

EOC GENDER EQUALITY IN SPORT COMMISSION



EUROPEAN
OLYMPIC
COMMITTEES



TIMELINE OF ACTIVITIES



GES COMMISSION ESTABLISHED

2014

2015

2016

2017

RECOMMENDATIONS ANNOUNCED:

- Governance change
- Improvement of election process
- EOC statement of intent to set the example
- Focus on youth.



ACTION PLAN PRESENTED,
2 MEN INCLUDED

IOC "ADVANCING WOMEN IN LEADERSHIP ROLES FORUM"

- 200 participants
- 40 NOCs
- Representatives of the IOC, EOC, etc.



INTERNATIONAL
OLYMPIC
COMMITTEE



LIETUVA
OLYMPIC
COMMITTEE

ADVANCING WOMEN IN LEADERSHIP ROLES FORUM FOR EUROPE

Equality is not just important for those who are unequal, but for everybody. Because our strength is diversity.

Daina Gudzinevičiūtė

Gender equality is not a women's issue – it's a basic human right of profound importance. Men need to take full responsibility and work alongside women to make the world a better place. There are many ways to champion this important issue, and so let me encourage especially all the men present here today to get involved. It is only when everyone does their part that we can make progress.

Thomas Bach



Gender equality is one of the main priorities in the Council of Europe. It is the rule of functioning Democracy and Sustainable economic growth and development of sport.

Snežana Samardžić-
Marković

We should create comprehensive social conditions, where ladies should have the possibility to advance without any special effort. Let's find the ways how to deal with it!

Janez Kocijančič

THE "ADVANCING WOMEN IN LEADERSHIP ROLES FORUM" AIMED TO SUPPORT THE EOC GES COMMISSION WORK AND TO PROVIDE A PLATFORM FOR MEN AND WOMEN LEADERS IN EUROPE TO DISCUSS HOW THE IOC'S DECISION OF SETTING A MINIMUM TARGET OF 30 PER CENT OF WOMEN IN DECISION-MAKING POSITIONS BY 2020 CAN BE ACHIEVED.



ADVANCING WOMEN IN LEADERSHIP ROLES FORUM FOR EUROPE

VILNIUS, LITHUANIA

10-11 OCTOBER 2017

200 participants from 40 NOCs, representatives of the IOC, EOC and other sports organisations agreed on a document “Vilnius Commitment to Change”, which summarises recommendations and calls for action.

ACKNOWLEDGEMENTS

1. This document is issued by the delegates of the Advancing Women in Leadership Roles Forum in Europe held in Vilnius, Lithuania, from 9 to 11 October 2017.
2. It draws from, and builds on, the important initiatives and activities of the past years, both inside and outside the Olympic Movement, particularly the Olympic Agenda 2020, the 2014 IWG World Conference on Women and Sport’s Call “Lead the Change, Be the Change”, and the European Commission’s “Gender Equality in Sport. Proposal for Strategic Action 2014-2020.”

FORUM COMMITMENT

While one of the International Olympic Committee’s gender equality targets of achieving gender balance among athletes at the Olympic Games has almost been achieved, the European Olympic movement is far from realising the other crucial aim – of having at least 30 per cent of elected positions occupied by women by 2020.

The Forum delegates agreed that it is time to leave our comfort zones and change the paradigm. They concluded that:

1. Gender equality is not a women’s issue. It is a human right. It is in everybody’s interest to have this human right respected as soon as possible.



Halla Tomasdottir, Icelandic business leader and presidential candidate (2016)

2. The Olympic Movement is values-based, and so should be the governance of its organisations. Gender equality is one of the basic values of Olympism, and it is a core principle of good governance.
3. Balanced leadership = better leadership = better governance. Balanced leadership is a prerequisite for achieving the full potential of the sports movement.
4. Gender inequality implies many missed opportunities and potential risks. Sameness in decision-making is an important risk factor.
5. Nothing will change unless both men and women join efforts, and unless current sports leaders commit to the objective of achieving gender balance in their organisations. It is very important to also have men as gender champions.

