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Co-funded  
by the European Union



Co-funded and implemented  
by the Council of Europe

## All In Plus: Promoting greater gender equality in sport

Research Methodology and Preliminary Data Findings

Presentation by **Olivia Conrad**

Senior Project Officer Joint Project

Council of Europe & European Union  
**“All In Plus”** (2023-2025)

DGI : Directorate General Human Rights  
and Rule of Law - Sport Division

**Conference of the Global Observatory  
for Gender Equality and Sport,**  
Lausanne, Switzerland - 8 October 2024



3 major pillars :

- Data collection and analysis
- Best practice examples
- Media sensitisation to ensure greater awareness-raising about gender inequalities in sport

Partners : IOC, IPC & EBU  
21 project partners – Ministries,  
NOC, NPC and Olympic &  
Paralympic Sports Federations

# “All In” and “All In Plus” - Data collection campaigns

8 new countries in 2024: Cyprus, Greece, Iceland, Kosovo, Malta, Sweden, Switzerland & Ukraine

## 2019 – 18 countries:

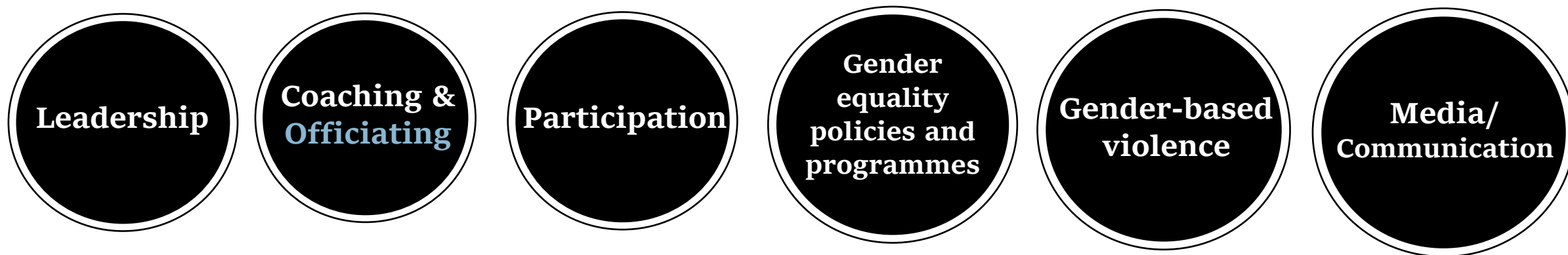
- Albania
- Austria
- Azerbaijan
- Belgium
- Bulgaria
- Croatia
- Czech Republic
- Denmark
- Finland
- France
- Georgia
- Israel
- Lithuania
- Montenegro
- Portugal
- Serbia
- Spain
- The Netherlands

## 2024 – 21 project partners:

- Albania
- **Austria**
- Belgium
- **Cyprus**
- Czech Republic
- Finland
- France
- Georgia
- **Greece**
- Iceland
- **Israel**
- **Kosovo\***
- Lithuania
- **Malta**
- Montenegro
- Portugal
- Spain
- **Sweden**
- **Switzerland**
- The Netherlands
- **Ukraine**



