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**"Brighton Plus Helsinki 2014 – The Legacy of the 6th World
Conference on Women and Sport"**

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Madam chair, Professor Ogasawara, ladies (and gentlemen),

It is with great appreciation that I participate in this important conference as the former co-chair of the International Working Group on Women and Sport (IWG). I wish to kindly extend my gratitude to the Japanese Center for Research on Women and Sport as well as to the Japanese Association for Women and Sport for hosting this conference on women sport leadership. This represents a valuable opportunity for so many women in leading positions of sport in Japan to convene together and devote discussion to what sport and physical activity hold for women. This gathering is also of global significance with the IWG members from all continents present and contributing to its success and that is something so very much appreciated. Thank you so much for welcoming us to the future olympic city with gorgeous cherry flowers!

I have been asked to speak about the Brighton Plus Helsinki 2014 – the Legacy of the 6th World Conference on Women and Sport held in Helsinki Finland in June 2014. Some of you were present in that conference and are familiar with the legacy, some of you have later acquainted yourselves with it by reading the legacy document, but I find it beneficial for all of us to refresh our memories and see if we still could do more to implement the recommendations of this document.

First some background information on the Conference in Helsinki and its themes. The main theme was **"Lead the Change – Be the Change"** with five sub-themes:

1. Move me! Physical activity, health & well-being for life
2. Buck the Trend – Leading the change in sport policy
3. 100% Sport – Enhancing participation through creativity & innovation
4. Be Your Best Coach – Pursuing excellence in leadership & coaching
5. Sport Without Fear – Sport as a safe haven & bastion for human rights.

Based on the presentations and discussions at the conference, and the report named "From Brighton to Helsinki Women and Sport Progress Report 1994-2014", as well as the cooperation with many key governmental and non-governmental organizations, the 800 participants called for the reinforcement of the Brighton Declaration on Women and Sport, and for the conclusions and recommendations of the conference themes to be endorsed as guidance for future developments in order to accelerate positive change. What was especially important was the endorsement of the legacy by the following governmental and non-governmental organizations, whose representatives were present at the conference:

International Olympic Committee (IOC)

International Paralympic Committee (IPC)
United Nations Educational, Scientific and Cultural Organization UNESCO
World Health Organization (WHO)
United Nations Office for Sport, Development and Peace (UNOSDP)
Association of Sport for All (TAFISA)
Conférence des Ministres de la Jeunesse et de Sports de la Francophonie
(CONFESJES)
International Council of Sport Science and Physical Education (ICSSPE)
International Committee of Sports for the Deaf (ICSD)
Special Olympics
European Non-Governmental Sport Organization (ENGSO)
European Olympic Committee (EOC)
International University Sports Federation (FISU)

With cooperative partners:

European Commission and Council of Europe as well as IWG NGO members
Women Sport International (WSI) and
International Association of Physical Education and Sport for Girls and Women
(IAPESGW)

Ladies (and gentlemen)

As you all know the Brighton Declaration was adopted at the first International Conference on Women and Sport in 1994. Twenty years later and in 2014, the declaration continued to attract a great deal of interest, especially within the international sport movement. However, due to the significant developments in the international policy landscape during the 20 years after the birth of the Brighton Declaration, a strong need was felt for an update to the declaration.

In variety of context, collective encouragement has shown to provide women with the confidence they need to participate in sport and pursue sport-related careers. If we wish to foster meaningful social change with respect to women's role in sport, collective encouragement is often the first step to shaping individual will of women at large. The Brighton Plus Helsinki Declaration is a specific means for decision-makers to lead the change and in taking the first necessary steps to instill collective encouragement within their organization.

The declaration is meant to complement existing conventions, charters, declarations and statutes related to women and sport and is also geared towards all stakeholders in sport movement at all levels. That is why in the updated version references to the UN, WHO, UNESCO and ICSSPE equality provisions have been included as guidelines. In 2014 there was also increased evidence of the role of physical education and physical activity as key factors in enhancing participation of girls and women in sport. As a consequence quality physical education (QPE) was underlined as particularly important for girls to learn the skills, knowledge, and understanding they require for lifelong participation and physical activity was embraced as an essential extension of organized sport. Hence, the Declaration includes reference to physical activity as well as sport, throughout.

The declaration is intended to set forth a pathway for policy and decision-makers, outlining the steps that encourage women's involvement in sport at all levels and in all functions and roles. Its ten principles both in the original and in the updated version include: Equity and equality in society and sport, facilities, school and youth sport, developing participation, high performance sport, leadership in sport, education, training and development, sport information and research, resources and domestic and international cooperation.

I will now provide a brief overview of these principles with attention to how they can serve to foster collective encouragement and, in turn, amplify a women's own engagement and commitment. In connection to it I will refer to some of the 27 adopted recommendations related to the Helsinki Conference themes.

1. Equality needs to be embraced as a fundamental value of the organization or institution and mainstreamed throughout all policies and actions. All too often equality and equity are officially embraced as also recommended by the Helsinki conference but not internalized into real decision of the organization. Good governance, covering equality and equity as part of it, is a prerequisite and needs to be included in the organizational statutes and implemented in practice. There is a tendency also to avoid self-study which keeps the organization from realizing its full potential and makes beneficial change that much more difficult to attain.