6. Achieving the ultimate goal of gender balance requires an institutional transformation, which, in turn, requires a strategic approach. Support for the development and implementation of strategies on gender equality by the leaders of the European sports movement is key.

7. It is important that any strategy and action plan is considered in the cultural, historical and geographical context of each country, region and organisation. Locally, a step-by-step approach needs to be adopted to reflect the different pace of progress.

8. Leaders in sport must take personal accountability for making the cultural and structural change required to deliver gender-balanced leadership.

9. A gender-inclusive organisational culture needs to be created and nurtured through education for both men and women. Internal communications, images, terminology and human resources policies matter.

10. The power of positive female role models cannot be underestimated.

11. Involving young people, especially athletes, in the governance of sports organisations is essential.

12. Women need to leave their comfort zones and fight for office. Positive action should be taken to bridge the existing confidence gap, which often prevents women from running for leadership positions.

The Forum delegates acknowledged the leading role and responsibility of the European Olympic Committees in advancing women in leadership roles in the European sports movement.

1. They invited the EOC Executive Committee to adopt, allocate appropriate resources to, and implement a strategy on gender equality with clear goals and indicators.

2. They invited the EOC Executive Committee to consider mechanisms that would encourage NOCs to present candidates of both genders for elections, and ensure that delegations are as gender-balanced as possible.

3. They supported the current activities of the EOC and its GES Commission, and called on European NOCs to implement the 2016 Recommendations of the EOC GES Commission.

4. They called for continuity in the work of the GES Commission, and advocated gender balance in its membership and future compositions, to lead by example.

The Forum delegates emphasised that many good recommendations and best practices already exist, and that what remains to be done is to transform them into concrete positive action, in a strategic manner.

They encouraged members of the European Olympic movement to make use of existing funding opportunities, including Olympic Solidarity and the Erasmus+ Programme of the European Union, and existing resources (e.g. e-learning platforms), to put the action into practice.

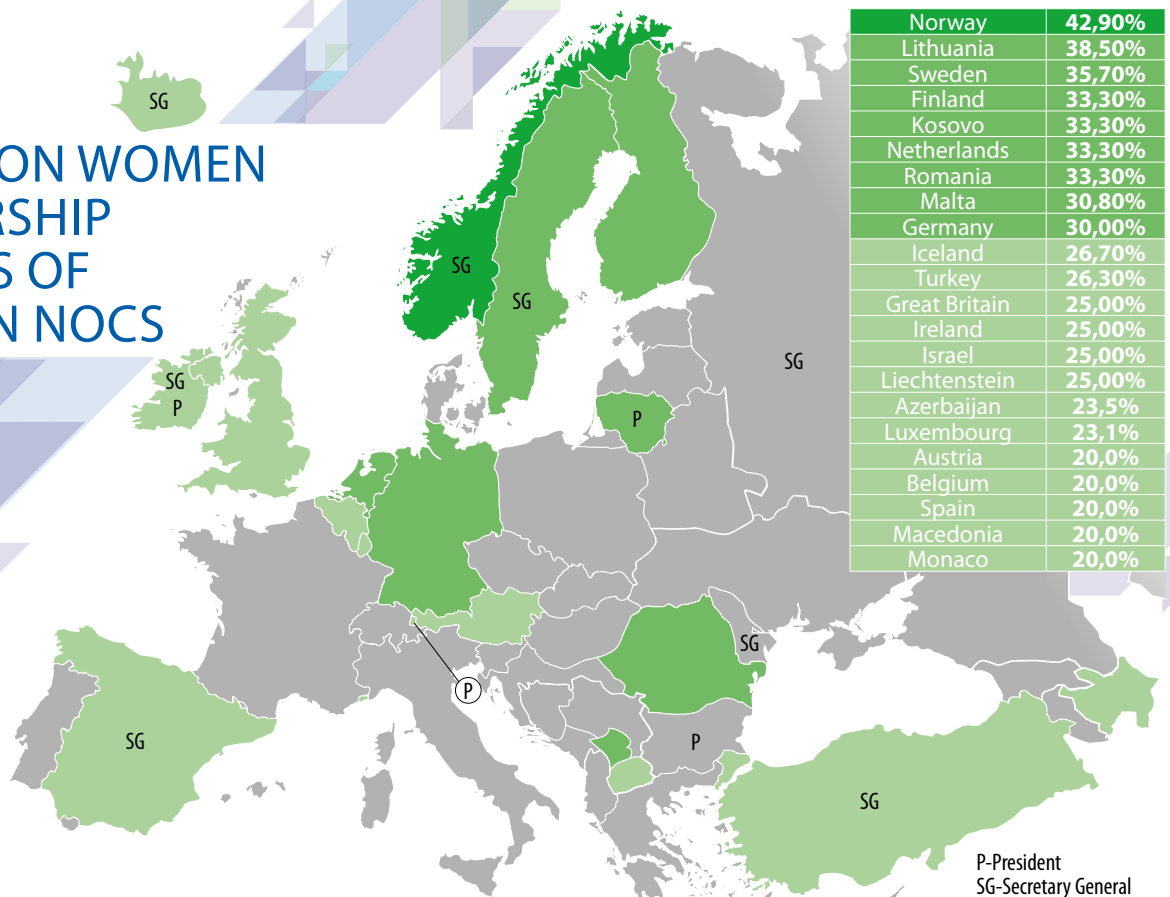
Finally, while striving to achieve the IOC's aim of at least 30 per cent of elected positions in sports organisations to be held by women by 2020, and acknowledging the current situation and the diversity among countries and organisations in Europe, the Forum delegates agreed that gender balance has to be the goal.

