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# ADDRESSING GENDER EQUALITY AND WOMEN'S RIGHTS IN SPORTS: ENDING VAWG

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**Gender Equality & Sport+ Conference 2024: From Research to Action**

**8th October, 2024**

**Olympic Museum, Lausanne**



# Background



- ▶ The Global Sports market industry is anticipated to reach over 623 billion U.S. dollars by 2027, and women make up only 26.9% of the executive leadership of the 31 major international sports federations.
- ▶ Only three of these federations i.e. less than 10% are led by women according to a Sport Integrity Global Alliance study.
- ▶ CEDAW noted that the WWC23 was the biggest women's single-sporting event in history.
- ▶ Cultural bias, unequal compensation, policy/regulatory restrictions, & sexual harassment among other factors continue to hinder effective female representation & participation.



!EQUALITY!

# CEDAW

- CEDAW is central to the realization of women's human rights and inclusive security.
- CEDAW General Recommendation No. 30 together with the WPS resolutions support and reinforce each other in several important ways and are most effective when used together.
- State Parties (SPs) have an obligation to implement ratified conventions and protocols and report at the regional and global levels.



# CEDAW CONTD'

- ▶ CEDAW remains the universal standard and accountability framework for addressing the complexity of issues that drive gender inequalities across sectors.
- ▶ Integrating a CEDAW informed perspective helps provide enhanced understanding and enriches discussions on more equal opportunities and rights protection measures for women in the field of sports.
- ▶ CEDAW articles such as Articles 10g & 13c are explicit on the equal right of women to access and participate without discrimination in sports and physical activities, highlighting the obligation of SPs to create the right ecosystem to guarantee the enjoyment of this right.
- ▶ Many others, particularly Articles 3,4,5,7,11, & 13 also speak on implementing measures in all spheres to eliminate discrimination in all facets of public life and economic opportunities.
- ▶ Other declarations & protocols such as the SDGs also exist to ensure equality in sports, but implementation of these global & local frameworks remain weak, thus providing an inclusive sports landscape remains a challenge.

# Understanding State Parties (SPs) 4 Core CEDAW Obligations



**Achievement of these duties are in order that they improve the position/situation of rights holders and implement their right of de jure and de facto or substantive equality with men**



## Other SPs Obligations- What NEEDS to be done & Implications for Gender Responsive Sports

States parties **shall ensure** that there is **neither direct nor indirect discrimination** against women.

*State parties must:*

provide **devolved authorities** the **necessary financial, human and other resources** to effectively and fully implement the obligations of the State party under the Convention.

**establish permanent coordination and monitoring mechanisms** to ensure that the Convention is respected and applied to all women within their jurisdiction

States parties have a **due diligence obligation to prevent, investigate, prosecute and punish** such acts of gender-based violence.

retain **powers to require** such **full compliance** with the Convention and

provide **safeguards** to ensure that **decentralization or devolution does not lead to discrimination** with regard to the enjoyment of rights by women in different regions.

# Challenges & Barriers to Effective CEDAW Implementation in Sports

GIRLS JUST  
WANNA HAVE  
FUNDAMENTAL  
HUMAN RIGHTS

- ▶ Limited awareness & knowledge on CEDAW as a global policy/normative framework and universal benchmark for advancing GEWE & reducing inequalities across sectors including in sports
- ▶ Rhetoric evident in policies and plans without corresponding delivery & accountability mechanisms i.e. regulatory modalities, resource allocation, sanctions & incentives
- ▶ Understanding & addressing the Gender & sports power dynamics: architecture and operational systems that have largely locked women out of decision-making organs, making them peripheral in the investment growth machinery and financial benefits in the sports industry.
- ▶ Inadequate institutional arrangements, resources and appropriate technical capacities for effective coordination, accountability systems and oversight
- ▶ Understanding differentiated roles e.g Who budgets for what? How is Financial Inclusion, Gender responsive Budgeting (GRB) & Procurement implemented?
- ▶ How to operate an effective gender responsive whistleblower, sanctions and reparation policy and ensure monitoring and performance tracking?
- ▶ Inability to wield or muster needed authority/influence to change the personal, social and economic barriers that impede women's full participation and maximum contribution to the lucrative sports industry



# More Challenges & Barriers to EFFECTIVE CEDAW Implementation in Sports

- ▶ Limited interrogation and scrutiny for accountability of the push and pull factors and life-cycle considerations mitigating against women's participation in sports from a CEDAW perspective
- ▶ Absence of adequate redress mechanisms targeting entrenched stereotypes, harmful and discriminatory cultural practices largely due to insufficient data and research for evidence-based advocacy, legal and social reform
- ▶ Weak translation, dissemination and follow-up of CEDAW CoBs, GRs, Inquiry Recommendations, Guidance Note, Statements & other tools of the Committee
- ▶ Limited private sector engagement and application of CEDAW and Business and Human Rights (Ruggies) principles to shape sports business models and approaches for enhanced accountability
- ▶ Weak partnerships and collaboration to model innovative approaches and good practices on gender responsive sports and accelerate capacity building among sports stakeholders on CEDAW principles, standards and jurisprudence
- ▶ Other structural and systemic barriers limiting participation of women and girls in sports



# Accountability to CEDAW: Country Specific Case Studies

## CONCERNS RAISED WITH ICELAND

There are more men chairpersons of sportclubs than women, and pay gaps exist in national teams and local sport clubs resulting in less safety and motivation for women. In 2021 there were differentials in salary and contractors payments between women and men and surprisingly the women's national team earned only 50% of the men's team pay. These reflect that full equality as enshrined in CEDAW is yet to be obtained in all spheres in the SP.

