



# ***GENDER EQUALITY***

DEVELOPMENT DEPARTMENT

10-11 SEPTEMBER 2021, MUNICH

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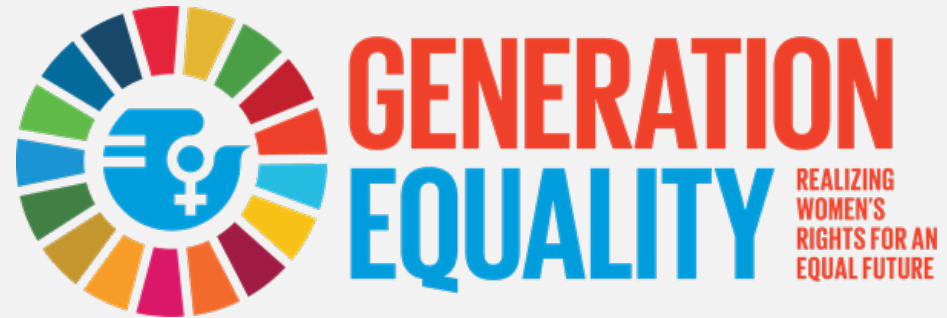
# AGENDA

01

# ***WHY GENDER EQUALITY IN SPORT?***



## WHY GENDER EQUALITY IN SPORT?



- Sports has the **power** to influence societies and plays a role in achieving gender equality
- Female athletes and sports leaders are strong **role models** for **society**
- Participation in sports is a **fundamental** human right
- Sports is an important **strategic** instrument in women's social and economic empowerment
- Sports promotes **complete development** for individuals and contributes to community health

02

# ***IBU MILESTONES***



## IBU MILESTONES TOWARDS GENDER EQUALITY

**MARCH 2020**

Development  
Department

**3.**

**OCTOBER 2019**

IBU Congress, Target 26

**2.**

**MAY 2019**

IBU Gender Equality  
in a sports leadership  
seminar

**1.**



**4.**

**AUGUST 2020**

IBU Gender Equality  
Working Group

**5.**

**DECEMBER 2020**

IBU Sustainability policy

**6.**

**FEBRUARY 2021**

IBU Gender  
Equality policy

**7.**

**JUNE 2021**

IBU Gender  
Equality strategy

## **IBU GENDER EQUALITY WORKING GROUP**

### MEMBERS



***Daniel BOHM***

IBU Sports and Event Manager

***Dr Sarah DENTRY***

Biathlon Canada Executive Board Member

***Sofia DOMEIJ***

President of Swedish Biathlon Federation

***Dr Kari FASTING***

Professor Emerita, Norwegian School of Sports Sciences in Oslo

***Darya LEOSH***

Secretary-General of Belarus Biathlon Association

***Greg McKENNA***

Head of Biathlon Integrity Union

***Karin ORGELDINGER***

German Ski Federation

***Tapio PUKKI***

Secretary-General, Finnish Biathlon Association

***Emöke SZOCS***

Nordic Director and Head Coach, Hungarian Biathlon

***Barbora TOMESOVA***

Czech Biathlon Union, Sports Club NMNM

and

***Irina GLADKIKH***

co-expert, International Olympic Committee

## GENDER EQUALITY STATUS REPORT

IBU



In 2018 one woman was elected as a member of the IBU Executive Board - **11%**

In addition, the Athletes representative (a full member of the IBU EB) is also female which amounted to a total female representation of **22%** in the EB

IBU Athletes Committee has **50/50** representation

In 2018 one woman was elected as a member of the IBU Technical Committee - **10%**

Women represent **40%** of the IBU management staff

Women represent **13%** IRs (141 women out of 1079 IRs, as of summer 2020)

Women represent **5-6%** TDs (three women out of 55 TDs, as of summer 2020)



## **GENDER EQUALITY STATUS REPORT**

NATIONAL FEDERATIONS

There are five women presidents among 59 IBU NFs - **8,5%**

Women represent **22%** of NFs' Board members (as of spring 2020)

Women represent **25%** of NFs' controlling bodies (as of spring 2019)

Women represent **20%** of NFs' Directors or Secretaries-General (as of spring 2020)

Women represent **8%** of Head Coaches of National Teams during the last ten years (as of spring 2019)

