

# 6

## Funding



► **How to manage financial resources to ensure a fair distribution of resources to all sports and all athletes and to promote gender equality in sport.**



► Resource allocation to facilitate equal access to and use of all sports facilities and activities by all segments of the population

► Equal access to and benefit from (public) funding for boys and girls, men and women athletes



**Financial flows affect all aspects of sports activities, including the building of infrastructures, subsidies supporting sports' organisations, prize money, enrolment fees and salaries, among many other things. In all these aspects, gender can play a significant role. A gender analysis of the allocation of financial resources brings to light how decisions can affect women and men, and girls and boys, differently, and gender budgeting can redress the balance.**

### ON YOUR MARKS

#### Understand the issue

Traditional ways of accessing and spending funding can lead to gender bias, meaning supporting mainly sports/activities practised by men and boys and/or projects dedicated to them (for instance, the football infrastructure, sponsorship of men's cycling events or financing every year the same sports clubs or teams).

**Gender budgeting, or gender-sensitive budgeting,** is a process that examines (at all stages of the process) how budgets respectively benefit women and men and that changes budgetary allocations accordingly so that funds contribute to gender equality.

#### Examples:

- In sports organisations, it would mean looking at how much money goes to girls/women and boys/men, what proportion they are involved in it and what are the needs of each sex. If a large portion of the budget goes to one sex, it may be necessary to explore what the needs of the under-represented sex are and spend part of the budget accordingly.
- Within the framework of a call for projects for developing sports participation at grass-roots level, it would mean assessing how much money goes to specific sports/physical activities, what proportion of women/girls and boys/men practises them and what the needs of each sex are. Adjustments may be made in case of disparity.
- In the context of the renovation of a sport facility, it may mean taking into account the different needs and practices of both women and men to ensure a wider participation of all.

## TAKE ACTION

### Public procurement (calls for proposals and tenders)

■ **Include gender equality criteria /information** in all public procurement procedures relating to sport and recreational activities.

▶ Indicate that gender equality should be considered in all activities, including management aspects such as the presence of women on the board. For example, a competition will only be subsidised if organised for both female and male athletes with equal prizes for both; funding will be allocated by priority to multi-sports playgrounds/halls.

▶ Indicate that sport organisations must have a gender equality action plan to receive public funding.

▶ Give gender equality some weight: indicate that project proposals taking gender into account will be granted additional points. For example, a proposal for a fitness trail or for organising activities in a multi-functional open space for boys and girls, women and men of different ages gets more points than a football project targeting mainly boys and young men.

▶ Use gender-inclusive communication (use of male and female grammatical forms, choose images of both men/women, girls/boys in atypical sports, etc.)

■ **Give practical information on how to mainstream gender in proposals**, since organisations applying for funds generally have little idea about how to do it.

▶ Organise an information/awareness-raising session for all interested organisations on gender equality, gender norms and stereotypes in sport and how to counteract them.

▶ Include a section in the call document focusing on which aspects should be taken into account in the offer to fulfil the gender mainstreaming requirements. For example, in a call for sport infrastructures in an urban area targeting the younger population, explain that girls and boys are not necessarily practising the same sports and in the same way; demonstrate the importance of thinking about different sports/recreational activities; highlight the importance of ensuring that there is no drop-out of girls during adolescence; and raise awareness of the individual barriers to practising sport/recreational activities, etc.

▶ Provide references for studies, guides, manuals, etc. on gender and sport to inspire promoters.

### Specific actions

■ Allocate a part of your budget to specific actions for women and girls. For example, organise a call for proposals to develop sport and recreational activities for girls and women from disadvantaged groups, such as football or running discovery sessions for migrant/ethnic minority women and girls.

■ Finance projects on specific gender equality issues; for example, a campaign to prevent gender-based violence in sport.

■ Support projects on inclusive leadership; for example, training aimed at organisations on how to recruit and retain more female managers or training on leadership for future women managers, coaches, referees, etc

### Monitoring and evaluating supported actions

■ Regularly conduct a gender audit of your annual budget looking at the proportion of spending by sex of final beneficiaries.

■ Ask funded organisations to produce regular reports on their activities with statistics on beneficiaries disaggregated by sex and other relevant variables such as age, origin, class, etc.

■ Call for a specific gender evaluation of your activities on a regular basis. Such a focus will help to identify whether financed actions are contributing to more gender equality or not (for example, observing/counting the number of beneficiaries at different times of the day and week, in different sporting set-ups, etc.) and help to pinpoint obstacles to gender equality in financed actions. Check if organisational or individual barriers are hindering the participation of some groups of girls/boys, men/women and examine potential solutions.



## TIP FOR SPORT ORGANISATIONS

- Make affiliation to the federation conditional on respecting gender equality and implementing gender mainstreaming. For example, offer systematic audits to clubs and guidance on to develop an action plan for gender equality.
- Require that sports clubs monitor their activities from a gender equality perspective. For example, annual reports should include sex-disaggregated statistics on the number of affiliated, volunteers, coaches, officials, etc.
- When possible, use sponsorship to include equipment in the membership fee to reduce costs for women, if relevant, and disadvantaged groups.
- Use diffusion rights to ensure that communication is free of gender stereotypes and that both male and female events are broadcast/covered. For example, make TV and media sign a charter or code of conduct on gender equality in communication.
- Support clubs that organise physical activities for groups of girls in particular aged from 13 to 18, which is the time they often drop out of sports, with additional funding or expertise (for example, financing the visit of a coaching expert to motivate teenagers).

## EXAMPLES

### INTERNATIONAL OLYMPIC COMMITTEE GENDER EQUALITY REVIEW PROJECT

**Organisation:** International Olympic Committee

The International Olympic Committee recommends that the Olympic Movement allocate a proportion of its operations budget to achieve its goals for gender equality on the field of play, in governance and in its own administration.

### GENDER EQUALITY CRITERIA

**Organisation responsible:** Latvian Sports Federations Council

**Country:** Latvia

All recognised sports federations in Latvia are allocated a yearly state budget funding based on criteria such as the federations' activities and its achievements. The said criteria are developed by the Latvian Sports Federations Council and Ministry of Education and Science (the institution responsible for sport). Since 2012, one of the criteria attributes additional points for the number of women sitting on the boards of sport federations. The total score influences the level of funding allocated to a federation.



To have more information on these examples and to find out other practices and resources? Take a look at the ALL IN online library! <sup>1</sup>



- Factsheet 1** – Facts and figures on gender (in)equalities and differences
- Factsheet 2** – Why should we tackle gender inequalities in sport?
- Factsheet 7** – Communication
- Factsheet 8** – Sporting opportunities

<sup>1</sup> <https://pjp-eu.coe.int/en/web/gender-equality-in-sport/online-library>

