



# ADVANCING GENDER EQUALITY IN AND THROUGH SPORTS IN TURKEY PROJECT

**Project Duration :** 12 months (October 2021- October 2022)

**Project Budget :** 685,000.00 TRY

**Project Partners :** Fenerbahçe Sports Club

**Target Groups :** Management, technical personnel, athletes, employees, communications and media representatives of Fenerbahçe Sports Club, representatives of the sports ecosystem including federations, sports clubs, sports media, NGOs, national Olympic committee, national Paralympic committee and general public.

**Contribution to UN Sustainable Development Cooperation Framework between the Government of Turkey and the United Nations 2021-2025:** Outcome 1.2 - By 2025, women and girls have improved and equal access to resources, opportunities, and rights, and enjoy a life without violence and discrimination.

**Contribution to UN Women Global Strategic Plan 2022-2025:** Outcome 3 - Positive social norms including by engaging men and boys.

UN Women's collaboration with Fenerbahçe Sports Club aims to advance gender equality in and through sports, to eliminate gender stereotypes and transform harmful social norms in the sports ecosystem, to create an inclusive and safe environment for women and girls in sport and to encourage men and boys to become active allies in advancing gender equality by supporting UN Women's HeForShe Movement.

The partnership will support the field of advancing gender equality in and through sports, including preventing violence against women and girls, increasing women in leadership and management positions, participation of women in sports, investment in women in sports, gender equality in sports media and engaging men and boys, in line with the six principles of UN Women's [Sports for Generation Equality](#) initiative. The partnership includes creating a model for the sports ecosystem, including sports clubs, federations, and local amateur sports organizations to implement the [Guidelines for Gender-responsive Sports Organizations](#) developed by UN Women, in partnership with Fenerbahçe Sports Club under previous collaboration. It extends the work done in the first phase of the collaboration with professional branches of Fenerbahçe Sports Club to five amateur branches: rowing, athletics, swimming, table tennis, boxing.

UN Women Turkey has been collaborating with Fenerbahçe Sports Club with the support of Tüpraş since 2018. Tüpraş is one of the leading industrial companies of Koç Holding, a former Impact Champion of HeForShe and recently one of the Action Coalition leaders on Technology and Innovation at the [Generation Equality](#) Forum. This collaboration represents a first and unique undertaking, aimed at making a sports club more inclusive and egalitarian through a holistic framework of analysis, capacity building and measurable actions. The aim of this unique collaboration is for Fenerbahçe Sports Club to set an example globally by becoming a gender-responsive sports club which supports women's empowerment and pioneering several initiatives in the sports community. The main achievements of the first phase of the collaboration can be seen [here](#).

## PROJECTS EXPECTED RESULTS:

UN Women will support Fenerbahçe Sports Club in their endeavors to ensure the extended implementation of the Sports for Generation Equality principles within five amateur branches through the Guidelines for Gender-responsive Sports Organizations.

Fenerbahçe Sports Club in their endeavors to become a gender-responsive sports club will create an inclusive environment for the management, coaches, staff, technical staff and athletes, will advocate for gender equality in and through sports both inside and outside the organization, and will strive to set an example to the sport ecosystem at a national and international level by taking part in UN Women's initiatives, implementing the Guidelines for Gender-responsive Sports Organizations, and encouraging male engagement in gender equality by publicly supporting the HeForShe movement of UN Women.

A strategic roadmap and targeted policies for strengthening gender equality within Fenerbahçe Sports Club aimed at increasing women's representation in the Club's leadership, management and coaching personnel, and increasing women athletes' participation in above mentioned five amateur branches, will be developed.

An organizational policy on preventing and combating discrimination and violence against women and girls will be developed.

A "Gender Equality Committee" will be established in the Fenerbahçe Sports Club.

Capacity building trainings will be conducted on gender awareness, men's engagement in gender equality and combating violence against women for the athletes, technical personnel and employees of the above mentioned amateur branches.

Skills of media and communications professionals will be enhanced on gender sensitive media reporting in sports.

Advocacy and communications campaigns will be conducted nationwide to on male engagement in gender equality and women and girls' empowerment, challenging harmful norms and gender stereotypes and preventing violence against women and girls in and through sports.

## PROJECT GOVERNANCE:

The Steering Committee formed with representatives of UN Women, Fenerbahçe Sports Club and Tüpraş will contribute to project implementation by operationalizing the activities. UN Women will undertake the Secretariat of the Steering Committee.

### About HeForShe

HeForShe is the global solidarity movement initiated by UN Women, inviting men and people of all genders to stand in solidarity with women to create a bold, visible, and united force for gender equality. Since its launch in 2014, the movement has now more than 2 million men and women declaring their support for gender equality across the world. HeForShe aims to enable men to identify with the issues of gender equality and to recognize the crucial role that they can play to end the global inequality faced by women and girls, both in their own lives, and at more structural levels in their communities. HeForShe offers an innovative approach to achieving gender equality that recognizes men and boys as partners for women's rights and acknowledges the ways in which they also benefit from gender equality.

For more information, visit [www.heforshe.org](http://www.heforshe.org).

