



# olympia

Jump in Olympia. Strong(er) Women through Sport

**Olympia Project:**

**... general informations**



# Olympia project: general informations

**Period:** 15 months; 7 January 2010 - 31 March 2011

**Proponent:** UISP (Italian Sport for all Association)

**Partner:**

**VIDC** - Vienna Institute for International Dialogue and Cooperation (Austria)

**LICRA** – Ligue International Contre le Racisme et l'Antisemitisme (France)

**ISCA** – International Sport and Culture Association (Denmark)

**University of Copenhagen** (Denmark)



## Olympia project: main objective

to act on the mechanisms of women exclusion and to put in discussion the referring cultural model

## Olympia project: specific objectives

- to make evidence of the barriers that deny women the access in professional career in the world of sport.
- to involve institutions and associations, through the building of a network able to promote actions of analysis and research and definition of new models.
- to realize actions of participated democracy promotion for women's active involvement.



## Olympia project: main actions

- **Animation:** start up of the European network on the topic and promotion of contacts with all the public authorities, educational institutions, NGOs.
- **Mapping:** develop a “research” group, made by representatives of Universities, NGOs, public authorities.
- **Planning:** thematic roundtables in which Olympia partners will involved relevant stakeholders expert in the ideation of instruments, products, processes, strategies, methodologies.
- **Sensitization:** a) cultural contexts; b) mass media operators; c) managers, technicians and operators of institutions, organizations, associations and agencies.
- **Promotion:** dissemination of the project results via partners media, partners contacts with the media.



# Output of the project

## I - Mapping of the existence:

- Main data on women and sport
- Analysis of the main researches done and gathering of lack
- Basis for a future comprehensive research

Work coordinated by  
Prof. Gertrud Pfister  
(Univ. Copenhagen)



Olympia

## Some data...

### Participation

#### From Eurobarometer

- Data shows that the practice of women in all the sport activities is growing in the last 30 years, even the gap between women and men is still high:
- 43% of male play sport at least once a week, as opposed to 37% of women; meanwhile, 49% of men either never play sport or do so less than once a month, compared with 57% of women.
- difference in age category:  
15-24 years: 19% of men and 8% of women play regularly;  
71% men and 50% of women play at least once a week



## Some data...

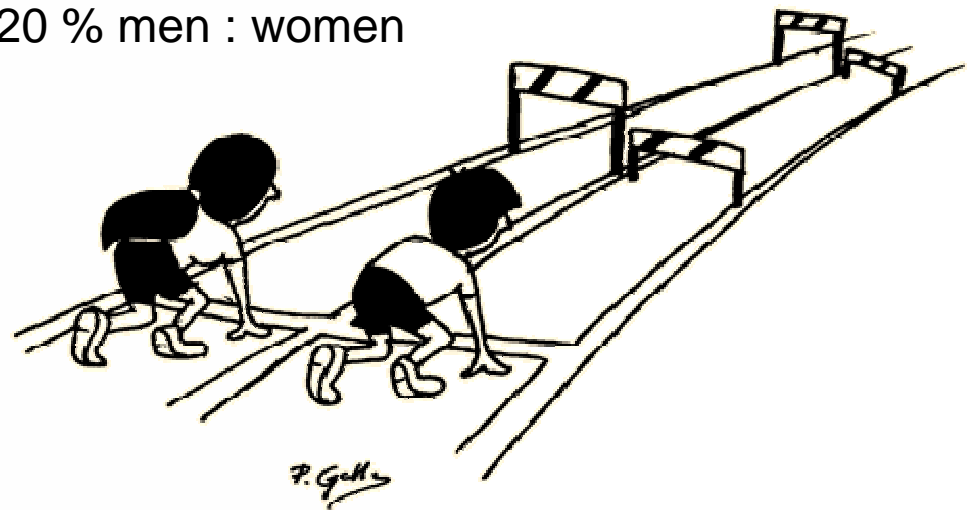
### Leadership

#### European Level

- 20 of the 52 European sports federations, more than one third, do not have a single woman on their boards.
- 88 %, have less than 25% women on their boards.
- Only the Netball and the Bowling federation have a female president, 50 federations have a male leader (96%).

ENGSO (European Non-Governmental Sports Organisation)

- The president is a woman!!!!
- The executive committee is 80%:20 % men : women

The logo for 'Olympia' features a stylized figure in a jumping pose above the word 'Olympia' in a blue, sans-serif font. The logo is set against a white background with a blue border.

