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Women in Sport

A SMART CITIES & SPORT PUBLICATION

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MESSAGE FROM THE PRESIDENT OF THE WORLD UNION OF OLYMPIC CITIES

Grégoire Junod
Mayor of Lausanne

According to the World Economic Forum's Global Gender Gap Report 2017, there is still a long road ahead before reaching gender equality. The Report benchmarks 144 countries on their progress towards gender parity across four thematic dimensions—Economic Participation and Opportunity, Educational Attainment, Health and Survival, and Political Empowerment. On current trends, the overall global gender gap can be closed in exactly 100 years.
That's right: 100 years!

In my role as Mayorof Lausanne and President of the World Union of Olympic Cities, I believe that cities are increasingly important places for tackling gender inequalities and it is our responsibility to lead this major transformation by inventing innovative solutions.

It is our duty to work harder every day to create equal opportunities for both women and men in all areas of our activities and I am truly convinced that sport can be an effective tool in empowering girls and women.

Addressing this challenge requires the development of strong sport policies, based on a realistic diagnosis, efficient investments aimed at fostering inclusive sports practice for all and the guarantee that both men and women have access to all levels of key decision-making positions.

In sport, as in other areas, cities are living laboratories where we can invent the future and it is my privilege to offer you a platform where you can learn, share and inspire one another to move forward and work together in closing the gender gap. Actions to achieve gender equity matter more than ever, and this is why this report is so important. Hearing about best practices such as what is being done in the City of Helsinki, with the implementation of a generalised gender equality policy, is a true inspiration and a good call to take concrete action.

I would also like to take this opportunity to thank WomenSport International, the International Working Group on Women and Sport and the International Association of Physical Education and Sport for Girls and Women for their dedication and tireless work in fostering gender equality. Moreover, let me assert my strong support for UNESCO's initiative which aims at establishing a Global Observatory for Women, Sport, Physical Education and Physical Activity. This will be a very powerful tool in connecting actors and developing advocacy. This will also serve as an invaluable support in documenting the evolution of gender equality in sport around the world, whose data are crucial in determining our political action.

To that point, I would like to emphasize that as leaders of sport cities, we can act as a catalyst for positive change. Let's not wait 100 years to close the gender gap. Let's do it now.

Sincerely yours,
Grégoire Junod

EXECUTIVE SUMMARY BY THE EDITOR

Mélanie Duparc
Secretary General
World Union of Olympic Cities

The under-representation of women in sport, both with regards to its practice and governance, is still a fact today. But this is by no means a plague anymore.

Over the last decade, the issue of women's participation in sport has been addressed by a large number of stakeholders across multiple sectors. As a result, an impressive number of initiatives have emerged and have proven to be successful, providing women and girls equal opportunities to access sport.

The role of cities in the development of such initiatives have been crucial to their success and will continue to be so. In today's complex world, modern cities are becoming the incubators for problem-solving, testing new and innovative solutions in order to face social and economic challenges.

This publication serves two purposes:
1) Give a voice to those who work hard, every day, to increase women's and girls' participation in sport
2) Inspire cities from around the world to take concrete actions

As such, Helsinky Deputy Mayor, Nasima Razmyar, explains how the City of Helsinki decided to adopt an overall strategy to include gender equality in all levels of their activities. Ani Chroni, President of WomenSport International, shares the WSI's actions in bridging the gender gap and tells more about the role cities may take in achieving gender equality. And finally, the International Working Group on Women & Sport (IWG) General Secretary, Game Mothibi, tells us more about the IWG's objectives and how it has contributed to facilitating access to sport for girls.

In addition, this publication highlights four concrete initiatives. First, a study conducted by the City of Geneva in order to identify the influencing factors in women's sports participation and how the results have been used to develop bold policies. Second, the 'WIN for KC' programme developed by the Kansas City Sports Commission which offers girls and women the opportunity to take part in sports camps and events but also to serve as advisors, ambassadors and volunteers. Third, a case study from Sport England and its „This Girl Can" campaign which aims at removing barriers to get more women more active.

And finally, the 'Gloves over Guns' project from the Jamaican Boxing Board which has already proven successful in building girls' self-esteem and confidence through boxing.

Enjoy the reading!
Mélanie Duparc

SNAPSHOT – BARRIERS TO SPORTS PARTICIPATION FOR WOMEN AND GIRLS

Change in priorities and time constraints

75% **of women have to decrease their sport activities due to time issues**

Time issue is a common reason for women to decrease or even stop being active. Family, children and work will often come first in the list of women's priorities. **70% of women** who are employed full-time and have dependent children (aged 0-14 years) report 'always/often' feeling rushed for time, compared with 56% of males.

Lack of infrastructures dedicated to women

70% **of subsidies allocated to sport activities are used by men**

Women have half as many choices as men for sport activities that are likely to please them and use two times less than men the public infrastructures at their disposal.

Lack of female role models

7% **of online sports coverage is dedicated to women's sport**

Research has shown that most girls learn 'culturally-appropriate styles of movement' by imitating their older female counterparts. But communicating the achievements of those exceptional women to others remains a challenge. Today, **43%** of girls agree there aren't many sporting **female role models**.

Low sport participation at school

16% **of women aged 16-29 do sports at school in Japan**

At primary school, differences in sport participation between boys and girls are striking. From year 6, only **39% of girls** remain active, against **73% of boys**. School plays a big role in showing the importance of having an active life: a high level of sport participation at school translates to a **76%** chance to develop a sustained interest in sport overtime.

Socio-cultural system of gender and sexuality norms

53% **of female students who do sports experienced sexist remarks**

Sexist behavior may take various forms and intersect with other forms of discrimination such as lesbophobia, tomboy tag, etc. This type of behavior discourages girls from participating in sport activities.

Low sport participation at school

30% **Members of governing bodies of the Olympic movement are women**

The low gender balance in sport governance reveals there has been no real progress with regards to the representation of women in sport governing bodies, with only 16.6% of women on National Olympic Committees and 18% on International Sports Federations.

BY THE AGE OF 17, 51% OF GIRLS WILL HAVE QUIT SPORTS

Smart Cities & Sport

RECOMMEN-DATIONS

RECOMMENDATIONS

4 TIPS

To Foster Women's Sport Participation in Your City

1. Survey and monitor your target audience

Sports initiatives targeting women should be appealing to them and adapted to their needs, otherwise, there is little chance to observe an increase in women's sports participation. To do this, a wide range of easy-to-implement solutions exist, including:

- Creating a survey to have a broad perspective of women's sport in your city (focus groups are also recommended).
- Reaching out to the different sports stakeholders in your city (i.e. Fitness clubs, sports association, etc.) to get key statistics related to women's sport.
- Involving women in the design and testing process of new sport equipment, facilities, etc.
- Creating evaluation systems to track the efficiency of sports policy in place in your city.

