

# EWSE

EMPOWERING WOMEN  
FOR SPORT EVENTS IN EUROPE



Co-funded by the  
Erasmus+ Programme  
of the European Union

## **FACILITATORS GUIDE**





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This document is an annexe of the document “GUIDING TOOLKIT FOR SPORT EVENTS ORGANIZERS”, an output of the “Empowering Women for Sport Events in Europe - EWSE” Erasmus+ Sport project.

The “Facilitators guide” is intended to help sports event organizers to implement the activities mentioned in the guiding toolkit.

# Module 1: Increasing Women Leadership in Sports

## FRAMEWORK

- Duration: 2 hours
- Participants: 4 and above
- Location: online or in person
- Provided by: one or two expert/s from ASSIST
- Costs: for free
- Format: input with interactive methods & discussion

## SCHEDULE

- Before the training, find out about the participants, type of sports club or sport event, the number of members and volunteers, its activities and events
- Participants are asked what they are specifically interested in
- Contents: general overview (guide/toolkit)
- Discussion and exchange of experiences
- Contents 2: strategies (guide toolkit)
- Discussion and exchange of experiences
- Source: guide / toolkit
- After the training, provide materials for further work and advice

## CONTENTS

- Introduction to the concept of leadership and relationship between transformational leadership and the female gender
- Understanding why increasing Women Leadership in Sports and why is this topic is important in organizing sport events. Interactive methods and shifting perspectives: types of leadership, the importance of the softskills, the value of the diversity management)

## ACTIVITIES

### **Activity 1 - (Quiz- what do you know? ) about “equality reality check”**

#### **1. IN EUROPE, WOMEN ARE PAID...**

- A) EQUALLY PER HOUR AS MEN
- B) 14% LESS THAN MEN
- C) 5% LESS THAN MEN

## 2. FEMALE SPORT IN THE MEDIA TAKES UP TO

- A) 50% OF TOTAL COVERAGE
- B) 30% OF TOTAL COVERAGE
- C) 4% OF TOTAL COVERAGE

## 3. WOMEN WORLDWIDE OCCUPY

- A) 50% OF LEADERSHIP POSITIONS
- B) 24% OF LEADERSHIP POSITIONS
- C) 10% OF LEADERSHIP POSITIONS

## 4. IN THE LAST 4 OLYMPIC GAMES...

- A) 45% OF THE COACHES WERE FEMALE
- B) 25% OF THE COACHES WERE FEMALE
- C) 10% OF THE COACHES WERE FEMALE

Answers: Quiz (1B, 2C, 3B, 4C)

### Equality Reality check

- Women in Europe earn on average 14% less per hour than men. That is the equivalent of 2 months of free work
- Only 24% of world leaders are female
- Women's sports still make up only 4% of sports coverage worldwide and national and professional female athletes are still paid less than men.
- Only 10% of the coaches of the last 4 Olympic games were female
- By 2019, only 33% of IOC Members were women.
- Only 4% of president positions in federation are held by women
- Only 19% of UEFA national associations have females at management level.

## Activity 2 – (Questionnaire - what kind of leader are you?) “SIX EMOTIONAL LEADERSHIP STYLES

INTRODUCTION – What are the 6 emotional leadership styles

QUIZ - what's your leadership style?

Give the participants 5-10 minutes to fill in this quiz to explore their own leadership style.  
<https://www.coach-you.co.uk/leadership-style-assessment/>

There are six “emotional leadership” styles:

1. Visionary
2. Coaching
3. Affiliative
4. Democratic
5. Pacesetting
6. Commanding

Everyone has a predominant leadership style.

Each style works best in different situations, resonating differently with the people you work with, and producing different results.

The best leader is able to have a fluid leadership style and reads the room to choose the best one fitting each moment. There's no good or bad emotional leadership style. The ideal leader knows how to navigate them all.

Anyone can learn how to use these leadership styles. However, take care to choose the style that's best suited to the needs of the people you work with and the specific situation.

Definition of each leadership style:

- What it is
- When to use it
- How to develop it

Ask the group:

- How many of each style do we have in the room?
- Can someone share one strength and one weakness from being this type of leader?
- feedback from partners experiences on the topic of leadership

### **Activity 3 – Discussion - do you have a good practice to share?**

After the introduction of the best practices of each partner involved in training (for example: Assist experience in SUE - STEP UP EQUALITY (Erasmus+ Sport CP 2019-2021 and/or experience in LEA- Leadership Empowerment Academy) to start the exchange discussion with the participant.

