

For Gender Equity

Activity Box 2.3

Module 2: Different PURPOSES



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INSPIRING.
SPORT FOR ALL.

Key Facts

- In workplaces around the world, women earn an average of 77 per cent of men's salaries (25)
- Men are promoted at 30% higher rates than women during their early career stages (40)
- In Tokyo 2020, almost 49% of participating athletes were women, making it the [most gender-balanced](#) game in history (42).
- 64% of LGBT people who identified as something other than male or female (e.g., genderfluid or genderqueer) were not active enough to maintain good health. (33)

Specific purposes this Activity Box applies to:

All the intersections where Sport acts as a driver in the reduction of gaps between all gender identities.

Why is it so important

Contribution

Sport has demonstrated its enormous capacity to reinforce **females and other identities'** empowerment and is playing a more important role to support the empowerment of especially non-male gender identities. Some contributions of Sport to these goals are:

- Acquisition of life skills: e.g., girls are more likely to get better grades in school and more likely to graduate than others who do not play Sport
- Capacity to foster empowerment, leadership skills and decision-making
- Challenges to gender stereotypes and traditional gender roles
- Providing safe spaces for disadvantaged groups based on their gender or sexual orientation (SOGIE)
- Involving men and boys in gender awareness: engaging and coaching/teaching them to become gender-aware individuals
- In adulthood, Sport contributes to critical skills for success in the workplace.
- Impact in health and wellbeing

International endorsement

Agenda 2030: Envisions a world in which every woman and girl enjoys full gender equality and all legal, social and economic barriers to their empowerment have been removed.

Beijing Platform for Action: It is a guideline to removing the systematic barriers that hold women and girls back and, until now, remains the most ambitious agenda for achieving gender equality.

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Barriers to Sport that should be overcome

- Reduced support for females and non-binary people in certain Sport
- Pregnancy and motherhood
- Sexual harassment, discrimination and forms of Sportgender-based violence
- Poverty, heavy domestic demands, in case of a woman who is sustaining households
- Socio-cultural norms and constraints such as leaving home unaccompanied
- Body image perceptions, gender stereotypes and traditional gender roles

Tips and key success factors

Equity starts at home. Everyone and in particular males and hetero groups, needs to be involved

- Engaging boys and young men in gender equity is vital.
- There is a need to shift the dominant norms and ideas about gender and masculinity, and challenge the patriarchal beliefs, male privilege, practises, institutions and structures that drive inequality between men and non-male people (43).

Overcoming economic constraints and other responsibility roles:

- Young women and young non-binary people should have a chance to earn and manage money. A person that is financially independent is an asset to their family and becomes less reliant upon others to meet their needs.
- Introduce vocational training opportunities and schedule practices during times when young women and young non-binary do not have to work. Also, be flexible if they have to miss training or a game for work.
- Offer non-economic incentives for participation: Non-economic incentives could include small prizes, clothing or equipment.

Organizing programmes and events:

- Organise complimentary activities such as art contests to see an interesting reference.
- Use female and non-binary athletes excelling on the pitch as role models: Young people will believe in their capabilities as a response to sexist portrayals and double standards for female and non-binary athletes.
- Develop and implement Sport programmes in accessible and safe Sport facilities.

Other tips:

- Consider two important aspects to target gender equity: 1. Participation in Sport for All and 2. Empowerment of girls, women, non-binary.
- Implement strategies to prevent girls from dropping out of Sport at an early age.
- Seek support from key people (family, friends, physical education teachers) to provide girls' or young non-binary persons' participation in Sport/physical activity/physical education (44).

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- Do not ignore barriers to girls' or young non-binary persons' participation in Sport and physical activity.
- In developing Sport-related information programmes, special attention must be paid to communication with women and girls because Sport typically addresses men and boys.
- Create spaces to share knowledge and experience with girls or young non-binary people in schools/community centres (44).

Available Resources

- Implementing development goals: Sport and gender equality. [Click Here](#)
- YDF Manual for Gender awareness. [Click Here](#)
- Guidelines for gender-responsive Sport organisations. [Click Here](#)
- Generation Equality: Realizing women's rights for an equal future. [Click Here](#)
- Sport for generation equality framework. [Click Here](#)
- TikTok challenges, video, to spread gender equity. [Click here](#)
- Game Changers inspiring stories. (25) [Click Here](#)
- Mamanet. [Click Here](#)
- TAFISA/AUSC R5 Women Leadership Mentorship Programme. [Click Here](#)
- Daughters and Dads - Active & Empowered. [Click Here](#)
- HeForShe Equality campaign: a powerful initiative that encourages men to do things such as sharing responsibilities at home
 - Cycling for Gender Equality in Rural India. [Click Here](#)
 - Campaign in Turkey. [Click Here](#)

Sample Case

SAMBO for All – Champions for Peace (FIAS)

- Improves the quality of life, increases awareness of sporting activities and promotes SAMBO.
- Gold medallist of the 2018 World SAMBO Championships in Bucharest, Laure Fournier divides her time between her career as a top-level athlete, her job as a business development engineer, and her role as a young mother.
- Despite these challenges, she finds time to make this world a better place.

More information:

Champions for Peace master class. [Click Here](#)

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