

WORKSHOP SYNTHESIS

Workshop 1 a : **Gender equality in national sport policies**

Speakers : Iva GAVEZ

Nelli KOIVISTO

Moderator : Nada KNORRE

Reporter: Michele TOUSSAINT

Fifty five people participated in the workshop, but there was a very unequal repartition between representatives of public governing bodies (very few) and representatives of sports organizations, who comprised the overwhelming majority of the group.

Thus, most questions and comments were closely related to the two introductory speeches of Iva GAVEZ and Nelli KOIVISTO.

Concerning the impact of a specific law governing sport, several participants think that the fact of having such a law in a country does not automatically guarantee success in terms of gender equality; sometimes general legal measures introducing a principle of proportionality into the statutes of sports organizations are not applied; sometimes such regulations may impose a delay for the modification of the statutes (like a decree dated 07/01/2004 from the Ministry of Sports in France). The threat of a reduction in public financing may be an efficient way in case legal dispositions are not respected.

Among the examples mentioned to promote gender equality the group expressed a special interest in: -

"the mentor program" initiated in Finland; because women often lack the support of a personal network, it is more difficult to go through a long and complicated process towards election, the utility of a "nomination committee" in sports federations and their member organizations, where men and women would sit together,

- the importance to reach directly the media by sending information directly through the use of dedicated agencies (as in Croatia), as well as to increase the number of women journalists. Several participants pointed out the necessity of implementing the European Parliament resolution on women and sport into national committees' regulations within a short delay.

Lastly, a common interest is expressed for gender mainstreaming policies, especially the utility of elaborating indicators and tools to verify if the objectives have been reached. This concerns in particular the impact of financial choices of government bodies on gender equality.

WORKSHOP SYNTHESIS

Workshop 1 b: The role of European sports organizations and federations

Speakers : Claude BERGERET

Brigitta KERVINEN

Moderator :Berit SKIRSTAD

Reporter. Nicole DECHAVANNE

Two questions were debated

26 people present, represented countries : Algeria , Germany, Austria, Spain , Finland , France, Norway, Ukraine

1 : It was decided that in order to improve the exchange of information the EWS shall contact each European sports federation in order to appoint a contact person. EWS will then have someone to send their information to and hopefully the representatives of the European federations will come to the next EWS conference.

2 : The financial situation is very different from one country to another. How is each country to finance the participation of their representatives at this conference ? Everyone should remember to put in the annual budget (local, regional; national) some reserved money for the representation of women at some important conference .

WORKSHOP SYNTHESIS

Workshop 1 c: **Policies and sports facilities**

Speakers: Franrois VIGNEAU, Geraint

JOHN Moderator : Barbara AFF

Reporter . : Martine RENAUD

The present sports facilities are planned for competition, and especially for men's competition. The frequency of sports facility usage also corresponds to this model. Because of the lack of governmental money or subventions to built new sports facilities, it is also useful to upgrade existing buildings in consideration of the following criteria:

- access (proximity, transport,...)
- security "outside" and "inside" (lighting, parking, good supervision of all areas,...)
- friendly atmosphere
- safe and proper changing-rooms, showers and toilets
- installation and equipment of special rooms for practising traditionally female sports (aerobic, dance, yoga,...) instead of large rooms
- installation of facilities to practice sports with the whole family
- realisation of infrastructure for sports and cultural activities at the same location
- possibility for the care of small children (nursery,...)
- utilisation of the 3R-method (resources, reality and realisation = Gender Mainstreaming)

Conclusion: People who practice leisure sports and health sports must have the same access to the possibilities as the high-level sports.

