



INTERNATIONAL
OLYMPIC
COMMITTEE

5th IOC WORLD CONFERENCE ON WOMEN AND SPORT

TOGETHER STRONGER — THE FUTURE OF SPORT





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**16-18 FEBRUARY 2012,
LOS ANGELES, CALIFORNIA, USA**

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1. FOREWORDS

1.1. Message from the President of the International Olympic Committee, Dr Jacques Rogge



I would like to express my thanks to all those who took part so actively in the International Olympic Committee's 5th IOC World Conference on Women and Sport. The Olympic Movement is blessed with many inspiring role models who gave their time and energy to advance the important goal of gender equality in sport.

I would also like to congratulate all those who ensured the success of this Conference: the United States Olympic Committee and the Southern California Committee for the Olympic Games; the members of the IOC Women and Sport Commission and its Chairperson, Ms Anita L. DeFrantz; and the more-than 700 participants from 121 countries around the world.

The Conference closed with the unanimous adoption of the Los Angeles Declaration, a call to action for the Olympic Movement and the world of sport.

It is time to match the advancements made toward gender equality that have been achieved recently on the field of play with progress in management and leadership positions throughout the world of sport.

It is time to build on the progress we have made through our successful collaboration with the United Nations and other allies by strengthening and expanding those partnerships.

The theme of this Conference says it all: Together Stronger.

The future now depends on our collective ability to translate these good intentions into results. The dedication, energy and fortitude that I saw at the Conference in Los Angeles give me confidence that we will do that.

Let us all pledge to keep the spirit of this Conference alive as we work for true gender equality in sport.

1.2. Message of the Chair of the IOC Women and Sport Commission, Ms Anita L. DeFrantz



It was a pleasure for the International Olympic Committee to return to the United States and in particular to Los Angeles, California, for the 5th IOC World Conference on Women and Sport. We enjoyed three days of fruitful discussions that we believe will leave a positive legacy for years to come.

It has been more than 15 years since the IOC Women and Sport Commission began its work advising the IOC President and the Executive Board on how to close the gender gap within the Olympic Movement. There have been many successes, but many challenges remain.

Our goal at the Conference was to continue identifying ways to overcome the barriers that prohibit women from actively engaging in all aspects of the world of sport.

We examined how cross-nationality alliances, greater participation by men, multi-generational cooperation and other means can lead to powerful insights and help speed up breakthroughs in the fight for equality.

We can be very proud of our work over the years, but rather than continue to look back, I encourage each of us to focus firmly on the future.

Don't lose sight of the work that lies ahead. Don't lose sight of where we want to be five, 10 or 30 years from now. It is of utmost importance that we continue to build on the momentum that we've generated while at the same time refusing to shy away from areas where we, to use a sporting metaphor, have unfortunately dropped the ball.

We met in Los Angeles with a clear goal: to support the role of women in sport and society as we find ways to break down the impediments keeping women from taking their legitimate place in these areas.

We have the responsibility to accomplish this goal as soon as possible. Our quadrennial conference on Women and Sport made it clear to the world that, "Together Stronger – the Future of Sport" is clearly the foundation on which we stand to accomplish our goal and serve the Olympic Movement.

1.3. Message from the USOC President, Mr Lawrence F. Probst III



The 5th IOC World Conference on Women and Sport was conducted in the spirit of cooperation and progress, and was without question a fantastic success.

While the role of women and sport has rightfully continued to increase, particularly as it relates to equality in athlete participation, this Conference has shown us that we still have work to do.

The Los Angeles Declaration, drafted and adopted at this Conference, sets our agenda for the future. It directs us to move from discussion and thought to action, and to continue our mission of improving and increasing the participation of women in the world of sport.

I would like to give special thanks to President Rogge and the IOC Women and Sport Commission members and Commission Chair, Ms Anita L. DeFrantz, for their leadership in this important endeavour and for allowing the United States Olympic Committee the honour of hosting this significant event.

I would also like to thank Los Angeles, the Southern California Committee for the Olympic Games and the local organising committee under the leadership of Co-Chairs Frank Marshall and Michelle Kwan for serving as a world-class host.

And finally, I would like to thank every attendee for sharing your experience and expertise at the Conference, and for joining in a unified commitment to this important initiative.

When this Conference meets again in four years, thanks to the work that was done in Los Angeles, I'm certain that we'll hear news of significant progress.

2. PROGRAMME OF THE CONFERENCE

16 February 2012

OPENING CEREMONY

Mr Larry Probst, USOC President

Ms Anita L. DeFrantz, Chair, IOC Women and Sport Commission

Mr Antonio Villaraigosa, Mayor of Los Angeles

Dr Jacques Rogge, IOC President

17 February 2012

PLENARY 1

LEADERSHIP VIEWS ON WOMEN IN THE WORLD OF SPORT

Moderator:

Ms Anita L. DeFrantz, Chairperson, IOC Women and Sport Commission

Panellists:

Dr Jacques Rogge, IOC President

H.E. Ms Marjon V. Kamara, Chair, UN Commission on Status of Women

Ms Lakshmi Puri, Deputy Executive Director, UN Women

Dr Nurhayati Assegaf, President of the Coordinating Committee of Women Parliamentarians, IPU

Lord Sebastian Coe, Chairman of the Organising Committee of the Games of the XXX Olympiad, London 2012

PLENARY 2

PARTNERSHIPS FOR PROGRESS

Moderator:

Mrs Nawal El Moutawakel, IOC Executive Board Member

Panellists:

The United States “Smart Power” Approach to Empowering Women and Girls Through Sports

Ms Ann Stock, Assistant Secretary, Bureau of Educational and Cultural Affairs, U.S. Department of State



Partnerships for Progress

Mr Roland Rich, UNOP Executive Director and In-charge of the UN Democracy Fund

Leadership Through Partnership

Ms Gina Drosos, President of Global Personal Beauty, P&G

Equal Opportunities: How to Make it Happen

Mr Pat McQuaid, IOC Member, President, UCI

**DIALOGUE SESSION A
SETTING THE PACE FOR A SUSTAINABLE RESPONSIBILITY**

Moderator:

Mrs Donna De Varona, IOC Women and Sport Commission Member

Panellists:

Setting the Pace: the NOCs' Agenda

Dr Robin Mitchell, IOC Member, President of ONOC

Setting the Pace: the IFs' Agenda

Ms Marisol Casado, President of International Triathlon Union

Setting the Pace: the Global Networking Agenda

Ms Raija Mattila, Co-Chair, International Working Group on Women and Sport (IWG)

Setting the Pace: the Regional Agenda

Ms Beng Choo Low, IOC Women and Sport Commission Member

**DIALOGUE SESSION B
GOVERNMENT, LEGISLATURE AND ATTITUDES**

Moderator:

Gen. Lassana Palenfo, IOC Honorary Member, President of ANOCA

Panellists:

Making Gender Equality a KPI of Good Governance

Mr Niels Nygaard, President of Danish NOC

Impact of Successful Public Policies for Promoting Women and Girls in and Through Sport

Ms Nancy Hogshead-Makar, Olympian, Expert on TITLE IX

The Case For and Against Quotas

Ms Marit Myrmael, IOC Women and Sport Commission Member

Women and Girls with Disabilities and Sport

Ms Ann Cody, Paralympian, IPC Governing Board Member



DIALOGUE SESSION C MATTERS MEDICAL

Moderator:

Dr Ugur Erdener, IOC Member, Medical Commission Member

Discussion Question:

Why is there a Separate Category of Events for Women? Determining Eligibility

Panellists:

Dr Thomas H. Murray, PhD, President and CEO, the Hastings Centre

Dr Eric Vilain, MD, PhD, Director, Centre for Society and Genetics; Chief, Medical Genetics, Department of Paediatrics; David Geffen School of Medicine at UCLA

Dr Rania Elwani, Olympian, IOC Member and MD

Ms Aimee Mullins, Paralympian and Former President of the Women's Sports Foundation

DIALOGUE SESSION D EMPOWERING WOMEN AND GIRLS THROUGH EDUCATION

Moderator:

Mr Patrick Baumann, IOC Member, FIBA Secretary General

Panellists:

Educating Tomorrow's Women Leaders Today: Making Sport and Physical Education a Factor

Ms Dagmawit Girmay Berhane, IOC Member, IOC Women and Sport Commission

Is Education the Missing Link?