#### **Resources on Leadership**

Emotional Leadership styles

<https://www.mindtools.com/pages/article/emotional-leadership.htm>

Quiz

<https://www.coach-you.co.uk/leadership-style-assessment/>

Visionary Leadership

<https://www.mtdtraining.com/blog/what-is-a-visionary-leadership-style.html>

Coaching Leader

<https://futureofworking.com/coaching-leadership-style-advantages-disadvantages-and-characteristics/>

The affiliative leadership

<https://status.net/articles/affiliative-leadership/>

Democratic Leader

<https://blog.vantagecircle.com/democratic-leadership/>

The pacesetter leadership style

<https://taskworld.com/blog/what-is-pacesetter-leadership-4-real-world-examples/>

The commanding leader

<https://www.eureconsulting.com/leadership-styles-commanding/>

# Module 2: Reaching equal visibility in media

## Activity 1 : Problems of representation of sports women in the media

Organise a quiz with key figures on the representation of women in sport in the media.

A. How much of the sports media coverage do you think is devoted to women around the world?

- 1) 4%
- 2) 16%
- 3) 27%

**B. What is THE AVERAGE PERCENTAGE OF ACCREDITED MEDIA PERSONNEL AT THE OLYMPIC GAMES WHO ARE WOMEN ?**

- 1) 10%
- 2) 20%
- 3) 40%

**C. WHAT IS THE PROPORTION OF SPORTS NEWS PRESENTED BY WOMEN?**

- 1) 12%
- 2) 24%
- 3) 37%

**D. In 2020, how many women were among the highest paid athletes in the world (/100) ?**

- 1) 2
- 2) 10
- 3) 16

**E. What is the proportion of sports fans (just over half of whom were men) interested in women's sport ?**

- 1) 32%
- 2) 57%
- 3) 82%

## Activity 2 : Sexism and representation in the media

Media portrayals of sports and athletes can contribute to the construction of harmful gender stereotypes.

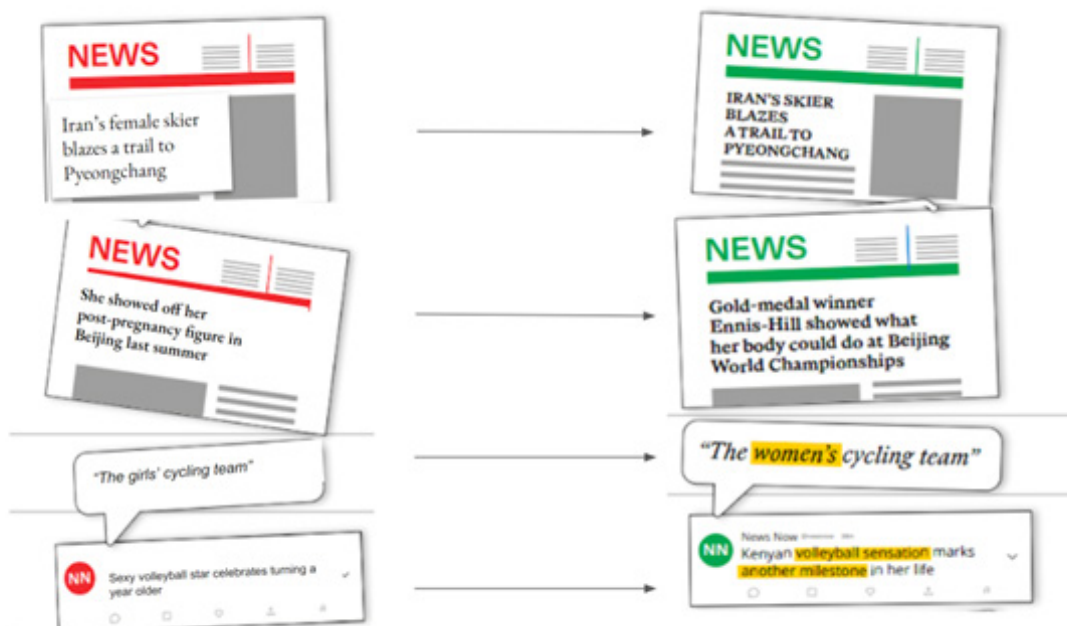
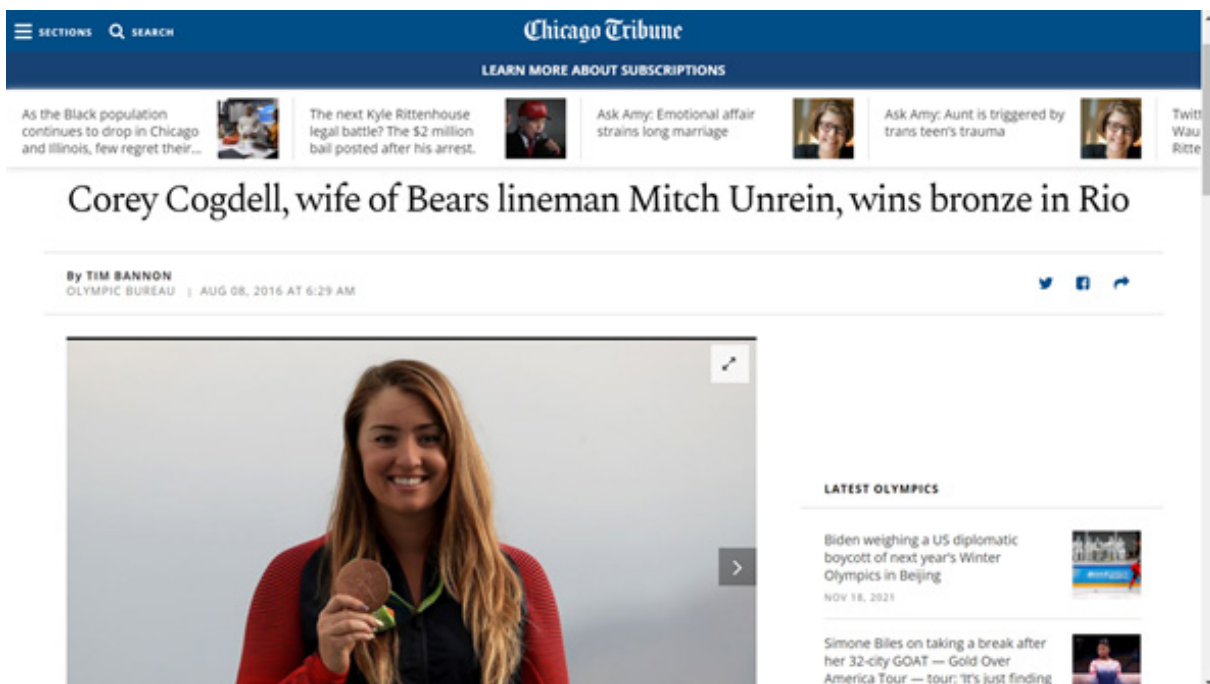
A study by the University of Cambridge found that at the Rio 2016 Olympics, the words most associated with men were 'strong', 'fast' and 'tall', while their female counterparts were 'old',

