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# BALANCE IN SPORT (BIS)

## Tools to implement Gender Equality

### **Workshop on Gender Equality indicators and tools**

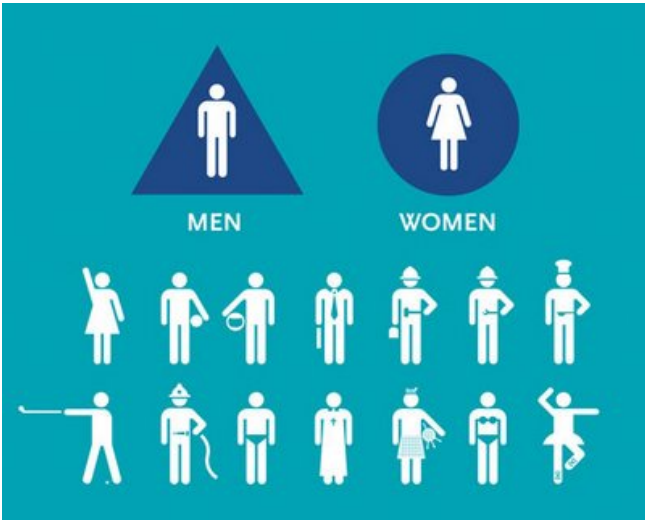
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## **Mapping existing gender indicators in sports**

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« Developing Gender Equality Indicators in Sport based on the recommendation CM/Rec (2015)2 of the Committee of Ministers to member States on gender mainstreaming in sport and on Gender Equality in Sport Proposal for Strategic Actions 2014-2020.” Study commissioned by the Council of Europe, March 2016



MAPPING EXISTING GENDER INDICATORS IN  
SPORTS  
March 2016/fin

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Developing Indicators on  
Gender and Sport – March  
2016 – Study for the Council  
of Europe

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## INTRODUCTION:

Gender equality is one of the key objectives of the Council of Europe (CoE) and has over the years successfully contributed to improving women's rights in the member states through a series of commitments, programs and initiatives. In this context, the Council and the European Union have been working together hand in hand. While some progress has been made in a number of areas, in particular in the legislative field, other areas, such as gender equality in sports, still lack behind.

The commitment of the Council of Europe to help bring about gender equality in sports dates back to the European Sports Charter of 1975. The most recent recommendation by the Committee of Minister on gender mainstreaming establishes clear policy goals for the Council. (Council of Europe, 2015). More specifically, the Council of Europe Gender Equality Strategy 2014 – 2017 states that the Council of Europe will strive to achieve gender mainstreaming in various policies, among which is sport in connection with young people.

Together with the European Union, supported by the EU funded initiative “Balance in Sports (BIS) – Tools to implement Gender Equality”, the Council of Europe is committed to developing and implementing a common set of GE indicators.<sup>1</sup>

This desk research was commissioned by the Council of Europe to research the existing work on GE indicators in sport in five strategic areas: 1. Leadership; 2. Coaching; 3. Stereotypes in the media; 4. Gender-based violence and 5. Participation in order to gain a better understanding of their use, their usefulness and their possible impact. This research should enable stakeholders to agree on a common set of indicators in the context of an overall gender equality strategy. The research will also highlight some good practice in relation to the use of existing GE indicators in sport.

- EXECUTIVE SUMMARY

Gender Equality (GE) indicators for sports are being used by a host of governments, organizations and agencies, not to least academia. These are in particular the United Nations' Division for the Advancement of Women (DAW), the International Olympic Committee (IOC), the International Working Group on Women and Sport (IWS) and the European Institute for Gender Equality (EIGE).

GE indicators have been developed and/or used independently from each other or have been developed to answer a specific set of questions not necessarily related to an overall policy framework. This had led to some good, specific data, but with relatively little use for comparative purposes or to

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<sup>1</sup> The BIS project aims to identify and test generally agreed upon gender equality indicators in sports which will enable a uniform approach when collecting relevant data on gender equality. It should map the de facto situation of women's participation in sport, including in leadership and coaching, the portrayal of women athletes in the media and the prevalence of gender-based violence. Tools will be developed to facilitate the implementation and use of these indicators by public authorities in charge of sport and sport organizations.

help inform a common strategy to improve gender equality in sport more effectively and efficiently.

GE indicators are an essential instrument for planning, monitoring and evaluating the effectiveness of gender equality policies and strategies including the challenges which are associated with gender mainstreaming. On the international, regional, national and local levels, numerous mechanisms for measuring gender equality in sport have been developed; some of them were already applied in practice with varying degrees of success, while others remained theoretical attempts. Such mechanisms usually resort to qualitative and/or quantitative indicators to measure the current state or progress of particular initiatives or assess the impacts of specific policies as defined by geographical or organizational settings. Many of them are time-bound.

The aim of this study is to assess the development and use of the GE indicators in sport, and identify their objectives and methodologies and how they relate back to existing normative policy frameworks. The mapping results encompass indicators produced by a variety of actors, based on different rationales, data sources and with different areas of application. The focus has been put on those mechanisms which are developed and applied by member states of the Council of Europe, different agencies in the EU as well as different sports organizations and other non-governmental organizations were applicable. We will also highlight some academic studies and their specific use of indicators in order to broaden the choice. The overarching objective is to test their suitability for further adaptation and use in the context of the existing strategies for gender equality in sport, be they applied in at regional, national or organizational level.

The methodology for mapping the existing indicators reflects their relevance, appropriateness and reliability. Therefore, established quality criteria for the identification of GE indicators are key for the selection. Additionally, pragmatic criteria such as being already used in practice, taking into account data availability and user friendliness are considered. Due to the variety of purposes measuring progress in gender equality, the range of requirements that should be measured demand a comparative, but also differentiated analysis. The methodology needs to be consistent and broadly accepted.

We will start with briefly reviewing the existing policy frameworks in which the existing indicators were developed and applied.

This brief report will also highlight good practice where it has been applied, by member states or other stakeholders.

We conclude with a broad mapping of the most relevant indicators by applying the above criteria.

#### 1. The General Policy Framework addressing the Five Strategic Areas of Leadership, Coaching, Gender Stereotypes in the Media, Gender-based Violence and Participation

We started the desk research by reviewing the most recent policy documents, programs and initiatives. The three guiding policy documents were the most recent Recommendation on gender mainstreaming in sports (CoE, 2015) and the European Commission's Gender Equality in sports Proposal for Strategic Actions (2014-2020) as well as the Council of Europe recommendation 170138 on discrimination against women and girls in sport, calling for combating sexual abuse in sport.