Dr Richard Lapchick, Director of the Institute for Diversity

Together Stronger: Educating Women and Men to Create Successful Leadership Teams

Ms Karin Lofstrom, Executive Director, Canadian Association for the Advancement of Women and Sport and Physical Activity (CAAWS)

Educating and Empowering Girls in Marginalised Societies

Ms Christiane Paquelet, Director, NOC Brazil

18 February 2012

PLENARY 3 ROLE MODELS AND LEADERSHIP

Panellists:

Ms Geena Davis, Academy Award-winning Actor and Advocate for women and girls' rights

Ms Diana Nyad, Author, Journalist and Long-distance Swimmer



DIALOGUE SESSION E IT'S ALL IN THE NUMBERS

Moderator:

Prof. Gudrun Doll-Tepper, IOC Women and Sport Commission Member

Panellists:

It's all in the Numbers

Mr Ching-Kuo WU, IOC Member, President, International Boxing Federation

Getting it Right from the Start

Mr Bernard Lapasset, President, International Rugby Board

Narrowing the Gap: What can Women and Men do to Make Things Happen

Prof. Ian Henry, Loughborough University

DIALOGUE SESSION F SPORT, PEACE AND DEVELOPMENT

Moderator:

Ms Nicole Hoevertsz, IOC Member, IOC Women and Sport Commission Member

Panellists:

Sport, Peace and Development – Addressing Issues of the Vulnerable in Society

HRH Prince Feisal Al Hussein, IOC Member, Founder and Chairman of Generations For Peace

Women, Sport and Peace in Developing Countries

Ms Beatrice Allen, IOC Member, Chairperson of ANOCA Women and Sport Commission

The Making of a Complete Person – Striving for Excellence in Life through Sport

Ms Barbara Kendall, Olympian, IOC Member

Providing Economic Opportunity to Women

Ms Stephen Jordan, Executive Director, Business Civic Leadership Centre

DIALOGUE SESSION G THE BUSINESS OF SPORT

Moderator:

Mr Barry Sanders, Chairman of SCCOG

Panellists:

Disparities in Prize Money: National Federations Battling to Even the Playing Field and the Challenges they Face

Ms Lydia Nsekera, IOC Member, President, Burundi Football Association

For Tomorrow's Athletes, it First Starts with a Girl

Ms Judy M. Miller, Vice-President and Director, Conrad N. Hilton Humanitarian Prize

The Challenges of Designing the “Right” Clothes for Women Competitors

Mr Robbert De Kock, Secretary General, WFSGI-World Federation of the Sporting Goods Industry



The Business of Sport and the Moral Imperative for Girls and Women
Ms Marcia Greenberger, Gender Mainstreaming Specialist

DIALOGUE SESSION H WOMEN, SPORT AND THE MEDIA

Moderator:

Mr Alan Abrahamson, IOC Press Commission, International Sports Journalist, USC Professor

Panellists:

Media Coverage of Women's Events

Ms Molly Solomon, Coordinating Producer, NBC Olympics

Fashion First, Sport Second: Is the Media Obsessed with all the Wrong Things?

Ms Benita Fitzgerald-Mosley, Olympian, Chair, Women's Sports Foundation

Media Portrayals of Female Athletes

Mr Zeghidi Mourad, Journalist, Chief Editor, Sports Department, Canal+ France

Women Covering the Olympic Games, the Paralympic Games and other Mega Sporting Events: Equality is in the Eye of the Editor

Ms Christine Brennan, USA Today's Sports Columnist, Commentator for ABC News, National Public Radio and CNN

PLENARY 4 THE YOUTH SESSION: GROWING UP IN A GENDER-BALANCED SPORTING SOCIETY

Moderator:

Ms Angela Ruggiero, Olympian, IOC Member, IOC Athletes' Commission Member

Young Panellists:

Ms Ana Jelusic, Young Ambassador, Croatia

Ms Dalma Rusdi H. Melhas, Young Athlete, Saudi Arabia

Mr Serge Mwambali, Young Ambassador, Rwanda

Ms Kwanieze John, Young Ambassador, Trinidad & Tobago

Mr Edin Brankovic, Young Ambassador, Bosnia & Herzegovina

Ms Ellina Mhlanga, Young Reporter, Zimbabwe

Mr Arnel Dalmedo Silva, Young Reporter, Uruguay

Ms Iuliia Vynokurova, Young Reporter, Ukraine

Ms Sonali Prasad, Young Reporter, India

Mr Rashneel Kumar Madhur, Young Reporter, Fiji



CLOSING SESSION

PRESENTATION OF FINAL STATEMENT AND RECOMMENDATIONS CLOSING REMARKS

Mr Larry Probst, USOC President

Ms Anita L. DeFrantz, Chair, IOC Women and Sport Commission

Dr Jacques Rogge, IOC President

3. SUMMARIES

3.1. OPENING CEREMONY



Mr Lawrence F. Probst III
President of the USOC

Mr Lawrence F. Probst III welcomed the participants to the United States of America and thanked the IOC for organising this important Conference in his country.

He stressed that women and sport conferences were critically important events where people around the world meet every four years with a common goal to analyse the progress made within the Olympic Movement and to identify ways to improve and increase the participation of women in sport. He congratulated President Rogge and the IOC for their remarkable leadership in this area.

He believed that the rich programme and the high-level speakers would provide constructive conversation and ideas throughout the two-day Conference that the Olympic Movement could collectively put into action after the Conference had concluded.

He concluded by saying that the USOC was very proud to join its international colleagues present at the Conference in the efforts to advance the role of women in sport and to contribute in that global endeavour.



Ms Anita L. DeFrantz
Chair of the IOC Women and Sport Commission

 [Original presentation](#)

Ms Anita L. DeFrantz thanked the local Organising Committee, the Southern California Committee for Olympic Games, the United States Olympic Committee, the City of Los Angeles and local citizens for their great contribution to the success of the Conference.

She highlighted that the theme of Conference, “Together Stronger – the Future of Sport”, meant that everybody deserved the opportunity to experience sport, recalling that nearly 20 years before, when the International Olympic Committee had taken the decision to assess the status of women in Olympic sport, there had been a great deal of work to be done.

The work had started with a review of the number of women on the field of play, the number of National Olympic Committees that trained and entered women athletes in the Olympic Games and the number of women in decision-making positions in the world of sport.

She noted that substantial progress had been made since that time, stressing that, for the first time, every sport on the programme of the Olympic Games would have both men and women competitors. Although there was substantial success, a lot was still to be done as there were still few women in sports governing bodies.

She finished by requesting each participant to focus on how to help make the world of sport more accessible to women throughout the two-day discussions.



Mr Antonio Villaraigosa
Mayor of The City of Los Angeles

 [Original presentation](#)

Mr Antonio Villaraigosa thanked the Southern California Committee for the Olympic Games, the United States Olympic Committee and the LA84 Foundation for the pivotal role they had played in the organisation of the Conference.

The City of Los Angeles was proud and honoured to host the 5th IOC World Conference on Women and Sport and to celebrate the tremendous work that the IOC had done to empower and encourage the next generation of female athletes.

Each Olympics bring in new milestones for women athletes: at the Los Angeles 1984 Olympic Games, just under a quarter of the participants were women. At the 2008 Games in Beijing, 43 per cent of the athletes were women. With the addition of women in boxing in this summer's London Games, women will compete in every single sport in the Olympic programme for the first time in history. These advances are thanks to the tireless and dedicated work done by the IOC to increase the number of girls and women competing in sport.

He finished by recognising the national efforts such as Title IX legislation passed in 1972, the landmark law which opened the door for young women to participate in high school and college sports. At the time of the 40th anniversary celebration of this important legislation, he wished that the major goal would be to increase the representation of women in leadership positions throughout the world of sport and to continue to increase the number of women athletes who compete.



Dr Jacques Rogge
IOC President

 [Original presentation](#)

Dr Jacques Rogge started by thanking all partners for the organisation of the Conference, the United States Olympic Committee, the Southern California Committee for the Olympic Games and the many volunteers who had taken time away from work and family to support the work of the Conference.

He said that there was no better way to open the Conference than with the presentation of the 2012 IOC Women and Sport Awards, a recognition and celebration of outstanding efforts of women and men who exemplified the commitment to gender equality throughout their life.



Delegates had come from many countries to inspire each other. “Together Stronger” in the gender equality work and applying collective knowledge and varying perspectives to this challenge would produce new insights and new solutions. “The Future of Sport” depended on everybody’s ability to translate the good intentions into results, Dr Rogge said.

