



INTERNATIONAL
OLYMPIC
COMMITTEE

IOC WOMEN AND SPORT AWARDS 2015





IOC Women and Sport Awards

The IOC Women and Sport Awards were introduced in 2000 to recognise the outstanding achievements and contributions of those who promote gender equality in sport. Every year, the IOC invites each National Olympic Committee, International Federation and Continental Association to nominate a person or association active in promoting gender equality and the presence of women in their sport or country. An IOC jury composed of members of the IOC Women in Sport Commission reviews the nominations and chooses six winners – the World Trophy winner and five Continental Trophy winners.

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MAKING A DIFFERENCE

THOMAS BACH, IOC PRESIDENT

Earlier this year, UN Women invited me to become an ambassador for the HeForShe solidarity campaign, an initiative which aims to encourage men and boys to join the fight for gender equality around the world.

Gender equality cannot be achieved by women alone. To achieve real change, a genuine team effort is needed. Gender equality can only be achieved if men and boys take full responsibility, working side by side with women and girls, to redress the dynamics that hinder progress.

By accepting to be a HeForShe ambassador, I promised that the International Olympic Committee (IOC) remains firmly committed to using sport and physical activity to further women's rights.



'THIS YEAR MARKS 20 YEARS SINCE THE CREATION OF THE WOMEN IN SPORT COMMISSION, WHICH HAS WORKED TIRELESSLY TO

INCREASE FEMALE PARTICIPATION IN SPORT AT ALL LEVELS'

The IOC is giving USD 600,000 to support a UN Women project in Rio de Janeiro State in Brazil. Entitled "One Win Leads to Another", the project, which will be carried

out in partnership with the National Olympic Committee (NOC) of Brazil, will target 2,500 girls aged 12-14 through the National Youth School Games. It will use a series of sports programmes to build young women's leadership skills and improve their ability to influence decisions that impact their lives at all levels. It will also spread the messages of non-discrimination, non-violence, girls' empowerment and positive masculine traits among boys. This pilot project will be implemented initially in 50 schools across the state of Rio de Janeiro, and will serve as a model that can be rolled out nationally and internationally.

Yet, our commitment to gender equality is not new. It has already found expression in Olympic Agenda 2020 – the strategic roadmap for the future of the Olympic Movement – which underlines the IOC's commitment to gender equality.

The recommendations, which were unanimously adopted in December last year, call for the IOC to work with International Federations to achieve 50 per cent female participation in the Olympic Games and to stimulate women's participation and involvement in sport by creating more participation opportunities at the Games.

In this vein, this year the IOC achieved an important milestone with the recent announcement that the sports programme for the Youth Olympic Games Buenos Aires 2018 will for the first time have complete



gender equality with 1,893 women and 1,893 men competing.

This significant achievement for gender equality has not come overnight, but is rather another milestone in a campaign by the IOC that reaches back over two decades. This year marks 20 years since the creation of the Women in Sport Commission, which has worked tirelessly to increase female participation in sport at all levels. It also marks the 20th anniversary of the Beijing Declaration and Platform for Action – widely acknowledged as the most progressive blueprint ever for advancing women's rights.

These two anniversaries coincide with the adoption by world leaders of the United Nations' new Sustainable Development Goals (SDGs) – a set of 17 global targets that aim to tackle issues such as poverty, hunger and climate change over the next 15 years.

Already we have seen a historic mobilisation around Goal 5, "to achieve gender equality and empower all women and girls", with over 80 world leaders convening at the UN to personally commit to ending discrimination against women by 2030. No other single

issue has received this level of political attention. Moreover, Paragraph 37 of the Final Declaration explicitly acknowledges "the growing contribution of sport to the realisation of development and peace in its promotion of tolerance and respect and the contributions it makes to the empowerment of women".

While all these milestones are a testimony to the fact that significant progress has been made over the last 20 years, they nonetheless highlight that there is still much work that needs to be done to make gender equality a reality. Efforts to create gender equality need to be extended to other less progressive areas, such as leadership and technical positions where women are still under-represented.

This year's IOC Women and Sport Award winners have already demonstrated by their tireless efforts how sport can help to change attitudes and show how women can and should play an equal role in sport at all levels and, by extension, in society at large, and I call on all members of the Olympic Movement to follow their example.

The IOC is proud to honour the achievements of each of the winners by partnering with them on future projects to help achieve gender equality, and we hope that each of them continues fighting for this cause and leading by example.



