



FINLAND

GENDER EQUALITY IN SPORT

LEAFLET 2019¹



TOTAL POPULATION

5.616.895

MEDIAN AGE

42.5 YEARS



GDP PER CAPITA

42.410 €²



POPULATION

49.1%

MALE



FEMALE

50.9%

LIFE EXPECTANCY

75.8 YEARS

MALE

FEMALE

82.9 YEARS

Sources: Countrymeters 2019

“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**

ALL IN: Towards gender balance in sport (Erasmus +)

Funded
by the European Union
and the Council of Europe



EUROPEAN UNION

COUNCIL OF EUROPE



CONSEIL DE L'EUROPE

Implemented
by the Council of Europe

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

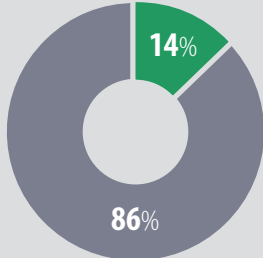


LEADERSHIP

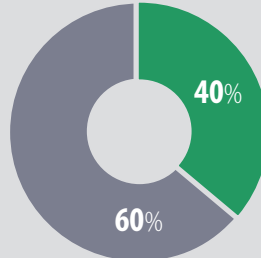
DATA SEPARATED BY GENDER



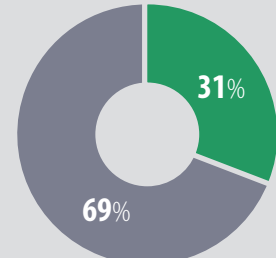
1 FEMALE AND MALE PRESIDENTS OF THE NATIONAL OLYMPIC SPORT FEDERATIONS (%)



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



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



- ▶ Four (14%) Olympic sport federations, golf, skating, swimming and triathlon, have a female president **1**.
- ▶ The 29 Olympic sport federations have 43 vice presidents. Of these 40% (n=17) are women **2**.
- ▶ 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 **3**.

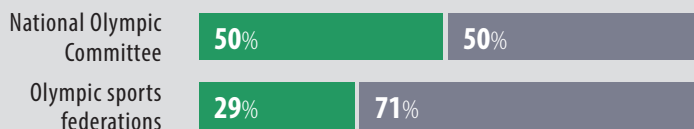
THE MINISTRY FOR EDUCATION AND CULTURE

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.

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



The Olympic Committee has a gender balanced board, whereas the women on the boards of the sport federations account for 29% **4**.

- ▶ Only one sport federation, rugby, has a balanced representation of female and male board members.

ACTIONS/MEASURES TAKEN TO INCREASE THE NUMBER OF WOMEN IN DECISION-MAKING POSITIONS

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 also 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.

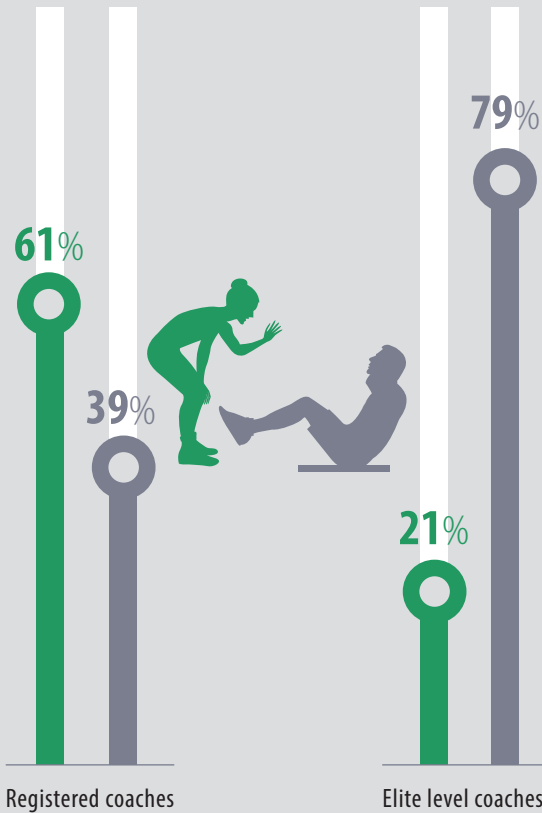


COACHING³⁻⁴

DATA SEPARATED BY GENDER

5

FEMALE AND MALE REGISTERED COACHES AND EMPLOYED ELITE LEVEL COACHES IN THE NATIONAL OLYMPIC SPORT FEDERATIONS (%)



Registered female coaches in the Olympic sport federations account for **61%** (n=2069) of all coaches. This high number is due to 1620 female swimming coaches. **21%** (n=37) of employed elite level coaches are females.