He highlighted that, although the Olympic Movement had made great progress in terms of women’s participation at Olympic Games, the challenge was still with progress outside the competition venues, as there were still insufficient numbers of women in leadership roles throughout the world of sport.

“More women leaders are still needed, not to prove the commitment to gender equality but to take advantage of their brains, their energy and their creativity”, he stated.

3.2. PLENARY 1

Leadership Views on Women in the World of Sport



Ms Anita L. DeFrantz
Chair of the IOC Women and Sport Commission

The opening session was moderated by Ms Anita L. DeFrantz, Chairperson of the IOC Women and Sport Commission.

The opening session featured the IOC President, Dr Jacques Rogge; Chair of the United Nations Commission on the Status of Women, Her Excellency Ms Marjon V. Kamara; Deputy Executive Director, UN-Women, Ms Lakshmi Puri; President of the Coordinating Committee of the Meeting of Women Parliamentarians of IPU, Dr Nurhayati Ali Assegaf and the Chairman of the London Organising Committee of the Olympic Games and Paralympic Games Ltd (LOCOG), Lord Sebastian Coe.

Although progress has been made with female athlete participation at the Olympic Games; considerable work remains to be done to get more women into leadership and administrative roles within the Olympic Movement, the keynote speakers opening the 5th IOC World Conference on Women and Sport in Los Angeles declared.



Dr Jacques Rogge
IOC President

 [Original presentation](#)

Ms Anita L. DeFrantz introduced the IOC President, who opened the session by discussing the strides made in gender equality at the Games. The 1932 Los Angeles Games, for instance, had seen only nine per cent female participation. By 1984 that figure had climbed to 24 per cent. By 2008 more than 42 of per cent of the competitors were female. In London, the expectation is that it will reach 45 per cent.

Although three nations have yet to send a female athlete to the Games — Brunei, Saudi Arabia and Qatar — Jacques Rogge was encouraged by Saudi Arabian athlete Ms Dalma Rushdi H. Malhas, who participated in the 2010 Summer Youth Olympic Games in Singapore and took home a bronze medal in Equestrian. He observed further that, in London in 2012, more than four billion people will have access to the Games via television, half of whom will be women, and such a global reach will make the Games a powerful force for gender equality.

While equality on the field of play was essential, the IOC President claimed that this was not sufficient for true equality in sport. There was a need to increase the participation of women in all aspects of sport; in coaching and sports administration, in sports businesses; and in the media.

Furthermore, he recalled that the Olympic Movement had an obligation to place sport at the service of women well beyond the context of the Olympic Games. For that reason, the International Olympic Committee was actively engaged in efforts to achieve the UN's Millennium Development Goals in collaboration with the United Nations.



H.E. Ms Marjon V. Kamara
Chair, UN Commission on Status of Women

 [Original presentation](#)

Ms Kamara underlined the increased focus on the role of sport in the work of the United Nations, with a special interest in sport for development and peace, and within this framework, the U.N. recognises the importance of focusing on gender equality issues.

The United Nations Commission on the Status of Women sessions are key global events that bring together the gender equality community in a common effort and commitment to promote the goal of gender equality, monitor progress in implementation of existing commitments, agree on new measures and actions and exchange experience and lessons learned.

There are two fundamental guiding documents which address some of the critical gender equality issues in sport and physical activity. One is the convention on the elimination of all forms of discrimination against women and the other is the Beijing Declaration and Platform for Action. The two documents recognise the role that sport can play in the enjoyment by women and girls of their rights and their empowerment, and to enhance girls' and women's health and education. Thus, these instruments provide guidance on action to be taken to end discrimination against women and girls in sport.

Ms Kamara saluted the engagement between the United Nations and the IOC, particularly since 2009 when the IOC had started to participate in the sessions and work of the United Nations General Assembly in the capacity of Observer. She expressed the hope that the IOC would continue to help further increase attention on gender equality issues in sport in the General Assembly and other intergovernmental forums.

She hoped that this relationship could continue to grow. "A coalition of partners is necessary to increase the visibility of this issue, and ensure that there is political will at the national level to implement the normative frameworks that are agreed to internationally," Ms Kamara said.



Ms Lakshmi Puri
Deputy Executive Director, UN Women

 [Original presentation](#)

Ms Puri said that a "central aspect" of strategy is "amplifying women's voices and increasing women's roles as leaders and advocates for change." Adding that, "sport can be an important avenue to do just that."

Ms Puri described UN-Women's presence in 75 countries; by taking an active role they seek to ensure that their budgets and plans provide for an increased investment in women.

She went on to say that women are being underinvested in as a result of gender stereotyping and the structure of the sports movement itself. Socially accepted and deeply entrenched norms in our society are a roadblock to gender equality. "Every step taken to challenge these stereotypes is one step forward in the promotion of gender equality", she added.

She stated that female athletes, especially in sports that are traditionally not considered as “feminine”, could challenge deeply embedded norms of masculine and feminine roles.

In addition to providing role models, sport could be an effective platform to provide women and girls with leadership skills. Sport and the pursuit of gender equality can be mutually reinforcing through the role models they create, the values they promote, and the outreach they have and seek.

UN-Women will be looking at leveraging the opportunities that sport offers; and it is already looking at expanding partnerships with the Olympic Movement, but also with other sports organisations.

Already, the Secretary-General’s UNITE campaign to End Violence against Women, which UN-Women coordinates on behalf of the UN system, has used sport to promote a message of respect and non-violence.

She wished that participants in the Conference would be change agents to create a better world for women and girls. “You can count on UN-Women as a committed partner and driver for change in this effort”, she said.



Dr Nurhayati Assegaf
President of the Coordinating Committee
of Women Parliamentarians, IPU

 [Original presentations 1 and 2](#)

Dr Assegaf started her presentation by citing one of the principles of democracy stipulated in the IPU’s Universal Declaration on Democracy, a declaration adopted by the IPU Council at its 161st Session in Cairo in 1997: “The achievement of democracy presupposes a genuine partnership between men and women in the conduct of the affairs of society in which they work in equality and complementarity, drawing mutual enrichment from their differences.”

She went on to give key figures of women’s presence worldwide showing that women’s political representation at high or low governmental levels were considerably lower than men’s level of representation in most countries or world regions. “Sport as part of the people-centred sustainable development could be used as a tool to empower girls and women”, she added.

She stressed the insufficient representation of women on National Olympic Committees and their administrative boards, drawing attention to the fact that women lead only four per cent of the world’s 205 NOCs. To move forward or see significant change on every level, the number of women in these decision-making positions needed to increase, she asserted.

Dr Assegaf listed several points of action, including encouraging policies, both legislative and budgetary, to ensure access for women in sport; to promote gender mainstreaming in sports organisations and federations both in international and national forums through the amendment of statutes and/or affirmative policies; to promote a definitive quota on female participation in the delegation that each nation sends to the Games; and, as well, global ratification of international frameworks for Sport and Gender especially in the Convention on the Elimination of All Forms of Discrimination Against Women (CEDAW), which promotes and protects equal rights between men and women. She noted that nine NOCs had yet to sign the document.



Lord Sebastian Coe
Chairman of the London Organising Committee of the Olympic Games and Paralympic Games Ltd (LOCOG)

 [Original presentation](#)

Lord Coe stressed the importance of female role models in sport. Growing up with three sisters and in a country with a female prime minister, Coe said he was raised with a sense of female empowerment. A “well-stocked shop window,” he said, will create role models at all levels for women and girls to look up to, showcasing sporting achievements and how athletes conduct themselves on and off the field.

Lord Coe shared with participants how LOCOG had used the opportunity of staging and preparing for the London 2012 Games to bring about some very encouraging developments and change, and in doing so to help address the issue of sports participation, especially for women in sport.

He highlighted two particular elements of this vision as they related to women in sport:

- the importance of taking positive action to drive change: Leading the Way; and
- the importance of strong role models to sustain the positive momentum created by such action: Showing the Way.

He said that his own personal views and convictions about the importance of roles for women in the administration and delivery of sport had been shaped by the quality of skills and diversity of talent that he had seen in action time and time again over the past several years from women in senior leadership at London 2012.

Lord Coe handed over his speech to Ms Jackie Brock-Doyle, LOCOG Director of Communications and Public Affairs, to give her views and experiences as one of the leaders and role models of LOCOG.