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These documents alone set out an ambitious agenda for action.<sup>2</sup>

The analysis shows that there is broad agreement on tackling the five areas in question highlighting the need to increase women’s participation in sports activities; attaining equal representation, achieving gender equality in sports coaching and teaching, eradicating gender-based violence in and through sports as well as eliminating stereotypes in sport and media coverage. The recommendation of the Committee of Ministers to member states of the Council of Europe also recalls the structural character of gender inequality evidenced by significant gaps in many fields of sports and calls for positive measures to complement gender mainstreaming. (Council of Europe, 2015) These policy frameworks underline the need for sex disaggregated data, more gender-based research and the development of appropriate GE indicators.

The list below comprises objectives under the five strategic areas identified for this research from the documents:

- increasing women’s participation in sports activities;
- attaining equal representation and gender sensitivity in decision-making;
- achieving gender equality in sports coaching and teaching;
- eradicating gender-based violence in and through sport;
- eliminating gender stereotypes in sport and in media coverage of sport

Various tools are proposed to realize these objectives (European Commission, 2013) including developing and maintaining national action plans or strategies on gender equality in sport, in close cooperation with the sport movement and mainstreaming the gender perspective in all aspects of sport policy. The European Parliament underlined also the need to focus on access for immigrant women and women from ethnic minorities. There is also a strong call for further research into the reasons to the gender gaps in Sports. (European Parliament, 2007). Specific targets were also proposed, in particular in the areas of decision-making and coaching. (European Commission, 2014).

## 2. Specific Policies and Initiatives Addressing the Five Areas by Relevant Sports Organizations and other Stakeholders

Sports organizations at all level have an important role to play in realizing specific gender equality objectives. Commitments to do so can be traced back to the Brighton Declaration of 1994 (WomenSport International, s.d.). It called on governments and organizations to be a part of an International Women and Sport Strategy, to commit to the principles known as the Brighton Declaration of Women and Sport and act on it by, for example, nominating a representative for the purposes of communications with the International Working Group on Women and Sport. In addition, it called for:

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<sup>2</sup> Other regional inter-governmental bodies have also contributed frameworks and targets for gender equity within sport and for the use of sport as a tool to promote gender equity and women’s empowerment more broadly such as the African Sports Confederation of Disabled (ASCOD) policy on disabled women’s and girls’ participation in sport and recreation as well as the Asian Women and Sport Action Plan 2001 developed by the Asian Working Group on Women and Sport to expand equal opportunities for women and men and girls and boys to participate fully in sport.

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- supporting international cooperation by striving to send qualified representatives to future international conferences conducted to discuss issues, share exemplary practices and model programs, network and monitor progress in application of the principles;
- providing feedback to the working group on the effectiveness of their actions taken to advance the principles.

These general objectives are still valid and have been further developed informing a good number of intra-organizational strategies. The European Commission observes that “it is a good sign that many sports organizations have expressed their commitment to gender equality in sport, as by 1 January 2014 more than 412 sport organizations worldwide had endorsed the Brighton Declaration on Women and Sport.” However, “the EC continues, “it cannot be denied that at the same time the implementation of measures and actions has not happened. Almost 20 years after the Brighton Declaration, there is still the need to 'Lead the Change' as the motto of the next IWG World Conference in Helsinki 2014 hails. There have been many positive activities, projects and actions taken for women in sport by the signatories of the Brighton Declaration. However, it is still questionable how sustainable these activities have been and how many mainstream sports organizations were involved. It seems that many sports organizations have not been able to institutionalize gender mainstreaming within sport.”<sup>3</sup>

There is clearly and urgently a need for better planning, evaluation and monitoring measures guided by a set of indicators which can also deliver comparable data over time.

## 2.1 The International Committees, Federations and national sports clubs

International sports organizations and processes have also contributed to global and regional policy frameworks on gender equality and sport. International bodies that have been particularly active in developing such frameworks and include – though not exhaustively - the International Council of Sport Science and Physical Education, the International Olympic Committee, the International Paralympic Committee and numerous groups and networks, such as the International Working Group on Women and Sport, WomenSport International and the International Association of Physical Education for Women and Girls.

Among them, The International Olympic Committee (IOC) is a key organization in sports. It contributes to setting standards in international, regional and national sporting events and procedures. (International Olympic Committee, 2012) The IOC is committed to working with IFs and NOCs as well as various regional, national and international platforms, to increase the possibilities for girls and women in sport, and to achieve the goal of women representing 50 per cent of the athletes taking part in the Olympic Games thus setting clear policy objectives.

The research also shows that other international and national sports federations have introduced quotas, albeit voluntary for the most part. EIGE reports that nine of the 28 European confederations had a gender quota in 2015 for the highest decision-making bodies. It also tells us that women’s commissions or committees have established themselves in the European Boxing Confederation, the European Taekwondo Union, the European Union of Gymnastics, FIBA Europe and the Union of European Football Associations. (European Institute for Gender Equality, s.d.)

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<sup>3</sup> European Commission (2014), Gender Equality in sport: Proposal for Strategic Actions 2014-2020, p. 3.

### 3. Gender Equality Indicators

Gender equality indicators measure the differences in participation, benefits, outcomes, and impacts for women, men, boys, and girls; changes in gender relations (positive or negative)—that is, changes toward equality, or changes toward inequality between men and women, and between girls and boys; and how these changes impact on the achievement of development objectives, particularly economic growth, poverty reduction, and sustainable development.<sup>4</sup> Indicators play also a crucial role in the gender mainstreaming process throughout the policy cycle. As for specific projects, quantitative and qualitative indicators must be able to monitor and evaluate the process towards achieving the gender equality objective. Are they being met? Or what is the impact of the activities of the project on gender? This is important for knowing when and how to re-evaluate a project. Additionally, such monitoring indicators should also be able to help assess the sustainability of the project's results.

#### 3.1. Strategic Area 1: Leadership

All available data confirms that women remain significantly under-represented in leadership position and high management positions in sports organizations. It is well understood that without women leaders, decision makers and role models within sport, gender equality continues to be an elusive goal.

However, no other gender gap in sports has been paid more attention judging by the number studies, development and use of GE indicators.

##### 3.1.1 Work on Indicators at the International Level

The Sydney Scoreboard is the leading initiative demonstrating the power of the use simple, reliable and transferable indicators. It sprang from the discussions at the 5th IWG World Conference on Women and Sport as well as consultations with national and international sports federations. It has a simple aim: increase women's representation on sport boards globally. Thanks to this initiative, we now have comparable data over time to track the progressive advancement of women in leadership positions or show a decline.

The Sydney Scoreboard operates as a powerful online tool through which women in leadership roles within sport organizations can be tracked both nationally and internationally. It traces the representation of women on boards of National Sport Organizations (NSOs) and International Federations. It uses 3 key indicators: board directors (executive members), board chairs (presidents) and chief executives (secretaries general). Two main periods of data collection were undertaken in 2009-2012 and 2013-2014. Another data collection was undertaken in 2016 of the International Federations.