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

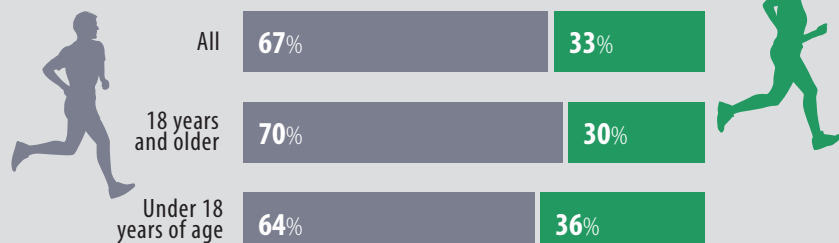
4. Five of the sport federations (badminton, biathlon, judo, table tennis and weightlifting) did not answer the question about registered coaches



PARTICIPATION (from grassroots to elite sport)⁵

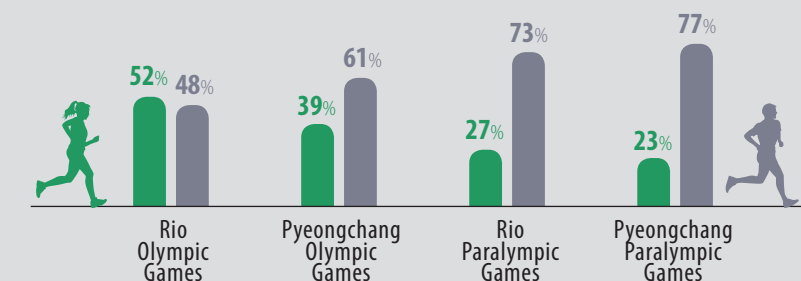
DATA SEPARATED BY GENDER

6 FEMALE AND MALE MEMBERSHIP OF THE NATIONAL OLYMPIC SPORT FEDERATIONS (%)



- ▶ 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).

7 FEMALE AND MALE PARTICIPANTS AT THE OLYMPIC AND PARALYMPIC GAMES IN RIO (2016) AND IN PYEONGCHANG (2018) (%) - (SOURCE: INTERNATIONAL OLYMPIC COMMITTEE (IOC))



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 **7**.

ACTIONS/MEASURES TAKEN TO INCREASE THE NUMBER OF GIRLS AND WOMEN ACTIVE IN SPORT AND/OR IN PHYSICAL ACTIVITY

79% (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 adopted a strategy to increase the number of girls and women and 36% have arranged awareness raising campaigns targeting girls and women. Only 9% (n=2) 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.

ACTIONS/MEASURES TAKEN TO IMPROVE THE SITUATION FOR FEMALE ELITE LEVEL ATHLETES

68% (n=19) of the **sport federations** have developed plans, since 2015, to improve the situation for female elite level athletes. These are archery, athletics, badminton, biathlon, boxing, curling, equestrian, football, golf, ice hockey, judo, rugby, shooting, skiing, speed skating, table tennis, taekwondo, tennis and wrestling.

Working towards achieving the same conditions for all elite level athletes is a key theme for these 19 federations. This includes equal pay, prize money and bonuses for women and men. In 2016, wrestling established an international training centre for women in Finland and boxing has, since 2017, had a coaching centre for women. In some sports, women and men practice together and have a common coaching team.

Gender equality is a criterion for public funding in Finland and this is demonstrated through the budget of the **Ministry for Education and Culture**.

The **Olympic Committee** has carried out many different activities to improve the situation for female elite level athletes.