Ms Brock-Doyle described the success of integrating women into the upper reaches of the London 2012 Organising Committee, describing it as a model that ought to be emulated in not only the Olympic Games but also the business world. She emphasised the need for a structured and detailed approach to ensure a balance of women in power positions, calling it absolutely essential to the conduct and governance of an organisation. By placing women in senior management positions, London 2012 leaders hoped there would be a filter-down effect for women in the workplace. There must, she said, be an active leadership approach to create meaningful and sustainable change.

The London 2012 Communications Department, Ms Brock-Doyle said, is 60 per cent female. Other key departments show similar commitments to diversity. The Human Relations Department: 60 per cent female; Finance, 59 per cent; Commercial, 58 per cent; Legal, 54 per cent; and Sport, 50 per cent. Even the London 2012 volunteer base, she said, is 54 per cent women. Overall, she said, the entire London 2012 workforce is 50 per cent female.

3.3. PLENARY 2 Partnerships for Progress



Mrs Nawal El Moutawakel
IOC Executive Board Member

The panel was moderated by Mrs Nawal El Moutawakel, IOC Executive Board Member.

Panellists included Ms Ann Stock, Assistant Secretary of the Education and Cultural Affairs Bureau of the U.S. Department of State; Mr Roland Rich, UNOP Executive Director In-charge of the UN Democracy Fund; Ms Gina Drosos, President of Proctor & Gamble's Global Personal Beauty Line; and Mr Pat McQuaid, IOC Member and President of the UCI.

The best way to engage people in advancements – for women in sport or anything else – is to give them the tools to do it themselves, according to the panel of experts in panel entitled, “Partnerships for Progress.”



Ms Ann Stock
Assistant Secretary, Bureau of Educational and Cultural Affairs,
U.S. Department of State

[Original presentation](#)

Ms Stock opened the session by announcing the State Department's new initiative, “Empowering Women and Girls through Sports”, part of an effort to use a new “smart power diplomacy” approach. Funded by the U.S. Olympic Committee, national sports federations and numerous leagues, the initiative aims to extend the State Department's efforts to over 190 countries. The goal: engage women and girls through sport, and do it beyond borders.

She highlighted that this initiative, which is made up of sports mentorships, sports envoys and sports visitors, had been launched as part of the 40th anniversary of Title IX celebration.

“Secretary [Hillary] Clinton has long recognised the success of mentoring. It's one of the most powerful ways leaders can keep giving and giving and giving to those who come after,” Ms Stock said.

“And through this Initiative, the United States will continue to actively engage governments and citizens, corporations and coaches, and men and the media to ensure that every woman and girl in the world has the chance to pursue—and achieve—her dreams”, she added.



Mr Roland Rich
UNOP Executive Director and In-charge
of the UN Democracy Fund

[Original presentation](#)

Mr Rich followed with examples of various projects funded through the United Nations Democracy Funds and in partnerships with civil society in several communities world-wide. These projects are aimed at giving a platform for people to voice their concerns, but one-third of these projects are for women's rights and empowerment.

UNOP has spent about 100 million dollars; they work in over 100 countries and have invested in about 400 projects around the world.

Mr Rich said women's empowerment should be supported and pursued for reasons of fairness and equity – to strengthen the disadvantaged, to change society and as a litmus test of modernity, for reasons of fairness and equity.

“Put the responsibility on us,” Mr Rich said of the UN and the IOC, “to stand up for women. The UN has embraced that and the IOC is with us.”



Ms Gina Drosos
President of Global Personal Beauty, Procter & Gamble

[Original presentations 1 and 2](#)

More often than not, solving issues is done best through partnerships and collaborations. It doesn't have to be a one-person, or one-organisation, effort. In fact, it's better if it's not, Ms Drosos suggested.

P&G believes in leadership and partnership, a natural extension of their purpose of touching and improving lives. “We don't have to make a profit so we can improve lives,” Ms Drosos said. “We make a profit by improving lives.”

Under its five principles – common mission, know your audience, define success, ensure mutual benefit, and be the best – the company has teamed with various foundations to empower girls and women.

She closed by highlighting a partnership that P&G was particularly excited about, the Olympic Games. “It fits all of the leadership through partnership principles including that our company purpose of touching and improving lives is a natural fit with the Olympic purpose of improving lives through sport”, she said. P&G will sponsor 150 athletes, one half of whom are women, and will also support the amazing woman behind every athlete, their mum.



Mr Pat McQuaid
IOC Member, UCI President

 [Original presentations 1 and 2](#)

Women are challenged by many barriers based on prejudice, Mr McQuaid said. Such barriers are found not only within a political, economic and social framework but equally within the local, national and international sports environment.

“Sport stands for our core values and is closely tied to democratic and human rights,” Mr McQuaid said.

“Yet much remains to be done to make equal opportunities happen. In cycling, as in many sports, there have been years of involuntary segregation where women found themselves channelled into certain disciplines and were often required to hurdle numerous prejudices before getting near the start line.”

In order to increase the influence of women in decision-making roles in sports administration, Mr McQuaid said, the UCI has decided to enforce an equal-opportunity recruitment plan.

Forty-nine per cent of its staff are women, in addition to over 35 per cent of its managers and directors.

With more still to be done, Mr McQuaid encouraged sports institutions to re-evaluate the gender neutrality of their male-dominated executive boards.

“Sport is about bringing value and improving the lives of everyday people all over the world,” Mr McQuaid said, “and if that means making some changes, I would like to think we will meet the moment.”

In the final minutes of the session, Mrs El Moutawakel invited the Saudi Arabian equestrian competitor Ms Dalma Rushdi H. Malhas to the stage; the 18-year-old athlete echoed the need for support.

“I started my sport, show jumping, thanks to my mother and I discovered my passion,” Miss Malhas said. “Thanks to her support, I could continue riding and furthering my skill.”

Miss Malhas became the first woman to compete and win a medal for Saudi Arabia, at the 2010 Youth Olympic Games, held in Singapore. Heading into the London Games, Saudi Arabia was one of three nations – along with Brunei and Qatar – that had yet to send a female competitor to the Summer Olympic Games.

“It’s important for us women, wherever we come from, to start with ourselves,” said Mrs Arwa Mutabagni, Miss Malhas’ mother, “[to] fight for our beliefs and be role models.”

3.4. DIALOGUE SESSION A Setting the Pace for a Sustainable Responsibility



Mrs Donna De Varona
IOC Women and Sport Commission Member

The panel was moderated by Mrs Donna De Varona, an IOC Women and Sport Commission member.

Other panellists included Dr Robin Mitchell, an IOC Member and the President of the Oceania National Olympic Committees (ONOC); Ms Marisol Casado, President of the International Triathlon Union (ITU); and Ms Raija Mattila, Co-Chair of the International Working Group on Women and Sport (IWG) and Ms Beng Choo Low, IOC Women and Sport Commission Member.

Women need to actively seek leadership positions in Olympic bodies, not passively wait for openings. The panellists in the dialogue, “Setting the Pace For A Sustainable Responsibility,” agreed.

When there are more women in leadership positions, there will be more opportunities for women to become good role models for future generations. And under the notion of working “Stronger Together as One,” echoing the theme of the Conference itself, the panellists declared that greater emphasis on partnerships, education and mentoring must be stressed.

“Women have to earn positions through strength of their own capabilities and not because of gender equality defined by law or policy,” Ms Beng Choo Low, an International Olympic Committee Women and Sport Commission member, said.



Dr Robin Mitchell
IOC Member, President of ONOC

[Original presentation](#)

Dr Mitchell, who spoke on the National Olympic Committees (NOCs)’ agenda, laid the groundwork for the discussion by providing IOC research statistics based on a report by Loughborough University in 2010. In 16 of the 17 NOCs of Oceania, there is at least one woman in a leadership role and 41 female Executive Board members.

That achievement was due to the work of Women in Sport commissions within the NOCs of Oceania, which have been the driving force for the empowerment of women in sports and also education opportunities. “Education and training is one of the most important areas to develop sport in regions,” Dr Mitchell said.

Dr Mitchell also mentioned how important it is to utilise networking and to create partnerships with institutions such as ministries of education, local governments, health departments, women’s groups and religious organisations. All these, he said, can connect a nationally oriented NOC with local organisations. Further, he said, the UN’s Millennium Development Goals will be reached as well.

“Mentoring is important particularly within NOCs and also with NOC exchange programmes”, he added.