Some results for 2014:

Based on 38 countries and 1599 national sport organizations in 2014 these are the key results:

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<sup>4</sup> Source: J. Hunt. 2011. Introduction to Gender Sensitive Monitoring and Evaluation. Unpublished training notes.



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- The global index of women board directors is 20.7%, up from 19.7% in 2010
- The global index of women board chairs remains at 10.6% remains the same as 4 years ago
- The global index for chief executives is up to 19.8% from 17.3% in 2010.

The IOC, as one of the standard setting international organizations, not only committed its membership (NOCs and Ifs) to progressive quotas on gender equality, but also followed it up with a comprehensive study using a complex set of indicators, which not only shed light on the actual numbers, but also age, education, marital status, number of children etc.<sup>5</sup> These are important contextual indicators, but not necessarily GE indicators. Back in 1997, as part of its Women and Sport policy, the IOC established targets for women’s membership of NOC Executive Committees. These were for women to hold at least 10% of executive decision-making positions in NOCs by December 2001 rising to at least 20% by December 2005.

The IOC has regularly collected statistics on the numbers of women on NOC Executive Committees and measured progress towards the achievement of the targets.<sup>6</sup> The purpose is to provide information and evaluate progress on the implementation of the IOC policy in relation to women’s leadership in the Olympic Movement. Indicators comprise: processes of recruitment of women to decision-making structures, their career paths into Olympic leadership, their impact on the activities of the organizations themselves, and the nature of training and support required by both the women members and the sports organizations to ensure that the benefits of wider involvement in decision-making by women are realized. In addition, the views of both women Executive Committee members and NOC Secretary Generals on the implementation and impact of the policy were explored.”<sup>7</sup> It is also important to point out that the indicators went beyond the mere recording of numbers, but added some critical qualitative indicators as to the

- 1) Degree of restriction on the eligibility standing for election;
- 2) Degree of competition measured by the number of candidates standing for elections

The table below summarizes those indicators, which are most helpful as GE indicators taking our definition as a starting point. The study was commissioned supported by the IOC and commissioned by the International Working Group

### 3.1.2 Work on Indicators at the Regional Level

Regional comparison indicates that although there are some differences between the regions, none of them have achieved 40% women’s representation on any of the three indicators. A minimum of 40% representation is generally adopted as a measure of gender equality. This is often referred to as 40:40:20 target. Therefore, women’s presence in sport management and governance still is a global challenge and not confined to one region or country.

Within the context of the European Union, important work on GE indicators has been advanced by the European Institute for Gender Equality (EIGE). Bearing in mind that the objective of the EU is to

<sup>5</sup> [http://www.olympic.org/Documents/Reports/EN/en\\_report\\_885.pdf](http://www.olympic.org/Documents/Reports/EN/en_report_885.pdf)

<sup>6</sup> See for the latest update on January 2016:

[http://www.olympic.org/Documents/Reference\\_documents/Factsheets/Women\\_in\\_Olympic\\_Movement.pdf](http://www.olympic.org/Documents/Reference_documents/Factsheets/Women_in_Olympic_Movement.pdf)

<sup>7</sup> Ibid.

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increase gender balance on executive boards and committees in the field of sports; women and men to occupy respectively a minimum of 40 % of positions on the executive boards and committees of national sport governing bodies by 2020, and 30 % of positions in international sports organizations located in Europe. (Council of the European Union). To monitor progress, EIGE started data collection using four key GE indicators:

- Proportion of women among all decision-making positions in national sport federations in the EU-28, 2015
- Proportion of women and men in decision-making positions in continental confederations of Olympic sports in Europe 2015
- Percentage of men and women in positions on the executive boards and committees of national sport governing bodies
- Percentage of men and women in positions in international sports organizations located in Europe

The data obtained was one-time data, but the indicators lend themselves for a progressive analysis over time. The data collection obviously links with the international framework.

The Council of Europe, while not specifically referring to particular indicators, has provided good guidance towards usable indicators in its different Handbooks (EPAS, Handbook 2,3,4). Particularly valuable are the references to LGBT indicators such as:

- Are LGBT people represented at management at management level with the organisations
- Are LGBT people represented among membership?

The overview of existing leadership indicators demonstrates that a lot of data is being collected and some good quality indicators are being used or exist. What is difficult to ascertain, however, is the extent to which indicators exist that capture the intersectionality and the often compounding effects of multiple discrimination throughout the life cycle.

### 3.1.3 Work on Indicators at the National Level

Several national sports federations in Finland, France, Germany, Sweden and the UK are applying quota systems, but some do not yet monitor these quotas on a regular basis. Two particularly helpful examples are the Finish Sports Federation and the UK Sport Equality Standard.

#### 3.1.3.1 Example Finland

On the basis of well-developed gender equality targets of the Finnish government, the Finnish Ministry of Education and Culture is closely monitoring the achievements of these n targets and publishes the results. (see [Sport and equality 2011](#)<sup>8</sup>: Current state and changes of gender equality in Finland in 2012.) It also publishes a set of recommendations on how to mainstream gender into the sport. These integration of gender considerations into the state administration, and the budgets of sports organizations. Key is the of specific indicators that monitor and assess the degree of compliance with

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<sup>8</sup> [Sport and equality 2011](#)

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the equality plans. Other recommendations cover use of gender impact assessments, competence development tools and sharing good practices. It demonstrates how clearly defined result indicators define the process/impact indicators and thus produce a comprehensive picture of the changing of the situation over time. These indicators have been an important tool in planning and monitoring for the Finnish Sports Federation (FSF). (Turpeinen, 2012)

### 3.1.3.2. Example United Kingdom

Working in collaboration with home country councils, UK Sport developed the Equality Standard for Sport in 2004. “The Standard”<sup>9</sup> provides a tool for sports organizations to work progressively towards equality by mainstreaming equality, including into all aspects of sports organizations, from governance, to administration to participation. Using six progressive levels, from foundation level to achievement level, the initiative gives guidance to participating sports organizations for of assessing, developing, progressing and monitoring the achievements towards equality. Simple, reliable and transferable outcome indicators are used in the process such as:

Level 1: Foundation level

- Has the organization demonstrated a clear commitment to equality?
- Has your organization a policy of equality in place and has it been communicated?

The next levels have outcome indicators such as:

Your organization has a robust equality plan to advance equality and increase participation.

Finally, the outcome indicators for the achievement level are:

- Outcome 1 - Your organization has made significant progress towards diversity within board, staff (paid and unpaid), coaches, officials, members and participants
- Outcome 2 – Equality is mainstreamed through the organization’s functions, policies and procedures Tools and Resources Equality Impact Assessment Tools.
- Outcome 3 – Your organization is developing further initiatives to address each protected characteristic.<sup>10</sup>

These UK and Finnish examples show that appropriate indicators adopted to the country context as well as to the organizational cultural can produce excellent data on the basis of which better policies can be formulated. However, the Finnish case is solidly supported by a well-established governmental policy on gender equality featuring ambitious, but yet realistic targets. This does not hold true for the UK. While this one initiative is unique in its clarity of process and process indicators, its sustainability is in question without a proper political commitment. In addition, the project not only addresses gender issues, but a whole range of ‘minority’ issues.

