilitate the reconciliation of private life with professional or elective obligations, such as providing childcare when meetings are held.

**The Ministry for Education and Culture** has used a number of tools to increase women in decision making positions. These include gender representation on decision making bodies, establishing clear and gender friendly election/appointment procedures, organising training seminars and workshops for decision makers and initiating and supporting research on gender equality in decision making positions.

**The Olympic Committee** has used a range of measures to increase the numbers of women in decision making positions. These include developing a written strategy, introducing transparent and gender friendly election procedures, organising training courses on leadership for women only and seminars for decision makers, running awareness raising campaigns, introducing a network for females in decision making positions and a mentoring programme. In addition, the Olympic Committee has supported research in this field.

**THE MINISTRY FOR EDUCATION AND CULTURE**

**THE OLYMPIC COMMITTEE**

**Only one sport federation, rugby, has a balanced representation of female and male board members.**
FEMALE AND MALE REGISTERED COACHES AND EMPLOYED ELITE LEVEL COACHES IN THE NATIONAL OLYMPIC SPORT FEDERATIONS (%)

ALL REGISTERED COACHES

Federations with the highest percentage of registered female coaches:
- Swimming: 79% (n=1620)
- Equestrian: 67% (n=40)

Federations with the highest percentage of registered male coaches:
- Golf: 100% (n=5)
- Basketball: 92% (n=37)
- Ski: 91% (n=20)

The figure skating and curling federations have a gender balance in their registered coaches.

ELITE LEVEL COACHES

- 29% (n=8) of the federations have not employed any elite level female coaches.
- 71% (n=20) of the federations have employed between 1-5 elite level female coaches – a total of 7.
- 82% (n=23) of the federations have employed between 1-20 elite level male coaches – a total of 137.

ACTIONS/MEASURES TAKEN TO INCREASE THE NUMBER OF WOMEN COACHES

54% (n=15) of the sport federations have implemented actions/measures, since 2015, to recruit or increase the number of female coaches. These federations are athletics, basketball, biathlon, boxing, canoeing, fencing, football, ice hockey, ice skating, judo, rugby, shooting, swimming, tennis and weightlifting.

80% (n=12) of these 15 federations have introduced gender friendly recruitment procedures to increase the number of female coaches. One third have developed a written strategy. The same number have arranged awareness raising campaigns targeting females and established a network of female coaches. Very few (n=2) have financially supported research or dedicated resources for female coaches (earmarked money, child care when attending training seminars etc.).

The Ministry for Education and Culture has initiated and supported studies on gender equality in coaching. The Olympic Committee has taken many initiatives to increase the number of female coaches. They have developed a written strategy, established a gender friendly recruitment procedures, arranged educational courses for females only, carried out an awareness raising campaign, established a network of female coaches and developed a mentoring programme for (future) female coaches.

3. In the following section, the term “coaches” also covers trainers and instructors
4. Five of the sport federations (badminton, biathlon, judo, table tennis and weightlifting) did not answer the question about registered coaches
Sport in Finland is dominated by men (67%). Both girls (36%) and women (30%) are less often a member of a sport club or federation than boys (64%) or men (70%). About half of the sport federations (52% n=12) have fewer than 40% female members.

Equestrian (97%) and figure skating (93%) have nearly all female members. The equivalent sports among men are wrestling and ice hockey where, respectively, 93% and 92% of the members are men. One sport federation is gender balanced, speed skating (50% women and men) and two sport federations are almost gender balanced, boxing (47% females) and handball (47% females).

Finland had more female than male athletes participating in the Olympic Games in Rio. For the three other Olympic Games the Finnish delegations had more male than female participants. The largest gender difference is found among the athletes that participated in the Pyeongchang Paralympic Games, where 23% of the athletes were females.

68% (n=22) of the sport federations have implemented actions/measures, since 2015, to increase the number of girls and women active in sport and physical activity. These federations are archery, athletics, badminton, basketball, biathlon, boxing, curling, equestrian, fencing, football, golf, handball, ice hockey, judo, rugby, shooting, swimming, table tennis, tennis, triathlon, weightlifting and wrestling.

68% (n=15) of these sport federations have attempted to establish equal access to sport facilities for both genders. More than half (55% n=12) have initiated or supported research.

The Ministry for Education and Culture has been very active in taking different approaches to increasing the number of active girls and women in sport and physical activity. They have adopted an action plan, held training seminars and workshops for coaches and decision makers, given financial support to girls and women’s sport and they are making efforts to ensure equal access to sport facilities for women.

The Olympic Committee has also been proactive in this area. They have developed a strategy, supported research, changed the structure of championships so they are more tailored to girls and women, funded specific projects, arranged seminars for coaches and decision makers and initiated awareness raising campaigns targeting girls and women. Finally, arranging equal access to sport facilities for both genders has been high on the Olympic Committee’s agenda.

FINLAND HAD MORE FEMALE THAN MALE ATHLETES PARTICIPATING IN THE OLYMPIC GAMES IN RIO. FOR THE THREE OTHER OLYMPIC GAMES THE FINNISH DELEGATIONS HAD MORE MALE THAN FEMALE PARTICIPANTS. THE LARGEST GENDER DIFFERENCE IS FOUND AMONG THE ATHLETES THAT PARTICIPATED IN THE PYEONGCHANG PARALYMPIC GAMES, WHERE 23% OF THE ATHLETES WERE FEMALES.
64% (n= 18) of the sport federations have a written policy for preventing and combating gender based violence in their sport. These federations are archery, badminton, basketball, biathlon, boxing, canoeing, equestrian, figure skating, football, golf, handball, ice hockey, shooting, skiing, swimming, table tennis, volleyball and wrestling. The figure skating federation was the first one to develop a policy – in 2013.