2. Create a culture in schools that encourages and promotes active girls

Schools are the best place to effect change and influence young generations. Educating and sensitizing the entire teaching staff towards that matter is key to maximize girls' participation in sports activities. This can be achieved by:

- Establishing a clear sport policy for 100% of pupils participation
- Seeking girls' opinions to develop tailored programmes and enlarge girls' choice of sports activities
- Creating a chart against sexism and other discriminative behaviour that girls experience
- Ensuring the teaching staff is welcoming and supportive of all pupils, regardless of gender

3. Explore opportunities with multi-stakeholder partnerships

Joint forces always work better. While developing a strong national sport policy, make sure that ministers, the private sector and other stakeholders are highly involved. The collaboration among these different sectors can take several forms, including:

- Support of organisations that develop innovative initiatives for gender equality within sports
- Foster internal communication between women's sections and associations promoting women's sports practice

4. Promote women's sport through different communication channels

Developing and supporting promotional activities for sport is crucial to raise awareness and engage with your population. A higher visibility of women partaking in sport activities will have a positive impact on women's perception toward physical activity. This can be done by:

- Using renowned female athletes as spokespeople and role models for girls
- Developing promotional campaigns that encourage women's sports participation
- Encouraging media to communicate more about women's sport

INTER-VIEWS

ANGELA MELO
DIRECTOR - POLICIES AND PROGRAMMES DIVISION OF ETHICS, YOUTH AND SPORT, UNESCO

NASIMA RAZMYAR, DEPUTY MAYOR, CITY OF HELSINKI

ANI CHRONI, PRESIDENT, WOMENSPORT INTERNATIONAL

GAME MOTHIBI, SECRETARY GENERAL, INTERNATIONAL WORKING GROUP ON WOMEN AND SPORT

INTERVIEW

ANGELA MELO DIRECTOR POLICIES AND PROGRAMMES, DIVISION OF ETHICS, YOUTH AND SPORT, UNESCO

The gender gap in sport participation remains significant today. In your opinion, what are the reasons behind this situation?

Generally speaking, the gender gap is present in all aspects of our society and therefore, also translates into women's sport participation. I believe that as long as gender discrimination exists in our society, sports will remain affected. There is no exception. It took a significant amount of time to put in place initiatives and tangible actions to fight discrimination in sports, in physical education and to promote access to sport for women and girls. The first ever International Working Group on Women and Sport (IWG) only took place in 1994 in Brighton, U.K.! Moreover, there is a lack of focus on systematic monitoring processes and evaluation of impact and consequences in terms of women's access to sport. This leads us to a situation where women face challenges, constraints and obstacles to practice sports.

To keep supporting women and girls' participation in sport is our duty and encouraging governments and sports organisations to engage in this endeavour is of utmost importance. Gender discrimination concerns all of us.

However, several events show sports organisations' commitment towards closing the gender gap and good progress has already been made. For instance, with Fatma Samoura being elected first female General Secretary at FIFA, the World Surf League offering equal prize money to both men and women and the increased number of women elected in the IOC Executive Board.

In your opinion, what can cities do to achieve gender equality?

I believe cities are powerful vehicles and vectors for social cohesion, including integration of minorities and women's inclusion. Local governments have a real capacity to empower their people to work together and act towards a common goal, in this case achieving gender equality in all aspects of sports.

Cities also have key responsibilities in their role of policy makers and should be conscious of the need to establish efficient sport policies in favor of women. For this to happen, an important element to keep in mind is the establishment of indicators to measure progress, together with a systematic monitoring and evaluation system that will help develop solid policies.

Cities should also take additional initiatives aiming at increasing the number of women in leadership positions and in decision-making processes.

What are UNESCO's initiatives - in collaboration with cities or other organisations - towards closing the gender gap in sports?

Since last year, UNESCO is closely working with the International Coalition of Inclusive and Sustainable Cities (ICCAR) who developed a 10 point action plan aiming at empowering women in different aspects such as employment, education and housing. After ICCAR adopted the Bologna Declaration, gender equality in sport has also become one of the main focuses – putting forward the prime responsibility of cities towards achieving gender balance in sports. ICCAR being one of UNESCO's partners, we are supporting and helping them in achieving this objective.

UNESCO also adopted the Kazan Action Plan in 2015, which marks our commitment to link sport policy development to the 2030 Agenda of the United Nations, particularly in the field of women and sport. Through the Kazan Action Plan, UNESCO works on developing specific activities in order to ease access to sport and empower women in sport.

An important outcome of the Kazan Action Plan is the establishment of a Global Observatory for women in sport. We have reached out to the City of Lausanne as we would like to work with them on this fantastic project. Once it will be confirmed, the next steps will be to define the responsibilities and tasks of each.

UNESCO collaborates with a great number of very powerful European countries, and of course, we do our best to develop specific and concrete actions towards gender equality. However, to drive their focus on this issue can sometimes be a challenge.

Could you tell us more about the mission that the global observatory would endorse?

The Observatory of Women, Sport and Physical Education and Activities is a continuation of UNESCO's efforts to empower women and increase their participation in sport. Through this project, our mission is to raise awareness on gender inequalities in sport participation.

The main goal of the Observatory is to develop indicators to monitor the impact of the numerous initiatives put in place and evaluate the progress made towards gender equality in sports. A Commonwealth member is currently working on developing an indicators' framework, which we will use as a model. The results collected will help decision-makers develop evidence-based policies aiming at fostering women's participation in sport.

In addition, the Observatory should also take care of women's social insurance giving the fact that some athletes are unpaid while pregnant. Other initiatives will also be developed to support women athletes in their career development and retirement. I believe this project is a great opportunity to honoring women who do sports.

In your view, what is needed to make this project a success?

We would like to attract as many knowledgeable partners as possible, who have the necessary resources and competencies to make this project a successful one. This includes the support of women's associations, the local government and other stakeholders.

These resources are highly needed for research purposes (to show evidence of gender inequality and push more member states to invest in women in sport) and also for the establishment of the Observatory itself.

This Observatory is a hope for all of us and its success depends on all of the stakeholders involved. Men should not feel excluded as they equally play a big role in tackling the issue, and the Observatory will also put this forward. It is very interesting to see how men and women could work together in that field. Both sides are already doing a lot, and enhancing their collaboration can only be of benefit to solve the issue of gender inequality. I do hope we will have the support of all to move forward.