WORKSHOP SYNTHESIS

Workshop 1 d: **Access to decision-making positions**

Speakers : Sabine RADTKE (Free University of Berlin)

Beatrice HESS (IOC Women and Sport Commission -member)

Moderator : Marlis RYDZY-GOETZ

Reporter: Caroline CARPENTIER

About fifty participants from fourteen (14) countries addressed the issue of the current situation of women in leadership positions in sport in this workshop. It was noted that quotas concerning the representation of women exist in some countries while they do not exist in others. In Sweden, 40% of the elected representatives to the sports confederations must be women. In Finland, women make up 40% of the membership of the sports federations and of the boards. In the UK, a project is in place that requires parity in the boards of all public sector organizations by 2005. However, it is the opinion of the British delegate that this objective will be difficult to attain, particularly in the sports movement. Israel recently passed a law that demands parity in all federations and clubs. If the body in question fails to attain this goal, financial sanctions are enforced. In France, by 2007, the statutes governing all federations must guarantee that the representation of women on the boards being proportional to their participation in the given discipline. Other aspects of the question and answer session addressed the results of the survey undertaken by Sabine Radtke et.al. and the relation between the role of women in sports and their situation in society in general, particularly about the different types of barriers for access to decision-making positions. It was mentioned that it would be useful to extend the reach of this kind of surveys to the European level but also to break it down to the local level in an effort to incite further action, since change begins locally. England is currently engaged in just such a process through the implementation of a mentoring program for talented women. This program aims to identify women with managerial potential and to provide training and encouragement for them to reach their full potential, particularly in the sports movement: The presentation of Beatrice Hess, herself a Paralympic athlete and multiple gold medal winner, showed the possibility of access of women to the Olympic and Paralympic Movement. In conclusion, the key ideas of this discussion are : evidence by research, educational training, the detection of women with high potential, the promotion and mentoring of said women building and cultivating an effective network of women in leadership positions and young talents. The improvement of the influence of women in the sport movement would benefit both the men and women in sport.

WORKSHOP SYNTHESIS

Workshop 2a : **The Influence of Culture**

Speakers: Elsa CROQUETTE - Toulouse University - Faculty of Sport Sciences
Gül KESKINLER - Manager of "Start" Project - Germany

Moderator. : Daniele SALVA

Reporter: Amina ESSAIDI

The first observation is that there are a multitude of cultures and it is necessary to take each one into consideration when working with them.

The workshop looked at the problems linked to immigration but not at other questions of diversity (class, handicap, financial environment...).

The presentations and discussion highlighted several areas that are important:

THE FAMILY

- The cultural origin of the immigrant population remains an influence even after several generations.
- In some cultures it is necessary to address the men of the family in order for the women to be able to participate in a sport.
- In all cultures the mother plays an important role to encourage their children to participate in sport.
- Understanding how the family functions is the key to understanding the means necessary for social integration.

COMMUNICATION

- Certain immigrant populations do not master the language of the country in which they live and this reduces their opportunities to mix with other cultures. Language can open the door to democracy.
- Sport or Physical activity can be a means of communication and creates an environment where integration becomes possible.
- Actions to encourage physical activity need to be communicated via the different media in both the language of the country and the languages of the immigrant population.
- Where language is not an issue, as is the case of the North African population in France, athletes manage their integration more easily.

MENTORING OR SHOWING THE WAY

- Financial support, although necessary, is not the most important factor, the implication of all the actors, from the grass roots trainer to the top level athletes and from the local club to the highest level politician is vital.
- Recognizing and accepting the differences specific to each cultural identity while sharing the same physical activity it becomes possible to understand each other and build up common objectives and values.
- Adapt the different sporting activities to the needs of the respective populations and encourage the integration into the structured sporting environment.

Integration through Sport should be put in the agenda of all decision makers.