Thomas Bach



INSPIRING CHANGE

LYDIA NSEKERA, CHAIR OF THE IOC WOMEN IN SPORT COMMISSION

As we commemorate 20 years since the creation of the IOC's Women in Sport Commission, there are many successes to celebrate.

In many ways, the world today looks very different than it did 20 years ago. Women around the world have gained more control over their destinies. But this is true only for some women. Progress has been incredible in



'WE WILL ONLY ACHIEVE THIS GOAL IF EVERY WOMAN AND MAN IN SPORT, OLYMPIANS AND LEADERS, MAKES A SOLEMN COMMITMENT TO STAND UP AND LEAD THE CHANGE'

some areas and very uneven in others. Indeed, while women's participation in the Olympic Games is growing – with gender equality set to be achieved for the first time at the Youth Olympic Games Buenos Aires 2018 – the commitments to increase the number of women in sports leadership positions have still not been met.

We need the ambition and commitment of

true visionaries to help break these barriers, provide solutions and lead the changes. The winners of the 2015 IOC Women and Sport Awards are perfect examples of the role models we require.

The winner of the 2015 World Trophy, the New Zealand Olympic Committee, has already started the work by showing that change is possible, while among the continental winners are exceptional women who have spent their lives fighting for women's rights and have made a notable difference in their societies.

These awards pay the highest tribute to the work done by those who have fought, and continue to fight, for women's rights and empowerment at the national, regional and global levels.

We still have a long way to go before we reach complete equality. We will only achieve this goal if every woman and man in sport, Olympians and leaders, makes a solemn commitment to stand up and lead the change.

Next year could prove to be another important milestone in this fight. Most of the Olympic Movement members will be electing their leaders, and I would like to call on every leader to step up their own efforts to improve equality within their respective organisations.

Substantial change is within our grasp, but we need urgent actions and strong political commitment by all sport leaders.





A PROUD HISTORY

Throughout the world, there are many thousands of people who work tirelessly to promote gender equality in sport.

The IOC Women and Sport Awards – first introduced in 2000 – provide an annual opportunity to recognise and celebrate the outstanding achievements and contributions of these true role models and change-makers, whose tireless efforts make a huge difference for women and girls involved in sport across the world.

Each year, the World Trophy and five continental trophies are awarded to individuals or organisations who have worked to develop, encourage and strengthen the participation of women and girls in sport not only as athletes, but also as coaches, administrators, leaders and as members of the media.

To select these winners, the IOC invites each National Olympic Committee, International Sports Federation and Continental Association to propose one candidate to the IOC Women in Sport Commission, whose members review the nominations and decide on the award recipients.

In honour of their achievements, the IOC also offers partnership opportunities to each of the winners by funding new initiatives that

will be introduced at national, regional and continental levels, aimed at further promoting women through sport.

The remarkable winners who are honoured each year come from varied backgrounds, speak different languages and have made their mark on sport and society in many different ways. But they all share a common belief that the practice of sport is a human right that cannot be denied on the basis of gender.





WORLD TROPHY WINNER

NEW ZEALAND OLYMPIC COMMITTEE (NZOC)

The New Zealand Olympic Committee (NZOC) is leading by example in its efforts to promote women in sport, with strong female representation on its board, within senior management and on its Olympic Games team.

The NZOC has also been at the forefront of championing change to ensure that women have a prominent role in sport, on and off the field of play. Particular attention has been paid to increasing the number of women representing New Zealand at the Olympic Games and in decision-making and leadership positions not only within the NOC, but also in other sports organisations in the country.

'THE NZOC HAS BEEN AT THE FOREFRONT OF CHAMPIONING CHANGE TO ENSURE THAT WOMEN HAVE A PROMINENT ROLE IN SPORT, ON AND OFF THE FIELD OF PLAY'

This policy has led to remarkable results, including the percentage of female athletes in New Zealand's Olympic team increasing massively from 19 per cent in Athens in 2004 to 49 per cent in London eight years later. Women also chair the NOC's Athletes' Commission and Olympic Education Commission, while 60 per cent of NZOC employees are female.

To achieve this, the NZOC put several

actions in place, aimed at increasing the number of women in leadership positions. These included the formation of a women and sport advisory committee in order to provide input and guidance to the NZOC, and the signing of a Memorandum of Understanding between the NZOC and the Government Agency on Sport, outlining a collaborative strategy to increase the representation of women on boards of New Zealand sports federations.