Ms Marisol Casado
IOC Member, President of the International Triathlon Union

Ms Casado wanted to make it clear that we are very far from a good situation with regard to the number of women in leadership roles within the NOCs.

We have a lot to achieve, she said: “The Olympic Movement was one of the pioneers of doing positive policies in order to bring women into positions of leadership. I think we are not doing enough work—the situation is far from good.”

Talking about representation in the ITU General Assembly, Ms Casado said National Federations – in some countries called national governing bodies – can offer means of promoting women in leadership roles. If an NF has a woman as a delegate, the NF ought to have a right to three delegates. If an NF has two women as delegates, the NF ought to have a right to four delegates. If there are no women as delegates – then just two delegates. This, she said, can open a new door for possible leaders in the future.

Ms Casado said it is important to make sure as well that the media gives equal space to men and women, and that can be done by ensuring that news organisations give equal space in, for instance, press releases.

She used her time to also express her gratitude toward Mr Les McDonald, the ITU founding President. She spoke highly of his wisdom in his policies. One of the policies he began, and the ITU has since maintained, is ensuring that men and women get the same prize money, the same conditions for competitions and schedules in close proximity to one another.

She said Mr McDonald was adamant about promoting men and women equally and did so by making both genders stand together at the podium too. This ensured no separation of men and women in pictures. Therefore, women get the same coverage at the podium as the men and, as a result, women get promoted within the press as well and can have the opportunity to be role models.

Ms Casado also referred to a suggestion the IOC President had made about promoting, when possible in certain sports, events such as a mixed gender team relay. This, she said, could be an important tool to promote women in sport.

“When the government wants a medal, they will really have to invest in women,” she said.



Ms Raija Mattila
Co-chair, International Working Group on Women and Sport

[Original presentation](#)

Ms Mattila agreed with the core sentiment of the Conference – that together we are stronger. She also clarified that when she says the word “sustainability,” she is referring to the term from a social or economic perspective, “as in our responsibility to uphold conventional social standards.”

Speaking about the IWG, she said that it focuses on empowering women to take on leadership roles, not just as an athlete, but in all aspects of a sport.

The IWG devotes itself to empowering women and advancing sport with the aim of catalysing a sustainable sporting culture that enables and values the full involvement of women in every aspect of sport. Its guiding force is the Brighton Declaration on Women and Sport, the legacy of the first World Conference on Women and Sport – held in 1994 with the IOC playing an important role in its organisation. Since 1994, the Brighton Declaration has amassed 281 signatories with additional parties electing to join this elite list on a consistent basis; and the IOC was one of the first Brighton Declaration signatories.

She highlighted that the IWG's role as a global network was making it an innovative partner and an important stakeholder in the women and sport movement. "Sustainable global networks share important qualities. They are dynamic and adaptable, open and inclusive, responsive, and, by and large, transparent, voluntary and highly dependent on the commitment of their individual members", she said.

She also mentioned that, while the IWG as a global network was different in many significant ways from global institutions and organisations in the field, there were important overlaps in goals and complementary aims and missions. "Through acknowledging and embracing these mutually beneficial areas for cooperation, we could intensify and pursue exciting possibilities for synergy within the women and sport movement," she added.



Ms Beng Choo Low
IOC Women and Sport Commission Member

[Original presentation](#)

Ms Low emphasised the role of sport throughout the Asian region. The Olympic Council of Asia is one of the busiest continental Olympic councils. Despite the progress in improving gender gaps, three Asian countries have yet to send a female to the Olympic Games. She said she hoped the 2012 London Games would help change that statistic.

In order to overcome challenges, women and men need to participate on all levels of sport including in competition, on an administrative level and as spectators.

"Unity is strength," Ms Low said.

Instead of being given leadership positions, individuals need to earn them through hard work and their own strengths, she asserted.

Grassroots leadership is important, according to Ms Low. In countries such as Cambodia, there are efforts being made in certain areas to support women's efforts in sport. There is also work in the Arab world to promote a sisterhood, she said.

Social media will also assist in combating the gender gap as well, said Ms Low. Women earn positions through strength defined by law and policy.

For Ms Low, women have to lead the change. They have to pursue their own development goals, not just wait for offers to fill positions, and also have to pursue their own capacity building – organise, attend training and advancement to learn and improve – networking to share experience and good practice.



“We just have to do it,” she said, referring to the popular Nike slogan, “Just Do It.”

She said that the focus should be on young people, because they are the best hope in closing the gender gap and advancing gender equality over the long term. This can be done by engaging, nurturing and supporting young people. From small communities to the international arena, small baby steps are necessary to achieve success in the major international forum, Ms Low said.

“To overcome challenges requires continuous, concerted and conscious efforts.” “Leadership must take the lead and drive the process.” “Your attitude, not your aptitude, determines your altitude,” she concluded.

3.5. DIALOGUE SESSION B

Government, Legislature and Attitudes



Gen. Lassana Palenfo
IOC Honorary Member, President of ANOCA

The panel was moderated by General Lassana Palenfo, IOC Honorary Member and President of the Association of National Olympic Committees of Africa.

The session featured Ms Nancy Hogshead-Makar, Olympic gold medal-winning swimmer at the 1984 Los Angeles Games and expert on Title IX, the U.S. law that calls for gender equality in publicly funded university athletics; President of Danish NOC, Mr Niels Nygaard; IOC Women and Sport Commission member, Ms Marit Myrmael of Norway; and Ms Ann Cody of the United States, winner of multiple medals at the Paralympic Games who is now a leading member of international Paralympic governing board.

Legislative action or mandates on a national or international level are a must to see significant gender-equality improvement in the composition of executive boards in sports, the panellists of the dialogue entitled “Government, Legislature and Attitudes”, he said.

“You just don’t get this kind of change in society without a mandate. It just doesn’t happen,” said Ms Nancy Hogshead-Makar, a professor of law at Florida Coastal School of Law.

The three women on the panel argued for quotas aimed at producing gender equity. The lone male, Mr Nygaard, argued against quotas. Mr Nygaard said instead that other methods should be looked at.



Mr Niels Nygaard
President of the Danish NOC

 [Original presentation](#)

Mr Nygaard gave an overview of the situation in Denmark and also in other Northern countries where equality is nearly reached. In Denmark, the Government has a number of initiatives in trying to get equal opportunities. It has created a Ministry of Equality, which gives directions and good ideas on how to go forward in reaching equal opportunities. He specified that, contrary to other countries, the Minister of Equality in Denmark is a man. The NOC of Denmark is thus inspired by the policy of the government. The number of women participants is almost equal, but women in leadership account for only 18 per cent. The target is to have a minimum of 30 per cent in the sports movement.

The NOC, he said, has launched a project entitled “Women at the Top,” a three-year programme with seven National Federations looking to create just this sort of equality. The project’s long-term goal, he said, is to employ a number of women in executive positions in proportion to the number of female athletes they represent. As a point of action, Mr Nygaard discussed the importance of receiving support from the highest political level, implementing a mentor programme, furthering education and creating national and international networks.

Another programme, entitled “Good Governance”, was launched last year with the National Federations. There are ten items that all Federations have to adhere to. Among others, executive boards of National Federations are in charge of a continuous discussion and implementation of the strategies and policies. One of the policies that should be discussed is that federations have to give a firm commitment on how to achieve equality.



Ms Nancy Hogshead-Makar
Olympian, Expert on TITLE IX

 [Original presentation](#)

Ms Hogshead-Makar spoke of ways the United States has implemented laws that promote gender equality on the playing field. Title IX, passed in 1972, and follow-on legislation helped bring about change that would have otherwise been impossible, she said.

Title IX of the Education Amendments of 1972 protects people from discrimination based on sex in education programmes or activities which receive Federal financial assistance. She recommended participants from NOCs and sports federations who are handling a lot of money to take any possible opportunity to enact gender equity provisions.

She went on to show graphs demonstrating the rapid evolution of women at high school sports participation since the adoption of this law. The lesson learnt is that “you just don’t get this kind of change in society without a mandate, it just doesn’t happen,” she said. “You can’t just convince someone, you need a mandate.”

Recent research on sports, education and employment findings:

- Title IX was responsible for one-fifth of the rise of female educational attainment for the generation that followed the new policy
- 10 per cent increase in women working full time
- 12 per cent spike in women in traditionally male-dominated occupations, such as accounting, law and veterinary medicine.

A similar approach needs to be taken on the business side to ensure equality on an executive level, she said.