'pregnant' and 'single'.

Create a discussion based on headlines and newspaper articles about how sportsmen and women are presented in the media. How are they described (adjectives, verbs, nouns)? Are their sporting skills discussed?

**Create a discussion based on headlines and newspaper articles about how sportsmen and women are presented in the media. How are they described (adjectives, verbs, nouns)? Are their sporting skills discussed?**

1) Present them with a list of newspaper headlines and invite them to correct them so that the sexism is removed from the headline.





2) Use specific examples to better show the reality. For instance the work of the journalist Katherine Kart: she removed the coverage on men's sport on sport's section of famous newspapers and kept only what was saying about women's sport. The result speaks for itself : <https://www.cbc.ca/radio/asithappens/as-it-happens-tuesday-edition-1.5724867/graphic-designer-shows-what-sports-pages-look-like-with-men-removed-1.5724879>

### **Activity 3: Debate**

#### **Do you think men and women are equally represented in the media ?**

Ressources:

<https://stillmed.olympics.com/media/Documents/Beyond-the-Games/Gender-Equality-in-Sport/IOC-Portrayal-Guidelines.pdf>

<https://www.cbc.ca/radio/asithappens/as-it-happens-tuesday-edition-1.5724867/graphic-designer-shows-what-sports-pages-look-like-with-men-removed-1.5724879>

# Module 3: Attracting funds and sponsors

## Activity 1 Quiz about the proportion of financment from private sector / public sector

- A. Global investments in sports sponsorship could reach
- between 45 and 54 billion euros by 2027
  - between 69 and 78 billion euros by 2027
  - between 83 and 92 billion euros by 2027
- B. Who are the main sports advertisers?  
Answers: banks / technologies / car manufacturers ?
- C. In France, how much of the sponsorship revenue is captured by soccer clubs?
- 40 %
  - 50 %
  - 70 %
- D. In France, 48% of athletes are women. How much of the sponsorship investments are dedicated to women's sports?
- 4%
  - 21%
  - 37%

## Activity 2 Do you think it is more interesting/less interesting or equally interesting to sponsor women's sports rather than men's sports?