Other initiatives introduced by the NZOC include the Aspiring Women Olympic Leaders scholarships, which have helped educate female Olympians to develop leadership capability in their sporting careers, and several joint programmes with the government and other stakeholders that are focused on women's training and mentoring, advocacy, raising awareness and communications efforts as well as monitoring and evaluation.

These include the promotion of a women coaches' network, which shares knowledge, contacts and resources related to coaching, and the publication of the *Golden Girls* book – accompanied by a significant awards evening and media event – to celebrate the country's female gold medallists.

Resources have also been created and made available to teachers in schools that promote female role models and the benefits of sport and physical activity, inspiring thousands of girls to follow their sporting dreams.





CONTINENTAL WINNERS

AFRICA: MS MERVAT HASSAN

With approximately 40 years' experience in fencing, Egypt's Ms Mervat Hassan has contributed greatly to developing and spreading the sport within the country, especially among girls.

After finishing her career as an athlete, Ms Hassan became a fencing administrator, eventually reaching the highest level not only in her country's federation, but also in the Arab and African Fencing Federations. These roles saw her become one of the first women to occupy decision-making positions within sports bodies in the region.

In the 1990s, the Ministry of Sports and Youth nominated Ms Hassan as a member of the Supreme Committee for activating women's sports in Egypt. In this role, she travelled throughout the country, giving lectures to raise awareness about the importance of sport for women and girls.

Ms Hassan has also occupied several senior positions in the media. As a reporter on the sports programme of the Egyptian Union of Radio and Television and Satellite TV, Ms Hassan has always highlighted the importance of sport for women and its role within society. She has also used this position to focus on women's issues, making sure that the Egyptian media covered women's sports championships, and has written many articles on the importance of equality between girls

and boys in sport. Her weekly column, Words X Sports, is one of the oldest women's sports columns in the Egyptian sports media.



AMERICAS: MS SARA ROSARIO

Ms Sara Rosario was unanimously elected as President of the Puerto Rico NOC in December 2012, becoming the first woman to lead a sports organisation in the country.

Before her election, Ms Rosario was very active in sports administration, occupying a variety of high-level positions. Among other achievements, she was the Chef de Mission for the Puerto Rican team at five Olympic Games and several regional Games.

A role model for women in sport through her achievements in leadership, Ms Rosario has contributed greatly to the participation and development of women's sport in a variety of ways.

These include organising a two-day female Olympic talent camp for girls aged 12-16, aimed at promoting non-traditional sports – such as handball, boxing, judo, wrestling and taekwondo – among girls.

In cooperation with a number of national sports federations, Ms Rosario also organised a Women's Olympic Festival – a joint sports project aimed at promoting women's sport, identifying talent and recruiting new athletes.

As NOC President, Ms Rosario has supported women's education, appointed women to the NOC's Executive Board and recruited more women in administrative and management positions. She has also contributed to strengthening women's



leadership and sporting structures through various activities.

These include the re-establishment of the Women in Sport Commission within the Puerto Rican NOC, the creation of women and sport workshops and the commemoration of the 75th anniversary of Puerto Rican women's participation in international sport.

**ASIA:****SHAIKHA HAYAT BINT
ABDULAZIZ AL-KHALIFA**

As an athlete in the traditionally conservative country of Bahrain, Shaikha Hayat bint Abdulaziz Al-Khalifa pioneered the inclusion of women in sport not only in her own country, but also throughout the Gulf region.

Following her success as both a table tennis and volleyball player, Shaikha Hayat Al-Khalifa played an active role within sporting organisations in Bahrain and the region, with a committed focus on empowering and promoting women in sport.

She was first elected Vice-President of the Bahrain Table Tennis Association and later became Deputy Chairperson of the Table Tennis Development Committee in the Arab Table Tennis Federation, and then Vice-President of the Arab Table Tennis Federation.

Shaikha Hayat Al-Khalifa also chaired the Women and Sport Committee of the West Asian Games Federation from 2005 to 2012, and was a member of the Organising



Committee for Women's Sport in the Gulf Cooperation Council. Her success in the development of women's sport in the region eventually led to her becoming a fully-fledged board member of the West Asian Sports Federation.

