



Gender equality and sport

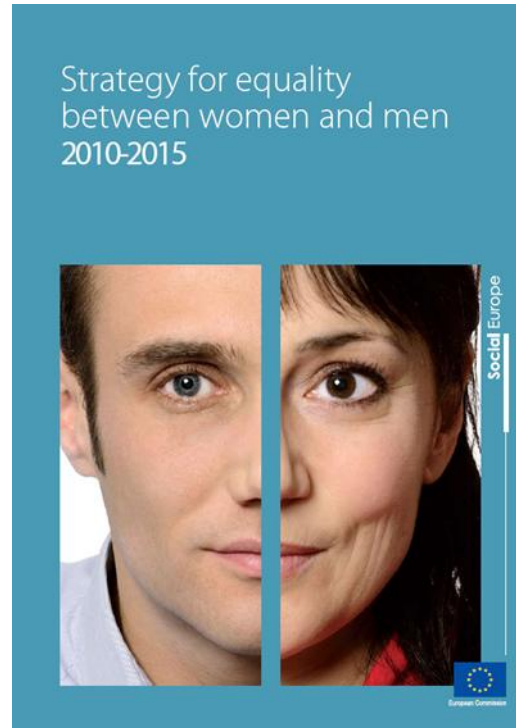
Paola Ottonello
Sport Policy and Programme
European Commission

ENGSO/EOC EU Office, 19 May 2015



Gender equality and sport

Strategy for equality between women and men 2010-2015





Equal economic independence



Equal pay for equal work and work of equal value



Equality in decision-making



Dignity, integrity and an end to gender-based violence



Gender equality in external actions



Horizontal issues



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What now?



Gender equality and **sport**



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QD1 How often do you exercise or play sport?

Regularly	With some regularity	Seldom	Never	Don't know
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Gender and Age

Man 15-24	15%	59%	13%	13%	0%
Man 25-39	9%	42%	23%	26%	0%
Man 40-54	8%	32%	22%	38%	0%
Man 55+	8%	22%	14%	56%	0%
Woman 15-24	8%	47%	20%	24%	1%
Woman 25-39	6%	35%	19%	39%	1%
Woman 40-54	7%	29%	19%	44%	1%
Woman 55+	8%	21%	10%	61%	0%

European Sport (Gertrude Pfister 2011)

European Sport Federations

50 of 53 have a male president

88% have less than 25% female executive officers

National Sports Federations (11 countries, 62 bodies)

5 % female presidents

5% have at least 50% women in executive committees

Lack of applications from women

Issues at stake:

- We need more girls/women **participating** in sport
- Gender balance and equality in **decision-making** in sport
- Gender equality in **coaching**
- Fight against **gender based violence** in and through sport
- Fight against **negative gender stereotypes** in sport and the role of the media

Tools for encouraging and supporting women

- Awareness raising
- Education, training and monitoring
- Role models/practices and processes
- Access to opportunities



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Gender equality, sport and the EU

Key documents

- Art. 165 of the **Lisbon Treaty**
- **EU Work Plan** for sport: 2011–2014, 2014–2017
- **Council Conclusions** of 21 May 2014 on Gender Equality in Sport

EU Work Plan for Sport (2014-2017)

- **3 key topics:**
 - Integrity of Sport
 - The economic dimension of Sport
 - Sport and Society
- **5 Expert Groups:**
 - match-fixing
 - good governance
 - economic dimension
 - HEPA
 - Human resources development in sport

XG Good Governance

TOPIC	TYPE OF DOCUMENT	DEADLINE
Protection and safeguarding of minors	Recommendations	1st half 2016
Democracy, human rights and labour rights in relation to major sport events	Guiding principles	2nd half 2015
Good governance	Promotion of existing principles	1st half 2016
Gender equality	Preparation of Expert Group recommendations or guidelines on gender equality in sport, possibly followed by a pledge board (2nd half 2015)	2nd half 2015



EU Proposal for Strategic Actions on Gender Equality 2014-2020

- Commissioner Androulla Vassiliou – **initiative**
- Invitation to the **stakeholders** and the **EU Member States** to develop a strategy on gender equality in sport.
- Group of **experts** was set up in order to suggest possible strategic actions and measures.
- The adopted results of the discussions are described in a 'Proposal for Strategic Actions 2014-2020 – Gender equality in sport' , **published in February 2014.**

The main areas of action:

- decision-making
- coaching
- gender based violence
- negative gender stereotypes in sport and the role of the media

Decision making

Objectives 2020

- A minimum of 40% of women and men in executive boards and committees of national sport governing bodies and 30% in international sports organisations located in Europe.
- A minimum of 40% of women and men in the management of professional sport administrations and governmental sport bodies.
- All sport governing bodies should have a gender equality policy including an action plan.