Ms Marit Myrmael
IOC Women and Sport Commission Member

 [Original presentation](#)

Ms Myrmael was adamant about the need for quotas in order to ensure gender equity in the executive sphere. She discussed examples from Norway of successful quota implementation in both the corporate sector and sports. Although there was much initial push-back, she said the quotas not only worked but were met in shockingly quick time. Within five years of the new legislation, all public companies were in compliance with the rules pertaining to business. Since then, she said, there has been an increase in women elected as presidents and secretary-generals.

The five-year turnaround in Norway thanks to quotas, Ms Myrmael said, was much more effective than the IOC-mandated National Olympic Committee and International Federation equality targets. Fewer than 50 per cent of IFs have reached the 10 per cent target set in 2000 and fewer than 17 per cent have reached the 2005 target of 20 per cent female representation, she said.

“Quotas do not discriminate. They compensate for unequal representation,” Ms Myrmael said. “Our hopes of future success cannot be based on our past failed strategies. Past efforts have proved inefficient and ineffective and are not currently working ... sorry if I was provocative. I don’t think it will happen but I think we should try.”



Ms Ann Cody
Paralympian, IPC Governing Board Member

 [Original presentation](#)

Ms Cody said women with disabilities are the responsibility of everyone in global sport, not just the Paralympic Committee. And, she said, women with disabilities must be engaged in decision-making structures as stakeholders and leaders.

She said, too, that women with disabilities are in greater need of this support as they are in greater danger of depression, low self-esteem and risky behaviour.

Ms Cody cited Article 30 of the United Nations Convention, as it allows for all people to have access to safe, accessible sporting venues and ensure access to sports programmes and equipment.

She highlighted the tremendous work of the International Paralympic Committee to increase the participation of women with disabilities. They implemented policies in terms of removing the barriers in the Paralympic programme and creating opportunities for women leaders.

She finished by calling everyone to:

- Recognise girls and women with disabilities as a global sports responsibility
- Engage girls and women with disabilities as stakeholders, athletes, coaches, role models and leaders
- Require all projects to include girls and women with disabilities
- Fund projects that target girls and women with disabilities.

3.6. DIALOGUE SESSION C Matters Medical



Dr Ugur Erdener
IOC Member, IOC Medical Commission Member

 [Original presentation](#)

The panel was moderated by Dr Ugur Erdener, IOC Member and Medical Commission Member.

Participants in this session included Dr Thomas H. Murray, PhD, President and Chief Executive Officer of the Hastings Centre; Dr Eric Vilain, M.D., PhD, Director of the Centre for Society and Genetics and Chief of Medical Genetics in the Department of Paediatrics at the David Geffen School of Medicine at UCLA; Dr Rania Elwani, M.D., Olympian and IOC Member from Egypt; and Ms Aimee Mullins, Paralympian and former President of the Women's Sports Foundation.

Separate categories exist in sport because women and men are physiologically different. At the same time, there are variations in gender, according to the panellists in the dialogue, "Matters Medical".

The panel addressed the questions, "Why is there a separate category of events for women?" and "How is eligibility determined?"

Dr Erdener presented literature regarding gender, specifically relating to the complexities regarding women in sport. At the 2012 Olympic Games, the International Olympic Committee projects that 44 per cent of the athletes will be female. Citing Kristin Wilde, author of "Women and Sport: Gender Stereotypes in the Past and Present", Dr Erdener said that progress has been substantial but there is much yet to be done.



Dr Thomas H. Murray
PhD, President and CEO, the Hastings Centre

 [Original presentation](#)

Dr Murray discussed the issue of fairness in sports and gender variations.

"Good ethics always begins with good facts," Dr Murray said.

According to Dr Murray, rules shape the meaning of sport. Sport means endurance, strategy and a willingness to suffer. "Sport is a very strange enterprise when you think about it," he said.

He sought to explore the issue of what it would mean for a woman who produces irregularly high levels of testosterone, which would basically "make" her male, to compete with "regular" women who produce "normal" levels of testosterone. He also focused on the broader issues of fairness and the value of sport in our lives.

Some scholars advocate getting rid of separate competitions between men and women and to have them compete together. What would be the result?

Dr Murray said, “It would be very hard for a woman to win a medal despite being an elite athlete. The goal is to recognise talent and reward dedication. That’s why we have women compete against women, not women against men.”

The two standard gender categories do not work for every individual on the planet, however.

Sport has not always dealt well with persons of intersex, according to Dr Murray. Examples of this in sports include Maria Patiño, Dora Ratjen and the Press sisters, Tamara and Irina. Patiño was a 1980s-era champion sprinter from Spain. Ratjen competed in the 1936 Berlin Summer Games in the women’s high jump for Germany, finishing fourth, but was later discovered to be male. The Press sisters were 1960s Soviet champion track and field athletes whose careers suddenly stopped when gender verification tests became mandatory (these tests were stopped in 2000).

Dr Murray suggested we must show respect and compassion for athletes of all types and allow talent and dedication to be displayed and honoured. But when making decisions on the issues noted above, criteria need to be clear and organisers must adhere to a transparent process. At the same time, he said, we also must respect the ways of being human, adding, “There are many variations.”



Dr Eric Vilain
M.D., PhD, Director, Centre for Society and Genetics Chief,
Medical Genetics, Department of Paediatrics,
David Geffen School of Medicine at UCLA

 [Original presentation](#)

Dr Vilain focused on the question, “Where do sex differences come from?”

There are parameters of biological sex under six categories: chromosomal, genetic, hormonal, the internal reproductive structures, external genitalia and brain sex. Dr Vilain concluded there is an advantage in athletics if an athlete is intersex. Males are stronger than females due to the androgens, including testosterone, which are 10 to 20 times higher in males. Dr Vilain went on to explain that there are more female athletes at the Olympics who carry a Y chromosome, about one in every 421, than in the general population, about 1 in 20,000.

The issue of fairness was also raised by Dr Murray. Are those sex variations fair in competition? Dr Murray said it is complicated because there are many unfair characteristics that are natural characteristics in sport.

“What’s fair is unclear,” Dr Murray said. “Is it more unfair to have a little more testosterone than it is to have longer toes or be a little taller or any other medical condition?”

While intersex might be an advantage, it is no more of an advantage than other advantages of athlete performance thresholds. It is unfair to tell a female that she cannot compete because her levels are too high, Dr Murray said.

Dr Murray also emphasised the need to respect each athlete’s privacy. He also expressed the viewpoint that eligibility should be defined by the sports organisations according to a clear protocol, and said that while biological parameters can be helpful, they are not perfect.



Dr Rania Elwani
Olympian, IOC Member

Dr Elwani recognised that the gender issue is controversial. She said that fairness is the bottom line: “As athletes, we just want sport to be fair for all of us.”

Amid the controversy, Dr Elwani also noted the legitimate, even perhaps life-saving medical issues that might be at work. Females living with a hormone imbalance could be at risk for problems such as fertility disruption, cardiovascular disease and increased chances of cancer. Testing these athletes and getting them treatment might be helpful in early detection, she said.

Dr Elwani also said that perhaps the women winning were naturally selected to secrete more hormones.

“Some women do not choose what their bodies are doing,” she said. Dr Elwani believes more research is needed in this field.



Ms Aimee Mullins
Paralympian and Former President
of the Women’s Sports Foundation

Ms Mullins said there is a social aspect to how we perceive femininity. If athletes appear on magazine covers with painted nails, long hair and makeup, we do not question their gender or physique. Our society is trained to have a traditional view of what women are supposed to look like.

3.7. DIALOGUE SESSION D Empowering Women and Girls through Education



Mr Patrick Baumann
IOC Member, FIBA Secretary General

The session was moderated by Mr Patrick Baumann, IOC Member and Secretary General of FIBA.

Other panellists included: Ms Dagmawit Girmay Berhane, IOC Member, IOC Women and Sport Commission Member; Dr Richard Lapchick, Director of the Institute for Diversity and Ethics in Sport and Chair of the DeVos Sport Business Management Programme, University of Central Florida; Ms Karin Lofstrom, Executive Director, Canadian Association for the Advancement of Women and Sport and Physical Activity (CAAWS); and Ms Christiane Paquelet, Director, National Olympic Committee of Brazil.

Mr Baumann launched the discussion by exploring the value of education and its roles in different communities and the stages of people's lives.

For the United Nations, sport is a prevalent means of education attainable through both knowledge and skill, Mr Baumann suggested.