WORKSHOP SYNTHESIS

Workshop 2b : **The influence of social role and gender-based stereotypes**

Speakers : Meriem KERZABI (Women Association, Sport, Culture, Mediterranean member)

Cecile MONTMASSON (Adidas France, Marketing director for women)

Moderator: Iva GAVEZ (NOC of Croatia, Women and Sport)

Reporter: Christine MENNESSON (Toulouse University, Faculty of Sport Science)

Ms Meriem Kerzabi told us about the cultural stereotypes in Algeria, religious rules that often prevent women from practicing sport. Important progress has been made as women are now more visible in the sport facilities there. Ms Cecile Montmasson described the marketing side of the female struggle for acceptance in the sport world. Increasing the number of products designed for women is important because, in the past, women were forced to buy male sport products. It was suggested that changes in the availability and femininity of female sport uniforms may attract more women to sport. The discussion confirmed the need to find new ways of creating equality since men and women are different. The biological differences should not be denied but women must be treated as equals to men, and equality begins in the sport facilities, club organizations and the access to equipment and media coverage. In creating equality, we must remember that femininity should be retained and instead we should focus on the success and effort that is common to all men and women in sport. Ms Iva Gavez gave an example of taekwando, a martial art, in which Islamic female participants now remove their traditional hair scarves that made practice difficult. In this way, they are now equal to men. A challenge, a progress and a success.

WORKSHOP SYNTHESIS

Workshop 2c: External financing and economic impact on sports

Speakers: Mona MEJIER from the Swedish sports federation

Aenny COURTADE, president of the Volley-Ball Racing Club of Cannes

Moderator : Susi-Käthi JOST, Swiss Olympic Association

Reporter: Dominique CHARRIER, University of Caen

Presentations

- Mona Meijer presented the Swedish project "3 R for gender quality."
3R stands for: Representation, Resources, Realization
Statistical evidence demonstrated the inequality in the allocation of resources between women and men.
- Aenny Courtade discussed difficulties she encounters in managing the women's volleyball club. Funding differences between female and male teams are a big problem. For instance, the top men's team of the European Volley-Ball Champions league receives 20 times more prize money than the women's team; despite having equal expenses. Lobbying the male-dominated congress increased the women's prize money to 1/3 of that received by the men's team. But the following season the European Volley-Ball Federation returned to the old system - the same game again! For her, lobbying is very important.

Discussion - remarks:

The discussion was not only focused on financing and funding but also on media coverage, since for external financing media coverage is very important.

Two possible strategies were mentioned:

1. Fighting; if the results especially in international events are exceptional and if a neutral interest group (politico-socio-economic) can be developed.
2. Strategy of bypass; using the new technologies as cable TV, digital channels, internet etc.

Conclusions:

- Even if rights of women and men are legally equal, the reality still shows a very different picture.
- We still expect a lot from the institutions (sport or political, national or international), especially political directives and allocation of resources and funding.
- To change the mentality it is important that there are more women present in decision-making bodies at the highest level in sport, politics and the economical sector.

WORKSHOP SYNTHESIS

Workshop 2d : **Media coverage of female athletes**

Speakers : Pr. Laura CAPRANICA (University of Rome - Institute of Motor Sciences) Dr. Mojca DOUPONA (University of Ljubljana - Faculty of Sport)

Moderator: Emanuela PIERANTOZZI

Reporter: Monique FINAS-REILLE

If it is both interesting and necessary to undertake qualitative and quantitative studies of media coverage of women's sports, it is also crucial to note that their uniforms often transform them into sex symbols. This effect is often reinforced by the male bias that exists in the very language of sports journalism itself. The feminisation of sports journalism itself is in question

Is it possible to create programs to combat this form of discrimination?

Is the presence of female sports journalists and their professionalism any guaranty?

The example of football in Italy is indicative of the manner in which female sports journalists are often forced to work. Though they do have direct access to football players, the style of interviewing is demonstrably different from interviews conducted by their male counterparts. The female journalist is often asked to focus on the personal life of the player and not on their athletic achievements.