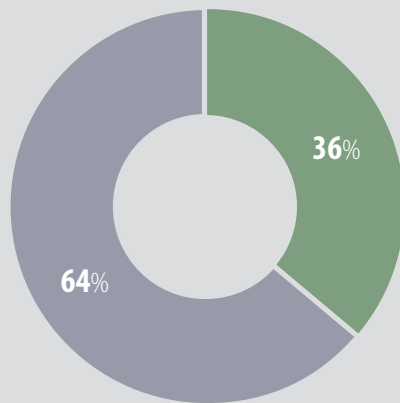
5. The basketball, fencing, judo, skiing, table tennis and weightlifting federations did not answer the question about membership



GENDER-BASED VIOLENCE ACTION PLAN

8

NATIONAL OLYMPIC SPORT FEDERATIONS THAT HAVE A POLICY/ACTION PLAN TO PREVENT AND COMBAT GENDER BASED VIOLENCE IN SPORT (%)



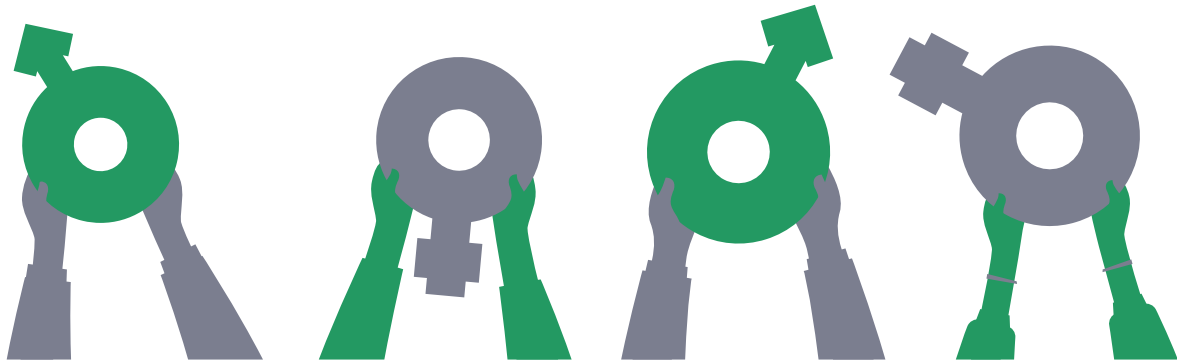
● Have a policy and/or action plan
● Don't have a policy and/or action plan

64% (n= 18) of the sport federations have a written policy for preventing and combating gender based violence in their sport **8**.

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.



ACTIONS/MEASURES TAKEN TO PREVENT AND COMBAT GENDER-BASED VIOLENCE

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.

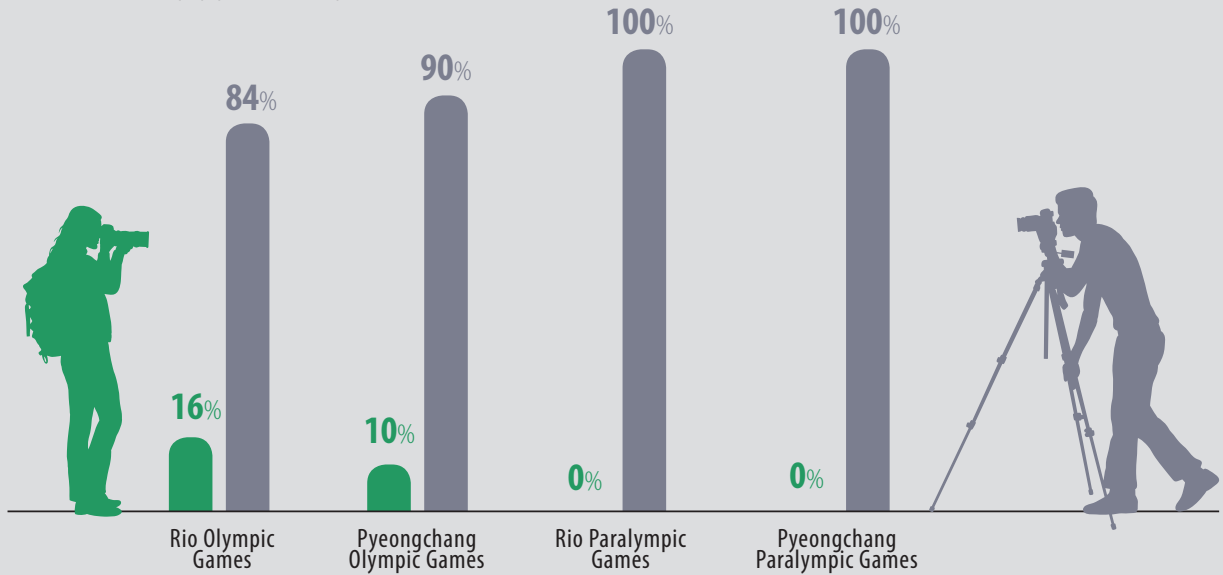
The **Olympic Committee** has been very active in preventing and combating gender based violence and has developed several approaches. They have among others: adopted a written action plan; developed a code of conduct for coaches and people in decision making positions; arranged workshops for athletes; established a help-line; introduced procedures for handling cases of gender based violence; and supported studies in the area of gender-based violence.