Most recently, Shaikha Hayat Al-Khalifa was elected President of the Bahrain Table Tennis Association and, as a board member of the Bahrain Olympic Committee, has worked with all national sports federations to promote women's sport through increased funding and the establishment of local women's leagues. She has also worked with the Ministry of Education and a talent identification committee in establishing a sports centre for girls.

**EUROPE:****MS STAVROULA KOZOMPOLI**

Ms Stavroula Kozompoli played water polo for Greece for more than 15 years and was part of the silver medal-winning team at the Olympic Games Athens 2004. Since retiring as an athlete, Ms Kozompoli has



served on several different commissions and associations within the sports movement and has made every effort to help and promote female athletes and support women in administration and leadership positions.

For more than 15 years she has acted as a mentor for female athletes and coaches, and has also been very active in identifying new talented female athletes and securing sponsorship for them.

As President of the Greek Olympic Winners Association, she has also promoted women's sport in a variety of ways. These include launching a new women's excellence award, establishing an action for women day and developing a sponsorship programme to support female athletes. She has also developed a campaign for women's health, in which several female Olympic medallists participated, and a programme for the improvement of conditions for women working in sport.

Among other achievements, Ms Kozompoli has taken action in organising and participating in conferences and workshops on gender equality, and delivering speeches in schools that address sexual abuse in sport, ensuring that women and girls can train in a safe environment.

Her efforts have previously been recognised by the Greek Parliament, the Greek Church with the Golden Cross, and by many women's clubs throughout the country.



**OCEANIA:
MS CATHY FREEMAN**

As one of Australia's most successful and admired Olympic champions, Ms Cathy Freeman is a role model for girls and women throughout the country and the world. Since the end of a sports career

that saw her win Olympic and world titles over 400m, Ms Freeman has concentrated her time on making a difference to young Australians through the Cathy Freeman Foundation (CFF) and lending her support to other community and charitable activities.

As founder and director, Ms Freeman is the driving force behind the CFF, which aims to bridge the education gap between indigenous and non-indigenous children, ensuring they all share a strong sense of self-belief and access to opportunities in life. Through her ambassadorial, charitable and personal support of a range of humanitarian causes, she embodies the spirit of Olympism, and is a role model for all Australians – both indigenous and non-indigenous.

The CFF activities programme helps provide young girls and boys with regular, structured sporting and recreational activities and promotes school achievement, attendance, healthy living and sociable behaviour. The programme is open to all young people and Ms Freeman is passionate about engaging with the broader community to encourage sports participation and living a healthy lifestyle. Since the programme began in 2009, it has successfully touched numerous girls and boys through its sports and recreational activities.

In recognition of her efforts, Ms Freeman has received several honours throughout her life, including the Medal of the Order of Australia and the Centenary Medal.



BREAKING DOWN BARRIERS

This year signals an important milestone in the fight for gender equality in sport, with 2015 marking 20 years since the creation of the IOC's Women in Sport Commission.

Although the history of women and the Olympic Games goes back much further, with female athletes first competing at the Olympic Games Paris 1900 – before women had even been granted the right to vote in most countries – the last 20 years have seen increased efforts within the Olympic Movement to break down gender barriers within sport.

The pace of change accelerated in the 1990s when the IOC began to make women and sport a priority. During that time, the IOC's commitment to gender equality has extended well beyond its efforts to increase women's participation in the Olympic Games, with the Olympic Charter stating that one of the roles of the IOC is "to encourage and support the promotion of women in sport at all levels with a view to implementing the principle of equality of men and women".

To help achieve that goal, the IOC created the Women and Sport Working Group in 1995, which initially served as a consultative body before becoming a fully-fledged Commission in 2004. It now advises the IOC President and the Executive Board on which policies to adopt and is tasked with encouraging women's participation in the Olympic Games and in

sport in general, getting more women into sports leadership roles, raising awareness and spreading information.





LEADING THE WAY

Looking back over the last 20 years, the IOC has made significant progress towards the goal of gender equality in sport, with many notable achievements worth celebrating.

The inclusion of women's boxing at the Olympic Games London 2012, for example, meant that women were able to compete in every sport on the Olympic programme for the first time in the history of the modern Olympic Games. Two years later, at the Olympic Winter Games Sochi 2014, another milestone was reached when the IOC included a women's ski jumping event for the first time.

These were the latest in a long list of gender equality breakthroughs at the Games over the last century, with women's participation on the Olympic stage growing steadily thanks to the continuous efforts of

the IOC, in cooperation with NOCs and IFs.