2. Facilities that are open to women and accommodate their needs serve to motivate individual will and sends the message that they are welcome and encouraged to participate. In some context changing rooms and shower facilities are even deemed as unsafe and intimidating. Provisions of gender-safe environments must be ensured. It is also important to make facilities more inclusive and inviting for women and girls – including those with physical or mental disabilities.

3. Adolescence is a particularly precarious time for girls – a time when even girls who have enjoyed sports and physical activity in their early years drop out of team sports and other activities. To foster the willingness for girls to continue to be physically active, there needs to be encouragement from the community, their families, teachers, coaches and their peer group. The encouragement can motivate their willingness to continue to be physically active and engaged in sports throughout their entire lives.

4. Over the last century, we have seen remarkable increases in women's participation in sport. However, lots can be done to make sport and physical activity more attractive for women. Those responsible for delivering sporting opportunities and programmes should provide and promote activities which meet women's needs and aspirations and not only copy those historically provided for men. The conference recommended that specific attention be paid to those groups of girls which face particular barriers to sport because of their abilities, position and status in the society. An important prerequisite for participation is to have preventive measures on gender-based violence including sexual harassment and abuse, in place.

5. With respect to high performance or elite sport, women have been traditionally underrepresented at sport's highest levels of competition. The IOC with its policies related to the Olympic Games has in recent years adopted important regulations for equal participation of both gender in the games which should have an impact on national policies and practises

as well. It was recommended that recruitment processes be developed to attract women towards careers as coaches and referees taking into account the retired female athletes as resources. The women who have risen to the top are powerful role models to aspiring athletes and women and can be a source for collective encouragement for their protégées.

6. It is a fact that women world-wide are clearly underrepresented in leadership positions within sport. Moreover, it is well-known that increased participation of women at the decision-making level provides for more diverse and well-balanced leadership within the sport sectors while sending a powerful message that women have valuable contribution to make to the sports movement. Structural changes followed by good governance are needed. It was recommended that based on the Los Angeles Declaration of the 5th IOC World Conference on Women and Sport in 2012 the Olympic Movement should review the targets of having at least 20 percent of women in the decision-making position. The Helsinki Conference stated that the minimum target for women decision-makers in all governing bodies should be increased to 40 percent by 2020. Support for women is acutely needed, for example, in the form of training, professional guidance counseling and mentoring. Recently the IOC Executive Board approved a review project regarding gender equality in the Olympic Games with a mandate to produce action-oriented recommendations for change. The following themes will be assessed: Sport, Portrayal, Funding, Governance and Human Resources. The work will be conducted by a working group and chaired by the President of the International Triathlon Union Marisol Casado. The recommendations of the working group will be presented to the IOC Executive Board later this year.

7. It was recommended that the provision of quality physical education guided by the UNESCO guidelines on QPE and the International ICSSPE Position statement on Physical Education , also endorsed by UNESCO, UNOSDP, the IOC and the IPC are the most important guidelines to help activate girls to learn the skills and be physically active. Awareness raising programmes and campaigns including the fight against stereotypes in sport support the development of equality in sporting culture.

8. Concerning research, there is a real lack of comparable statistics and research data related to women and sport from local, national and international perspective. Not only does research help shed light on where gender inequality exists but it also gives a base line for monitoring, allowing us to chart changes that take place, and to follow both the positive and negative trends. We need to continually evaluate what has been done and understand the impacts of these advances, asking, for example, which policies are then enacted and what are their impacts on women's leadership in sport. It was recommended that data and statistics disaggregated by sex be systematically collected and research on women and sport initiated. It was also recommended that governments and sport organizations regularly report on research findings and data collected on gender equality and share information on policies, actions and best practices.

9. Resources are always elementary – both for collective encouragement and individual willingness. Tools f. ex. such as gender budgeting should be systematically included in implementation of sport policies. Funding is also needed for equality initiatives and should be in line with organizational values.

10. Domestic and international cooperation creates the space for needed forums for discussion, debate, exchange of experiences and practices and advocacy. It is important for

these forums to be multidisciplinary, transparent and inclusive. We live in an age of social networking and virtual interaction and should learn more actively to take advantage of it in sport, too.

Dear friends,

The Brighton Plus Helsinki Declaration on Women and Sport has an important role to play with respect to collective encouragement. While signing the Declaration is an important step towards improving gender equality within the international sports movement, the most important steps take place after the signing. These are concrete actions to empower women in sport and, in turn, advance the sport movement. Actions are needed to ensure that equality provisions are included in statutes, policies, plan of actions, budgets and distribution of resources as well as follow-up and monitoring that are organized to chart changes that take place.

The participants of the Helsinki Conference committed themselves to endorse the Brighton Plus Helsinki 2014 on Women and Sport and to implement the Helsinki Call to the World of Sport including its recommendations. They left the conference by stating "I personally can, and I will be the change".

And finally:

We should widen our perspective beyond the realm of sport and appreciate that women's participation in sport and physical activity also contributes to the more broad-based feelings of female empowerment. Involvement in sport opens up a positive means for female self-identification, one that often serves to breakdown limiting gender-based stereotypes. We in the field of sport can show the way to more equal and equitable societies helping in shaping the norms, values and expectations that society has of women and girls. We can be society's human resource capital.

So, when leaving for home let us show our strength and commitment by stating

"I personally can, and I will be the change".

Thank you for your attention