

EOC GENDER EQUALITY IN SPORT COMMISSION



Ms Daina Gudzineviciute
(Chair of the Commission and President of the NOC of Lithuania)

We are certainly not trying to foment a feminist revolution. Our goal is to encourage women to participate in the activities of sport organizations, while not deterring men. Joint activities, cooperation and representation of both genders always lead to more productive work and better results. Equal rights and equal opportunities for everyone is of undisputed value today.



Mr Andrzej Kraśnicki
(President of the Polish Olympic Committee)

Gender equality in sport means equal representation, participation and activity of all sports participants. Such equality is possible only through the creation and implementation of equal opportunities for athletes, coaches and officials, regardless of cultural differences, religion and gender. The Women's Sport Commission of the Polish Olympic Committee honors female coaches and coaches working with women by organizing the "Woman coach of the year" competition every year.

GESC RECOMMENDATIONS

1. Governance changes (Nov 2016)

- Some existing regulations present a barrier to increasing diversity.
- Lack of female representation challenges the EOC in terms of future growth, relevance and the image of sport and the EOC's representation of its NOCs.
- Many NOCs have already made changes in their governance procedures.

Recommendations:

- Cap on terms of office (2, 3 or 4 years) in order to create opportunities for new candidates with greater diversity.

- Gender distribution in boards and committees – both genders should be represented (following the recommendations of the IOC Olympic Agenda 2020).

2. Election process (2017)

- Recognize that the EOC Board cannot progress in diversity without sufficient female candidates.
- Also that skills, competency and experience will always ultimately be a determining factor.

Recommendations:

- Every NOC should consider presenting both male and a female candidates for each vacancy.
- Each election should include a representation based principle.
- 3. EOC statement of intent to set the example**
- 4. Focus on youth through working with the EYOFCommission**
- Critical age gap to inculcate values of equality.
- Source of best practice for adults.
- Engage proactively with them.
- Education programmes.



ARTICLE ABOUT EUROPEAN NOC EXPERIENCE: TRAINING AND AWARENESS ARE THE KEY TO GENDER AND EQUALITY IN DENMARK

Danish Diversity. Eight out of fifteen danish medals won at the latest Olympic games were won by women. However, there is still a lack of women in the board rooms and in the decision making process

How do we encourage change?

Last year (2016) the executive board of the NOC decided to implement two new strategies: one on diversity and one on recruitment. Both strategies were developed with input from experience and evidence based research on gender equality. By 2025, our aim is that all national sport federations as well as the NOC itself are able to present at least a 30%/70% gender split in their boards of directors. Research shows that a 30%/70% gender split in boardrooms increases performance, innovation and provides better results and creativity in the decision making process. Currently such an aim will demand two national sport federations to recruit a greater number of male directors, sixteen national sport federations need to add at least one female director and twenty-seven national sport federations will have to add two or more female directors to comply. Twelve national sport federations currently have no women on their board of directors.

The NOC action plan for the coming years will focus on three main areas to achieve greater gender diversity:

- Training and skills improvement at the leadership level
- Awareness raising on gender equality and diversity through communication and ongoing focus on research and best practice;
- Recruitment strategies.

Our experience is that the lack of female representation in decision-making roles within our national sport federations is not a conscious approach to keep women out of such positions. The explanation is rather related to the prevailing culture in these organisations and unconscious bias, which excludes women. Our strategy of providing training and skills improvement will therefore focus on identifying unconscious bias and providing participants with tools to overcome such bias.

The NOCs aim is to become more visible in the gender equality agenda in society in general. We will continue to publish an annual “state of the union speech” on our gender equality work and provide annual research, collecting and publishing data on the amount of women on the board of directors and the number of female CEOs in national sport federations.

The new recruitment strategy will equally provide a solid foundation to how members of executive boards are identified and selected. Our ambition is to strengthen the leadership capacity and skills within our national sport federations by ensuring that each national sport federation, as well as the NOC, have developed and implemented strategies to tackle this.

Denmark has already shown a strong record of accomplishment, but new strategies aim to increase gender equality in Danish sport even further.

The NOC and Sport Confederation of Denmark have set ourselves an ambitious aim that no gender should make up less than 30% of the seats in the boardrooms in our national sport federations. To comply with these objectives, two national sport federations will have to add more male directors to their board, sixteen national sport federations will have to add at least one female director, while twenty-seven national sport federations need to add two or more female directors to comply. Let's look at the background of this.

Background

The National Olympic Committee & Sport Confederation of Denmark (The NOC of Denmark), through its 61 national sports federations, has close to two million individual members of which 41% are women. In the NOC we pride ourselves on being a country with, by international standards, extremely high female participation in sport, as 62% of Danish women regularly take part in sport, with 36% of them being related to sport within the organised club structures.