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<sup>9</sup> <http://equalityinsport.org/equality-standard-for-sport/>

<sup>10</sup> The full set of indicators can be found: <http://equalityinsport.org/equality-standard-for-sport/how-to-achieve/foundation-level/>. They are also listed in the attached table under projects/programs.

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### 3.2. Strategic Area 2: Coaching

European data confirms that women coaches are more often found in sports that have a high proportion of women participants (e.g. dance, gymnastics, figure skating and equestrian sports) and they predominantly work with women, adolescents or children who compete at local and regional levels. However, the number of women coaches in almost all sports seems to be disproportionately low in relation to women’s overall membership of the sport. This means that the representation of women coaches in many sports is much more sporadic than the overall numbers may indicate. It also means that many men are coaching women and girls, even in women-dominated sports, and that very few women are coaching men. At the elite level, the number of women coaches is very low and, in cases where women coaches work with athletes at higher performance levels, they typically occupy assistant coaching positions, supporting male head coaches. (European Institute for Gender Equality, s.d.)

#### 3.2.1: Work on GE Indicators at the International Level and Regional Level<sup>11</sup>

While data on women coaching exists for international sports organization, it is mainly derived from specific academic studies (Pfister G. , 2011). The excellent EPAS report, produced by the Council of Europe traces, among other things, the most important studies in this area and analyses them. (e.g. Holmen & Parkhouse 1981; Hart 1986, Knoppers 1987; Acosta & Carpenter 2010). The study also refers to research conducted in Europe since the 1980s (e.g. for Germany Gieß-Stüber 1995, Willmann & Zipprich 1995; the Czech Republic Fasting & Knorre 2005; or UK Sports Coach UK 2007).

It concludes that the situation in Europe is very diverse, depending on the age and gender of the athletes, the level of competition and the sport. “Coaches/instructors working at the “sport for all” level, e.g. in women’s gymnastics programs or being in charge of children, are often volunteers or paid per hour. Many women are engaged in these types of coaching.” (Pfister G. , 2011)

The report, while extensive, is limited because it focuses on women coaches in elite sport, ‘because only these have positions of power.’ It must be noted that the report also underlines the stereotyping women/women coaches in the media. In addition, the report also points to a lack of data from international organizations. The UEFA handbook (2009/2010), “which provides gender-segregated information about players, teams and referees, does not report on the number of female coaches.”<sup>12</sup> Data collection is mainly done through interviews.

A broad set of GE indicators has been (indirectly) proposed by the EC Gender in Sports Proposal for Strategic Actions. These are:

- The proportion of women coaches with coaching qualifications
- The number of women coaches with a coaching qualification
- Number of women coaches for different sports activities
- Proportion of girls who drop out of sports

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<sup>11</sup>

<https://www.coe.int/t/dg4/epas/resources/texts/INF25%20Gender%20equality%20and%20elite%20sport.pdf>

<sup>12</sup> Ibid.

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- Gender friendly guidance and coaching
- Proportion of qualified women coaches/ overall membership of women in sports organizations
- Proportion of women working as assistant coaches
- Proportion of women in elite coaching

These indicators could again be supplemented by specific indicators capturing race, disability , sexuality and age. Again, Hanbook No 3 of the Council of Europe is of help by proposing to look closer for data and evidence on:

- Whether coaches are aware of the need to challenge homophobia and transphobia in their work? Do LGBT coaches get overlooked for leadership programmes?
- Are there clear pathways for LGBT coaches given the lack of visible role models.

While they are not yet applied, they would be able to collect important information for planning and designing strategies to improve the gender balance in coaching taking account of intersecting attributes.

### 3.2.2.: Work on GE Indicators at the National Level

According to EPAS, data from Sports Coach UK on “Coaching in the UK III” (2011) lists more than one million coaches: 69% are men, most of them without any specific training. Only 31% of male and 18% of female coaches have some form of qualification or, from another perspective, only 20% of the qualified coaches are women.

The indicators used here probed into the percentage of female and male coaches and their respective qualifications. These are not strictly speaking GE indicators, but they do provide data that can be used applying more specific GE indicators.

Finland is regularly assessing its gender equality measures and collects in particular information about women in sports (see the leadership section – Example Finland). In order to measure Finland’s work on a better gender balance in coaching, it measures the distribution of coaching licenses by year and gender. (Finnish Sports Federation)

Sportscotland devised support for National Sports Organization to assess targets, goals and objectives around women in coaching in order to be able to design, plan, assess and monitor progress.

SCORE, a project a project designed and implemented by ENGSO and funded by the European Commission works with the following result indicators.

- To promote the representation of employed and volunteer female coaches in the coaching workforce

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- To increase the number of female coaches by creating tools to support female coaches to develop towards the coaching of high performance
- To include evidence-based information about gender and gender equality in coach education appropriate to all level

National training sessions are organized in Croatia, Cyprus, Finland, Germany, Lithuania, Portugal, Sweden and UK between November 2015 and August 2016 to facilitate the implementation and dissemination of the toolkit as well as to educate the relevant stakeholders and toolkits for trainers will be developed.<sup>13</sup>

### 3.3. Strategic Area 3: Stereotypes in the Media

The 2010 Euro barometer<sup>14</sup> on gender equality showed that Europeans are concerned about the sexist stereotypes in sports and female athletes. The Commission remarks that “his all makes sport not as gender balanced as it should be and highlights the need to improve the gender climate and equality in sport through concrete measures, supported by sustainable policies and, where necessary, legal frameworks.” (European Commission, 2013)

The work on indicators in this area has only just begun as it is a complex area to assess since that would require a host of qualitative, thus complex GE indicators. However, some important work has been done in terms of measuring the amount of media coverage that female and male athletes receive. (see further down in this section) Things get a bit more complicated when one tries to measure the marginalization of women’s achievements in sport, that is measuring the focus on femininity and sexual attraction instead of strength and skills. Thirdly, and easier to measure are the number of women journalists and their percentage of women journalists in the field of sport. As regards the media organizations, data already exist for the EU about how many women occupy senior management positions.

The Center for Gender Equality in Iceland undertook a project, support by the EC among others, mapping “Sports, Media and Stereotypes”. The project worked with partners in five countries: Austria, Lithuania, Norway, Italy and Iceland and was entitled: Sports, media and stereotypes – women and men in sports and media (SMS).<sup>15</sup> The purpose of this project was to contribute to the knowledge of representation of women and men in the sports media in Europe and to promote changes in the stereotypes presented of both genders in this field and in general to increase gender awareness. The project gathered important data on the basis of the following GE indicators:

- Proportion of Sports Stories by Gender
- Number of authors of stories by gender
- Estimation of the most popular sports on the basis of the number of practioners
- Number sports stories by sports activities and gender
- Estimation of sexual implications by gender
- Estimation to what extent the stories are enhancing or working against stereotypes.