Actions

- To all national, European and international sport governing bodies

Coaching

Objectives 2020

- A minimum of 40% of women and men as volunteer and employed coaches.
- A minimum of 30% of women and men as coaches of all the national team coaches

Evidence based knowledge about gender and gender equality should be included in coach education at all levels

Actions

- To all national, European and international sport governing bodies

Gender-based violence

Objectives 2020

- A specific national strategy, including a policy and legal framework and action plan, grounded in evidence based data, is in place in all EU Member States.
- Preventive tools and supporting services for victims developed in all EU Member States.
- Human resource policies for volunteers and professionals are operational
- Evidence based programmes in sport are developed and disseminated in order to empower athletes against possible harassment and abuse

Actions

- To member states , the European Commission, sport governing bodies

Gender stereotypes & Media

Objectives 2020

- Gender stereotyping in the sports media is reduced and there is a fair portrayal of both women and men.
- The media coverage of women's sport and of women in sport is increased to 30%, with the long term objective of reaching 40%.
- The gender balance among people working in European sports media departments is increased to a minimum of 30% women.

Actions

To media organisations, sport governing bodies, member states and the European Commission

Implementation

Examples on key recommendations:

- Each member state should develop, monitor and review a **national action plan on gender equality in sport**
 - Creating case studies
 - Good examples, best practise
- Launch a "**Pledgeboard**", accompanied by a robust **monitoring system**.

Council Conclusions of 21 May 2014 on Gender Equality in Sport (1)

- Women are **under-represented** in many areas of sport. According to the Eurobarometer on Sport and Physical Activity (2013), girls and women still participate less than boys and men.
- The number of women in leadership positions in sport governing bodies and **coaching is still low**.
- Gender based violence in sport, especially sexual harassment and abuse of minors, is a **significant problem** but requires additional research so that it can be better understood.
- The media, including the advertising industry, contributes to the reproduction of culturally transmitted stereotypes and images of women and men, and can play an important role in combating **gender stereotypes**.



Council Conclusions of 21 May 2014 on Gender Equality in Sport (2)

INVITES THE MEMBER STATES WITH DUE REGARD FOR THE PRINCIPLE OF SUBSIDIARITY TO:

- Consider developing and maintaining **national action plans**, general agreements or **strategy on gender equality in sport**, in close cooperation with the sport movement.
- **Highlight the value of diversity and gender balance in sport administration** and **promote gender equality in decision-making** at all levels and in all fields of sport.
- Consider **development and use of educational materials for the training of decision-makers and coaches** in sport, as well as for parents, thus contributing to the elimination of gender stereotypes and the promotion of gender equality at all levels of education and sport training.

Council Conclusions of 21 May 2014 on Gender Equality in Sport (3)

(...) Invites European Commission to launch a **specific study** to assess the nature and extent of **gender based violence in sport**.

What is gender-based violence?

It can be defined as violence directed against a person because of that person's gender or as violence that affects persons of a particular gender disproportionately.



STUDY ON GENDER-BASED VIOLENCE IN SPORT

Deadline: 25 June at 16:00

- The study aims **to increase knowledge** on gender-based violence in sports across the EU in order to improve EU policy in this area.
- The study will **describe the current situation** regarding gender-based violence in sport at all levels (elite and amateur). It will give an overview of existing and recommended measures and legislations.
- It will map and collect data** in sport associations/federations in all EU countries in order to present an overview of the existing situation and detect best practices in use.



#BEACTIVE

European Week of Sport

Sport



The European Week of Sport is an initiative supporting the EU's overall policy to promote physical activity and sport

When:

7-13 September 2015, with some activities the whole month.

The team:

31 National Coordinators: coordinating activities within each country.

Partners: organisations committed to support the week in their field.

Ambassadors: famous people promoting the week.

The European Commission: coordinating the Week at EU level.

The shape of the Week

Mon 7 th	Tue 8 th	Wed 9 th	Thu 10 th	Fri 11 th	Sat/Sun
	(Focus Day)		(Focus Day)	(Focus Day)	(Focus Day)
Launch event	Education -	Flagship Event	Workplaces	Outdoor	Sport and fitness clubs
	Nurseries Schools Universities				

Thank you

Paola.ottonello@ec.europa.eu



@paolao