INTERVIEW

NASIMA RAZMYAR, DEPUTY MAYOR, CITY OF HELSINKI

In your opinion, what can cities do to foster girls and women's sport participation?

Cities have a crucial role in encouraging sport participation among its population, including girls and women.

First, I would like to highlight the importance of the collaboration between the different departments in a city. Indeed, most of the cities rely on the sport services department when it comes to promoting health and physical activity. However, this should be the responsibility of everyone! Whether we are talking about promoting health and well-being to the general population or within a certain group – in our case, women – understanding that a stronger collaboration between the different actors of a city is necessary is the key to success.

Second, I believe that providing good infrastructures that fit with women's and girls' needs are of utmost importance to encourage their participation in any kind of physical activity. This also includes the geographical aspect of such infrastructures. The more accessible they are, the better.

Equally important is the financial support cities provide for the development of physical activities. This includes various investments made in building new sports facilities and other spaces for sport practice, as well as their maintenance.

The City of Helsinki is very active in promoting gender equality. Can you share some examples of the projects developed by your city to encourage girls and women's sport participation?

The City of Helsinki is highly committed to gender balance. Our main goal is to anchor the principles of gender equality throughout the city and act as a role model for the rest of Finland.

In 2017, Helsinki launched a new programme focused on gender equality that involved multiple stakeholders. Part of the programme was to develop strong ties with public institutions, such as schools and kindergartens, with the aim of instilling the values of sport and gender equality from the earliest age.

Also, an initiative to promote sport among immigrant women was launched in 2015 and ran for 2 years. This project was called "Be Active" and initially aimed at increasing the sport participation

rate of immigrant women coming from 42 different countries. Different stakeholders were involved in this project, such as our health and social services.

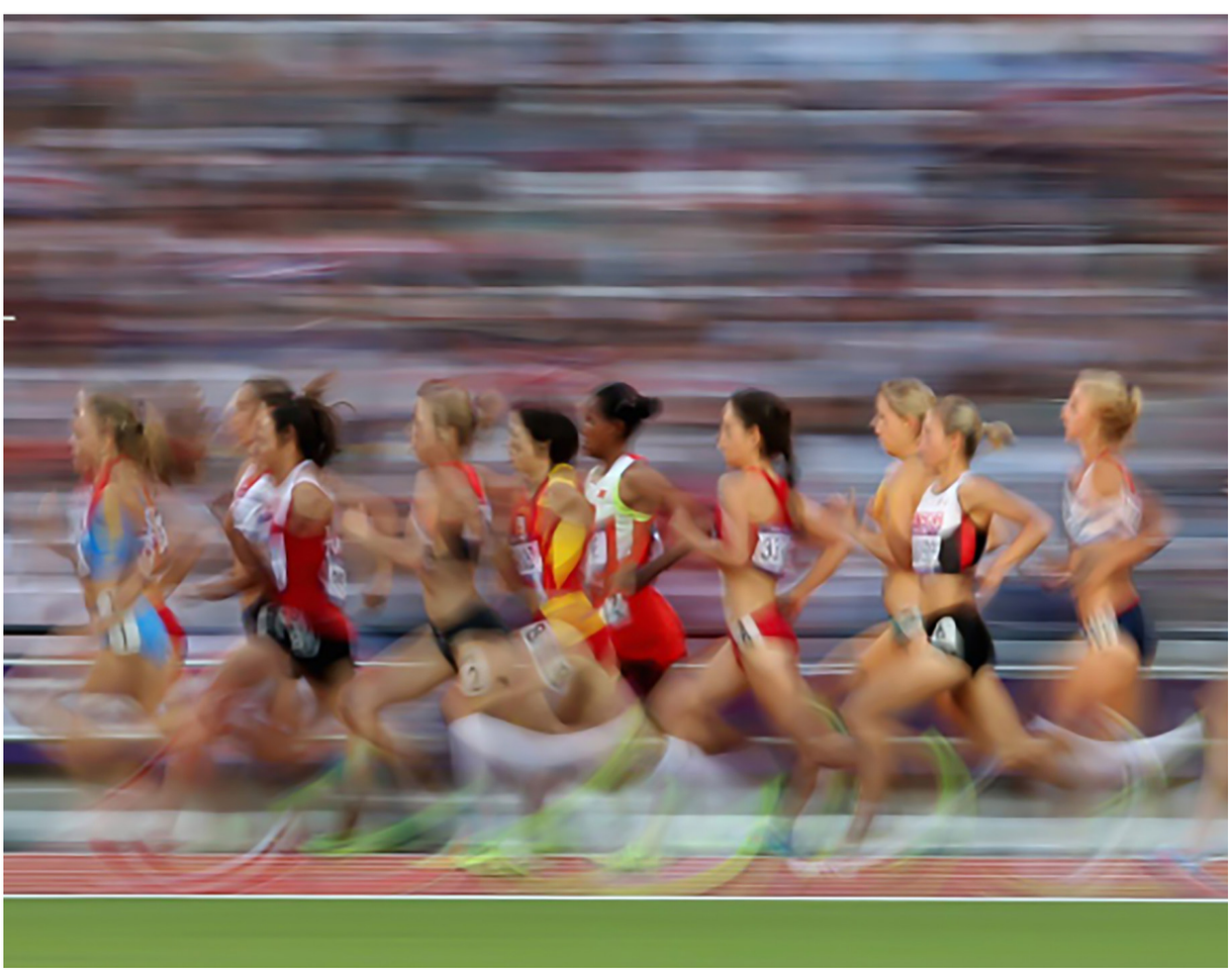
In addition to increase their sport participation, this project enabled women to feel more integrated to the Finnish community. Indeed, most of the women did not speak the language before and improved their skills through this programme. I remember seeing women riding a bike or swimming for the first time, and I feel very fortunate to have experienced this with them. As I myself emigrated from Afghanistan, I am very much aware of the mentalities some communities might have towards women's and girls' participation in sport activities. To see these women open up particularly touched me.

The most recent initiative was the project "Hundred Acts for Gender Equality", developed for Finland's 100 years of independence at a national level. Helsinki worked very closely with different organisations to set up the project. For example, the Finnish broadcasting company launched a campaign on several national sports TV programmes to show statistics demonstrating that very few women athletes are put forward on TV, newspapers and radio.

How does it feel to be one of the few women leaders of a sport city and what are your intentions for the future of women's sport?