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<sup>13</sup> <http://www.engso.eu/projects.php>

<sup>14</sup> [http://ec.europa.eu/justice/gender-equality/files/documents/eurobarometer\\_report\\_2015\\_en.pdf](http://ec.europa.eu/justice/gender-equality/files/documents/eurobarometer_report_2015_en.pdf)

<sup>15</sup> [http://www.mujerydeporte.org/documentos/docs/sms\\_summary\\_report.pdf](http://www.mujerydeporte.org/documentos/docs/sms_summary_report.pdf)

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The important data that was collected was unfortunately limited to 5 countries, but the indicators used are helpful in gaining a better understanding. They are transferable and could serve to ascertain the situation in more than the five countries in question.

The Play the Game Press Survey of 2011<sup>16</sup> used three key gendered indicators:

- Proportion of women journalists who signed their names to an article on sports
- Coverage of Sports Actor/Person in Focus by gender in the visual media
- Number of women journalists in print media and media production

Needless to say that the results were more than discouraging. While the indicators are useful, research on their basis is difficult and takes time as it was with the Iceland project.

Furthermore, the WhoMakestheNews project on Global Media Monitoring<sup>17</sup> is the “largest and longest longitudinal study on gender and the media.” Every five years, GMMP makes a large scale survey on the basis of selected indicators. While taking the pulse as to representation of women in the media in general using similar indicators as the Press Survey above, it also queries some of the issues which are harder to assess and require qualitative indicators. They do so by appointing monitors who select stories and then analyze them in depth according to the following sample indicators:

- Is there reference to gender?
- Does it highlight inequality?
- Does it perpetuate stereotypes?
- If so, how?

While there are not yet anything specific on sport, these indicators can be easily transferred to the field of sports.

#### Women, Media, Sports and Disabilities

Developing indicators and collection data, which captures the multidimensionality of situations that women with disabilities, for example, in sports find themselves is still a tall order. We found an interesting article by Eric de Léséleuc who with his collaborators studied the portrayal of women athletes during the Sydney Games. They worked with the following indicators/

- To what extent do the media contribute towards processes of stigmatization and de-stigmatization of people with disabilities through their coverage of sports events organized specifically for them?
- Do the media grant space to people with disabilities?
- What form does this space take?
- What social representations of disability do the media transmit?
- Do these social representations contribute to the process of stigmatization or de-stigmatization

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<sup>16</sup> <http://www.playthegame.org/theme-pages/the-international-sports-press-survey/>

<sup>17</sup> [Whomakesthenews/gmmp/gmmp-reports/gmmp-2015-report](http://whomakesthenews/gmmp/gmmp-reports/gmmp-2015-report)

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of woman with disabilities.

- The number of photographs and illustrations featuring either a woman or a man and their dimensions;
- The number of allusions to a woman or a man (unit of measurement: the sentence);
- The participation rates of women and men in terms of the total number of sportspeople with disabilities who took part in the Paralympic Games;

He concludes “that female athletes with disability are rarely mentioned and even more rarely photographed. And when they are photographed, we are shown their faces only, whereas in media coverage of sport in general much more attention is paid to women’s bodies than their faces. From all this we conclude that the media divest disabled women of their eroticism and femininity.”

The texts were also subjected to exploratory analysis of content through the application of two methods – exhaustive thematic analysis Oppositional Relations’ Analysis,<sup>18</sup> which highlights the social representation systems conveyed by the press. The aim of these analyses is to make those elements evident that are associated with forms of discredit (processes of stigmatization) and with forms of acceptance (processes of de-stigmatization). (Léséleuc, A., & A., 2010)

#### 3.4. Strategic Area 4: Gender-based Violence

Gender-based violence in sport is a well-known phenomenon. The lack of appropriate GE indicators is also noticeable. Gender-based violence is also particularly related to issues of intersectionality, with disabled women suffering from more episodes of violence than other women. As the European Commission observes, “action and evaluation varies by sport and by country. Gender-based violence in sport includes abuse and sexual harassment inflicted by male coaches on women and girls.” (European Commission, 2013).

The European Institute for Gender Equality refers to nine countries that have done empirical studies on gender and sexual harassment, but this has not been extended to all sports activities. The data collected is on the basis of prevalence. Quantitative studies on the prevalence of sexual and gender harassment and abuse in sports have been undertaken by Denmark (ToftegaardNielsen, 2001), the UK (Alexander, Stafford & Lewis, 2011), the Czech Republic (Fasting & Knorre, 2005), France (Jolly & Décamps, 2006; Décamps, Dominguez, Jolly & Afflelou, 2011) and Greece (Chroni & Fasting 2009) It is thought that gender and sexual harassment occur in all sports. The experience of sexual harassment increases as one moves from the recreational to the elite level. Verbal sexual harassment seems to be the most frequent form of harassment in sport.<sup>19</sup>

There is now considerable knowledge accumulated about the incidence and prevalence, prevention and control of sexual and gender harassment and abuse in sports since researchers started publishing empirical and anecdotal data on this topic in the early 1990s. Data was collected on the basis of interviews with female victims of sexual abuse in sport. Various indicators were used such as age and

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<sup>19</sup> (European Institute for Gender Equality, s.d.)



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sex of the victim; existence of codes of conduct, existence of clear reporting procedures, ages of abuser and abused.

International organizations such as the WomenSport International (WSI) have long promoted the prevention of gender-based violence in sports by using the following indicators to guide their proposals and activities:

- Are there codes of ethics and conduct for coaches?
- Are there open discussions about the issues of sexual harassment and abuse?
- Are there athlete and parent education programs which inform and advise athletes on their rights and how to maintain their integrity and autonomy, and putting into practice rigorous screening procedures for the appointment of all sports personnel?
- Are there harassment-free policies and procedures in place?
- How often, if at all are they systematically monitored as to their effectiveness?
- Are there training programs for all individuals involved in sport on harassment-free sport, and embedding democratic leadership styles to mitigate abuses of power?

Likewise, both the IOC and the Women and Sport Commission are using these indicators to inform their strategies.<sup>20</sup>

The Norwegian Women’s Project,<sup>21</sup> of 2012 used the following indicators for its study on “Prevalence of sexual harassment among Norwegian female elite athletes in relation to sport type” The study looked at 56 different sport disciplines. The indicators used were as follows:

- 1) team or individual sports;
- 2) extent to which clothing required for competition is revealing;
- 3) gender structure (male-or female dominated membership statistics); and
- 4) gender culture (masculine, gender-neutral, or feminine).

