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Strasbourg, 23 September 2019

ALLIN (2019) 11

# ALL IN

Towards gender balance in sport

## Closing event

10 September 2019

Conference Venue:  
European Commission Headquarters  
Charlemagne Building,

## Report

## Introduction

The ALL IN's closing event, which took place on 10 September 2019, presented and held an exchange on the main outcomes of the project, namely:

- the results of the data collection campaign on gender equality in sport;
- the capacity-building materials produced: the toolkit "How to make an impact on gender equality in sport. All you need to know", the online library and the communication tools.

It also offered the opportunity to share plans and ideas on how to use the data to make sport policies and programmes (more) gender sensitive, to identify follow-up perspectives and to evaluate the project.

## Involvement of women and men in sport in Europe / Results of the data collection campaign

Attendees were informed about where they can find the results of the data collection campaign. To be more precise, three ways where people can check out the data on gender equality in sport collected in the partner countries were presented by the ALL IN Secretariat (see the PPT presentation enclosed), all available on the project website:

- ✓ **The raw data.** An Excel file (with anonymised data) will be published soon for those who want to carry out their own analysis (researchers, experts on gender equality in sport, etc.).
- ✓ **An analytical report** containing an overview on how gender equality is addressed in the partner countries and comparisons between countries and between sports.
- ✓ **16 country leaflets** that summarize, for each participating country, the involvement of women and men in the different strategic fields of the project, and the policies/actions/tools developed by the Ministry/government department responsible for sport, the national Olympic committee and the national Olympic sport federations.
- ✓ **A dashboard (using Tableau software solution)**, where people interested in gender equality in sport can visualise the data collected in an interactive way, play with the filters to find the data they want, see the overall situation of gender equality in sport and make comparisons between countries and between sports.

Then, Kari Fasting presented an analysis of the data collected, covering the different strategic fields of the project: leadership, coaching, participation, gender-based violence, media/communication and policies and programmes addressing gender equality in sport (see the PPT presentation enclosed).

## **Panel discussion: results and lessons learned from the ALL IN data collection campaign**

Main aspects pointed out by the panellists and participants:

- Having data on gender equality and offering the opportunity to make comparisons between countries and between sports is an important step forward, in particular for policy-making (using the data as a starting point), for raising awareness on this issue and encouraging sport federations and other stakeholder organisations to perform better on gender equality.
- However, changing data into action is a huge challenge. It is not always easy to implement gender sensitive sport policies and to make all stakeholders co-operate in this field.
- Therefore, a suggestion was made to develop peer learning training/seminars to support the partner countries in taking actions to advance towards gender equality in sport, and to monitor how the data are used in the policy-making process.
- A need was also expressed to have more qualitative data, in particular on barriers/obstacles, and to add more background elements from the different countries in the analysis.

- Two indicators – percentage of female and male membership of sport federations/clubs and registered coaches – should be reviewed as all countries involved did not manage to collect meaningful data on them. All federations in all countries do not seem to have these data available. In addition, implementing a better checking process of the data seems to be necessary – in particular regarding the policies, actions and tools developed to address gender equality in sport in the different strategic areas of the project. According to several partner countries, some respondents seemed to have evaluated too positively their actions and commitment.

### **Working groups: sharing plans and ideas on how to use the data to make sport policies and programmes gender sensitive**

Participants were divided in four groups, based on the three Regional training seminars arranged in January 2019 in Sofia, Brussels and Vienna (ALLIN (2019) 12), plus an International group bringing together mainly International and European organisations. They were invited to exchange ideas and examples of good practices on how to better use the results of the data collection campaign and to express expectations towards European institutions (Council of Europe and European Commission).

#### **Groupe 1: The “Sofia” group**

Ideas and examples of good practices on how to better use the results of data collection:

- Communication/promotion/awareness raising: organising national level conferences to introduce the data/leaflets, translating the analytical report and country leaflets in national languages and distributing them to sport federations and organisations.
- Policies/actions/measures: based on the data collected, reflecting on how to lead the change in the system, improving the national legislations, developing gender equality action plans and national strategies, drafting new projects and initiatives, initiating complementary research, setting up educational projects with academies, involving parents to overcome barriers and stereotypes, etc.

Recommendations:

- The Council of Europe could become a huge European platform on gender equality in sport.
- Collecting data on gender equality in sport should continue.
- International seminars on gender equality in sport could be arranged, or International experts could meet once a year to exchange on this issue.