Generally-speaking, Finland has a strong policy in terms of gender balance - all current Deputy Mayors are women with different backgrounds. However, when it comes to the sports field, it is still male-dominated. I am working both for culture and sport and the difference is striking. I must say I feel very privileged and lucky to be in this position. In Helsinki, we very much focus on the quality of life of our inhabitants and therefore, we are eager to invest in culture and sport. This makes it much easier to keep things moving in a relatively fast way.

However, I believe that changes in gender equality can happen faster. We have to believe in it and take concrete actions to improve the situation. As a young woman that just started working in the sports field, I have to stay optimistic and take my space. As Megan Marceau said, "If you are not invited to the table, you have to create your own table". Women shouldn't wait for an invitation and I am more motivated than ever to create my own table and collaborate with the different sectors to keep bringing positive changes.



INTERVIEW

ANI CHRONI, PRESIDENT, WOMENSPORT INTERNATIONAL

Why is sport an efficient tool to empower women and girls?

Because physical activity and sport are fun and enjoyable platforms for women to develop strength (physical, cognitive, emotional), agility, commitment, perseverance, team spirit, solidarity, confidence, self-esteem, resilience, leadership, management and negotiation skills, as well as compassion and respect for others. These skills and values are central to physical activity, sport and life in general; and, most importantly, they are transferable from the sport fields to the arena of life (to civic engagement, professional life, family life, school, etc.). Even at the elite sport level, transference is there; if women can find meaning in the oftentimes absurd and at all times exhausting training practices vital for making it to the top, "chances are [they'll] be able to find meaning in that other absurd pastime, life" (Bill Bowerman, running coach). Empowering women in and through sport, is about empowering women in and for life.

What are the main missions of WomenSport International?

WSI's mission is to encourage increased opportunities and positive change for women and girls at all levels of involvement of sport and physical activity. We engage in research-based advocacy for women in sport. WSI was formed to meet the challenge of ensuring that sport and physical activity receive the attention and priority they deserve in the lives of girls and women and to meet the need for an international umbrella organisation that can bring about positive change for girls and women in these important areas of their lives. WSI is both an issues and action based organization.

Our objectives include: identifying and promoting issues of importance for women and girls in sport; serving as an international advocacy group; providing support for individuals or groups working to promote positive societal change; producing and/or disseminating educational materials and other information relevant to increasing opportunities or improving the experience of girls and women in sport and physical activity; working with international sports governing bodies and other organisations to promote the greatest possible participation of girls and women in sport and physical activity at all levels of involvement; operating as a clearing house for sharing research, information, ideas and good practices.

Some of our key activities are: developing networks and avenues of communication between member groups and countries; working with specific sports governing bodies and other groups in order to promote greater involvement of women and girls in sport at all levels of participation; conducting and promoting research into problems and issues relating to the female athlete; serving as an advocacy group for matters of gender equality; recommending, or where appropriate, designing and implementing strategies for change.

What challenges do you face in achieving your missions?

There are three key challenges: lack of financial support, lack of time and human resources as we all work voluntarily for WSI, and people's resistance to change. We are working with all three as best as we can; baby steps are still steps forward.

The IWG Congress was held in May. What are for you the main positive outputs from this Congress?

The main outputs are (i) the shift towards implementation of and action on the ample recommendations, directives, and policy plans we have in paper and (ii) the close collaboration of key stakeholders in the women and sport movement with governmental and non-governmental organisations, such as the International Working Group on Women and Sport, International Association for Physical Education and Sport for Girls and Women, UN Women, International Olympic Committee, International Paralympic Committee, UNESCO, The Commonwealth, on Action 4 of the Kazan Action Plan.

In your view, how can cities support you in achieving gender equality?

Cities can be the starting blocks in this race for gender equality. I call it a race having learned through my lived experiences that the art of competing is to forget all about limits and to keep moving forward. If we, in the women and sport movement, didn't forget the many times we stumbled and the many times the road was blocked for us, we wouldn't be here today. I also believe that starting small can lead to big changes and improvements. I trust that starting with cities will lead us to counties, to countries, to continents and then we got the world at our hands!

The new Human Capital Model proposes that "the outcomes of physical activity can be framed as differential 'capitals' that represent investments in domain-specific assets: Emotional, Financial, Individual, Intellectual, Physical, and Social. These investments, especially when made early in the life course, can yield significant rewards, both at that time and for years to come." (p. 289, Bailey, Hillman, Arent, Petitpas, 2013). If the individual, physical, intellectual, and emotional capitals are not of direct interest to cities, I am confident that the financial and social are. If cities deliberately invest in programs and opportunities for their girls and women to participate in physical activity and sport, they are actually investing in their people.

"Proactive investment, policies and strategies can help address inequalities in sport participation and leadership" (SDG 5.1, 5.5 and 5.c). Evidence suggests that the strong and active participation of women in decision-making processes has a potent impact on social development. In many communities, targeted sport-based programmes, especially at grassroots levels, as well as sport values education have made important contributions to the empowerment of women, girls and other vulnerable gender groups. Well-designed and effectively delivered initiatives can provide safe spaces to engage and support women and girls, promote female leadership and encourage respectful attitudes

towards women and girls (SDG 5.5). Eliminating all forms of violence and harmful practices against women and girls in sport will also contribute to wider sustainable development goals (SDG 5.2 and 5.3)" (pp. 10-11, Kazan Action Plan, 2017). Hence, if cities empower their girls and women to play sports and to develop themselves in and through sport, they are investing in the future of the cities. This is how cities can support us in achieving gender equality, by recognizing and believing in the potential of the sporting women.

What do you hope to achieve in the near future with WSI?

Let me start backwards: in the long run we want to live in an inclusive and safe world, a world for all free of violence, discriminations and oppressions. Where gender won't matter but who I am and what I can do as a person, a coach, an athlete, an exerciser, a professional will matter; where opportunities to be and to do will be there for all of us irrespective of gender, age, abilities, sexuality, race, ethnicity; where measures like IAAF's new testosterone regulation won't be even conceived, far from being proposed; where cases like Nassar's exploitation of female gymnasts will be prevented from happening and immediately dealt with, not wait for 169 young women to be abused; where girls are free from religious and family barriers that prevent them from taking part in sport and attending PE classes; where if women want to race the Tour de France, they will have a chance to do it; where people won't believe wrongfully that sports like ski jumping would destroy a woman's uterus; where women won't be the minority in executive boards and the decision making arenas of sport.