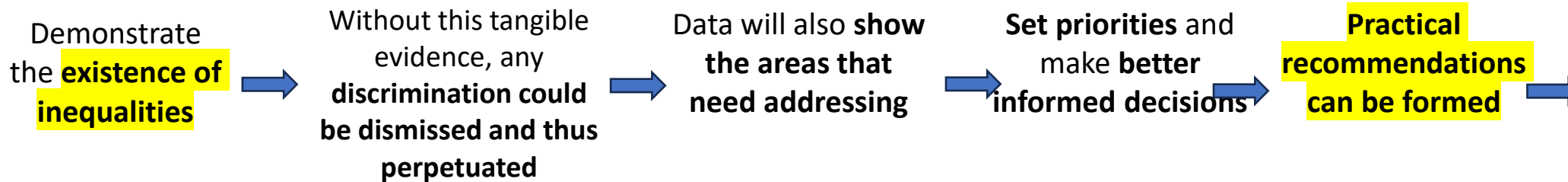
## Gender equality indicators



## Target groups



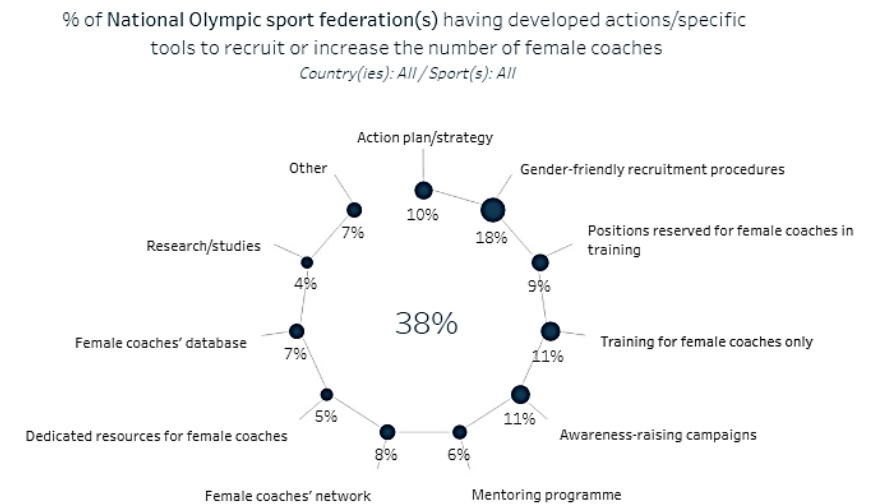
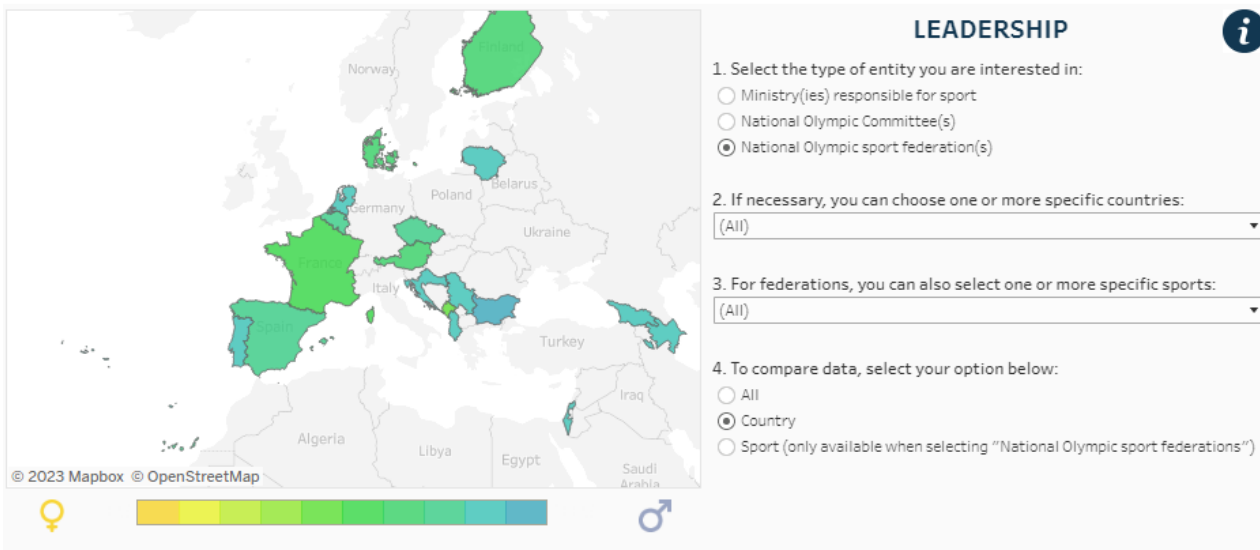
## Benefits of collecting data on gender equality in sport:



ALL IN TOOLKIT



# ALL IN - Interactive [dashboard](#): “How gender equality is addressed in Europe”





# “All In” and “All In Plus” – Findings on leadership (2019/2024)



7% of presidents in 2019  
18% of vice-presidents  
22% of board members



In 2019, in 13 out of 18 countries, the percentage of sport federations with no female board members varied between 4% and 52%.

| "All In" vs. "All In Plus" projects | 2019    | 2024    | 2019   | 2024   |
|-------------------------------------|---------|---------|--------|--------|
| GE IN LEADERSHIP IN 2019/2024       | AUSTRIA | AUSTRIA | ISRAEL | ISRAEL |
| PRESIDENTS OF FEDERATIONS           |         |         |        |        |
| FEMALE                              | 10%     | 17,60%  | 4%     | 11%    |
| MALE                                | 90%     | 79,40%  | 96%    | 89%    |
| VICE-PRESIDENTS OF FEDERATIONS      |         |         |        |        |
| FEMALE                              | 16%     | 20%     | 25%    | 31%    |
| MALE                                | 84%     | 80%     | 75%    | 69%    |
| BOARD MEMBERS                       |         |         |        |        |
| FEMALE                              | 16%     | 22,40%  | 28%    | 42%    |
| MALE                                | 84%     | 77,60%  | 72%    | 58%    |
| EXECUTIVE HEADS OF FEDERATIONS      |         |         |        |        |
| FEMALE                              | 17%     | 23,50%  | 19%    | 33%    |
| MALE                                | 83%     | 76,50%  | 81%    | 67%    |

