

LAUNCH OF THE GUIDELINES FOR GENDER-RESPONSIVE SPORTS ORGANIZATIONS

17 June 2021

I. CONTEXT

The sports community has an important role to play to tear down gender barriers and discrimination and to empower women and girls, both in the world of sport and beyond. In 2020, UN Women initiated the global [Sports for Generation Equality](#) initiative, which invites the sports ecosystem to be part of a powerful multistakeholder coalition, and suggests a six-step framework to make gender equality a lived reality in and through sports.

In Turkey, [UN Women has cooperated with Fenerbahçe Sports Club](#) under the framework of the HeForShe movement since 2018. 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. In 2020, Fenerbahçe Sports Club became the first sports club in Europe to sign the Women's Empowerment Principles and it has also committed to the implementation of the Sports for Generation Equality principles to advance gender equality in and through sports.

In 2020-2021, UN Women Turkey supported the development of ***Guidelines for Gender-responsive Sports Organizations*** on the basis of the Sports for Generation Equality Principles, taking into account the experience of Fenerbahçe Sports Club over the past years. The *Guidelines* are first of their kind attempt to translate the Sports for Generation Equality principles into a step-by-step guide of how to develop strategies and translate these into measurable actions. The *Guidelines* aim to support diverse sports organizations to transform their goals to empower women and girls and advance gender equality into practice, based on a menu of actions and indicators against each of the six global Principles. They draw on the experiences of a sports club at country level, in particular comprehensive gender analysis and roadmap created under the UN Women- Fenerbahçe partnership. The *Guidelines* can be used and adapted to different contexts and used by various types of sports organizations, such as international/national sports federations, governmental sports bodies, sports clubs, non-governmental sports organizations and others.

The *Guidelines* are the product of a multi-stakeholder participatory process, including an Advisory Group led by UN Women with substantial contributions from national and international experts in the field of sports and gender equality. They have been developed with funding from Tüpraş, private sector company, as part of its overall support to the Fenerbahçe Sports Club and HeForShe initiative of UN Women in Turkey.

II. OBJECTIVES AND EXPECTED RESULTS

The main objective of the online launch event is to introduce the ***Guidelines for Gender-responsive Sports Organizations*** to national and international audience. The event also provides opportunity to present the achievements of the Fenerbahçe Sports Club – UN Women partnership under HeForShe movement toward gender equality over the past three years.

The expected results of the launch are as follows:

1. To provide the sports ecosystem with a practical tool to understand, implement and monitor the steps for gender responsiveness in their organizations and the broader sports community.
2. To widen the network around sports for gender equality and enable experience exchange.
3. To advocate for the implementation of the *Guidelines for Gender-responsive Sports Organizations* in different regions and components of the sports ecosystem.
4. To present the good practices generated under Fenerbahçe Sports Club-UN Women partnership in Turkey.

III. TARGET GROUP

The target group will consist of organizations and members of the sport ecosystem, including the Member States, international sports federations, sponsors, sport clubs, women's sport organizations, UN agencies and media.

IV. METHODOLOGY & AGENDA

The launch will be held online via Zoom platform with a capacity of 500 participants and there will be a live stream on YouTube. Turkish – English simultaneous interpretation will be provided, as well as sign language.

The agenda will feature presentation of the *Guidelines for Gender-responsive Sports Organizations*, and two panel discussions with panellists from the Advisory Group as well as key actors of the sports ecosystem, which will highlight how to apply the *Guidelines* for impact.

AGENDA

Date: 17 June 2021

Time: 15:00-18:00, GMT+03

Time	Online platform open for connection (Zoom) – up to 500 pax Livestream on YouTube <i>Master of Ceremony: Sinem Aydın, HeForShe Coordinator, UN Women Turkey</i>	
15:00 - 15:05	Welcoming Remarks	<i>Alia El-Yassir, UN Women Regional Director for Europe and Central Asia</i>
15:05 – 15:10	UN Women’s vision for partnering with the sports ecosystem to advance gender equality	<i>Anita Bhatia, United Nations Assistant-Secretary-General and Deputy Executive Director of UN Women</i>
15:10 – 15:50	Presentation of the <i>Guidelines for Gender-responsive Sports Organizations</i> (30 mins presentation +10 mins Q&A)	(Starts with the video on the <i>Guidelines</i>) <i>Prof. Canan Koca, Hacettepe University</i>
15:50 – 16:50	Panel I - <i>Guidelines for Gender-responsive Sports Organizations: A tool to implement the Principles of Sports for Generation Equality</i>	<i>Önder Birgül - Chief Human Resources Officer, Fenerbahçe, Fenerbahçe Sports Club</i> Followed by: Fenerbahçe video showing the results of the HeForShe partnership <i>Jennifer Cooper, Coordinator of Sport for Generation Equality, UN Women</i> <i>Sarai Bareman, Head of Women’s Football Division, FIFA</i> <i>Neşe Gündoğan, General Secretary, Turkish National Olympic Committee and Member of the Olympic Programme Commission, International Olympic Committee</i> <i>Philipp Müller-Wirth, Executive Officer for Sport and Youth Section Sector for Social and Human Sciences, UNESCO</i>
	<i>Moderator: Zeliha Ünal, Head of Programmes, UN Women Turkey</i>	

16.50 – 17:00	Break	
17:00 – 17:50	<p>Panel II – How Sports for Generation Equality contribute to gender equality: Reflections from key actors of sports ecosystem</p> <p><i>Moderator: Nihan Cabbaroğlu, Sports Broadcaster</i></p>	<p>Rachel Froggatt, Secretary General, International Working Group (IWG) on Women & Sport - (TBC)</p> <p>Dr. Carole Oglesby, Past President & Current Executive Board Member, Women Sport International (WSI) - (TBC)</p> <p>Prof. Rosa López de D’Amico, President, International Association of Physical Education and Sport for Girls and Women (IAPESGW)</p> <p>Rita van Driel, Governing Board Member, International Paralympic Committee (IPC) - (TBC)</p> <p>Nawal El Moutawakel, Executive Board Member, International Olympic Committee (IOC) - (TBC)</p> <p>Dr. Uri Schaefer, President, International Council for Sport Science and Physical Education (ICSSPE)- (TBC)</p> <p>Wolfgang Baumann, Secretary General, The Association for International Sport for All (TAFISA) – (TBC)</p>
17:50 –17:52	Video messages from role model athletes	
17:52 - 18:00	Wrap-up and closing remarks	Asya Varbanova , Country Director, UN Women Turkey