At the 2016 Olympic Games in Rio de Janeiro, medals won by female athletes accounted for more than 50% of the total Danish medal tally, as eight of Denmark's fifteen medals were won by female athletes/teams.

Looking at such numbers, there seem to be much to be pleased with as Denmark do well on both the participation and sports performance side of gender equality domestically and internationally. Looking at the gender equality in leadership and key decision-making bodies within sport, however, it seems we still have some way to go. The NOC have initiated a range of domestic initiatives just as we have taken part in a range of international leadership programmes (ENTER and WILD) over the last few years. Creating a better gender representation in key decision-making bodies within our national sport federation is still an ongoing challenge. In 2003, 13% of members of executive boards in national sports federations were women, while the corresponding number in 2016 was close to 23%.

EUROPEAN NOCS (13) SHARED INFORMATION AND THEIR EXPERIENCE ON HOW THEY FOLLOW THE IOC AGENDA 2020 RECOMMENDATIONS:

- Gender Equality policy is described in the Statute (Finland – Code of ethics, Germany, Hungary, Malta, Norway – Guidance for Election Committee).
- NOC has a strategic plan (Croatia, Denmark, Finland, Germany, Georgia, Ireland, Norway).
- Through special projects:
 - Croatia – Seminars and projects (SCORE, SUCCESS etc.); Network of females' coordinators for gender equality in sport.
 - Denmark – ENTER and WILD projects.
 - Finland – Women taking responsibility in coaching; Women's engagement in Organisations, Leadership and Sports; Gender statistics and research; Gender based violence.
 - Georgia – Memorandum on collaboration with "Journalists' Network on Gender Equality".
 - Germany – Mentoring program: "As a mixed double to the top!"; Campaign: "Strong Networks against Violence".
 - Ireland – Women Leadership Development Programme; On March 8th "A celebration of the contribution of Irish Women to the Olympic Movement in Ireland".
 - Israel – Athena – the professional Unit of the National project for the Advancement of Women in Sports.
 - Lithuania – Seminars, conferences, projects (Women's leadership project "Lets start the change!"; SCORE, Gender bias in Lithuanian media: a content and quantity analysis; SUCCESS).
 - Malta – Women and Sport conferences; Seminar "Women Living in a Man's World"; Project "Enter"; Fun Run & Walk on International Women's Day, March 8th.
 - Netherland – a toolkit was developed with a number of worksheets on how to raise awareness about the importance of gender equality.
- Norway – Gender Equality Barometer; Research project on Gender Equality; Mentoring Programme Pilot.
- Encouraging statistics:
 - Finland – 5 of 12 board members are women.
 - Georgia – 7 women in Atlanta 1996 and London 2012 Games, 13 women in Rio 2016.
 - Ireland – 25% equality on Executive Board of the NOC and two of the highest positions (President and Secretary General) belong to women.
 - Israel – Rio 2016 Olympic team delegation consisted of 53% women.
 - Latvia – 1 of 21 board members are woman (since 2016). Females take leading positions in 38 Olympic member federations: 6 Presidents, 9 secretary generals, 3 vice-presidents.
 - Lithuania – 5 of 13 board members are women. 35% chairpersons of Commissions are women.
 - Netherland – in the past several OG, the NOC has been represented by a team consisting of over 50% women.
 - Norway – the ratio of female / male members (regular sport clubs) has been stable at 40% / 60 % for the last five years. Among the members age 13—25 the ratio has had a slowly increased balance the recent years, to 41,5 % women (2015).

Further newsletters will cover stories from Norway, Finland, Croatia, Ireland, Israel and Lithuania.

Do you have interesting and encouraging story about Gender Equality in Sport? Please share it with us!

EOC GESC Contacts

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We invite you to follow our news on the EOC website:

<http://www.eurolympic.org/>.



SAVE THE DATE AND COME TO VILNIUS!



Advancing Women's Leadership Forum for Europe – October 2017

As you may know, the IOC Executive Board recommended in November 2016 for members of the Olympic Movement to set a minimum target of 30 per cent for women's representation in their governing bodies by 2020.

In this regard, the IOC and the National Olympic Committee of Lithuania with the support of the European Olympic Committees are jointly organising a forum for leaders in October 2017. The forum aims to providing a platform for leaders in the continent to discuss ideas on how this decision can be achieved in their respective organisations.

Thus, we are happy to extend you a personal invitation to attend the forum along with a woman who occupies a senior position in your NOC or in a National Federation. Your travel, accommodation and logistics surrounding the forum will be covered by the IOC. Should you wish to add an extra participant, this will be at the cost of your NOC.

For any information regarding this forum, please contact Ms Vaida Masalskyte vaida@ltok.lt.

We will keep you posted, once we receive an update of the Forum date.

With kind regards,
Organising Team