Women represent **16%** of Youth and Junior Coaches of National Teams during the last ten years (as of spring 2019)

Women represent **21,6%** of registered coaches in the NFs (as of spring 2020)

Girls and women represent **44%** of athletes (from youth to senior classes) registered in NFs licensing system (as of spring 2020)

# ***GENDER EQUALITY STATUS REPORT***

NATIONAL FEDERATIONS

## **Policy and action plans**

**50%** NFs confirm having implemented gender equality or diversity policy (as of spring 2020)

**23%** of NFs have programs in place to encourage female leadership (as of spring 2020)

03

# ***GENDER EQUALITY POLICY AND STRATEGY***



# ***POLICY***

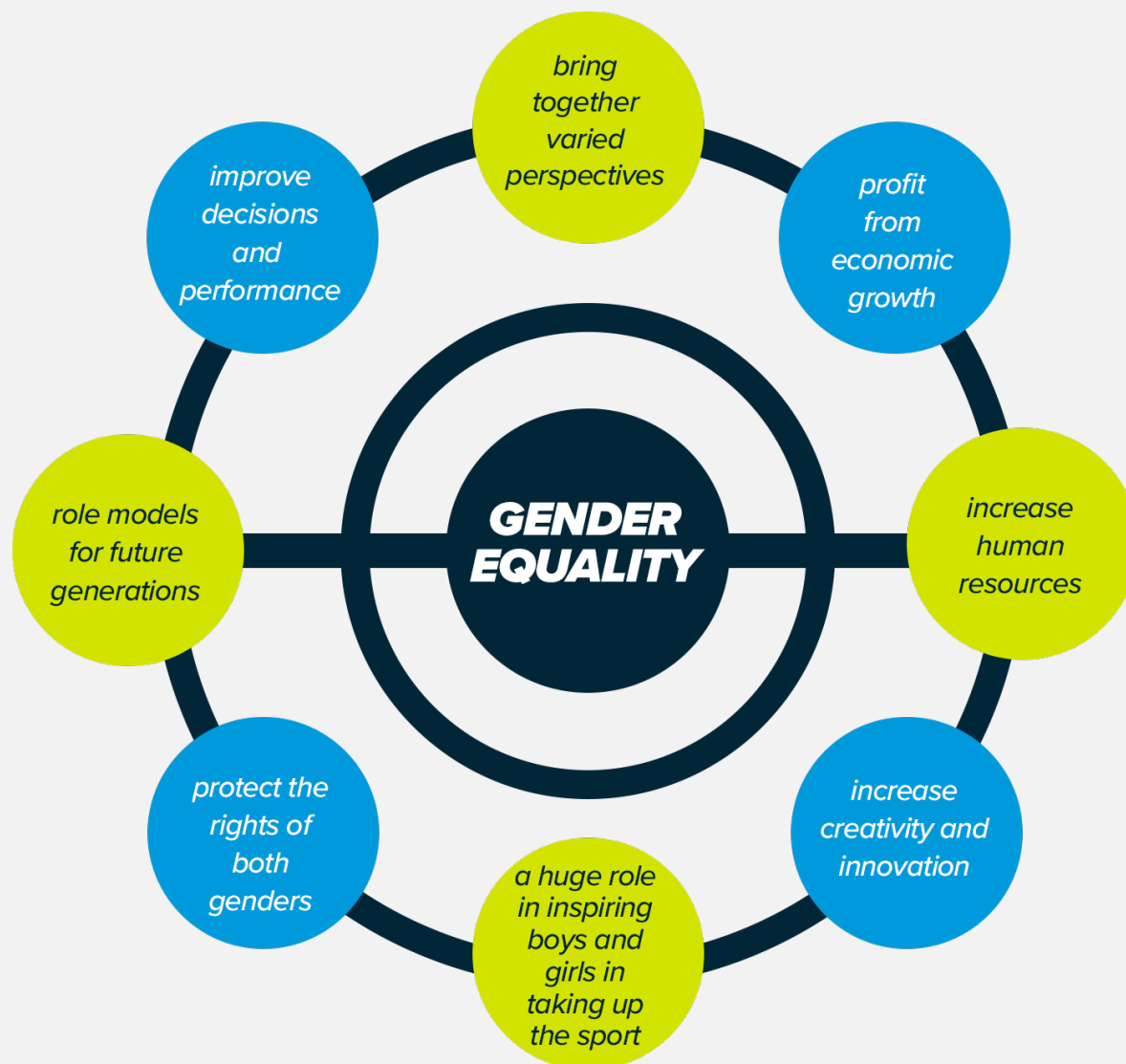
The Gender Equality Policy of the International Biathlon Union (IBU) aims to **promote gender equality** in the global Biathlon Family at all levels and in all activities, with the goal to become the **leading winter sport** in terms of good governance, gender equality, and diversity.

