Intro
- The question of the feminization of sport has been booming over the last decade. It continues to develop, both in its practice and in its promotion.
- Sport is historically an activity created by men, for men. For example, Novak Djokovic said in 2016 that male players should be paid better than their female counterparts.
- It was not until the 1960s that women's sport gained momentum.
- Today, women are fully involved in the sporting landscape. They take a large part in the practice, invest the positions of responsibility ... If improvements should be noted (see election of Nathalie Boy de la Tour as president of the French Pro Football League), the situation is still insufficient.

Position of our Think tank
- Women's sport continues to develop, both in practice and in its promotion.
- The sport of tomorrow will be more feminine/women-friendly, as indicators show (strong increase in the distribution of sports products to women, strong increases in female licensing, public and media interest, advertisers interest ...)
- Official decisions have been taken, but their implementation remains questionable, particularly regarding the access of women to managing positions (governance, coaching). The renewal of the federal executive positions in several countries in 2016 will be interesting to follow.
- In many areas, women are investing the field of sport. Nevertheless, are the times and modes of practice proposed by the sports federations always adapted to the expectations of women, but also of men?
- The involvement of local authorities and stakeholders is a strategic stake.
- The fight against gender stereotypes and discrimination in sport related to gender remains a matter of citizenship.
- Women’s sport is not more virtuous than men’s’. On the other hand, it is as much the bearer of social and economic values as men’s sport but it is to this day insufficiently exploited. Becoming aware of and investing in the "exploitation" of these values must enable sports, media and economic players to benefit from a wider range or an additional segment of communication.

Key recommendations
- Creation of a “Barometer of Gender Equality in Sport” which would collect, analyse and disseminate data and statistics on women and sport in Europe to allow for more comparison and evidence-based policy interventions. This Barometer could be realized by the European Institute for Gender Equality (EIGE, based in Vilinus, Lithuania).

General state of play
- The sport of tomorrow will be more feminine/women-friendly.
Women are more and more active (+ 11% between 2000 and 2010).

Strong increase in female licensing rates (between 2008 and 2012, + 13% compared with + 5.8% for men).

The current percentage of French women practicing sports is about 50% (European average: 37%). Danish and German ranked first (81%).

Only 8% of Europeans are members of a sports club, compared with 16% for men.

The proportion of women serving as coaches in sport governing bodies in Europe is very low: 10% on average. The renewal of the federal executive positions in 2016 will be interesting to follow.

Three disciplines currently offer one or more "mixed" events to the Olympic program, compared with 14 of the 28 disciplines of the Youth Olympic program.

Developments

- Plans for the feminization of sports federations: on the initiative of the French Ministry, for the federations. Under the 2014/2017 target agreements, these plans are binding for all federations. By 1 March 2015, 70% of the approved federations had adopted a feminization plan.

  - 4 axes:
    O Axis 1, development of sports practice for the greatest number, for women
    O Axis 2, feminization of federal and deconcentrated governing bodies
    O Axis 3, feminization of technical supervision
    O Axis 4, feminization of the functions of arbitration and supervision
    O Axis 5, promote and increase the success of women at the highest level

- In England, the campaign "This Girl Can" launched in January 2015. According to Sport England, it inspired 2.8 million women to be more active in a year.

Media coverage of women sport

- Central role of the media: through the media coverage of women's sport, they become a vector of change and allow the evolution of mentalities. However, tendency to hypersexualization of sportsmen in the media has to be noted here.

- Improvements in media coverage in FR: from 7% to 15% of all sports programs (source: CSA). Only 5% are free access though.

- Visible Improvements in the treatment of certain disciplines: for the first time in 2015, broadcast of matches of Top 8 of female rugby. Success of the World Cup of women rugby 2015, increase of popularity of female football. France will host the FIFA Women's World Cup in 2019.

- Positive responses from audiences and TV ratings for big events: historic audience record TNT in 2015 for the quarterfinal of the women's football world cup between France and Germany (4.1 million Viewers, 25% of PDAs).