In the meantime, we have been working hard to get the Global Observatory for Women, Sport, Physical Education and Physical Activity launched (a UNESCO Category II institute). The Observatory will be a powerhouse of advocacy, knowledge management and communication in fostering gender equality and empowerment of girls and women through sport. It will promote education and inspire effective and sustainable action globally. Seeing that materialize will be a hard-earned achievement for us. At the IWG Conference in Botswana, we had the opportunity to get together with other key stakeholders in the women and sport movement and discuss how we are going to work together to achieve this goal. UNESCO member states are being solicited for their support at the moment and I am very positive that a Smart City and a smart nation will soon take up the challenge and lead the way forward!!

www.womensportinternational.org

INTERVIEW

GAME MOTHIBI, SECRETARY GENERAL, INTERNATIONAL WORKING GROUP ON WOMEN & SPORT

As a former athlete yourself and now holding several leadership positions within African sports governing bodies, what would you say are the biggest barriers to girls and women's participation in sport?

My position enabled me to have a broad vision of women's sport, including the issues that women face in terms of sport participation. From my perspective, I believe there are three main factors that prevent women and girls to be physically more active.

First, the resources allocated to women's sport is by far smaller, as men teams will often be given more attention and more resources for preparation.

Second, in several parts of the world, including Africa, the patriarchal system in place has made women doubt their capabilities from a very young age – distancing them significantly from sport.

Last but not least, there is a lack of infrastructures that suits women lives. Most of them becoming mothers at an early stage, they focus on their children's education. The need for specific structures such as nurseries is of utmost importance for them to be able to allocate their time to other activities, including sport.

As the Secretary General (2014-2018) of the International Working Group on Women and Sport (IWG), could you please tell us a bit more about this organiation and its objectives?

The IWG was established in 1994 at the first World Conference on Women and Sport held in Brighton, United Kingdom.

We envision a sustainable sporting culture based on gender equality that enables and values the full involvement of girls and women in every aspect of sport and physical activity.

Our mission is accomplished through the action and influence of the IWG as a catalyst, engaging governmental and non-governmental organizations and individuals for the advancement and empowerment of women and sport globally.

Our main objective is to promote and facilitate the development of opportunities for girls and women in sport and physical activity throughout the world.

The IWG held its quadrennial Congress, with you being in charge of the organisation. What are the three main conclusions you draw from this event?

Gender inequalities in sport is now for sure an issue that the world is more aware of!

It is definitely time to act upon it, and sports governing bodies have a fundamental role to play here: it is key to engage International Federations to cascade the importance of women and sport within their own structures.

Equally important is the need to profile more women in sport to serve as role models globally.

Could you share with us how the IWG, in the past few years, has contributed to ease the access to sport for girls and women specifically in Africa?

Concrete actions have been undertaken by the IWG to facilitate access to sport for girls and women in Africa.

First was the creation of the foundation of Women in Africa which gives the possibility to attend IWG conferences. Second, the establishment of various partnerships that aim at enhancing women's leadership in Africa with several institutions. This includes partnerships with Anita White Foundation and the University of (through IWG office in Botswana) to organise a "bi-annual women and sport leadership academy training".

The first training was held in Gaborone (Botswana) just a week before the IWG conference, and in 2015, IWG partnered with UNODSP to offer the possibility to African girls to participate to the leadership training academy.

Furthermore, the hosting of IWG African Women and sport Conference in Gaborone (Botswana) in October 2016 where the infrastructures in place to support women in sport and the promotion of women's sport across the African continent were at the core of the discussions during the conference. IWG lead the process of resuscitating African women and sport structure which has culminated in Women Sport Africa Network.

And a more difficult question for the end: what does the future look like? What still needs to be done to achieve gender equality in sport?

A bright future for women's sport awaits.

The Gaborone conference reaffirmed the need for the IWG to continue its operations. Indeed, more and more countries and organisations show a strong interest in hosting the next editions of the IWG conference. To keep them engaged, it is of course, of utmost importance that next hosts maintain close relationships with the participants of the 7th IWG world Conference through constant updates.

Also, the discussions regarding the creation of a "Women and Sport Observatory" have been initiated – an important step to move forward and bring positive change for women and girls.

However, a lot is yet to be done. The need to implement the IWG Botswana Big 5 is urgent to further improve the current situation and increase women's sport participation. "Gender" should be effectively integrated into all sport structures and processes and monitored very closely to achieve gender equality in and throughout sports.

All the 3 legged legacies (Botswana, Africa and world) should be implemented.

Smart Cities & Sport

CASE STUDIES

IGNITING THE LIVES OF GIRLS AND WOMEN THROUGH SPORTS, KANSAS CITY

IDENTIFYING THE KEY INFLUENCING FACTORS TO WOMEN'S PARTICIPATION IN SPORT IN ORDER TO TAKE CONCRETE ACTIONS, CITY OF GENEVA

REMOVING BARRIERS TO GET MORE WOMEN MORE ACTIVE, SPORT ENGLAND

WHEN WOMEN RISE, COMMUNITIES RISE WITH THEM, JAMAICAN BOXING ASSOCIATION

CASE STUDY

IGNITING THE LIVES OF GIRLS AND WOMEN THROUGH SPORTS

A case study from Kansas City Sports Commission & Foundation

Kansas City has been a pioneer in engaging women in sport. Through WIN for KC, their flagship programme for women, Kansas City has changed the lifes of many girls and women in the community.

What is the 'WIN for KC' programme?

The Women's Intersport Network for Kansas City (WIN for KC) was established in 1994 as a programme under the umbrella of the Kansas City Sports Commission and Foundation.

WIN for KC advocates and promotes the lifetime value of sports and fitness, while providing opportunities for participation and for leadership development to girls and women. WIN for KC programme includes participation and networking opportunities, leadership seminars, and promotions of women's events. Below are four concrete annual initiatives under the umbrella of the WIN for KC programme:

- The Women's Sports Awards Celebration: the largest luncheon in the country celebrating National Girls & Women in Sports Day.
- The Camp WIN for girls ages 6-12 teaching them 16

different sports. Part of Camp WIN is the Live Active curriculum that guides the girls on lessons learned through sports such as leadership, resiliency, determination, and goal setting.

- The WIN for KC Triathlon: sanctioned by USA Triathlon and the premier all women's multi-sport race in the Midwest. It includes an online Girls Triathlon that engages girls and provides opportunities for mentorship by other females.
- The Youth Advisory Board: that engages high school girls from the Kansas City area to serve as advisors, ambassadors and volunteers for WIN for KC.

What results has 'WIN for KC' enjoyed so far?