You can use these data for the debate :

As a study by The Space Between reveals, women's sports fans are 25% more likely to consume products from sponsors than men's sports fans. They interact better with brands that sponsor sports at all stages. They are more likely to notice sponsors (76% vs. 44%) and brands that highlight their commitment to sports in commercials (74% vs. 57%). They are also more likely to remember it (2x more than male sports fans) and talk about it around them (65% vs. 26%), and -- most importantly -- they are more likely to buy that brand's products (64% vs. 39%).

Female sports fans are much more committed to gender equality, diversity and inclusiveness than male sports fans: 50% of them strongly believe that brands should do more to positively change the world (vs. 20% of male sports fans). More sensitive to health and wellness issues, they also pay twice as much attention as their counterparts to the environmental impact of brands at the time of purchase.

For brands that commit to sponsoring women's sports, there are many opportunities and they can expect great results from these partnerships. Sponsoring women's sports allows them to highlight their commitment to a more positive and inclusive world, and to convey messages of female empowerment, equality and diversity.

### **Activity 3 : Discussion**

Create a discussion about the type of sponsor you want to collaborate with. Is an alcohol brand to sponsor a sport event problematic or not ?

Ressources :

<https://www.spacebetweenagency.com/womens-sport-fan-research>

<https://blog.sportheroes.com/fr/visibilite-du-sport-feminin-etat-des-lieux-et-opportunités>

<https://www.unionsportcycle.com/2019-03-08/les-femmes-avenir-du-marche-du-sport>

# Module 4: Accessibility

## Activity 1: Disability Awareness

Check for prior learning / knowledge about disability/ Accessibility.

The aim of this Activity is to promote an understanding of issues surrounding disability, to encourage leaders to instill people focused approach not a disability approach and to help develop an understanding of appropriate communication with people with disabilities.

### Q1. What comes to mind when you look at this picture ?



### Q2 What types of disabilities are you aware of?

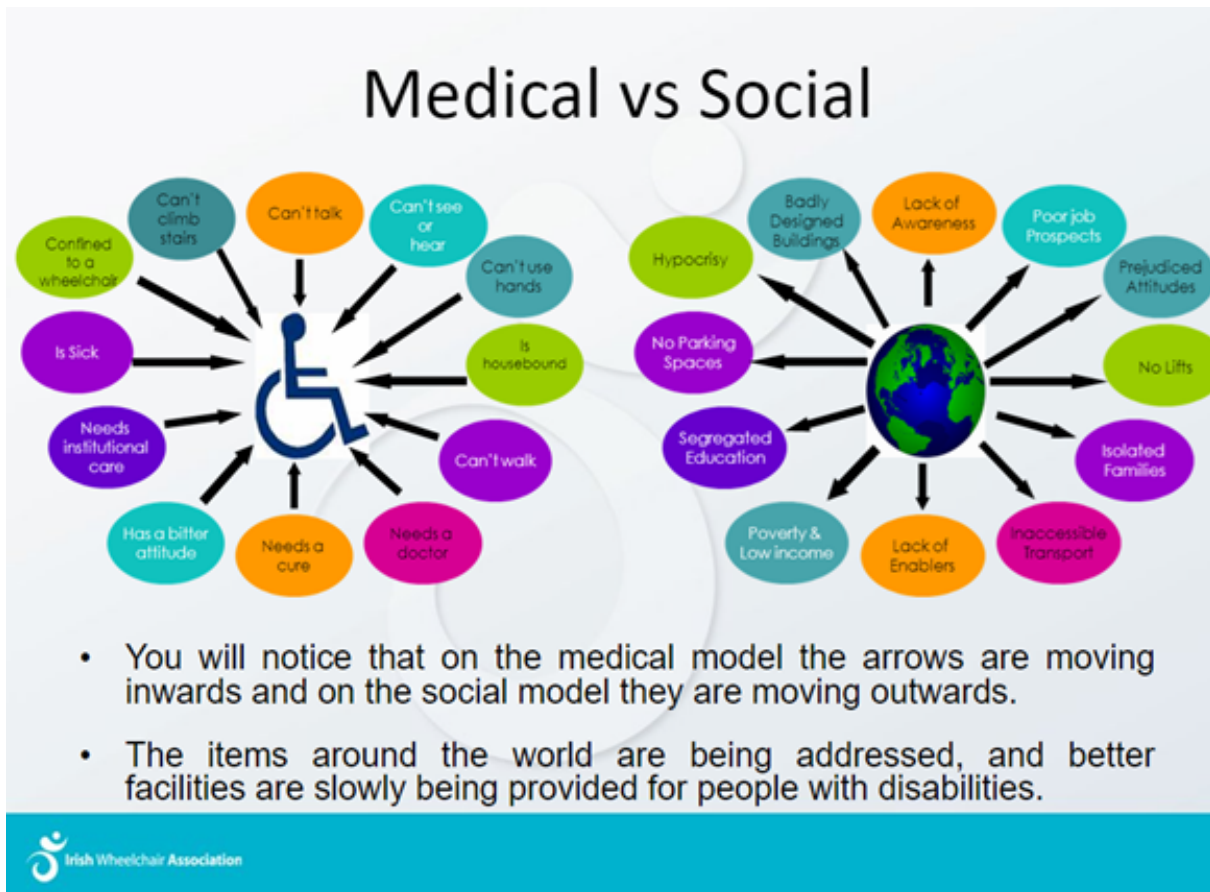
### Q3. How many people in Europe have a disability ?