Comparative data European data based on GE indicators on gender-based violence in sports does not exist for the EU – 28 for lack of agreed upon indicators. The European Fundamental Rights Agency (FRA) collected data in its 2012 latest survey<sup>22</sup> Racism, ethnic discrimination and exclusion of migrants and minorities in sport: the situation in the European Union. It is notable though that there were no specific GE indicators used; instead we have general indicators on racism and discrimination without them being gender disaggregated. We have nevertheless included these in our Mapping Table below.

### 3.5. Strategic Area 5: Participation

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<sup>20</sup> <http://www.olympic.org/sha>

<sup>21</sup> <https://core.ac.uk/download/files/14/333268.pdf>

<sup>22</sup> <http://fra.europa.eu/en/publication/2012/racism-ethnic-discrimination-and-exclusion-migrants-and-minorities-sport-situation>

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The degree of participation in sport is generally measured by the frequency of the activity. Good data exist thanks to the Eurobarometer survey and measuring the different rates of women and men.<sup>23</sup> The Barometer uses frequency by age and sex, but also offers other important insights into differences of participation by different genders.

FIFA, the largest sports federation, uses one simple measure:

- Proportion of registered female football players as compared to men globally and by country  
FIFA

The EU SILC only measures the frequency of going to cinema, live performances, cultural sites or attending live sport events by sex and age, but do so regularly.

The IOC and the EWS keep a close watch on the number of women and men on Olympic Teams. Further indicators report about particular sports and the percentage of women and men in them.

Special mention needs to go again to Finland which keeps track of women's participation in sports at the municipal levels and can produce the following helpful data: Administrative boards of National governing bodies consist of 24 % women, with 25 % of executive directors and 11 % of chairperson's women. The number of women has increased during the last 15 years. Thirty-one percent of the leading municipal officials in sports are women. In particular, the amount of female municipal sport directors has increased over the past few decades. Sports councils consist of 48 % women.

It is still rare to find gender impact assessments in municipal sport councils. Gender impact assessments can give evidence to progress. However, as the Finnish survey concluded, there are serious deficiencies in the accessibility of gender based statistical information in government, municipality, organization and research levels.

Gender equality and participation is particularly difficult to tackle since participation rates depend on many variables, which are difficult to cover with simple indicators. Some good practice, however on how that can be done exist and is well documented.<sup>24</sup> There are two projects, in particular, which are outstanding in capturing the multi-dimensionality of the problem by using powerful set of indicators and cross-referencing them (i.e. issues of transport, education, ethnic background, lack of women as trainers, clothing rules, time available, etc.). “The Midnight port and Open Sunday” is a Swiss project, which began in 1991. It aims to bring sports to disadvantaged community applying a gender mainstreaming strategy that is guided by the following indicators:

- The number of visits by gender, ethnic background, age and sports activities attended. <sup>25</sup>

Another good practice project come from Spain. (Talleu, 2011) The Spanish Federation of Municipalities

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<sup>23</sup> [http://ec.europa.eu/public\\_opinion/archives/ebs/ebs\\_334\\_en.pdf](http://ec.europa.eu/public_opinion/archives/ebs/ebs_334_en.pdf)

<sup>24</sup> See in particular: Clotilde Talleu, (2011) Good Practices Handbook: Access for girls and women to sport practices Nr.2, Council of Europe.

<sup>25</sup> When the information was evaluated, it was discovered that more segregated space was needed for sports activities of girls. Ibid.

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and Provinces developed a guide to gender mainstreaming for local sports facilities. It uses a multi-pronged approach proposing to assess: 1) local sports organizations and their structure; (sport policies, number of women on governing bodies, budget levels and allocation for activities, etc. )2) how and by whom the local facilities are used (activities on offer, use of material resources, survey of activities practiced) 3) What sport clubs activities are on offer (number of members, motivations, drop-out rates, use of public or private funding, human resource management, allocation of facilities, etc.); 4)Sports-at-school activities (participation and drop-out rates, teachers’ qualifications, allocations of state subsidies, the link between the school sports provision and sports provision by associations, sports facilities, location of sports centers, access, quality of service on offer, breakdown of groups of participants by gender.

The guide also provides for a set of indicators in order to monitor progress, evaluate policies are applied and pointing towards appropriate solutions.

## CONCLUSION

This research has shown that numerous gender equality indicators exist; some of them are being used by major sports organizations such as the IOC/EWS. However, a good number of these indicators would lend themselves for better sector wide planning, implementing and assessing the degree of gender equality in organizations. Although important data has been collected on the basis of the existing GE indicators, the lack of an agreed upon harmonized sets out outcome and impact GE indicators, renders data collection less than perfect. It remains difficult to compare the gender equality achievements (or failures) across and within organizations as such and over time. The most indicators are found for measuring the number of women in leadership positions. This is mainly due to the excellent pioneer work of the EWS and the Sydney scoreboard. The least number of indicators in use by organizations is in gender-based violence. While there is broad agreement and commitment to fight sexual harassment, data collection remains limited within sports organization. However, several important academic studies over the years have shown the extent of the problem. Some of these indicators could also be harmonized and applied by sports organizations themselves in a much more rigorous and systematic way than it has been done so.

There is one striking lack of sets of indicators relating to indicators which allow cross-referencing between gender, age, ethnicity/race, sexuality, disability( i.e. different grounds of discrimination)income and education. This will be the challenge ahead to combine existing indicators so that they can cross reference and capture the experiences and impact of policies on women in sports of different backgrounds, ages and capacities.

## EXPLAINING THIS MAPPING OF CRITICAL INDICATORS FOR MEASURING GENDER EQUALITY IN SPORT

Mapping existing, relevant indicators re gender and sport is a crucial step towards building and implementing regional, national, and organizational laws, commitments, programs and initiatives to bring more gender equality to all aspects of sports. There are many indicators, both process and outcome indicators that are being used, albeit sparingly. Since 2010, many more initiatives have emerged on gender and sports and all of them have used some gender indicators to measure progress. The list below takes account of the most important ones. The list has been divided into Outcome/Objective indicators, Impact or process indicators while in both categories distinction is made between qualitative and quantitative indicators. We also thought that it was important not to ignore contextual indicators. While they may not shed direct light on gender issues, they are important to capture the multi-dimensionality of gender relations, also in terms of the intersectionality of gender. When we looked for indicators on women, violence and sport, the most helpful dataset were NOT organized around gender indicators, but around ethnicity or children, to give but one example.