Instilling a strong future for women in sport starts with education, and that education itself begins with communication, according to the panellists on the "Empowering Women and Girls through Education" dialogue.



Ms Dagmawit Girmay Berhane
IOC Member, IOC Women and Sport Commission Member

 [Original presentation](#)

"Once you can educate yourself, you can dream for your life, you can lead your life," said Ms Dagmawit Girmay Berhane of Ethiopia, a member of the IOC and the IOC Women and Sport Commission.

She also said, "When you educate a woman, you educate a nation, you educate a generation." But when educating girls, you need to read the history, it's important to know where they come from.

For Ms Berhane, education is about giving girls and women the tools to set their own goals and lead their own lives:

"Whether she is a physician, or a simple farmer, or simple girl trying to go to her school everyday, to her work; it becomes a necessity that somebody is out there showing her to lead and showing her how to do it and when to do it."



Dr Richard Lapchick
Director of the Institute for Diversity

 [Original presentation](#)

Addressing the role of diversity and tolerance, Dr Lapchick recalled as a five-year-old boy seeing people picketing with an image of his dad swinging on a tree. It was in the 1950s and this father, an executive for the National Basketball Association's New York Knicks, had drafted an African-American to play for the team.

Dr Lapchick also recalled another boyhood memory: his sister having to choose between the high school title "best looking" over "best athlete" because of social stigma.

He noted that, in 2012, women still coach fewer than half of the women's teams in the United States. More than 80 per cent of coaches are white males, he said.

"No one, especially people who look like me – white men – are going to give equality to women and people of colour," he said, continuing that change is not going to just happen.

It needs to be put in motion, he declared.

He said that women are still facing many obstacles: gendercide, child abuse, men's violence against women and boys against girls and human trafficking.

"Girls who play sport are more likely to get a better education and are more likely to avoid being the victim of some of these things", he added.



Ms Karin Lofstrom
**Executive Director, Canadian Association for the Advancement
of Women and Sport and Physical Activity (CAAWS)**

 [Original presentation](#)

In countries such as Canada, Ms Lofstrom said, the focus is on creating and encouraging a thriving work field that includes women in representing all communities and viewpoints.

"Organisations will function better if both men and women work together to share the leadership," she said.

Introducing the concept of a threshold effect, Ms Lofstrom said that when at least three women in a group of 10 are involved in the decision-making process, boards immediately diversify and the discussion process becomes more active and engaged.

"We need to be intentional about getting women involved. It doesn't happen by accident," she said.

According to a report from an International Working Group, the country with the highest per centage of women on a sports board is Norway with 39 per cent, followed by Finland at 33 per cent and Sweden at 32 per cent.

Getting women to executive positions, she said, is in large measure about showing them how to get there and providing the strategies.

But perhaps more than anything else, Ms Lofstrom said, “Encourage other women to get involved to make it an enjoyable experience. When we get women into leadership positions, we need to support them. Create an inclusive work environment.”

Such sentiment rang true for dialogue delegate Ms Bernadette Pakossa-Foulou-Kode of the National Olympic Committee of the Central African Republic, who during the discussion period raised issues of rivalry and exclusiveness.

“We, as women, can create our own obstacles. We don’t always help other women,” Ms Pakossa-Foulou-Kode said. “If I see another female leader and I know I don’t have sufficient skills, I could ask this woman if she could help me. But if she’s not willing to help me, it’s very difficult to offer the best of myself. If there’s great solidarity among women, it can be truly helpful.”

“We should try to make men more fully aware of the issues.”



Ms Christine Paquelet
Director, NOC Brazil

[Original presentation](#)

Putting education in motion, Ms Paquelet said, is what Brazil is doing at the grass-roots level – in and around sport; for both girls and boys.

The Brazilian NOC has sought to reach young people through Olympic festivals, athlete role models and photography workshops, among other initiatives.

“All those programmes are half-and-half, girls and boys,” Ms Paquelet said, adding that there was no need to create a programme solely for girls.

“We need to reach them,” she said, “girls and boys.”

3.8. PLENARY 3 Role Models and Leadership



Ms Geena Davis
Academy Award-winning actress
and advocate for women and girls' rights

Video: www.olympic.org/losangeles2012



Ms Diana Nyad
Author, journalist and long-distance swimmer

The plenary featured Ms Geena Davis, an Academy Award-winning actress and founder of the Geena Davis Institute on Gender in Media, and Ms Diana Nyad, a world champion swimmer and broadcast journalist.

Ms DeFrantz introduced Ms Davis and Ms Nyad.

The lack of highly visible female examples in the media needs to change to achieve true gender equality in sports, speakers at the third plenary session, “Role Models and Leadership”, she said.

It can be done, she said. But it will take considerable work.

“There is equal coverage of female sports and athletes during the Olympic Games. So if it can work for two weeks, it can work for the rest of the year,” said Ms Anita L. DeFrantz, Chair of the IOC Women in Sport Commission.

Ms Davis spoke at first and at length, explaining what a negative body image, indeed self-image, she had until she tapped into her athletic ability for her movie roles.

Learning to play sports gave her a positive image of herself and her body for the first time, and made her realise that it was OK to “take up space in the world” and be successful. She said she wanted to teach this powerful notion to girls, but realised this image problem can begin from the moment children turn on the television. It lurks, she said, both in front of and behind the cameras.

A study conducted by Stacy Smith and the University of Southern California’s Annenberg School of Communication and Journalism on gender in the media found the following:

In family films, the ratio of males to females is three to one, the same as it was in 1946, Ms Davis said. Further, the majority of the female characters were stereotyped or hyper-sexualised, in which G-rated films displayed women wearing the same percentage of revealing clothing as R rated films, Ms Davis said.

“What message are we sending our kids?” Ms Davis asked rhetorically. “We are saying that women are less important to our society than men, and the message that girls are less important than boys is sinking in.”

Behind the camera, she went on, women are also at a disadvantage. Only seven per cent of directors, 20 per cent of producers, and 13 per cent of writers are female. However, when a women writer works on a film, there is a 10.4 per cent difference in screen time for female characters, Ms Davis said.

When Ms Davis became the fictional first female president in the television series, “Commander In Chief,” she was unaware that the United States ranked 90th worldwide in female representation in government. Across the board, in the 10 most important sectors of society, women only make up 17 per cent, Ms Davis said.

Females are also under-represented in televised sports, Ms Davis said. A study of three American local television affiliates found that men’s sports took up 96 per cent of airtime, while women’s sports took under two per cent.

“Coverage for women’s sports is equal to that of dog racing and fishing. It’s pathetic. I don’t know how you go much lower,” Ms Davis said.

The numbers are wildly disproportionate in news coverage, even though participation in sports by women has risen from 1.8 million to 3.1 million from 1989 to 2009, Ms Davis declared. On the air, among KABC, KNBC, and KCBS – three Los Angeles television stations – more than 95 per cent of the announcers were male. It is still clear that the position of a sports caster remains powerfully gender segregated, Ms Davis asserted.

“If gender equality’s time has come, why hasn’t it?” asked Davis. “The lives of too many girls are at stake. Let’s add women, include women, vote for women and hire women.”

Ms Nyad took to the microphone next. She talked about empowering women by sharing her own story.

After being sexually assaulted by her coach when she was 14, she no longer believed swimming was a destiny set for her by her last name, which translates roughly to “swimmer in lake oceans that protects the waters for the gods,” she said.

Instead, she saw swimming as something that made her feel proud of her body, and feel that she was capable of doing anything. She still holds the record for the longest swim in history, 102.5 miles, from the island of Bimini to Florida.

Included in her speech were stories of other women who had to break through gender and cultural boundaries, such as Ms Tegla Loroupe, the former world record-holder in the marathon from Kenya, who as a girl overcame a brutal beating for wanting to run with the boys in her village.

Ms Nyad said she believes sport is extremely important to the future of women, but there is still a struggle for resources, equipment, scholarships, and coaches, and a battle for every dollar. If everyone goes home and spreads the word that women can make a difference through sport, not only will the future of girls be better, but also the world.

“It will mean something when a woman who is strong in her body and strong in her spirit says, ‘No!’ We will take up space and we will live our lives the way we want to,” Ms Nyad said.

3.9. DIALOGUE SESSION E

It's All in the Numbers



Prof. Gudrun Doll-Tepper
IOC Women and Sport Commission Member

The session was moderated by Professor Gudrun Doll-Tepper of the IOC Women and Sport Commission.