Composition of the Drafting Committee: J. Janotova, M. Van Baelen, H. Pekkola, S. Treseder, M. Mosca, D. Drago, C. Goudert, M. Arpino Schoch, V. Masalskyte, N. Knorre, R. Nieminen, T. Teilmann.



Drafting Committee of the Forum

IOC DATA ON WOMEN IN LEADERSHIP POSITIONS OF EUROPEAN NOCS



IMPORTANCE OF GENDER EQUALITY IN DECISION MAKING IN SPORT

- Gender equality (and diversity in general) is everybody's issue, not only a women's issue.
- Gender equality is a crucial question not only of representativeness, but also of good governance in general.
- Gender equality in decision making is a prerequisite for realising the full potential of the organised sport movement:
 - The private and commercial sectors have shown that better decision making and superior results are achieved if gender equality is incorporated into senior decision making, because they understand the "customer" (member) and bring in diverse styles of leadership and understanding of business.¹ The same goes for the sport sector.
 - Gender-balanced boards can foster gender-balanced recruitment and promotion of staff.
 - Gender equality in decision making brings with it a great potential of growth and development for sport organisations:
 - At the decision-making level, it leads to innovation as it opens the doors to more diverse views and opinions.
 - It can help refocusing the attention on female and male members evenly and to tap into the, possibly, underused potential of the boy/men or girl/women sector or mixed gender competitions.
 - It provides for a greater pool of highly qualified candidates for positions in the sport organisation.

GENDER INEQUALITY LEADS TO MANY MISSED OPPORTUNITIES AND POTENTIAL RISKS

- Inability to take into account the wishes and interests of a large part of the membership of the sport organisation as well as lack of openness to one half of its potential membership.
- Possible loss of interest and disengagement on the part of the underrepresented group in favour of other sports/activities.
- Missing the opportunity to attract new sponsors and partners, and possibly to receive additional public funding.
- Risk of creating a negative public image due to decisions and actions which do not take the underrepresented group into account or are even harmful to it.
- By maintaining the traditional perspective of sport as a men's arena, there is the risk to reinforce gender stereotypes and limit the growth of women's participation in sports, in sports professions (like coaching) and in the media.

A ROADMAP TO ACTION AND THE BEST EXAMPLES IN EUROPE WILL BE INCLUDED IN THE NEXT NEWSLETTER.

¹ Gender Equality in Sport. Proposal for Strategic Actions 2014-2020.