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Proposal for Gender Equality Strategy in Sport

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Proposal for Gender Equality Strategy in Sport

- **Gender equality in sport by 2020: General Objectives and actions**
  - Gender balance in decision making
  - Gender balance in coaching
  - Gender based violence
  - The fight against gender stereotypes in media
  - Mainstreaming gender in sport
- **State of play and specific objectives and actions**
- **Working towards gender balance**

Call for European and national strategic actions

- *Member States to develop a national action plan or strategy on gender equality in sport. This could be part of national strategy on gender equality, the national sport agenda or a joint venture between the ministers responsible for Gender equality and for Sport.*

- *Need for a European-level strategic plan towards gender equality in sport by 2016, to support national and European strategic and innovative initiatives till 2020.*

Objectives - Actions

- *Sustainable national action plans to be developed by sport governing bodies on national level.*

- *The European Commission to develop a European level strategic plan, to include monitoring progress by Member States every 3 years.*

- *Utilising tools already developed to support the implementation of gender equality in sport, the European Commission, IOC and IPC to develop complementary initiatives, with concrete actions, to progress gender equality during 2014-2020.*

Objectives - Actions

- *The Commission, in cooperation with the IOC, IPC and EWS, should launch a 'Pledgeboard' for international sport organisations in Europe which will inform the Commission and EWS on activities in the field of gender equality in sport.*

- *European task forces should be established in relation to specific gender topics in sport where needed.*

State of play: Gender equality in decision making organizations:

- *With a few exceptions, women form a minority in all sports, at all levels, and in all countries when it comes to decision-making positions.*
- *6 out of 28 ministers responsible for sport are women, and 28% of the national sport directors in the EU member states are women.*

Objectives:

- *A minimum of 40% of women and men in executive boards and committees of national sport governing bodies and 30% in international sport organisations 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 action plan.*

State of Play: Gender equality in coaching:

- *Between 20-30 % of all sport coaches in Europe may be women, but the number of women with coaching qualification seems to be even lower.*
- *At elite level the number of female coaches seem to be extreme low. In Germany approximately 10% of the 500 national coaches are women.*

Objectives:

- *Women as volunteers and employed coaches make up 40% of the national coaching workforce.*
- *Women as coaches make up 30% of all the national team coaches of women and men.*
- *Evidence based knowledge about gender and gender equality is included in coach education at all levels.*

State of play: Gender based violence in sports

- *Prevalence European data vary between 14 and 73% for gender and sexual harassment and between 2 and 22% for sexual abuse.*
- *Gender and sexual harassment seem to occur in all sport, and increases from the recreational to the elite level.*

Objectives:

- *A national strategy, including a policy and legal framework and action plan, grounded in evidence based data, in place in all EU Member States. This should be developed and implemented by governing bodies in sport in close cooperation with responsible bodies for gender equality.*

Objectives Fight against Gender Based Violence, cont.

- *Preventive tools and supporting services for victims developed in all EU Member States.*
- *Human resource policy on volunteers and professionals is operational, including European cooperation regarding screening systems for all applicants for coaching staff and volunteer positions to avoid cross border activities of perpetrators.*
- *Evidence based programmes in sport are developed and disseminated in order to empower girls and women against possible harassment and abuse in sport and society, and educate and train coaches to prevent being involved in gender based violence and to act in the right way preventing violence between peers or others.*

State of play: Media and gender stereotyping

- *Huge differences both in the amount and in the way the media covers women and men's sports.*
- *Emphasis on femininity and sexual attraction and reproducing and reinforcing gender stereotypes.*

Objectives:

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

State of play: Gender mainstreaming

- *Gender mainstreaming is not a common strategy for most sport governing bodies in European Sport, and in many sport organisations gender mainstreaming efforts have not been institutionalised at all.*

Objectives:

- *Raise awareness, develop expertise and competences on gender mainstreaming in sport.*
- *Implement proportional tools to mainstream gender in sport.*

Working towards gender balance

- *Involved stakeholders must realise that a balanced gender representation in sport is the only means of fully reflecting and representing all the participants' needs.*
- *The aim is a gender diverse composition in sport – at all levels.*
- *Highlighted importance of gender-sensitive approach, involving both men and women in sport.*
- *This approach should extend to all areas in sport, including decision-making/leadership, coaching and the media.*
- *Gender-sensitive strategies, much of which focus on education, to include both men and women.*