Additionally, all sports do not benefit from equal coverage from mass media. Media coverage of non-Olympic sports is very rare and even more infrequent when women make up the bulk of the participants. The ascension to an Olympic event does not automatically equate to an improvement in the coverage of female athletes. The experience of female judo players demonstrates that for those women involved, it was only through the increased popularity resulting from Olympic medal winning campaigns that they were able to successfully fight for more balanced media coverage and a more equal distribution of financial rewards. Media coverage of sports also a reflection of working-class culture, the reproduction of sex-based stereotypes is an illustration of the troubling effects that such coverage can have on young spectators. It is incumbent on the sports movement, on governmental bodies, on athletes and on NGOs to educate youth concerning the danger that exists due to the relationship between media and sponsors. It is vital to inform female athletes of the ways in which their image is diffused through the media and, therefore, the necessity to present an ethically acceptable model.

The inevitable confrontation between the interests of women in sports and the economic power of the media requires that we develop long-term strategies:

- qualitative and quantitative monitoring
- university research which assures greater credibility to the movement
- training, meetings and conferences
- a code of conduct for sports journalists, with warnings and prizes
- to establish a single, European wide program to insure that progress regarding the treatment of women in sports is attained.

WORKSHOP SYNTHESIS

Workshop 3a: **European policies in physical and sport education field**

Speakers: Michel FOUQUET and Margaret TALBOT

Moderator: Kalliopi NEDELKOS

Reporter: Marie-Michelle PASSEMARD

Three main *issues* were mentioned:

1. The issue of definition: Sport, physical and sport activities, recreation, physical education and recreational physical activity hold different meanings which need to be clarified.
"Sport" is most difficult because the meaning is so different in different European languages, e.g. "les sports" in French is inclusive of a wide range of activities, while sport in English is competitive physical activity. Physical Education is the systematic introduction to the skills and knowledge needed for participation.
The expression "move to learn, and learn to move" attributes to Physical Education its whole educational role.
The utility and interest of sport practice (good for health, for pleasure ...) are referred to as tools. Yet, the short and long term effects being recognised, it is up to lawmakers to set strong guidance in order to preserve this educational formation and therefore encourage appropriate investment.
School sport is a bridge between the school system and community sport.
2. The problem of Co-education and mixed practices: it is about ensuring the initial quality formation of teachers and instructors, and all volunteer sport managers. Diversity is indispensable. Besides, some sport activities dispose of a strong gender connotation (for example rugby and football for boys, and dance for girls...), so it seems necessary to prepare all children in these types of activities for a balanced curriculum.
3. Practice in Schools: the specificity of these sport activities presents the problem for non-specialist teachers and for diversity in sport practice. Schools that can organise partnerships with organisations and external sport educators need to organise concerted work with the school teachers, and responsibilities have to be clearly defined and shared. It is necessary to avoid the consequences of premature specialisation and supervise any external intervention.
Public service remains the responsibility of the government and legislation should require continual positive guidance (regardless of governmental changes) in order for young people's curriculum to be balanced and coherent.

WORKSHOP SYNTHESIS

Workshop 3b: **Education through sport and democracy**

Speakers : Pr. Kari FASTING: professor at the Norwegian University of Sport and Physical Education
Pat LAMBERT: Direction General Education and Culture of the European Union

Moderator: Erika KOENIG-ZENZ, EWS Steering Group

Reporter: Françoise SAUVAGEOT, Expert - DDJS Aube

The workshop dealt with the link between sport and education - the main idea behind the European Year of Education through Sport (EYES 2004). Kari Fasting presented her research on sexual harassment and underlined the importance of coach-education and empowerment of athletes. Pat Lambert explained the meaning of EYES 2004 and stressed the importance of sport as a means to develop citizenship in Europe. The discussion raised the following points:

- 1) We must educate coaches in "good leadership", ways to empower athletes, and gender sensitivity. This should include the establishment of courses throughout the education process designed to target these issues and Universities are encouraged to help adjust their existing curricula.
- 2) "Leadership programs" should be developed for people working in any sport structure
- 3) We should develop ways to empower athletes to speak out and support one another
- 4) An initiative to promote understanding between teachers throughout general education and sport should be supported.
- 5) We should discover "WHY" are there so few female coaches and why many of them do not wish to work at the elite level. There is a need to have women in "powerful" positions, and we need to find new ways of motivating women to take on these roles. Mentoring programs could be one means. Companies that are vying for the female market (e.g. adidas, Nike, Puma, ...), should also be taken into consideration. Ways to convince clubs/federations to work with female coaches should also be explored.