#### **Group 2: The “Brussels” group**

Ideas and examples of good practices on how to better use the results of data collection:

- Communication/promotion/awareness raising: presenting the data at national level and to sport federations to raise awareness, sending a newsletter with the findings.
- Capacity building: getting in touch with countries that are performing well on certain topics to know more precisely what they have developed/implemented, implementing workshops at national level for specific targets.
- Policies/actions/measures: developing new strategic initiatives and setting goals in the field of gender equality in sport based on the data, creating a new dialogue internally and with federations.
- Research/studies: combining the ALL IN data with results of research/studies existing in the countries.

Recommendations:

- This data collection campaign should be relaunched regularly to identify the progress and what works in the countries (relevant tools and measures, etc.). It should involve more countries and more federations.
- Including qualitative data, more cultural aspects, in depth analysis and a few more indicators (referees and officials in particular).
- Making a focus on leadership.

#### **Group 3: The “Vienna” group**

Ideas and examples of good practices on how to better use the results of data collection:

- Communication/promotion/awareness raising: presenting the results to the governmental and non-governmental organisations to motivate them to get (more) committed to gender equality, using the results for advocating.
- Policies/actions/measures: developing co-operations within sport federations on gender equality in sport, implementing strategic action plans, etc.

Recommendations:

- Repeating the data collection campaign every 4 years (having the results of the next data collection campaign in 2023 before the Paris Olympic Games).
- Not breaking the process of the project in the meantime, implementing follow-up actions and capacity building activities.
- Identifying the impact of the data collection on the policies/measures/actions developed by the partner countries.
- Capacity building is needed for sport federations and governments to understand and work with data.

#### **Group 4: The “International” group**

Ideas and examples of good practices on how to better use the results of data collection:

- Communication/promotion/awareness raising: disseminating the results to various levels of stakeholders, as not many people know about the project.
- Policies/actions/measures: a good practice would be to allow funders to attach gender equality targets/criteria when allocating funds.

Recommendations

- Reflecting on how to use the data to combat resistance and achieve a cultural shift.
- Working on how to develop actions/measures/programmes based on the data, as people do not always know how to solve the problem.

#### **Developing capacities on gender equality in sport: toolkit “How to make an impact on gender equality in sport”, online library and “action page”**

The ALL IN Secretariat presented the capacity building and awareness-raising materials developed within the framework of the project to provide support to public authorities and sport organisations when designing and implementing policies and programmes addressing gender equality and when adopting a gender mainstreaming strategy (see the PPT presentation enclosed):

- The toolkit “How to make an impact on gender equality in sport. All you need to know”
- The online library of practices and resources on gender equality and gender mainstreaming in sport
- The “Action page” to promote the project’s outcomes and to encourage sport leaders to take positive actions and concrete measures to achieve equality between women and men in sport

All these materials are available on the ALL IN project’s website.

Some project partners were requested to present the materials from a user perspective, and those who were involved in the development of the action page (video-interviews and video-messages on good practices) to further elaborate their commitment or good practice.

The participants were also invited to get in touch with the ALL IN Secretariat should they wish to translate the toolkit into their national language and adapt it to their country context.

## **Evaluation of the ALL IN Project**

For this session dedicated to the project's evaluation, world café corners were arranged, and participants were asked to:

- Reflect on the project and evaluate its organisation, its results, its achievements and its lessons learnt on a personal and organisational level
- Express needs and ideas for follow-up and further development on gender equality in sport in Europe

### ➤ **Main expectations and follow-up perspectives**

- > Need to raise greater awareness on the data collected and on the toolkit, including with funders and national governments
- > Involving male athletes and using international competitions to amplify the message
- > Applying for funding to better communicate on the project and build further collaborations and convenings
- > Encouraging partner countries and organisations to take concrete measures (change in the legislation, quotas, etc.). Some of them may need support with the implementation of policies and strategies on gender equality in sport, which may go beyond the toolkit (e.g. developing a roadmap for quick wins)
- > Making the questionnaire available so countries can consistently follow up with own research
- > In the data analysis, add links to pre-existing research and on causes of gender inequality
- > Conduct further research on:
  - Outcomes vs. participation
  - Mid-term review four years (have partner countries been able to implement positive actions based on the data?)
- > Involving broader sports and geographies for the next data collection campaign
- > Collaborating with the Global Observatory for Women, Sport, Physical Education and Physical Activity (see below)