# **VISION**

The IBU believes that achieving equality with **athletes, decision-makers and officials** build respectful relationships between **men and women**, change the **culture** of sport to one that values diversity and enables the full involvement in **every aspect** of the sport.

# ***DEFINITION***

The IBU defines gender equality as a **process** of allocating **resources, opportunities,** and entitlements equitably to **both** females and males in order to ensure that the sport of biathlon is **free** of gender discrimination.

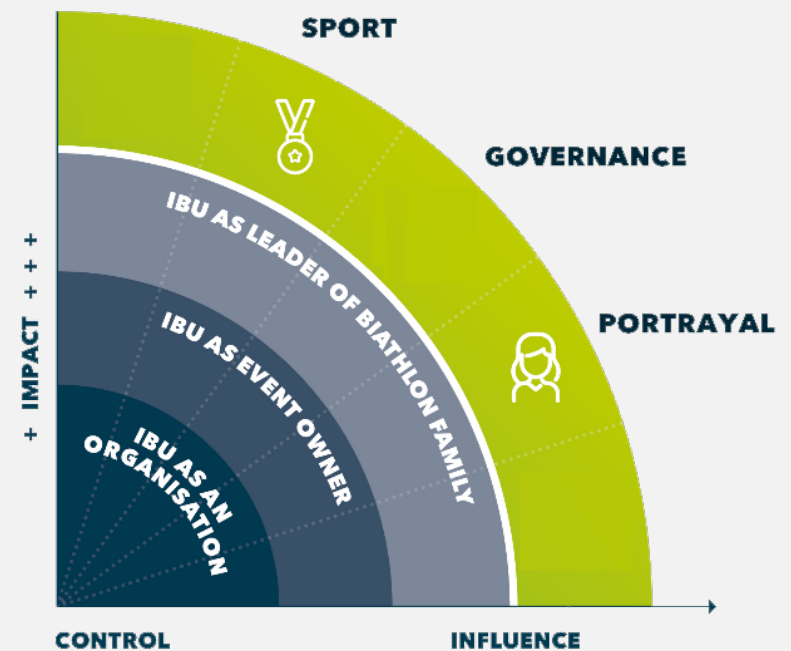


## POLICY

The IBU leads by example through its everyday practices and behaviors.

The IBU supports local organizers in broadly integrating gender equality into their sports events.

The IBU assists and motivates the members of the global biathlon family to implement gender equality policy and strategies through advocacy and special programs and partner with athletes and fans to enable behavioral change.





## **GENDER EQUALITY FOCUS AREA**

### **POLICY**

**GOVERNANCE** ensuring that women are recruited to senior management governance and leadership positions and are assigned roles of influence with decision-making responsibilities while enhancing gender equality in national and international biathlon organisations through statutes, policies, and the electoral process.

**SPORT** increasing the recruitment and development of women coaches, referees, and officials at the highest level of the sport while keeping the existing equal balance in international competition participation, formats and sport technical rules, and equal pay. Safeguarding athletes from harassment and abuse in sport.

**PORTRAYAL** avoiding prejudice and stereotypes in the portrayal of women and men in all biathlon areas by raising awareness of what constitutes bias both conscious and unconscious and ensuring an equal media presence.

## WHAT DO WE WANT TO ACHIVE?

### GOVERNANCE

IBU achieves **20 %** representation of one gender in Executive Board and Technical Committee in 2022

IBU achieves a minimum of **30 %** representation of one gender in the Executive Board and Technical Committee in 2026

IBU achieves **30%** in applications for men and women to IBU Committees, Working Groups

**100%** NFs with gender equality or diversity policy (2022)

IBU achieves **30%** representation of one gender in IBU Congress (NFs delegations)

## WHAT DO WE WANT TO ACHIVE?

### SPORT

Increase the number of women as volunteers and employed Coaches to **30%**

A minimum of **25%** of all NEW IRs and TDs shall be female until 2026.