WORKSHOP SYNTHESIS

Workshop 3c: **Advancement of women as trainers and coaches**

Speakers : Amanda BENETT and Beatrice PALIERNE

Moderator. Annie PEYTAVIN

Reporter: Ghislaine QUINTILLAN

The session opened with the two speakers presenting their respective papers. Amanda Benett's talk concerned a national program to promote and train women coaches in 4 sports in the UK, while Beatrice Palierne's paper addressed the implementation of a similar program within the French Federation of Table Tennis.

Both of these presentations inspired a spirited round of questions from the audience thanks to their desire to get a better grasp of the details of the program. The desire to attain more information clearly reflected the intention to adopt certain aspects of the program to their national models.

The principals questions were

- The monitoring and choice of mentors : The participants themselves can select a mentor from a pool of possible candidates and the mentors are actively involved in all aspects of the program. - The process of selecting the sports involved : In England, the 4 participating federations (rugby union, rugby league, football and cricket) asked to be involved in the project and two other federations will be added shortly. In France, the program in question is an internal initiative.
- The detection and selection of the program participants : The women selected are often already coaching professionally, involved in the day-to-day activities of a club or federation, or athletes nearing the end of their sporting careers.
- What strategies are needed to avoid burnout : Long-term planning and an emphasis on reducing the pressure related to immediate performance based results is crucial.
- The financial underpinning of the program : Both programs are funded both directly and indirectly by the government. In both cases, the federations involved participate financially.
- Means to evaluate the short and long-term impact of the project : Since both of these projects have been implemented relatively recently, it is difficult to evaluate their impact. However, both projects do incorporate plans to gauge the impact of the programs on a regular basis.

In addition, it was also noted that for women coaches, it is often very difficult to make a direct transition from an active sports career to coaching. The need to 'take a break' from sports due to the desire to start a family or simply to take a step back often results in the female athlete's inability to reintegrate the sports movement. Another limiting factor regarding the advancement of women as trainers and coaches is the failure to appropriately acknowledge their athletic achievements. Since the accomplishments of female athletes do not receive the same media coverage, they have a more difficult time parlaying these results into credibility as athletes and coaches.

Finally, one participant noted that the lack of instruction given to coaches and trainers that is designed to specifically focus on the women's physiology leads to a qualitative difference in the coaching and training of women.

WORKSHOP SYNTHESIS

Workshop 3d : **The role and influence of the family**

Speakers : Edit SCHLAFFER,
Carla ANTUNIS

Moderator: Lucjia KAVATIENNE

Reporter: Anne-Christel FOGLIANI

The family is the primary influence on children's involvement in sports. Family can facilitate sports participation: girls are sometimes encouraged by their parental models and choose to participate in the same sport as their parents, or else they dedicate themselves to a different sport from that of their parents in order to maintain a separate identity. Other times, the family opposes their daughters' sports participation; in this case the girls can sometimes motivate themselves.

In Algeria, a study found that 72% of female sports champions had a brother involved in sports. Siblings can also facilitate access to sport as can other children from the same neighbourhood. Today, however, the geographic mobility of families disturbs these neighbourhood groups. Single parents or only children should be considered separately.

Sometimes, the athletic success of the mother can change the organization of the family's values: the woman develops a social status, she becomes the pride of the family while the husband looks after the home (this is the case of Beatrice Hess).

Finally, parents through their education role influence their children in their choices. The child's choice of play is not always accepted (boys playing with dolls or girls playing with toy cars) and the tasks assigned to them (girls doing housework) condition their future. It is important to avoid these stereotypes and to listen to what the child really wants. School can be an aid in this area of education.

Sporting activities carried out by the whole family at the same time and in the same place makes it easier for girls to practise sport. Mixed gender games such as korfbal are a good solution.