Since its inception in 1994, WIN for KC has kept proving its importance for the community. Just three years after its creation, the Kansas City Sports Commission raised funds to hire a permanent staff member to dedicate their time to grow WIN for KC and spread the mission. Now in 2018, WIN for KC is led by a director and supported by an events department with five full-time staff and a marketing department of four.
The WIN for KC has changed the life of many girls and women in the community. Let's see how!

The Women's Sports Award Celebration: from a few hundred to over 17,000 in attendance!

The first celebration was in 1997 with a few hundred in attendance. This luncheon has grown every year securing top professional athletes as keynote speakers such as Brandi Chastain (two-time FIFA Women's World Cup champion and two-time Olympic gold-medalist), Billie Jean King (former World No. 1 professional tennis player and winner of 39 Grand Slam titles) and most recently Ibtihaj Muhammad (Olympic medalist in fencing). Many of the award winners have done great things in their lives and even more continue to contribute to the Kansas City Sports community including becoming more involved with WIN for KC.

Camp WIN: from a four-day to a three-week camp with more than 500 participating girls!

Created in 2003 to introduce local area girls to several sports, the Camp WIN started with a four-day format where participating girls were taught about nine different sports and fitness activities. In 2003, 129 girls aged 8-13 attended. Because of the popularity, the age limit was lowered to allow 6-year-olds to attend the four-day camp in 2008. In 2017, Camp WIN was attended by 574 girls with 36 of them attending on scholarship. In 2018, Camp WIN is expanding to a third week. Camp WIN has a lasting experience for the girls who attend Camp WIN with several of them going onto becoming collegiate athletes and working in sports off the courts. The skills the girls learn at Camp WIN they can apply to their everyday and carry those lessons with them for the rest of their lives.

The WIN for KC Triathlon: voted one of the best beginner triathlons in the world!

WIN for KC acquired the ownership of a women's only triathlon in 2007. This encouraging and empowering event grew each year starting out in 2007 with 256 participants mainly from the Kansas City Metro area and capping at 1,245 women in 2014 coming from all over the country. In 2016, the WIN for KC Women's Triathlon was voted one of the best beginner triathlons in the world by Triathlon Business International. In 2017 a Duathlon was added to the event to draw women who are afraid of the swimming component along with an Athena Division for those women over 165 lbs.

Key lessons learned

The key lessons learned can be summarised in three points:

1. It is a great way to develop a differentiated value proposition: Having an organisation (within a larger organisation) specifically focused around empowering girls and women allows the Kansas City Sports Commission to bring unique programming and marketing opportunities to the table. Partner organisations benefit from the enhanced advocacy at no additional cost.

2. It is important to partner with famous ambassadors: Having such inspiring keynote speakers as Billie Jean King or Ibtihaj Muhammad is a great asset when it comes to inspiring a young generation of women and using sport as a learning tool.

3. Programmes leverage community partnerships: businesses large and small support WIN for KC both financially and with employee volunteers. By engaging community leaders WIN for KC is able to share the importance of their mission and connect directly with businesses that have a passion for encouraging women leaders. Businesses are learning the importance of girls and women participating in sports as it encourages leadership.

More info:
www.sportkc.org/win-for-kc/

CASE STUDY

IDENTIFYING THE KEY INFLUENCING FACTORS TO WOMEN'S PARTICIPATION IN SPORT IN ORDER TO TAKE CONCRETE ACTIONS

A summary of a study conducted by the City of Geneva

As part of its commitment to gender equality, the City of Geneva has conducted a study on the factors influencing women's sports practices in Geneva. The purpose of this study was to develop recommendations which should make it possible to steer the City's sports offer towards women's expectations.

Methodology

The study was carried out between January 2016 and January 2017 following the methodology below:

- An analysis of existing data
- An online questionnaire, to which more than 1,600 women living in Geneva responded
- Focus-group interviews (8 focus-groups, 37 participants)
- A series of sports equipment observations
- Interviews with key players in the network (18 interviews).

Key figures from the survey conducted amongst women

- **84%** of the women who responded to the survey said they participate in sport. Those declaring not having any sporting activity are predominantly aged between 26 and 45 years old and represent all socio-professional categories. Only 12% of them said they do not want to do sport anymore.
- **75%** of the women who responded to the survey said they had to reduce or suspend their sports activities at some point in their lives. The main reasons for this decision are respectively children/family/pregnancy (41.2%), work (18.5%), lack of time (10.8%) or health problems (10.1%).
- **30%** of the women who responded to the survey said that they had witnessed comments or sexist acts, **26%** had actually experienced sexist acts. This proportion rises to **53%** among female students.
- **43%** of the women who responded to the survey believe that women's sport benefits from same benefits than men's sport.
- **35%** of the women who responded to the survey generally prefer non-mixed sports.

Analysis of the city's sports facilities

An initial analysis of the membership by gender of the associations subsidised by the City of Geneva reveals that 70% of the resources allocated to subsidised sporting activities are used by men. Thus:

- More men are receiving public aid through the following channels of their sports association or club.
- The majority of men's sporting activities are subsidised to a greater extent than predominantly female sporting activities.
- Men benefit from 3 to 10 times more activity offers than women.

Finally, the study highlights that there is a general lack of an evaluation system of the sports policies from the point of view of gender inequalities, which would pass through the collection of gendered data and statistics by the City and its partners.

Factors influencing women's participation in sport

The report shows that the amount of time dedicated to sport is similar to men's and that women tend to favour non-organised sporting activities (running, cycling, swimming) or private structures (fitness, yoga) than associative structures.

The survey highlights different types of constraints that influence women's sport practices in Geneva:

- **Structural constraints:** Lack of time, family constraints, financial costs and physical health are the first impediments mentioned by women. The link between professional and private life, especially family life, often leaves little time available for sports activities.
- **Specific obstacles:** Women's sporting practices are less varied than men's and require equipment that is not always found close to home. This difficulty in finding a sporting activity aligned with women's preferences and habits within a restricted perimeter complicates their practice of certain sports or directs them towards a private offer which can be expensive.
- **Problems related to gender stereotypes:** pressure on women's bodies, feelings of inferiority, sexism, harassment. Free sport in the city (walking, running, cycling) also comes up against factors limiting the presence of women in the public space.

Five key priorities developed based on the study's results

On the basis of the recommendations of the study, the City of Geneva developed an action plan axed on five core pillars:

1. **Families:** Develop a pilot project for simultaneous sports activities for adults and their children (2018-2020) and a pilot project for childcare (2021-2025).