### ➤ **Organisation and results**

- > Regional training seminars were very useful, and, in the future, we could keep these circles
- > Online data gathering was very easy after all, and well-organised. The same tool should be used regularly
- > User-friendly presentation of results
- > Toolkit and good practices are very valuable materials and can be easily used
- > Some mistakes in the country leaflets

### ➤ **Lessons learnt**

- > Data collection methodology
- > Sharing knowledge and practices. The diversity among the participating countries is a benefit
- > Monitoring framework and tactical tools
- > Cooperation
- > Need to work on this issue continuously and not only in project cycles

➤ **Achievements**

- > Baseline data for national and European benchmarking is now available
- > Federations can start self-assessment and take the necessary measures to advance towards better equality between women and men
- > New network of experts and practitioners, new contacts for cooperation
- > New arguments to push decision-makers to implement adequate policies
- > More self-confidence to advocate and argue for better gender equality in sport. It is now easier to raise awareness about this issue
- > New inspiration and motivation
- > Data and tools can be found in one place
- > Improved competences in data collection
- > An innovative action page
- > Initial steps for a coherent European gender equality policy in sport

**Follow-up perspectives and conclusion**

A presentation of the Global Observatory for Women, Sport, Physical Education and Physical Activity (action 4, Kazan action plan, MINEPS VI) and of the on-going feasibility study was delivered by Oriol Freixa Matalonga from UNESCO and Kari Fasting (see the PPT presentations enclosed).

This observatory is a great opportunity for the ALL IN project to ensure the sustainability of its outcomes, in particular the data collection process (indicators, method, etc.). Synergies and opportunities of collaboration should be identified and the ALL IN's experience considering when defining the methods and aims of the Global observatory.

**Recommendations and proposed next steps, by Stanislas Frossard, Executive Secretary of the Enlarged Partial Agreement on Sport**

**Communicate the results and promote the tools**

- Draft a communication plan; targeted groups should be governments, sports organisations and other International organisations, to support the dissemination of the ALL IN deliverables, with a view to:
  - activating and supporting public authorities and sports organisations to act based on the findings
  - raising interest from a larger number of countries to collect data
  - trying to continue and improve the collection of evidence on gender equality in sport
- Update the country leaflets and dashboard, making minor corrections

**Continue the collection of data on gender equality in sport**

- Take steps to prepare the next round of the data collection campaign
  - on a regular basis, every 4 years
  - using the same indicators, to allow measurement of progress
  - covering more countries
- Prepare info sheets for countries and sports organisations

- to identify which information needs to be available on a regular basis for the data collection process
- to present the timeline and the resources needed to conduct a data collection campaign, based on ALL IN's experience
- Seek political support to aim for a collection of data from all CoE countries

#### **Improve the provision of data via other sources**

- On media, visibility, and communication, by developing partnerships and co-operation with general projects on gender in media
- On gender-based violence, being in contact with the Erasmus + project "Cases" that is currently collecting data on the prevalence of child sexual abuse in sport
- Develop co-operations with sports organisations to increase the number of "pre-filled" indicators

#### **Advocate for the continuation of the data collection as part of the Global Observatory**

- Make sure ALL IN's experience is considered when defining the aims and methods of the Global Observatory
- Profile EPAS as the possible partner for data collection in Europe

#### **Support the actions undertaken at national level as a follow-up to the publication of the data**

- Offer operational support (trainers, facilitators, speakers, etc.) for strategic development at national and international levels
- Keep in contact with the network of national co-ordinators and invite them to share their experience
- Possible organisation of a round table (March 2020)

<b>APPENDIX 1</b> <b>List of participants</b>
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## ALL IN partner countries

### **ALBANIA**

Mr Arben KAÇURRI, Director, Institute of Sport Research, Tirana

### **AUSTRIA**

Ms Christa PRETS, 100% Sport - Kompetenzzentrum für Chancengleichheit von Mann und Frau, Vienna  
Ms Claudia KOLLER, Manager, 100% Sport - Kompetenzzentrum für Chancengleichheit von Mann und Frau, Vienna

### **AZERBAIJAN**

Ms Maryam GAFAR-ZADA, Head of Division - Strategic Planning and Implementation of International Standards, Ministry of Youth and Sport, Baku  
Mr Arshad NASIBOV, Coordinator, Department of Sport, Ministry of Youth and Sport of the Republic of Azerbaijan, Baku