IBU supports diversity and gender equality in OCs.

Keep the existing **balance** in international competition participation, formats and technical rules, and equal payments.

Safe biathlon **free** from harassment and abuse.

**Zero** tolerance for discrimination

## WHAT DO WE WANT TO ACHIVE?

### PORTRAYAL

Balanced media portrayal of both genders at the IBU level

Balanced media portrayal of both genders at the IBU members and partners level



# Gender Equality



05

# ***ACTION PLAN***



2021	activities	actions	due date	responsible	comments
1.21	IBU develops a gender equality policy, strategy, plan 2021-2026 and advocates for change within its NF Members	GEWG meeting	January	Dev.	
2.21	IBU implements a gender equality policy, strategy, plan 2021-2026 and advocates for change within its NF Members	EB meeting, WCH Pokljuka	February	EB	1. communication in media during the WCH, 2. monthly newsletter
3.21	IBU advocates for change within its NF Members	Email communication, Website, social media	March	Comm.	1. brochure and strategy
4.21	IBU educates the global biathlon family about conscious and unconscious bias	Seminar (NF's representative) ESCP program (2 groups, 10 hours per group)	April	Dev.	1. online or in-person seminar (?)
5.21	IBU ensures a diverse representation of members in Committees and Working Groups to include diverse voices in decision-making processes at all levels.	MGM meeting	April	SG, MG	1. review the existing groups status 2. implement mutual principle a minimum of 30% of representation of each gender
6.21	IBU provides a template for a national-level gender equality policy to be used by IBU members	Email communication	April	Dev.	1. the template has to be sent after the workshops 2. request for appointment NF representative for GE communication
Gender equality report included in the IBU Activity 2020/2021 report					
7.21	IBU creates a network in social media <b>biathlon leaders</b>	LinkedIn network	May	Dev. and Comm.	1. information about IBU activities 2. best practice exchange
8.21	IBU promotes development projects based on gender equality to support equal representation and youth and junior level	Development project	May	Dev.	1. all IBU development project supports the equal



## GENDER EQUALITY NEW

You can refer to the list of the potential project below:

- To encourage gender equality and diversity activities or further develop existing initiatives
- To organize gender equality seminars, webinars and workshops to encourage more women working in biathlon
- To establish programs focused on preventing harassment and abuse



THE BIATHLON FAMILY

# UNCONSCIOUS BIAS

„Let's aim for equality together“ – in line with the Gender Equality Policy published in February 2021, the IBU organized in April a Gender Equality Seminar designed by #ESCP Berlin campus. 49 participants from 40 different nations registered in the Seminar focusing on "Unconscious bias". In the end, 33 participants from 29 NFs as well as 5 participants from IBU/BIU/EB successfully completed the Seminar and received certificates.

24% of the participants were male, 76% were female.

10 hours/3days

ARG, AUS, AUT, BIH, BLR, BRA, CAN, CZE, DEN, ESP, EST, FIN, FRA, GBR, GEO, GER, GRE, GRL, HUN, IND, IRL, KAZ, KGZ, LAT, MDA, MEX, MKD, NED, NOR, POL, ROU, RUS, SLO, SUI, SVK, SWE, TPE, TUR, UKR, USA





## IBU GENDER EQUALITY AMBASSADORS



- ***Lack of male representative***

[IBU launches Athlete Ambassador programme - International Biathlon Union - IBU - International Biathlon Union - IBU \(biathlonworld.com\)](https://www.biathlonworld.com/en/press-releases/ibu-launches-athlete-ambassador-programme)

THE BIATHLON FAMILY



The Only Live Virtual Program that empowers Women in Sport & Sport Organizations to advance as leaders in 2020/2021.

**Aim:** to reach at least 30% of women in leadership in all sports organizations that participate. It is backed up by a successful track record – experts and strategies that work. Its focus is on elections, campaign strategies, and nominations as leaders in sports

**#WomenLeadSports**

**@WomenLeadSports**



- **27 APPLICATIONS**



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