Among the 18 that have a policy or action plan:

- 50% (n=9) have a monitoring and evaluation mechanism
- 56% (n=10) have human resources dedicated to the implementation of the policy/action plan
- 28% (n=5) have funds allocated

The Olympic Committee has had a written policy since 2001. It also has a monitoring and evaluation mechanism, human resources dedicated to the implementation of the policy and funds allocated to prevent and combat gender based violence in sport.

55% (n=16) of the sport federations have taken measures, since 2015, to prevent and combat gender-based violence in sport. These federations are archery, badminton, biathlon, canoeing, curling, equestrian, figure skating, football, ice hockey, shooting, skiing, speed skating, table tennis, taekwondo, tennis and volleyball.

The actions taken most often to prevent and combat gender based violence are: adopting a written action plan (69% n=11); arranging training seminars for coaches and decision makers (62% n=11); running awareness raising campaigns (50%); and minimising risk procedures (criminal record checks, risk assessment procedure, etc.) (50%). No federation has made efforts to provide safe (public) transport services, and only one federation has appointed a welfare officer.

The Ministry for Education and Culture prevents gender based violence by holding training seminars and workshops for coaches and decision makers and by supporting research on gender based violence in sport.

The Olympic Committee has been very active in preventing and combating gender based violence and has developed several approaches. They have among others: adopted a written action plan; developed a code of conduct for coaches and people in decision making positions; arranged workshops for athletes; established a help-line; introduced procedures for handling cases of gender based violence; and supported studies in the area of gender-based violence.
Female journalists and reporters from media companies and organisations in Finland are heavily underrepresented at the Olympic Games. No female journalist participated at the Paralympic Games.

The Ministry for Education and Culture reported that the National Broadcasting Company has launched a survey on this issue.

18% of the sport federations have guidelines for a gender-balanced representation in their communication materials, including social media. Some federations focus on getting more gender equitable coverage in the media. Golf ensures there is an equal number of photos of women and men in their magazine, including the cover.
As seen on the left side, gender equality is mentioned in 82% (n=23) of the sport federations’ long term or business plan and 68% (n=19) have a specific written policy for advancing towards equality between women and men in sport.

Both the Ministry for Education and Culture and the Olympic Committee include gender equality in their long term plans and have, in addition, a specific written policy for advancing towards gender equality in sport.

Many of the 19 sport organisations that have a policy regarding gender equality have targets for gender representation in relation to participation (79% n=15) and decision making (74% n=14). Only 32% (n=6) have targets for gender representation in the content of their communication materials. The Olympic Committee’s action plan contains all of these targets.
AFFIRMATIVE ACTION AND GENDER MAINSTREAMING STRATEGIES

11% of the sport federations are using affirmative action and 32% have a gender mainstreaming strategy. Examples of actions taken and the strategies used are mentioned above.

FINLAND FAR OUTPACES MOST OF THE COUNTRIES IN THIS STUDY. THE NATIONAL LAWS HAVE A STRONG GENDER EQUALITY FOCUS WHICH IS REFLECTED IN THE WORK OF THE OLYMPIC COMMITTEE, THE MINISTRY FOR EDUCATION AND CULTURE AND THE SPORT FEDERATIONS. THIS IS MIRRORED BY THE FACT THAT THE COUNTRY HAS HAD 14% FEMALE PRESIDENTS OF OLYMPIC SPORT FEDERATIONS. 40% OF THE FEDERATIONS’ VICE PRESIDENTS ARE WOMEN, 29% ARE FEMALE BOARD MEMBERS AND THERE IS A GENDER BALANCE ON THE BOARD OF THE OLYMPIC COMMITTEE.

SINCE 2015, 79% OF THE SPORT FEDERATIONS HAVE INCREASED THEIR EFFORTS TO RECRUIT WOMEN INTO DECISION-MAKING POSITIONS. WHILE THEY HAVE MORE REGISTERED FEMALE COACHES THAN MEN (61%), MEN HOLD 79% OF THE EMPLOYED COACHING POSITIONS. AS FOR MEMBERSHIP OF THE SPORT FEDERATIONS, FEMALES ARE ONLY ABOUT 50% OF THE NUMBER OF MALES AT EVERY AGE. MANY EFFORTS TO CHANGE THE SITUATION HAVE BEEN ALSO TAKEN IN RELATION TO GETTING MORE GIRLS AND WOMEN PHYSICALLY ACTIVE (79%). SLIGHTLY MORE THAN 60% OF THE FEDERATIONS HAVE POLICIES RELATING TO PREVENTING GENDER VIOLENCE AND AS MANY AS 68% OF THE FEDERATIONS HAVE A SPECIFIC POLICY FOR ADVANCING TOWARDS EQUALITY FOR FEMALES AND MALES.

CONCLUSION

Finland far outpaces most of the countries in this study. The national laws have a strong gender equality focus which is reflected in the work of the Olympic Committee, the Ministry for Education and Culture and the sport federations. This is mirrored by the fact that the country has had 14% female presidents of Olympic sport federations. 40% of the federations’ vice presidents are women, 29% are female board members and there is a gender balance on the board of the Olympic committee.

Since 2015, 79% of the sport federations have increased their efforts to recruit women into decision making positions. While they have more registered female coaches than men (61%), men hold 79% of the employed coaching positions. As for membership of the sport federations, females are only about 50% of the number of males at every age. Many efforts to change the situation have been also taken in relation to getting more girls and women physically active (79%). Slightly more than 60% of the federations have policies relating to preventing gender violence and as many as 68% of the federations have a specific policy for advancing towards equality for females and males.