### **BELGIUM**

Mr Olivier COURTIN, Attaché, Ministère de la Communauté française / Administration générale du Sport, Bruxelles  
Ms Hilde CAERS, Secrétariat d'Etat aux Sports, Sport Vlaanderen, Brussels  
Mr Simon PLASSCHAERT, Sport Vlaanderen, Brussels  
Mr Jikkemien VERTONGHEN, Sport Vlaanderen, Brussels  
Mr Matthias VAN BAELEN, External Affairs Manager, Belgian Olympic & Interfederal Committee, Brussels  
Mr Zeno NOLS, Researcher, International Centre Ethics in Sport, Gent

### **BULGARIA**

Mr Atanas POIBRENSKI, Junior Expert, Ministry of Youth and Sports, Sofia  
Mr Georgi CHAPOV, Chief Expert, Ministry of Youth and Sports , Projects and International Cooperation Directorate, Sofia

### **CROATIA**

Ms Alma PAPIĆ, Coordinator for EU Funds and Programmes, Croatian Olympic Committee, Zagreb  
Ms Roberta KARADŽA, Expert advisor, State Office for Sport representative, Service for international cooperation and EU funds, Zagreb

### **CZECH REPUBLIC**

Ms Nadezda KNORRE, Chairwoman of the Committee of Equal Opportunities in Sport, Czech Olympic Committee, Prague  
Ms Alena KINDOVA, Secretary, Czech Olympic Committee, Prague

## **DENMARK**

Mr Martin BORCH, Manager, Danish National Olympic Committee, Brøndby

## **FINLAND**

Ms Päivi AALTO-NEVALAINEN, Senior Advisor, Ministry of Education and Culture / Sport Division, Helsinki

## **FRANCE**

Ms Muriel FAURE-BOURGEOIS, Chargée de Mission "Sport et mixités", Ministère des sports, Bureau du développement des pratiques sportives, de l'éthique sportive et des relations avec les fédérations multisports et affinitaires, Paris

## **GEORGIA**

Mr Vasil LIPARTELIANI, Head of Sport Research and Analysis Division, Ministry of Culture and Sport / Sports Policy and Management Department, Tbilisi

Ms Nino TSERETELI, Chief specialist, International Relation Department, Ministry of Education, Science, Culture and Sport, Tbilisi

## **ISRAEL**

Ms Omrit YANILOV-EDDEN, Executive Director, Athena - The National project for the advancement of women's sports in Israel, Netanya

Ms Nurit TARAGANO SHARVIT, Director of Women's Sport and Sport for all Department, Sport Authority- Ministry of Culture and Sport

## **LITHUANIA**

Ms Gintarė PAPARTE, Adviser of Sport group, Ministry of Education, Science and Sport of the Republic of Lithuania, Vilnius

Mr Renatas MIZERAS, Chief specialist, Physical Education and Sports Strategy Division, Department of Physical Education and Sport, Vilnius

## **NETHERLANDS**

Ms Resje HOEIJMAKERS, Researcher, Mulier Instituut, PK Nijmegen

Mr Huibert BRANTS, Diversity Officer, Dutch Olympic Committee\*Dutch Sports Federation, Arnhem

## **PORTUGAL**

Ms Cristina ALMEIDA, Institute for Sports and Youth, Lisbon

Mr Carlos Manuel PEREIRA, Member of the Board of Directors, Portuguese Institute of Sport and Youth, Lisbon

## **SERBIA**

Ms Miroslava NAJDANOVSKI, Olympic Committee of Serbia, Belgrad

## **SPAIN**

Ms Susana MAYO RODRIGUEZ, Subdirectora General, High Council for Sport, Women and Sport area, Ministry of Culture and Sport, Madrid

## EXPERTS

Ms Ainhoa ARZURMENDI, Consultant, Avento Consultoria, Donostia – San Sebastian, Spain

Mr Shanga AZIZ, The Locker Room Talk, Stockholm, Sweden

Ms Sallie BARKER, ENGSO-European Non-Governmental Sports Organisation, Surrey, United Kingdom

Ms Katherine CRAIG, CEO, ATHLEAD, London, United Kingdom

Ms An DE KOCK, A+ for football and society, Brussels, Belgium

Ms Kari FASTING, Professor Emerita, Norwegian School of Sport Sciences, Oslo, Norway

Mr Laszlo FOLDI, Trainer and consultant, Online Community Manager, Budapest-Hungary

Mr Oriol FREIXA MATALONGA, Project Officer, UNESCO Brussels Office, Brussels, Belgium

Ms Sari KUOSMANEN, Project manager, Finnish Olympic Committee, Helsinki, Finland

Ms Elyse MCDONALD, International Olympic Committee (IOC), Lausanne, Switzerland

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