MEDIA/COMMUNICATION DATA SEPARATED BY GENDER

9

**FEMALE AND MALE JOURNALISTS/
REPORTERS ACCREDITED TO THE OLYMPIC AND
PARALYMPIC GAMES (%) (SOURCE: IOC)**



Female journalists and reporters from media companies and organisations in Finland are heavily under represented at the Olympic Games. No female journalist participated at the Paralympic Games **9**.

STATISTICS AND/OR SURVEYS ABOUT COVERAGE TIME IN THE PUBLIC MEDIA SERVICE

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

COMMUNICATION GUIDELINES

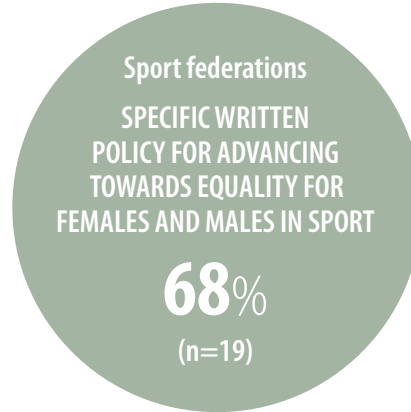
18% (n=5) of the **sport federations** have **guidelines for a gender balanced representation in their communication materials, including social media.** Some federations focus on getting more gender equitable coverage in the media. Golf ensures there is an equal number of photos of women and men in their magazine, including the cover.





GENDER EQUALITY POLICIES AND PROGRAMMES

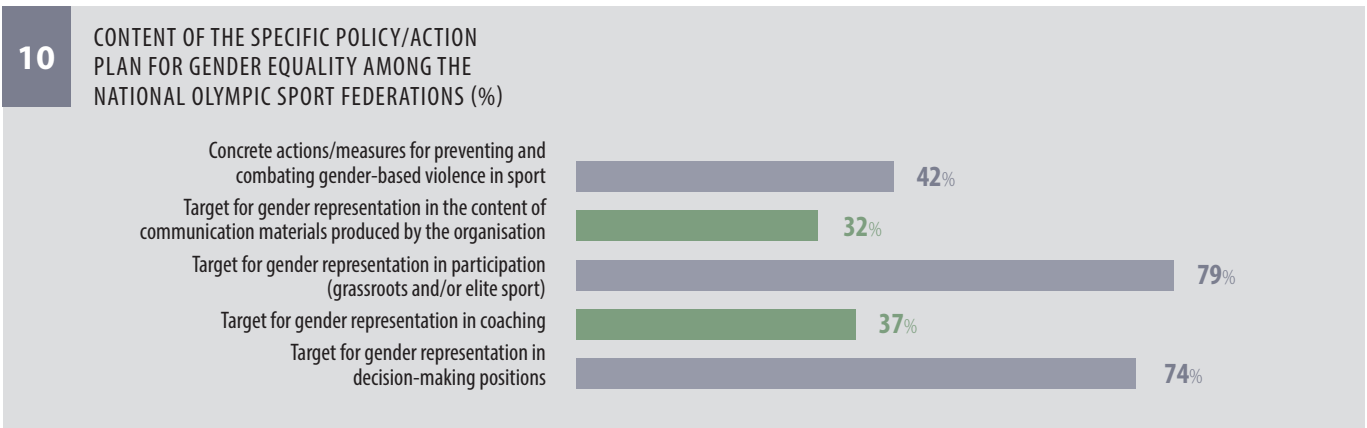
LONG-TERM BUSINESS PLAN AND ACTION PLAN



Archery, athletics, basketball, biathlon, boxing, canoeing, curling, figure skating, football, golf, ice hockey, judo, rugby, sailing, shooting, skiing, speed skating, swimming, table tennis, taekwondo, triathlon, volleyball and wrestling.