Likewise, we found a number of indicators which were just to demonstrate a gender divide without any policy implications or linked to a specific objective,<sup>26</sup> but important to record a moment in time re gender equality and sport. As we also looked at ‘Good Practice’, we added an extra column on indicators that have been used to evaluate projects and programs

## GENDER EQUALITY - LEADERSHIP INDICATORS

### 1. GENDER EQUALITY - LEADERSHIP INDICATORS

Outcome Indicators : “Objectives” Qual=(1)/Quant=(2)	Process or Impact Indicators Qual=(1)/Quant(2)	Context indicators <sup>27</sup>	Country/Regional Sectoral Indicators	Programme and Project level indicators <sup>28</sup>	Major Source
Increasing gender balance on executive boards and committees in the field of sports. Women and men to occupy respectively a minimum of 40 %	(2) Proportion of women among all decision-making positions in national sport federations in the EU-28, 2015. <sup>29</sup>		EU – 28 National sports federations		Eurostat/EC/EIGE <a href="http://eige.europa.eu/gender-mainstreaming/sectoral-areas/sport">http://eige.europa.eu/gender-mainstreaming/sectoral-areas/sport</a>
	(2) Proportion of women and men in decision-making		EU - 28		EC/Eurostat/EIGE <a href="http://eige.europa.eu/gender-">http://eige.europa.eu/gender-</a>

<sup>26</sup> Play the Game. <http://www.playthegame.org/theme-pages/the-international-sports-press-survey/>

<sup>27</sup> The context indicators are important tools to capture the multi-dimensionality of gender discrimination.

<sup>28</sup> These refer to indicators have been used in design, monitoring and evaluation for programs and projects specifically.

<sup>29</sup> Data were collected from 10 popular national sport federation in all 28 Member States (280 in total). The following positions are included. President/Chairperson, vice president/vice chairperson, general director/general secretary and other board members. Each person is only counted once.

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of positions on the executive boards and committees of national sport governing bodies by 2020, and 30 % of positions in international sports organizations located in Europe.	positions in continental confederations of Olympic sports in Europe 2015.				mainstreaming/sectoral-areas/sport
	(2) Percentage of men and women in positions on the executive boards and committees of national sport governing bodies.		EU - 28		EU/EC/EIGE, ibid/
	(2) Percentage of men and women in positions in international sports organizations located in Europe		Council of Europe, i.e. NOCs		EC/EIGE
Within the context of the achievement of the UN Millennium Goals – to increase the number of women on the boards/management committees of all sport organizations at international, regional, national and local level.	(2) Number of women Sports leaders as board directors		Global/Regional and National sports organizations		IWG/Sydney Scoreboard
	(2) Number of women as board chairs		Global/Regional and National Sports Organizations		IWG/Sydney Scoreboard
	(2) Number of women as Executive Directors		Global/Regional and National Sports Organizations		IWG/Sydney Scoreboard
Countries are committed to advancing gender equality through both legislation and gender equality policy. Reach the gender equality goals: increasing the proportion of women among decision-makers, narrowing the gender pay gap, more equal distribution of family leaves and combating violence against women.  40 % of both women and men in the FSF board and committee members	(2) Gender distribution in the boards of the FSF community by type of member organization.		National organizations		National Ministry (Turpeinen)(2012) Finland
	(2) Proportion of men and women chairs on FSF community boards		National organizations		Ibid.
	(2) Proportion of men and women executive directors on FSF community boards		National organizations		Ibid.
	(2) Gender division among members of municipal boards and officials of municipal sports departments		Municipalities/local organizations		Ibid.
IOC is committed	(2) Percentage of		NOCs		IOC/Women and Sport

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to work with IFs and NOCs as well as various regional, national and international platforms, to increase the possibilities for girls and women in sport, and to achieve the goal of women representing 50 per cent of the athletes taking part in the Olympic Games.	women in boards or executive committees of NOCs				Commission/Loughborough University, 2010
	(2) Percentage of female candidates in presidential elections for NOCs		NOCs		Ibid.
	(2) The number of women elected to senior roles of President, Secretary general or Treasurer - NOCs		NOCs		Ibid.
	(2) Percentage of women candidates of the posts of President, Secretary general or Treasurer in IFs		IFs		Ibid.
	(2) Percentage of full-time employees who are women in IFs		IFs		Ibid.
	(2) Proportion of women on the Executive Boards or Committees of the Ifs.		IFs		Ibid.
		(1) Degree of restriction on the eligibility standing for election <sup>30</sup>	NOCs and IFs		Ibid.
		(2) Degree of competition measured by the number of candidates standing for elections	NOCs and IFs		Ibid.
		(2) Percentage of post	NOCs and IFs		Ibid.

<sup>30</sup> The working hypothesis is that the more restrictive the eligibility criteria, the more negative the impact on their successful participation in elections. (Equality and Leadership in Olympic Bodies, June2010, Loughborough University).

		retained by the incumben t <sup>31</sup>			
	(2) Proportion of female candidates for senior posts in the Ifs		NOCs/IFs		Ibid.
		(2) Percentag e of elections for president with only one candidate	NOCs/IFs		Ibid.
	(2) Percentage of NOCs and Ifs with Women in Sport Commission or a similar body		NOCs		Ibid.
	(1) Review of Statutes undertaken? (yes/no)		NOCs/IFs		Ibid.
	(1) Audit of Culture undertaken? (yes/no)		NOCs/IFs		Ibid.
	(1) Equity policy established and assessed?		NOCs/IFs		Ibid.
	(1)A minimum of one seminar per year per continental association, dedicated to developing competence in self representation of minorities at elections?				Ibid.
	(1/2)Clear, simple and minimum targets established which represent a progression from those previously adopted for membership of the executive committees and boards		NOCs/IFs		Ibid.
	(2) Database of size appropriate to the size		NOCs/IFs		Ibid.

<sup>31</sup> The working hypothesis is that a slow turnover is negative for the success of female candidates. Ibid.

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	of the NOCs and the national sports system, with a minimum of 40 per cent of each gender				
Prevent and counteract and punish the use of discriminatory insults with reference to gender identity during and in connection to sport				Are LGBT people represented at management level with the organisations  Are LGBT people represented among membership?	EPAS/CoE
Increase the number of women with disabilities in senior positions to 30 per cent	Percentage of disabled women in board/as secretary general/treasurer/president				International Paralympics Committee (IPS)

## 2. Gender Equality – Coaching Indicators

Outcome Indicators : “Objectives” Qual=(1)/Quant=(2)	Process or Impact Indicators Qual=(1)/Quant(2)	Other types of Indicators: e.g. context indicators	Regional/coconut/Sectoral Indicators	Program and Project level indicators	Data Source
Increase the number of female coaches with a view to achieving gender equality in sports coaching and teaching	(2) The proportion of women coaches with coaching qualifications		EU-28		EC/EIGE EPAS
	(2) The number of women coaches with a coaching qualification		EU-28		EC/EIGE EPAS
	(2) Number of women coaches for different sports activities		EU-28		EC/EIGE EPAS