## CONCERNS RAISED WITH FRANCE PRIOR TO RECORD-BREAKING OLYMPIC EVENT- 86<sup>TH</sup> SESSION

- How is the SP strengthening inclusion in cultural and sports policies in practice. Are there incentives and regulatory provisions to stimulate p/sector support for women in sports through fee waivers, sponsorships, recruitment drives, marketing etc.?
- Are there plans to mainstream gender into preparations for hosting the 2024 Olympic games to facilitate paradigm change and affirm the huge untapped investment potentials that in women's sporting skills and talents.

## CONCERNS RAISED WITH SINGAPORE- 88<sup>TH</sup> SESSION

- Currently, 4 out of 16 Board Members of the National Sports Associations are women and some FUTSAL league rules are considered by some stakeholders as Sexist.
- What legal or policy measures including incentives and sanctions exist to address the intersections between dual-segmented sports labour market, a sports gender ideology and gender stratification in sports in the SP?

## CONCERNS RAISED WITH KUWAIT- 88<sup>TH</sup> SESSION

- The Women's Sports Committee mandate to address women athletes concerns, paucity of women on sports federation boards and ensuring all-inclusive clubs was ground-breaking in the Arab world?
- Please indicate current or future plans aimed at redressing lingering barriers or challenges that constrain women's full and equal participation in the field of sports and the overall sports industry.
- Kindly provide data on the numbers of females on sports boards, no of female competitions organised yearly and the % financial allocation to women and girls sporting and recreational within the sports budget.

## CONCERNS RAISED WITH TAJIKISTAN- 87<sup>TH</sup> SESSION

Are there any plans to promote sporting and recreational activities for Taj women to explore their sporting talents, boost livelihoods and investment in women's sports?



# BROAD RECOMMENDATIONS

- GOVERNMENTS, INTERNATIONAL & LOCAL SPORTS ORGANIZATIONS & BODIES SHOULD SEEK TO ENGENDER WORK FROM A CEDAW STANDPOINT;
- RELEVANT BODIES TO ESTABLISH WORKING RELATIONSHIPS WITH THE UN CEDAW & OTHER GENDER EXPERTS TO DEVELOP BRIEFS/GUIDELINES & GE TOOLS TO INCREASE EFFECTIVE FEMALE PARTICIPATION & REPRESENTATION;
- RELEVANT BODIES SHOULD SEEK RESULTS-FOCUSED IMPLEMENTATION OF POLICIES TO END VAWG & DISCRIMINATION PARTICULARLY IN SPORTS

# SPECIFIC FOLLOW-UP RECOMMENDATIONS

- ▶ **STRENGTHEN PARTNERSHIPS BETWEEN THE COMMITTEE AND SPORTS STAKEHOLDERS WITH A VIEW TO INCREASING WOMEN'S HUMAN RIGHTS PROTECTION** TO INCREASE UNDERSTANDING AMONG BOTH DUTY BEARERS AND RIGHTS HOLDERS ON CEDAW PRINCIPLES, STANDARDS AND JURISPRUDENCE PARTICULARLY ARTICLES 1,2, 4, 11, & 13.
- ▶ **INCREASE DIRECT ENGAGEMENT BETWEEN THE CEDAW COMMITTEE, THE GLOBAL OBSERVATORY AND OTHER SPORTS STAKEHOLDERS** TO IMPROVE IMPLEMENTATION, MONITORING AND COMPLIANCE WITH CEDAW STANDARDS TO INCREASE ACCOUNTABILITY TO INT'L HRS TREATIES – BRIEFING THE COMMITTEE AND SHARING NEW DATA TO FACILITATE DIALOGUE WITH SP ON THEIR OBLIGATIONS UNDER CEDAW AND DESIGNATE A FOCAL PERSON(S) FOR THIS PURPOSE
- ▶ **DEEPEN COLLABORATION FOCUSED ON PROVIDING TECHNICAL AND OTHER ADVISORY SERVICES** TO HELP ADDRESS GENDER DISPARITIES, GAPS, CHALLENGES AND FACTORS MITIGATING AGAINST THE FULL IMPLEMENTATION OF THE CONVENTION BY STATE AND NON-STATE ACTORS INCLUDING **SPORTING FEDERATIONS, EVENTS, SELECTION PROCESSES, PAY GAP ESPECIALLY IN THE WORLD OF DIGITAL TECHNOLOGY AND AI.**
- ▶ **JOINTLY DEVELOP MODEL INNOVATIVE APPROACHES AND GOOD PRACTICES ON GENDER RESPONSIVE SPORTS** AND MODALITIES FOR ACCELERATING KNOWLEDGE AND CAPACITY LEVELS ON INCLUSIVE AND GENDER RESPONSIVE SPORTS AT ALL LEVELS OF SOCIETY TO **DISMANTLE STEREOTYPES AND BIASES THAT FUEL CULTURAL NORMS AND DISCRIMINATION.**





**Thank you for your attention!**