There will be more successes to come, with full gender equality set to be achieved for the first time at the Youth Olympic Games Buenos Aires 2018, but the IOC recognises that more still needs to be achieved. Gender equality was therefore one of the key principles contained in Olympic Agenda 2020, the IOC's strategic roadmap for the future of the Olympic Movement.

The recommendations call for the IOC to work closely with IFs and NOCs – as well as various regional, national and international platforms – to increase the possibilities for girls and women in sport and to achieve the goal of female athletes representing 50 per cent of the athletes taking part in the Olympic Games.





THE WAY FORWARD

While the participation of women in physical activities and the Olympic Games has steadily increased, the percentage of women in leadership positions in governing and administrative bodies within sport has remained relatively low.

Increasing the number of women in decision-making positions within the Olympic Movement is therefore the next big goal towards achieving gender equality in sport.

In 1996, the IOC took the lead by setting an objective that all sporting bodies belonging to the Olympic Movement must reserve at least 20 per cent of decision-making positions for women within their structures. Since then, a growing number of NOCs and IFs have shown their willingness to work on achieving gender parity within their organisations and the number of women occupying senior leadership positions has never been higher.

The IOC is also leading by example when it comes to mobilising female representation in its own internal structure. Compared to just two female Members in 1981, there are now 24 women Members in the IOC. In addition, four women now sit on the 15-member IOC Executive Board – the highest number in its history – while more and more women are chairing IOC commissions. These include the Coordination Commissions for the Olympic Games Rio de Janeiro 2016, the Olympic Winter Games PyeongChang 2018, the Winter Youth Olympic Games Lillehammer 2016,

as well as the Women in Sport Commission and Athletes' Commission.

In order to increase the number of women in leadership positions within NOCs and IFs, the IOC has developed a 10-point strategic plan calling for specific actions. The IOC has taken a leading role in providing awareness and advocacy for women through conferences, awards and financial support to a wide variety of projects benefiting women and girls all over the world.

In addition, the IOC has focused its actions on providing training, mentoring and networking opportunities through women in sport educational programmes such as workshops, seminars and tutorials. As a result, several hundreds of these women have been trained on five continents since 2006.

In November 2015, a new Women in Sport E-Platform will also be launched, allowing the sporting community to connect, showcase best practices, and exchange expertise on advancing women's leadership in sport as well as empowering women in sport.



UNITING FORCES

The last IOC World Conference on Women and Sport took place in Los Angeles in 2012 under the theme “Together Stronger: The Future of Sport”. The conference highlighted that, in order to continue the extraordinary achievements in the fight for gender equality in sport, women and men need to work together to break down barriers and overcome the obstacles that are inhibiting further progress.

The need for men to stand up and address the inequalities and discrimination faced by women and girls all over the world has since been further highlighted by the United Nations’ (UN) new HeForShe global campaign, which aims to mobilise one billion men and boys as advocates and agents of change for gender equality.

IOC President Thomas Bach was named a HeForShe Ambassador in April 2015 and, alongside heads of state, CEOs and global luminaries, has committed to championing gender equality. The IOC has also recognised the importance of collaboration and cooperation in the fight for gender equality and has therefore developed and implemented numerous partnerships with sports organisations, UN agencies, NGOs and other members of society, including the winners of the IOC Women and Sport Awards.

In April 2014, the IOC signed a historic agreement with the UN that focuses on using sports as a tool to build young girls’

and adolescents’ leadership capacity and address gender-based violence issues across the globe. The framework includes working closely with the NOCs, IFs, UN Special Envoys and Goodwill Ambassadors, UN Specialised Agencies and UN Funds to build a sustainable system for empowerment of women at grassroots levels in various countries.

The IOC signed a Memorandum of Understanding (MoU) with UN Women in 2012 to promote gender equality and women’s empowerment through sports. The partnership is a concrete example of how sport can help break down barriers and challenge gender norms – on the field of play and in other sectors of society. Since then, the IOC has launched its first joint project with UN Women, “One Win Leads to Another”, which aims to empower girls and young women in the State of Rio de Janeiro, Brazil, as a legacy project for the Olympic Games Rio de Janeiro 2016.

With such tremendous potential for cooperation, and joint and stronger actions for women’s advancement, the opportunities are there to make real progress in the quest for gender equality both in sport and society as a whole.