2. **Awareness-raising:** Integrate the opportunity to raise awareness among young people and partners within existing programmes; encourage girls to participate in urban sports; organise a Forum on women's sport.

3. **Encourage the practice of sport by women in the city:** Develop a pilot project for a sports itinerary in the City that is safe.

4. **Statistics:** Collect gender-disaggregated data on attendance at infrastructure and sports activities. Perform regular analysis on the data collected.

5. **Fight against discrimination:** Fight against sexism through communication to the general public in sports venues.

The interdepartmental working group responsible for monitoring the survey is being renewed and has been mandated to work on the implementation of the survey results. A group of experts in women's sport will be set up to accompany and participate in the working group's discussions. In doing so, the City will be able to count on the expertise of specialists in women's sport issues and women directly concerned.

To download the full report (FRENCH)

CASE STUDY

REMOVING BARRIERS TO GET MORE WOMEN MORE ACTIVE

A case study from Sport England

> In England, there is a significant gender gap, with two million more men than women exercising or playing sport regularly at almost every age. However, a research study shows that 75% of women would like to do more. But something is stopping them.

To engage women and thus help to close the gender gap in sport and exercise, Sport England conducted a research study which includes a collation of all the best thinking from its research projects and learning from other partner organisations. This article reviews its main findings.

Barriers:

It is possible to categorise the barriers to women's participation in sport into two broad types:

- Practical/logistical challenges such as time and cost. This type of barrier is often presented as the justifiable excuse for lack of action.
- Personal/emotional reasons. A fear of judgement – on appearance, ability or how they chose to spend time on themselves – puts women of all ages off exercising. This type of barrier may be less explicitly stated but represent the underlying real issue.

It is important to note - in reality these are often interlinked and inseparable. It is therefore crucial to address both the practical and emotional barriers.

Motivators:

The need to exercise is understood by many, but often framed negatively. Women tend to think: "I'll get fat and flabby if I don't get active" or "It's unhealthy not to do sport". However, there are other more positive forces which can be leveraged to encourage women. These differ for different types of women but can be about having fun, achievement or realising social benefits. Delivering on these is what will make sport and exercise appealing and keep women coming back.

Triggers:

Whilst addressing barriers and motivations is important, a trigger is often needed to create the spur to take action at a specific point in time. These can operate at different levels including small scale offers/incentives, personal invitations or larger scale events to build up a community of change. Information in the right place,

the right form at the right time can also be powerful on its own.

This Girl Can

Sport England responded by creating the ground breaking This Girl Can campaign which aims to empower women and encourage more to be active.

It is the first campaign of its kind to feature women who sweat and jiggle as they exercise. It seeks to tell the real story of women who play sport by using images that are the complete opposite of the idealised and stylised images of women we are now used to seeing. The campaign has clearly captured a nerve: 13 million people have now viewed the flagship This Girl Can film online.

The campaign doesn't hold back in trying to encourage women to beat their barriers. „Sweating like a pig, feeling like a fox" and „I kick balls, deal with it" are among the hard-hitting lines used in the campaign to prompt a change in attitudes and help boost women's confidence.

Key principles to engage women in sport

Below are seven of the most important things to keep in mind when delivering sport and exercise to women and girls:

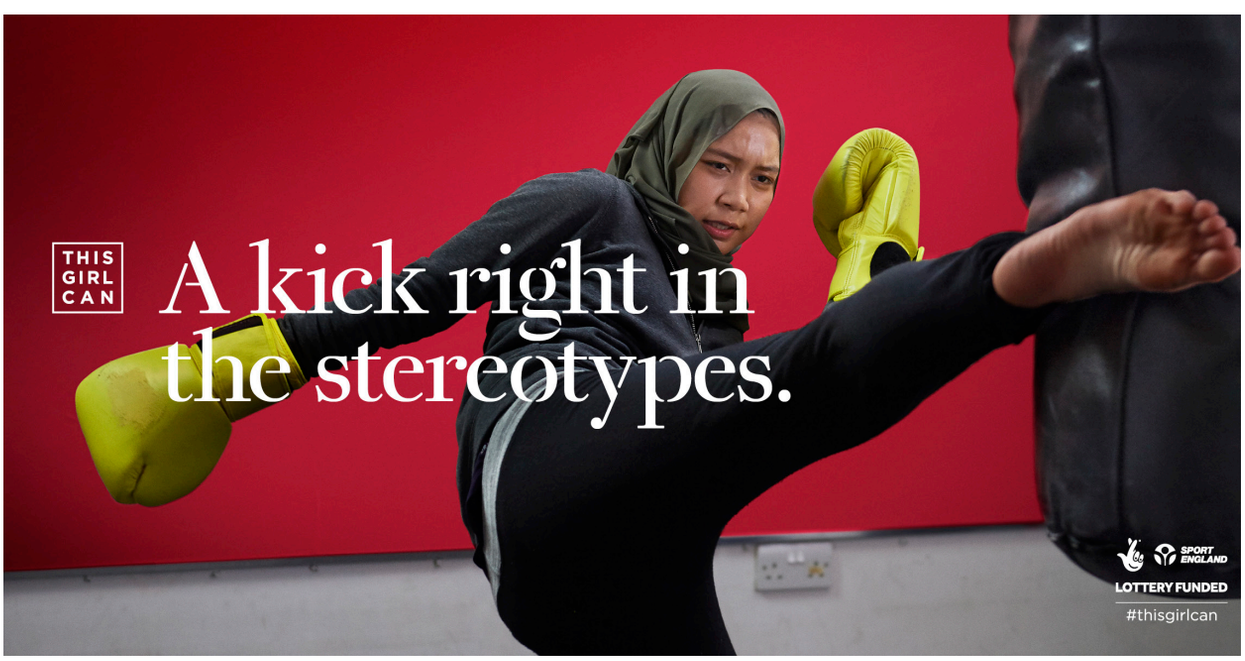
1. **Change the offer to suit the women you are targeting - don't expect women to change to fit sport and exercise.** The current offer doesn't appeal or appear to be relevant for many women who would like to be active. Listen to what your audience care about and tailor the activity, marketing and customer experience to deliver what they want.

2. **Don't just talk about 'sport' – for many women, sport has baggage.** The word 'sport' and its traditional image can trigger negative associations for many women. Address this by considering how you present the experience women will have.

3. **Differentiate sport and exercise from other interests by promoting (not preaching) the additional benefits – sell what your audience is asking for.** In addition to health benefits, which many women do already recognise, sport and exercise can provide the opportunity to socialise, develop skills and spend time with the family. Make sure your activity promotes these benefits that many women prioritise other activities for.

