



Gender equality and coaching in the EU

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Sport

Gender Equality in Sport

- EU Proposal for **Strategic Actions on Gender Equality 2014-2020**
- **Council conclusions** in May 2014
- XG GG: **recommendations** on gender equality in sport (February 2016)
- **EU Work Plan for Sport 2017-2020**

XG GG Recommendations on gender equality in sport:

- We need more girls/women **participating** in sport
- Gender balance and equality in **decision-making** in sport
- Gender equality in **coaching**
- Fight against **gender based violence** in and through sport
- Fight against **negative gender stereotypes** in sport and the role of the media

Tools for encouraging and supporting women

- Awareness raising
- Education, training and monitoring
- Role models/practices and processes
- Access to opportunities

Erasmus+ Sport: the basics

- First-time funding for sport and physical activity projects
- Duration: **7 years (2014-2020)**
- Total budget for Sport: **EUR 265.9 mln**
- Budget for 2017: **EUR 39.2 mln**
- Specific Sport chapter: **1.8 %**
- Current 2017 call:
Deadline 6 April 2017
Results due mid-summer



Priorities for 2017: collaborative partnerships

25%	projects supporting the participation in sport and physical activity
25%	projects supporting the education in and through sport, with special focus on skills development, as well as implementation of the EU Guidelines on Dual Careers of Athletes and projects supporting voluntary activity in sport
25%	projects supporting the integrity of sport such as anti-doping, fight against match-fixing and good governance in sport
25%	projects aiming at combatting violence, racism, discrimination and intolerance in sport, projects aiming at encouraging social inclusion and equal opportunities in sport



Mapping and analysis of education schemes for coaches from a gender perspective

Study by Ecorys, April- June 2017

Why this study?

- Statistics show an underrepresentation of women coaches in many sports, especially at the highest levels (**awareness raising**)
- Women coaches (**role models**) can inspire more girls and women to take part in sport
- XG GG recommendation to "*initiate and support research which identifies situations that promote and counteract equality and equal treatment in coaching and coach education*" (**education, training access to opportunities**)

Aims

- **Evaluate** existing (formal and non-formal) training and **education schemes for coaches** in view of their gender equality elements
- Evaluate their **modules on gender equality**
- **Identify good practices** with regards to accessibility for women and gender equality modules

What the study looked at:

- **Accessibility** for women (i.e. flexible timetabling, childcare support)
- **Specific modules on gender equality**
- **Progression** i.e. towards high performance coaching
- **Mentoring schemes**
- **Role models** i.e experienced women coaches
- **Marketing** (use of gender equality imagery in advertising etc.)
- **Scholarships**

Access:

- **Women-only**
- **Quota**

Methodology

- Mapping:
 - Systematic desk research covering websites of European federations, national federations, key word searches, universities
 - Consultations with relevant experts and stakeholders
- Good practice examples:
 - desk research
 - interviews

Mapping review findings

- 36 coaching education programmes with a gender dimension across 13 countries
- Women-only programmes most common approach
- Limited examples of accessible education activities for women (e.g. more flexible timetabling / childcare)
- Limited examples of programmes with modules on gender equality (but examples show potential to address discrimination issues)

Examples:

- Addressing women's development at all levels of coaching (from grassroots to elite level) and commitment of high profile coaches (men and women) (**Estonia Football Association**)
- Language used in promoting gender modules can influence take-up (**Academy for the Framework of Sports, Netherlands**)
- Informal approaches such as networking events and workshops highly valued by participants (**Sports Coach UK, Sport Scotland and Hockey, Gymnastics, Netball, Swimming and Tennis federations**)

Key reflections

- Benefits of quotas v. women-only
- Gender content more important than gender distribution of participants?
- Scope for neutral sport/sport coaching bodies to develop and embed innovative gender approaches



Thank you!

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