Archery, athletics, basketball, biathlon, boxing, canoeing, figure skating, football, golf, ice hockey, sailing, shooting, skiing, speed skating, swimming, table tennis, taekwondo, tennis and wrestling.

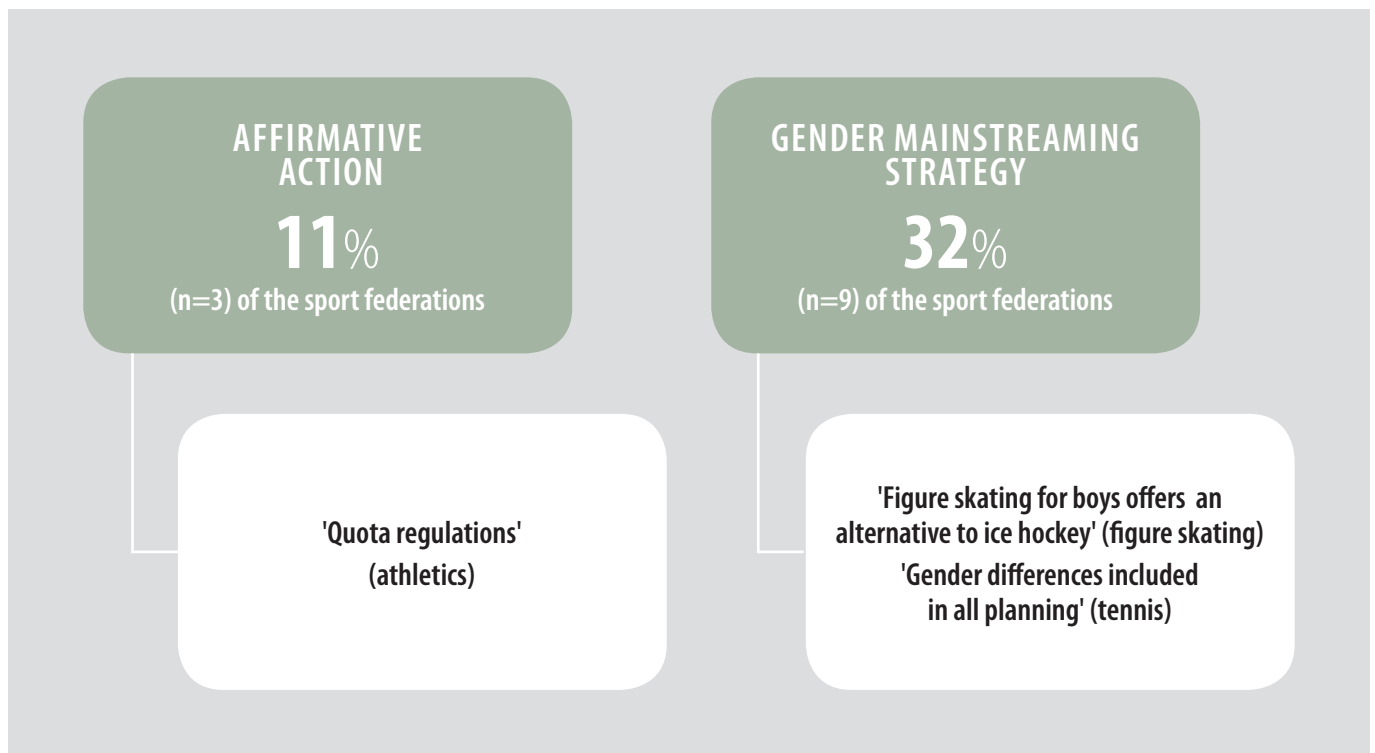
- ▶ As seen on the left side, gender equality is mentioned in 82% (n=23) of the sport federations' long term or business plan and 68% (n=19) have a specific written policy for advancing towards equality between women and men in sport.
- ▶ Both the **Ministry for Education and Culture** and the **Olympic 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 **10**.

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.

THE MINISTRY FOR EDUCATION AND CULTURE does not use affirmative action but 'sport policy in general in Finland is gender mainstreamed, and gender mainstreaming is included in the Sports Act'.

THE OLYMPIC COMMITTEE does not use affirmative action but has a gender mainstreaming strategy

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.