Olympia

## Some data...

### Leadership

#### International level

- 112 IOC members 19 women
- 29 honorary members 4 women
- The total number of IOC members is 141, **16 % of them are females**
- 6 of the 25 commissions (24 %) do not include women
- 21 of the commissions have fewer than 25% women
- Only The Women and Sport Commission that consists of more than 50% women
- 68 of the 73 international sports federations are led by a male president. Only 5 federations have a woman as president (Curling, Equestrian, Triathlon, Bowling and Netball).
- The average percent of women in the boards of the sports federations is 9,75 %.
- 21 federations do not have women in their boards

The logo for 'Olympia' features a stylized figure in a dynamic pose above the word 'Olympia' in a blue, sans-serif font. The figure is composed of simple lines and shapes, with a pinkish-red color for the upper body and a blue color for the lower body and limbs.

## Some data...

### Media

- Worldwide coverage of women's sport in press is under 10%
- From the study by T. Bruce, J. Hovden & P. Markula. (Eds.). *Women in the Olympic Media: A Global Comparison of Newspaper Coverage*. SENSE 2010, and from an analysis of the media in general is clear that:
  - There is an unequal coverage of women sport
  - female athletes are presented in a different way than males with a focus on appearance, femininity and erotic attractiveness, with the effect that their performances and sporting endeavours may not be taken seriously
  - Large gap of female sport journalists

The logo for the 2012 London Olympics, featuring a stylized figure in red and blue above the word "Olympia" in a blue, sans-serif font.

# Output of the project

## **II - European Chart of the Right of Women in Sport**

- Statement on the fundamental right
- Guidelines for Sport Associations and Federations, local authorities, European Union
- Proposal for the future



# Topics of the Chart

## Participation in sport

*Everybody has the right to participate in sport in a safe environment which preserves the dignity of a person. As safe environment is a space where women can find same opportunities of practising sport in cultural or structural terms. The sport sector and related Institutions must find means of governance to promote women's participation at all levels.*



Olympia



# Topics of the Chart

## Participation in sport

### Leadership

*Women and men must have the same opportunities to participate in decision-making in the sport system; they must be equally represented on all levels of sport organizations.*

*The EC and the Member States must take concrete measures to ensure the equal representation of women and men in decision-making positions in sport organizations, in administrations and agencies related to sport.*

*To reach this goal, a quota system and additional affirmative action are needed.*



# Topics of the Chart

**Participation in sport**

**Leadership**

**World of education**

*Women and men in various stages of life should have equal opportunities to practice sport as well as in the planning, organization, management and control of sport activities at different levels. This can be achieved by developing education and training programs that take women's specificity into account in all training agencies, schools and universities.*

*Sports culture in which women's practices are not merely an imitation of male practices should be reinforced by the European Union and member countries by supporting relevant scientific research in education and training. Similarly, the EU must support the training of women in technical roles as well as in organizational management and leadership roles.*



**Olympia**

# Topics of the Chart

Participation in sport

Leadership

World of education

## **Women in sport media**

*Everybody has the right to be presented by sport media with dignity and respect.*

*Media has a great impact on cultural development of the EU and it must be first to embrace the principles and values of gender mainstreaming, not least the priorities and recommendations found in this Chart.*

The logo for 'Olympia' features a stylized figure in a purple and pink color, jumping or running, positioned above the word 'Olympia' which is written in a blue, lowercase, sans-serif font. The logo is set against a white background with a blue border.

Olympia



# Topics of the Chart

Participation in sport

Leadership

World of education

Women in sport media

**Fan is also a women thing**

*Women should have the same opportunity of express their love for sport being supporters, participating in fan groups, and not being considered as merely uninformed spectators*



olympia

# Topics of the Chart

Participation in sport

Leadership

World of education

Women in sport media

Fan is also a women thing



## **New rules for a new Europe**

*Europe is a multicultural society and there are topics who must considered transversal when we talk about equal opportunities, this means that each the right stated must be considered for all without any form of discrimination.*



Website: [www.olympiaproject.net](http://www.olympiaproject.net)

For info: [d.conti@uisp.it](mailto:d.conti@uisp.it)

The logo for the Olympia project, featuring a stylized figure in red and purple above the word "Olympia" in blue and green.

Olympia

