

HeForShe Turkey Fenerbahçe Sports Club Partnership:

Levelling the playing field for gender equality



Destekliyoruz

HeForShe

UN Women Cinsiyet Eşitliği için Dayanışma Hareketi

HeForShe is the global solidarity movement initiated by UN Women inviting men and people of all genders to stand in solidarity with the women to create a bold, visible, and united force for gender equality. Since its launch in 2014, the movement has now more than 2.1 million people declaring their support from gender equality across the world. The HeForShe movement 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.

Recognizing the power of sports to change lives, UN Women Turkey is collaborating with sports organizations to empower women and girls and tear down gender barriers and discrimination. Fenerbahçe Sports Club is one of the oldest and most popular multi-sports clubs in Turkey with 9 different sports disciplines and a large fan base of 25 million around the world. In 2018, **UN Women Turkey** and Fenerbahçe Sports Club joined forces with the support of **Tüpraş**, one of the companies of **Koç Holding**, and Impact Champion of HeForShe.

Goals

Through this unique collaboration, Fenerbahçe aims to become a gender-responsive sports club and set an example to national and global sports clubs, by:

- Having zero-tolerance approach to all sorts of discrimination against women and girls;**
- Adopting gender-sensitive policies and procedures;**
- Institutionalizing gender equality awareness-raising trainings;**
- Putting in place women- and child- friendly stadium practices;**
- Mobilizing the public and sports fans on gender equality.**

Fenerbahçe's Roadmap for becoming a gender-responsive Sports Club:

Developing the blueprint for a gender-responsive sports club:

- Development of principles and implementation guidelines with the engagement of relevant national and international stakeholders in sports;
- Dissemination of the principles and implementation guidelines nationally and internationally;

Transformation of policies and procedures:

- Revising of internal policies and procedures in line with the recommendations in the gender analysis.
- Development and implementation of action plan.

Advocacy and communication for gender equality in/through sports:

- Empower internal stakeholders, including athletes, trainers and employees to become advocates and role models for gender equality;
- Implement advocacy campaigns to prevent gender-based violence through sports;
- Run advocacy activities for challenging gender stereotypes in/through sports.



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Achievements

Gender Analysis of Fenerbahçe Sports Club and Affiliated Companies

■ As a prerequisite for ensuring that gender inequalities are taken into account at all stages of policies and programs, gender analysis has been carried out in five areas:

1)Participation 2)Leadership 3)Coaching 4)Gender-based violence 5)Representation in media.

Based on this, a Roadmap for becoming a gender-responsive sports club has been developed.

Capacity building and mobilization of male and female allies

■ Training of trainers for volunteered staff of the sports club; Customized trainings for different target groups: Gender Equality seminars for Fenerbahçe staff; Gender Equality in Sports Workshops for Fenerbahçe athletes.

Inclusion of girls in male-dominated sports:

■ Fenerbahçe has 9 branches and all of them except football have been accessible to girls and boys at Fenerbahçe's sports schools. In 2019, Fenerbahçe opened a football school for girls for the first time, in this way allowing boys and girls to access equally all of its sports, and challenging gender stereotypes in football.

Advocacy

■ Fenerbahçe Sports Club's soccer team wears the HeForShe logo on their jerseys, already for two seasons.[2018-19 and 2019-20]

■ For the first time in its history in a 2018 match, Fenerbahçe soccer team wore jerseys with **magenta** colored numbers which is the official brand identity of the HeForShe, in order to mark the launch of this collaboration and raise awareness.

■ Fenerbahçe announced a manifesto "Equal Together" expressing the Fenerbahçe Sports Club's commitment to gender equality.

■ A powerful communications campaign for the 16 Days of Activism in 2019 to take a stand, raise awareness about and call for the elimination of violence against women and girls was reached over 10 million people through print and online media.



For more information;

heforshe.org/en

heforshe.org/tr

fenerbahce.org/taraftar/heforshe