



**Period:** 15 month; 7 January 2010 - 31 March 2011

**Proponent:** UISP (Italian Sport for all Association)

**Partner:**

- VIDC - Vienna Institute for International Dialogue and Cooperation (Austria)
- Ligue International Contre le Racisme et l'Antisemitisme (LICRA) – France
- ISCA – International Sport and Culture Association – Denmark
- University of Copenhagen – Denmark

## CONTEXT

The purpose of the "Roadmap for equality between women and men" (2006-2010) is to drive the gender equality agenda forward. It builds on the Framework Strategy for equality between women and men 2001-2005 and takes stock of this strategy by reinforcing existing activities and proposing new ones.

The Preparatory Action in the field of sport Call for Proposals evidences how there is an under-representation, to varying degrees, of women in sport, in terms of participation in the organisation and management of sport activities and leadership position in sports.

In the framework of its Roadmap for Equality between Women and Men 2006-2010, the Commission encourages the mainstreaming of gender issues into all its sports-related activities, with a specific focus on women's access to decision-making positions in sport.

The Roadmap identifies priority areas and sets objectives and key actions for each of these to make them easier to achieve. Of specific interest in the framework of Sport, and Sport For All particularly, the equal representation in decision-making, the eradication of all forms of gender-based violence, the elimination of gender stereotypes and the promotion of gender equality in external and development policies.

## OBJECTIVES

To act on the mechanisms of women exclusion and to put in discussion the referring cultural model means to modify actual levelling of sport on male appearance, needs and values that today characterize sport itself. Through this changing process, it will be possible to establish, for women, as it is already for men, the right of the access to sport practice, the professional connection between sport practice and working opportunities in sport field, the right of the access into managerial positions in sport federations, sport associations and social promotion association. The breach of sexual stereotypes in practice and work in sport field is practicable through the contagion of the gender culture. This culture has, in part, already modified other social fields. Adapting cultural and professional models dominant in sport to the already operating dynamics in the rest of society will probably contribute to reduce the currently existing difference between women and men in the opportunities of access, of role acknowledgment and of managerial and professional abilities.

Gender discrimination topic is, for its nature, transversal; the way to go in order to reach equal opportunity will involve different actors: administration, instruction, mass media, associations active in the field of sport; we mean to introduce an approach to this topic in terms of relations and multiple relationships, in order to prepare the establishment of a social-institutional network.

Project will analyze the organizational orders of the various structures that compose sport field; it will work in order to define shared and transparent criteria of verification of the level of information spread about working opportunities, access to the professions in sport field, technical and managerial professionalism profiles. More specifically, project wants:

- to make evidence and known, starting from aimed mapping of the existing realities Europe wide, barriers that deny women the access in professional career in the world of sport;
- to actively involve institutions and associations, through the building of a network able to promote actions of analysis and research and definition of new organizational models in function of criteria of gender differences; best practices exchange, problems exchange, information about the existing laws on the topic on the different country as well as at European level;
- to realize actions of participated democracy promotion. In the construction of the models for the experimentation it is of primary importance for women's active involvement (information, formation, participation). In this view, a relevant element is the renewal of the Chart of the Women in Sport that UISP promoted and submitted to the European Union in 1985. The idea is on a multiethnic chart of the rights of women in Sport, able to represent the role and position on women into and for civil society. Moreover, the Chart edited in 1985 represented a denounce of the situation. The new Chart should be focused on proposals to modify the situation. Finally, the idea is to act as a document able to represent the right of the women to freely choose their own working and associative pathways.

### Main Actions

- **Animation:** start up of the European network on the topic and promotion of contacts and exchanges with all the public authorities, educational institutions, researchers and NGOs Europe wide who may be interested in supporting project implementation
- **Mapping:** develop a "research" group, made by representatives of Universities, NGOs, public authorities, aimed to analyze the complexity of the factors, from different point of views (sport, work, family, free time, etc.) that determine an objective situation of discrimination, in order to verify the existing realities Europe wide. This process will include a specific work of best practices identification.
- **Planning:** thematic roundtables (planning and feasibility studies) in which OLYMPIA partners will involved relevant stakeholders in the ideation of instruments, products, processes, strategies, methodologies in order to define how to overcome the discrimination factors individuated and define the strategy for the future. This methodology will involve the actors in an active, participated and shared role process. An important step, as above mentioned, will be the renewal of the Chart of the Rights of Women in Sport which will be elaborated at European level and submitted to the European institutions at the end of the project.
- **Sensitization:** a) cultural contexts; b) mass media operators; c) responsible, managers, technicians and operators of institutions, organizations, associations and agencies as well as general public.
- **Promotion:** dissemination of the project results and contents via partners media, partners contacts with the media and, most of all, via the elaboration of profile-raising materials which will be available on project partners web-sites as well as will be distributed during specifically organised local events. Such events will be public initiatives, both sport ones and not, in order to involve general public and spread project contents and objectives as well as in order to sensitise the general public and the public authorities on the topic. The last event will be organised in Brussels in order to involve European institution and public introduce the Chart.

### Timetable proposed

Action	2010												2011		
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar
<b>Start Up</b>	7														
Project evaluation															
I coordination meeting: Rome															
animation															
II coordination meeting: Vienna															
Mapping															
Round tables: Rome, Copenhagen, Paris, Vienna															
Sensitization and promotion: Italy, Austria, France															
Final event Bruxelles															
<b>Follow up and closing</b>															

## **UISP Role**

- Coordination
- Mapping of the situation in Italy
- Organisation of meeting and round table in Italy
- Organisation of national meeting for preparation of European Chart
- Organisation of sport event in Italy and final event in Bruxelles
- Financial report

## **Role of the Partners**

### ➤ **VIDC**

- Mapping of the situation in the Austrian territory and in relation with the F\_netwrok
- Organisation of meeting and round table in Austria
- Participation to all the meeting with experts
- Sensitization and promotion, organisation of a sport event
- Participation at the preparation of the Chart
- Co-organisation final seminars (contact with Austrian MEP)
- Spreading of the results (FARE website)

### ➤ **LICRA**

- Mapping of the situation in the Austrian territory
- Organisation of a round table in France
- Participation to all the meeting with experts
- Sensitization and promotion, organisation of a sport event
- Participation at the preparation of the Chart
- Co-organisation final seminars (contact with French MEP)
- Spreading of the results

### ➤ **ISCA**

- Mapping of the situation in the Austrian territory
- Organisation of a round table in Denmark
- Participation to all the meeting with experts
- Sensitization and promotion
- Participation at the preparation of the Chart
- Co-organisation final seminars (contact with Danish MEP)
- Spreading of the results (ISCA network and Sport & Dev. Platform)

### ➤ **University of Copenhagen**

- Mapping of the situation in the Austrian territory
- Participation to all the meeting with experts
- Sensitization and promotion
- Participation at the preparation of the Chart
- Co-organisation final seminars (contact with Austrian MEP)
- Spreading of the results