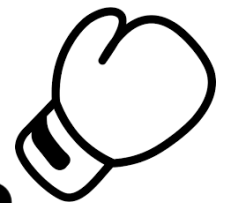


51%



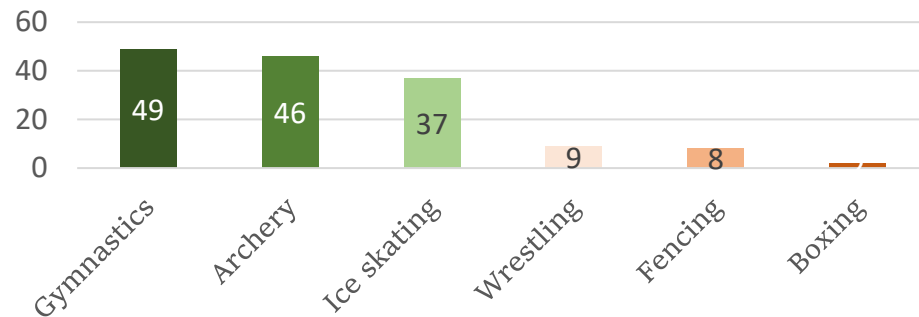
52%

Less than 10 %:

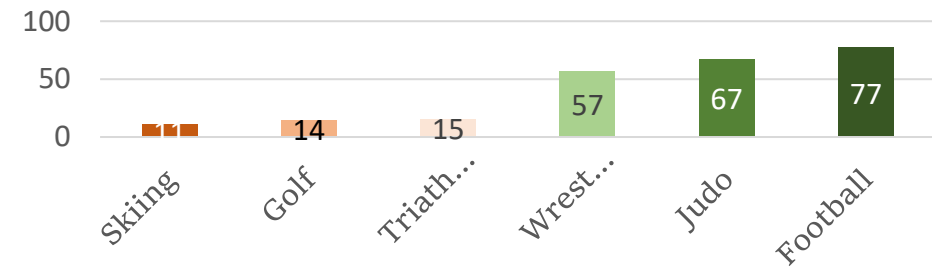


# “All In” and “All In Plus” – Findings on coaching (2019/2024)

Sports with the highest and lowest percentage of employed female coaches (%) in 2019



Actions implemented by the sports to recruit and increase the number of employed elite level female coaches (%) in 2019



| GE IN COACHING IN 2019/2024 | AUSTRIA | AUSTRIA | ISRAEL | ISRAEL |
|-----------------------------|---------|---------|--------|--------|
| REGISTERED COACHES          |         |         |        |        |
| FEMALE                      | 26%     | 25%     | 11%    | 15%    |
| MALE                        | 74%     | 75%     | 89%    | 85%    |
| ELITE LEVEL COACHES         |         |         |        |        |
| FEMALE                      | 22%     | 17%     | 25%    | 26%    |
| MALE                        | 78%     | 83%     | 75%    | 74%    |

# “All In” and “All In Plus” – Library of Best Practices (2019 / 2024)

<https://pjp-eu.coe.int/en/web/gender-equality-in-sport/online-library-all-in-plus>

## Gender Trainee Programme



In 2020, the Austrian Ministry of Sport launched a Trainee Programme for female coaches and female sports managers. Over the course of 4 years the participants received on and off the job training whereby all costs were covered by the ministry. Its goal was to achieve sustainable changes in gender balance within the area of professional and elite sports management and coaching. The programme offered a spot for only 16 participants per year. More info:

<https://www.bmkoes.gv.at/sport/gleichstellung/gendertrainee.html>

## The Next Generation Coaches



The Israeli Olympic Committee has launched a new and unique programme for female Olympic level coaches, which deals with the acquisition of knowledge and skills for career management and skills development for professional advancement and personal development. Built in cooperation with the IOC, it aims to provide tools, strengthen capacities and empower professional-oriented athletes to train the champions and the champions of tomorrow. Each of the trainings are accompanied by senior mentors from all sectors (security, academics, sports industry etc). More info: <https://did.li/cgSCN>

## Athena's Ambassadors Role Modelling Women Athletes



**Athena** (the Professional Department of the National Project for the Advancement of Women in Sports)'s **Ambassadors Programme** is implemented by giving lectures / presentations throughout the country. Most of the lectures take place during the day, in elementary and high schools. In addition, there are many lectures for parents, teachers & coaches. The Ambassadors' messages are determined by the age and type of their target audience. They focus on overcoming barriers that prevent young girls from becoming professionally involved in sports. In addition it also supports the development of **women's leadership**. This programme is part of the process of changing social perceptions and influencing young women athletes in any sports.





### [Lead like a woman](#)

A training programme by the **Finnish National Olympic Committee** to encourage women to become sports leaders



### [Women in sport programme](#)

A gender equality sports programme launched in 2005 by the **Irish Government**. to raise participation, leadership, coaching and visibility. 20 millions € was invested.



[www.coe.int/sport/allinplus](http://www.coe.int/sport/allinplus)

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