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	(2) Proportion of girls who drop out of sports		EU 28		EC/EIGE EPAS
	(1) Gender friendly guidance and coaching		EU 28		EC/EIGE EPAS
	(2) Proportion of qualified women coaches/ overall membership of women in sports organizations		EU 28/national organizations		EC/EIGE EPAS
	(2) Proportion of women working as assistant coaches		EU 28		EC/EIGE EPAS
	(2) Proportion of women in elite coaching		EU 28		EC/EIGE EPAS
	(2) The distribution of area of sport (e.g. Basketball) licenses by year of birth and gender		National/Finland		Lämsä, Laine & Hakonen 2011
	(2) Employment in sport by sex - percentage of total employment.		Global		UN Gender Equality Report
Promote Dual Careers Strategies	(1) Existing support structures and budgets at national level to support dual career choice <sup>32</sup>				EIGE
				To promote the representation of employed and volunteer female coaches in the coaching workforce  To increase the number of female coaches by creating tools to support female coaches	“SCORE” – ENGSO with EU support

<sup>32</sup> At the national level Denmark, a country which encourages gender equality, may serve as example. Of the ten teams which compete in the highest women’s league, eight provided information about their coaches. These eight teams are trained by a male head coach; among the assistant coaches was only one woman. (EPAS/2011)

				to develop towards the coaching of high performance To include evidence-based information about gender and gender equality in coach education appropriate to all level	
			National	Support for NSOs to assess targets, goals and objectives around women in coaching	Sportscotland
		Percentage of women and men in coaching with no qualifications Percentage of women and men in coaching with some qualifications			Sports Coach UK
				Roles of men and women in coaching; ■ Existing training and skills; ■ Access to and location of existing facilities, problems of security, existence of changing rooms, women-only spaces and childcare; ■	Gender and Sports – Swiss Agency for Development and Co-operation (2005) <sup>33</sup>

<sup>33</sup> [http://www.bridge.ids.ac.uk/sites/bridge.ids.ac.uk/files/Docs/Sport\\_english.pdf](http://www.bridge.ids.ac.uk/sites/bridge.ids.ac.uk/files/Docs/Sport_english.pdf)

				<p>Participation of men and women as decision-makers in sports management;</p> <p>■ Links with women’s organizations and universities.</p>	
				<p>To what extent do the media contribute towards processes of stigmatization and de-stigmatization of people with disabilities through their coverage of sports events organized specifically for them?</p> <p>Do the media grant space to people with disabilities? What form does this space take?</p> <p>What social representations of disability do the media transmit? Do these social representations contribute to the process of stigmatization or de-</p>	<p>Eric de Léséleuc, et. Al/academic<sup>34</sup></p>

<sup>34</sup> A very useful paper probing the coverage of female athletes with disability in the media (see Bibliography)

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				<p>stigmatization of people with disabili- The media coverage of female athletes with disability</p> <p>A number of stereotypes: compassion, admiration, victimization, pathos</p>	

### 3. Gender Equality – Indicators on Violence/Sexual Harassment

Outcome Indicators : “Objectives” Qual=(1)/Quant=(2)	Process or Impact Indicators Qual=(1)/Quant(2)	Context Indicators Qual=(1)/Quant(2)	Regional/coconut/Sectoral Indicators	Programme and Project level indicators	Data Source
Eradicate gender-based violence in and through sports		(1)Statements by European and international sports associations indicating their level of awareness concerning racist and discriminatory actions, by sport	EU 28		FRA/EU
		(1) Documents referring to anti-racism in sport issued by European and international organizations			FRA/EU
		(2) Number of racist incidents recorded by police, equality bodies, sport federations and/or NGOs in men’s professional football			FRA/EU
		(1) Documents referring to anti-racism in sport			FRA/EU

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		issued by umbrella organizations			
		(2) Number of racist incidents registered by equality bodies, sport federations and/or NGOs in men’s organized amateur football			FRA/EU
		(1) Does the initiative target discrimination, either by attempting to change the attitudes or practices of those who might discriminate or by empowering minorities to resist discrimination?			FRA/EU
		(1) Full and effective transposition of Council Directive 2008/913 JHA on Combating Certain Forms and Expressions of Racism and Xenophobia.	EU 28		EU
		(2) Best practices in the fight against sexual harassment and abuse in sport			
	(2) Number of incidences of sexual harassment		9 countries		FRA/EU

#### 4. Gender Equality – Indicators on Stereotypes in Media

Outcome Indicators: “Objectives” Qual=(1)/Quant=(2)	Process or Impact Indicators Qual=(1)/Quant(2)	Context Indicators Qual=(1)/Quant(2)	Regional/coconut/Sectoral Indicators	Programme and Project level indicators	Data Source
	(2) Proportion of women journalists who signed their names to an article on sports		Country level		Play the Game, Survey Press 2011

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	(2)Coverage of Sports Actor/Person in Focus by gender in the visual media		Country level		ibid
	(2) Number of women journalists in print media and media production		Country/Sector level		EIGE, Play the Game Survey 2011
Increase the number of women in senior management positions	(2) Proportion of women in senior management positions in media organizations		Country/Sector level		EU/EIGE
			5 EU countries	<p>Proportion of Sports Stories by Gender</p> <p>Number of authors of stories by gender</p> <p>Estimation of the most popular sports on the basis of the number of practioners</p> <p>Number sports stories by sports activities and gender</p> <p>Estimation of sexual implications by gender</p> <p>Estimation to what extent the stories are enhancing or working against stereotypes.</p>	Center for Gender Equality - Iceland

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#### 5. Gender Equality and Participation

Outcome Indicators : “Objectives” Qual=(1)/Quant=(2)	Process or Impact Indicators Qual=(1)/Quant(2)	Context Indicators Qual=(1)/Quant(2)	Regional/coconut/Sectoral Indicators	Programme and Project level indicators	Data Source
	(1) Frequency of sports activity by gender and age <sup>35</sup>		Country level/		Eurobarometer 2010 Survey
	(2) Proportion of registered female football players as compared to men globally and by country		Country level/sector		FIFA
	(2) Frequency of going to cinema, live performances, cultural sites or attending live sport events by sex and age				EU Statistics on Income and Living Conditions (EU-SILC) data; downloaded from Eurostat's online database as dataset yth_cult_010
	Proportion of registered female football players as compared to men globally and by country  Number / and percentage of women in national teams competing internationally  Number of female athletes at the Olympic Games by activity and age	Percentage of women in sports clubs by activity			
				Gender friendly governance structure?	The Spanish Federation of Municipalities and Provinces

<sup>35</sup> Data was obtained by questionnaire. Sample size was limited.

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				Use of facilities by gender and age	ibid.
				Activities on offer for girls and boys	ibid
				Use of material sources by gender	ibid
				Drop out rates by gender	ibid
		Teachers' qualifications			ibid
				Allocation of budgets by gender	ibid
				Space made available for women-only activities	ibid
				Dress code regulation for women	ibid.



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