A.3 A quarter of the European Union (EU) population aged 16 or over reported long-standing disabilities in 2017. This means that they felt some, or severe limitations in performing everyday activities such as studying at school, work, housekeeping or in participating in leisure activities, for a period of six months or longer.

#### Q4. What is inclusion? What does it mean for you

Answer: The integration or mixing of people, a process of ensuring that everyone is welcomed and involved"

#### Activity 2; Create Discussion around the Medical / Social Model of Disability



#### Activity 3. Accessibility.

Discuss checklists ? What should / should not be included?

# Module 5: Inclusion and Equal Participation of women/girls and migrants

## I. Notes / suggested Structure if you implement the training

### Framework

Duration: 2 hours

Participants: 4 and above

Location: online or in person

Provided by: two experts from the fairplay Initiative at the VIDC

Costs: for free

Format: input with interactive methods & discussion

## II. Content

### STATUS QUO

- Introduction to Status Quo and barriers women and minorities/migrants are facing in European sport
- Understanding why equal participation is important and every ones responsibility: interactive methods and shifting perspectives.

### STRATEGIES

- Input, sharing of best practice & discussion: Equality and inclusion in everyday club life. Levels: athletes, officials, trainers, club culture, non- discrimination; Methods how to reach: visibility/campaigns, policies, training, contact persons/awareness officers, mentoring, networks
- Input, sharing of best practice & discussion Equality and inclusion at sporting events: planning, invitation, venue, programme, food, event culture, visibility, participation/democratic organization, awareness officers

### Schedule

- Before the training, fairplay finds out about the type of sports club or sport event, the number of members and volunteers, its activities and events
- For the introduction, the Status Quo and barriers, women and migrants are facing will be presented | source: Equal access and participation of migrant women and

girls in sports – A study report (2020)

- Participants are asked what they are specifically interested in
- Possibilities and examples are shown of how inclusion and gender equality can be lived in everyday club life
- Possibilities and examples are shown of how inclusion and gender equality can be implemented at sporting events
- Examples are given of best practice clubs and events
- During the training there will be enough time for discussions, questions and the exchange of experiences
- Interactive methods will help understanding the topic and shifting perspective | Source: Sport Inclusion Toolkit Increasing opportunities for migrant and minority women (2021)
- After the training, fairplay provides materials for further work and is happy to provide advice on the implementation of initial measures

# Module 6: Sustainability

## I. Notes / suggested Structure if you implement the training

### Framework of Training

Duration: 2 hours

Participants: 4 and above

Location: online or in person

Provided by: two experts from the fairplay Initiative at the VIDC

Costs: for free

## II. Content

- Introduction to the Sustainable Development Goals of the United Nations
- Introduction to the subject of sport and sustainability
- Sustainability in everyday club life: office management, mobility, club headquarters, communication, social sustainability
- Sustainability at sporting events: event activities, catering, accommodation, social sustainability

### Schedule

- Before the training, fairplay finds out about the type of sports club, the number of members and volunteers, its activities and events
- For the introduction, the background to the SDGs as well as to the topic of sport and sustainability will be presented
- Participants are asked what they are specifically interested in
- Possibilities and examples are shown of how sustainability can be lived in everyday club life
- Possibilities and examples are shown of how sustainability can be implemented at sporting events
- Our SDG balls are given as an example of how to order and have them produced sustainably and what challenges there are
- Possibilities of funding for activities are going to be presented
- Examples are given of which products can be bought/ordered sustainably and where one can buy sustainably
- During the training there will be enough time for discussions, questions and the exchange of experiences
- After the training, fairplay provides materials for further work and is happy to provide advice on the implementation of initial measures





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