4. **Seeing is believing. Making sport the 'norm' for women relies on local women of all ages, sizes and faiths not only becoming active but celebrating it and encouraging others to join in.** Relatable women and girls visibly enjoying being active, at their own pace and somewhere local feels more attainable. Take activity into the community and attract new people by becoming part of their everyday sphere rather than waiting for them to join yours.

5. **Use positivity and encouragement to drive action –**



stimulating action through fear of consequences will have little traction. Reassure the women and girls you are targeting that they are in safe and understanding hands. Don't let women beat themselves up about what they do or don't have.

6. **Make it easy for women to act: right time, right place, right welcome, right company, right gear.** Address both practical and emotional barriers together to ensure that neither outweigh the motivation to be active. A more convenient crèche facility may only attract those who feel confident with the activity or in a sporting environment already.

7. **People make or break the experience – ensure your audience are appropriately supported along the way.** Invest in the people that shape the experience of sport and exercise. Ensure your audience are welcomed, feel cared for and are regularly communicated with - whether they are familiar faces, new or have recently stopped attending.

Of course, one size does not fit all. Women and girls will vary both between themselves - in terms of attitudes and behaviours - and within themselves as they age and pass through different life stages.

This Girl Can:
www.thisgirlcan.co.uk

"Go where women are" publication

CASE STUDY

WHEN WOMEN RISE, COMMUNITIES RISE WITH THEM

A case study from the Gloves over Guns project: an initiative from the Jamaican Boxing Association

> Guns fuel the escalating homicide rate in Jamaica, but some communities are more severely affected by gun violence than others. In 2013, 90% of homicide victims and perpetrators were poor, young, men and boys living in underserved inner-city communities. Young women and girls from those same communities are disproportionately more likely to be victims of other kinds of violent crime, including rape, domestic violence, and child abuse.

The sport of Boxing is a proven platform for engaging young people at risk of being victims or perpetrators of violence, and supporting their personal development. Gloves Over Guns is an initiative that was created by the Jamaican Boxing Association (JBA) as a response to rising gun violence involving young people.

While the programme is open to everyone, young women have particularly excelled. Jamaica has even gained their first female junior Caribbean champion through this initiative. Let's now see how this initiative has changed the lives of many young people and especially women and girls in Jamaica.

A grassroot initiative supported by multi-sector stakeholders

Gloves Over Guns grew out of the Jamaican Boxing Association's long standing partnership with two main stakeholders:

1. **Fight for Peace**: a global youth development NGO that combines boxing and martial arts with education and personal development to realise the potential of young people in communities affected by crime, violence and social exclusion. Fight for Peace has partnered with the International Olympic Committee, among others, to extend its reach at a global scale.

2. **The Jamaica Alliance**: a multi-sector collective impact stakeholder network co-delivering the Unity and Peace programme in six inner city communities in Kingston with the backbone support of Fight for Peace. The Alliance partners include Community Based Organisations, NGOs, Government, Ministries and Departments, international funders, and other combat sport national governing bodies.

Gloves Over Guns would not be possible without the input of multiple network partners working together, contributing to the programme according to their strengths and resources. Being part of the network has given the Jamaican Boxing Association the knowledge and experience required to take the Unity and Peace model elsewhere in Jamaica through Gloves Over Guns.

How Gloves Over Guns changes the lives of young women and girls

Young women and girls in communities affected by violence in Jamaica suffer disproportionately from the impacts of that violence. Girls under the age of 16 are the victims of 32% of all sexual offences committed in Jamaica. Young women and girls are more likely than their male peers and siblings to experience physical abuse by one or more of their parents, and become victims of intimate partner violence later in life.

A baseline evaluation of the programme in the communities where Boxing programmes take place found that young women and girls feel vulnerable to sexual harassment and assault simply when walking around their own neighborhood - from their home to the boxing gym, for example.

In this context Boxing is building protective factors in young women's lives, and linking them with opportunities to progress in sports and education, and develop as young leaders, through Gloves Over Guns. Beyond sporting success, Boxing combined with personal development has boosted young women's self-esteem and confidence, and helped them to deal with the trauma and anxiety that comes while growing up surrounded by violence.

To date Gloves Over Guns has reached 823 young people, 42% of them young women and girls – a high participation rate compared to most countries which may well be due to the personal and sporting success of Jamaica's first female junior Caribbean champion, 17-year-old Kerrone Thomas.

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Just the beginning...

A very encouraging sign to indicate that Gloves Over Guns is on the right path is the buy in of other credible entities islandwide. Now the ultimate goal is to have the programme permeate every community throughout the country.
Having launched the programme in Jamaica's second biggest city; Montego Bay, has captured the attention of the chamber of Commerce which has come on board and through their efforts, funding was raised to open a second National gym which will act as the hub for Gloves Over Guns where all the community members in that city can converge.

In addition, the Jamaican Boxing Association has been included in the HOPE Programme partnership with Gloves Over Guns; a very new initiative being supported by the Government as well as the private sector and nongovernment development partners. Initially a 'trade skills training', the HOPE Programme now includes sports as a model.

Lessons learned that could be translated elsewhere

1. **Remove barriers to access for young women and girls:** Young women and girls face a range of challenges that make it harder for them to regularly participate in sport. They are more likely than young men and boys to have childcare responsibilities, they face risks to their personal safety on their way to and from the gym, and they must overcome stereotypes and prejudice associated with participating in a sport that is often seen as being 'for men'. To successfully engage young women and girls, boxing programmes have to be mindful of these constraints and take steps to remove barriers to female participation. This includes ensuring transport is available, scheduling training for times when young women and girls will be available, and increasing the visibility of women in the sport so that newcomers have relatable role models to look up to.

2. **Tailor support to young people's needs and interests:** Some young women and girls want to practice boxing to get fit, and build strength and flexibility, some train for the social interaction and sense of belonging, others dream of being champions. Key to using boxing for young women's personal development and empowerment is being able to respond to each boxer's individual needs and interests in relation to the sport.

3. **Develop young women as leaders and role models:** Kerone's personal success has been inspiring and motivating for young people, especially young women and girls. In addition to her own training, Kerone supports the delivery of boxing sessions in her home community as an assistant coach, so she is regularly present in the gym to encourage others. This is more powerful than the impact any distant celebrity boxer could have because Kerone's success feels more real and achievable. By giving back to her community, Kerone is also demonstrating that champions aren't just made in the ring.

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