- According to a Repucom / Sport and Citizenship survey carried out in August 2015, 47% of French people are asking for more women's football on television. No divisive difference between men and women. This is probably the forerunner of a new generation of "mixed
oriented”, the youngest (16-34 years) demanding more women’s sports on television than their elders. This is also part of the United Nations campaign #HeforShe
- However, sports journalists (eg the Paris Match report) are not taken seriously enough. Worldwide, only 8% of the articles are signed by women (ISPS 2011) and only 11% of the portraits are devoted to women.
- **TWB directive**: request for enlargement by France to include more women’s sporting events on the list of events of major importance (football, rugby). Demand made in 2013 but little progress since then.
- **Special fund of 1M €** unlocked by the Ministry of Sports in France to ensure the media coverage of women’s sport and disability in 2014.
- « 4 seasons of women’s sport », initiative aimed at promoting women’s sport throughout the year in France

**European landmarks – global policy**
- If inequalities persist, the EU has made significant advances over the last decades, mainly through:
  - Equal treatment legislation (Article 157 TFEU)
  - Mainstreaming gender equality in all public policies (articles 153 and 19 TFUE)
  - The adoption of specific measures for the empowerment of women: creation of the FEMM Commission in the European Parliament, etc.
- More recently, the Multiannual Financial Framework (2014-2020) and the "Rights, Equality and Citizenship" program aimed at combating discrimination, achieving gender equality and denouncing and ending violence against women, has been allocated a budget of € 15 million
- **The European Institute for Gender Equality** (EIGE) was established in 2006 by the European Parliament and the Council, and is based in Vilnius
- Positive trends include an increase in the number of women in the labor market and progress in education and training.
- However, the gender gap remains very real and, in the labor market, women are still overrepresented in the least well-paid and under-represented sectors in positions of responsibility.
- The strategy for equality between women and men 2010-2015 establishes the Commission’s work program on gender equality for the period 2010-2015. It is a global framework through which the Commission is committed to promoting gender equality in all its policies.
- In December 2015, the Commission published its ‘Strategic Commitment for Gender Equality 2016-2019’ as a follow-up to its strategy for equality between women and men (2010-2015), and the Council adopted A "Plan of Action" on the subject.
  - Sport is mentioned in this strategic commitment, particularly about the fight against gender-based violence and stereotypes, but also with the aim of promoting equality in access to decision-making positions.

**European landmarks – Sport Policy**
- **Strategic framework for action by the European Commission for Equality in Sport (2013)**
  - To combat disparities in terms of media coverage, access to positions of responsibility and against violence.
  - Sport and Citizenship participated in the working groups to develop this document.

- **Recommendation for gender equality in sport (Feb. 2016).**
  - The world of sport is always full of inequalities between women and men.
  - Gender equality is a fundamental principle of the EU recognized by the Treaties.
  - Target 2020: equal representation and gender in decision-making.
  - Member States and sports organizations must promote a minimum level of diversity among the decision-making bodies. As several studies show, the more diversity in these decision-making bodies, the better the results and the performance of the organizations.
  - **Target 2020:** Combating gender-based violence in sport and the role of sport in preventing gender-based violence.
  - **Target 2020:** Combating negative sexist stereotypes in sport and the role of the media in this perspective.
  - **Objectif 2020 : lutte contre la violence fondée sur le sexe dans le sport et le rôle du sport dans la prévention de la violence fondée sur le sexe.**
  - **Objectif 2020 : lutte contre les stéréotypes sexistes négatifs dans le sport et le rôle des médias dans cette perspective.**

- **Study on gender based violence, November 2016**
  - One of the main difficulties encountered while researching for this study was that reliable prevalence and incidence data on this difficult topic are strikingly absent across the EU. It is therefore important to raise awareness of the problem and to assess its magnitude.

**SCORE Project**
- Erasmus+ initiative led by ENGSO, partnered by Sport and Citizenship
- Project to facilitate women's access to positions of responsibility in sport (coaches, club presidents, presidents of sports federations).
- The action of SCORE is based on a "Awareness Pack" containing different "tools, advice, communication points" to promote gender equality among decision makers in the world of sport. A "mentoring" program is also in place, enabling future coaches from partner countries to attend training sessions.
- Sport and Citizenship intervenes in support of the pilot organization, particularly in terms of communication, advocacy and dissemination of results.

**Project BIS (Balance in Sport)**
- Joint project between the EU and the Council of Europe. The objective is to collect harmonized information and data in Europe on several inputs: level of equality in training posts; Leadership; Media coverage; Level of participation; Acts of violence. S & C is not involved in this project.

**Examples of activities implemented by S&C on this topic**
- « Women Sport, it works » conference with FDJ Foundation, Nov. 2016
- Animation of a European expert network on «Women and sport »
- Participation in EU working groups to develop the "European Commission's Strategic Framework for Action for Equality in Sport" (2013).
- Exchanges with UN Women for the relay of the campaign #HeforShe.
- Regular interventions at various events or in the media:
  o Print media articles
  o TV sets (LCI, Sport Corners, Sportus...)