Presenters included Mr Ching-Kuo Wu, President, AIBA, the International Boxing Federation and IOC Member from Chinese Taipei; Mr Bernard Lapasset, President, the International Rugby Board; and Professor Ian Henry, Loughborough University in the United Kingdom.

Women have come a long way indeed in the campaign to achieve gender equality on the field of play.

But there is a considerably long way to go still in achieving equity in leadership positions in international sports, according to the figures and statistics presented by the panellists in the dialogue, "It's All in the Numbers."



Mr Ching-Kuo WU
IOC Member, President, International Boxing Federation

 [Original presentation 1 and 2](#)

Mr Wu began the dialogue by noting that women were banned from participating in the first modern Olympic Games in Athens in 1896. However, they were able to compete starting in the 1900 Games in Paris.

"The International Olympic Committee decided that, from 1991, all new sports introduced to the Olympic Games must feature women's events," Wu said. "That policy resulted in 4,746 women participating in the 2008 Beijing Summer Olympic Games, representing 42.4 per cent of the athletes, remarkable progress since the 2.2 per cent in 1900."

Mr Wu provided research that showed that the IOC has yet to reach its goal of the executive boards of NOCs and IFs being at least 20 per cent women. He acknowledged that 30 per cent of NOCs and IFs currently meeting the quota is an optimistic sign of progress.

Mr Wu concluded that education and communication are key building blocks for opening up opportunities for women to gain more leadership roles.



Mr Bernard Lapasset
President, International Rugby Board

 [Original presentation](#)

Mr Lapasset followed by discussing women's role in rugby.

More than 75 per cent of rugby players are women in the U.S., he said. He discussed a five-year plan, ranging from 2011-2016, aimed at increasing participation by women, providing an excellent women's World Cup and holding a successful Olympic Games.

Mr Lapasset said that girls as young as 13 will play and prepare for the sport. He added that the plan will increase participation and will be natural, based on the results on the field.

The year 2009 was marked by the first Women's Rugby World Cup, which was followed by 40,000 supporters in the stadium and broadcast by international television worldwide. Based on that success, the IRB decided to appoint for the first time a person in charge of women's rugby development. Also, a women's representative was appointed to the rugby commission.

With the inclusion of the 12 women's teams and 12 men's teams in the Olympic Games in Rio 2016 and the 2020 Games, parity will become more than ever a strategic objective for the IRB.



Prof. Ian Henry
Loughborough University

 [Original presentation](#)

Prof. Henry rounded out Dialogue E "Narrowing the Gap", focusing more on qualitative findings than hard numbers.

He outlined seven key barriers to gender equity in the electoral system in the Olympic Movement:

- Lack of women identified to bring forward as candidates
- Reluctance of female candidates to put themselves forward as candidates
- General assembly/electorate dominated by male presidents and secretary-generals
- Lack of turnover; long-standing incumbents mean few spaces for new female candidates; low incentive to engage in succession planning
- Negative aspects to organisational culture
- Women elected but not to senior roles
- Women marginalised by being limited to Women in Sport Commission/area.

Prof. Henry went on to provide examples of how to start breaking down each barrier, including limiting terms of office and changing the name of the "Women and Sport Commission" to focus more broadly on "equity".

Two members of the audience raised the name change issue after the formal presentations, with split opinions on whether it would help or harm the cause of women's equality in the Olympic Games. Prof. Henry said the name change was a contentious topic within the IOC, and stressed that it was but one solution suggested.

3.10. DIALOGUE SESSION F Sport, Peace and Development



Ms Nicole Hoevertsz
IOC Member, IOC Women and Sport Commission Member

Ms Nicole Hoevertsz, IOC Member from Aruba, moderated the discussion.

The way to effect meaningful change in the way women participate in international sport is to ensure that women take roles of leadership and administration, the panellists in the “Sport, Peace and Development” dialogue agreed.

Panellists included Beatrice Allen, IOC Member and IOC Women and Sport Commission Member; HRH Prince Feisal Al Hussein, IOC Member from Jordan and Chairman and founder of Generations For Peace; Ms Barbara Kendall, IOC Member from New Zealand and Olympic medallist in sailing; and Mr Stephen Jordan, Senior Vice-President and Executive Director of the Business Civic Leadership Centre, an affiliate of the U.S. Chamber of Commerce.

“The fundamental issue here is that, because of unequal access to information and education, it’s challenging for women to obtain upward mobility on the sport administrative ladder,” Ms Beatrice Allen, IOC Member from Gambia, said.



HRH Prince Feisal Al Hussein
IOC Member, Founder and Chairman of Generations for Peace

[Original presentation](#)

According to Prince Faisal, the key to achieving gender equity in developing nations is removing the barriers created by poverty and conflict. Cultural and structural violence, he said, promote racism, sexism and repression.

“We need long-term and sustainable peace in actively tolerant communities,” he said.

To address this issue, Prince Faisal created the Generations for Peace foundation, which invites delegates from developing nations to learn how sport can begin to break down these barriers and take these tools back to their communities.

“Using sports, we offer young women a safe transitional space for collective individual change,” he said. “We use sports as an entry point for conflict transformation and peace building.”



Ms Beatrice Allen
IOC Member, Chairperson of ANOCA Women
and Sport Commission

[Original presentation](#)

Ms Allen, picking up on that notion, said that the link between the IOC and the United Nations is crucial and should be intensified.

“We need to use sport to bring about social integration and toleration,” she said. “Those same values in sport – teamwork, team spirit, are the same values required for us in peace.”

Ms Allen also stressed the importance of protecting women and girls from conflict-based violence, and of encouraging developing nations to engage in a dialogue on the matter of sustainable peace.



Ms Barbara Kendall
Olympian, IOC Member

[Original presentation](#)

Ms Kendall said that she believes one of the crucial points in giving women a voice in sport is the education of former athletes. She has helped create another type of partnership with the IOC, a programme called Voices of the Athletes.

The organisation teaches young athletes how to be role models and leaders in areas such as HIV awareness, anti-doping and green living. Voices of the Athletes currently has more females than males involved.

“When you get a group of young athletes together, they have no idea what they should be doing,” she said. “We need to mentor, support them and guide them to become future leaders.”



Mr Stephen Jordan
Executive Director, Business Civic Leadership Centre

[Original presentation](#)

Efforts like these have helped provide the foundation for the empowerment of women to assume leadership roles, Mr Jordan said.

“When you think about the decades and the centuries and cultural traditions of many years in the past, those are the kinds of things that don’t happen overnight,” he said. “It takes a while.”

Businesses, he added, are beginning to realise the fiscal and cultural importance of a relationship with sport, and the benefits of having women involved in administration.

He cited a study funded by Intel, which found that when at least 10 per cent of girls in a developing country get an education, that country’s gross domestic product increases by three per cent.

Finding connections between business communities and athletic communities will help promote the advancement of sports and financial sustainability in developing nations, Mr Jordan said.

3.11. DIALOGUE SESSION G Business of Sport



Mr Barry Sanders
Chairman of SCCOG

Mr Barry Sanders, Chairman of the Southern California Committee for the Olympic Games, moderated the event.

Panellists included: Ms Lydia Nsekera, IOC Member and President, Burundi Football Association; Ms Judy M. Miller, Vice-President and Director, Conrad N. Hilton Humanitarian prize; Mr Robbert De Kock, Secretary General, WFSGI, the World Federation of the Sporting Goods Industry; and Ms Marcia Greenberger, a gender mainstreaming specialist.

Growing female involvement in the Olympic Movement means that more women athletes are changing the face of sport in the business world, according to the panellists in the dialogue “Business of Sport.”



Ms Lydia Nsekera
IOC Member, President, Burundi Football Association

 [Original presentation](#)

Ms Nsekera spoke about monetary prizes for non-mixed sports, or sports where men and women compete separately. She observed that, while the popularity of women’s sports has evolved, they have – in general – yet to reach the popularity of men’s sports.

She added that monetary prizes for women were typically less than those for men, and explained that the inequity is largely due to the amount of money each sport brings in. Although women’s sports are on the rise, they still do not match the men’s show, which is why gender equality is important.

Ms Nsekera showed a few examples of how women’s sports are on the upswing, including the 2007 Women’s World Cup in football in China compared to the 2011 Women’s World Cup in Germany. According to Ms Nsekera, the 2007 event brought in USD 6.4 million in revenue, while 2011 brought in USD 7.6 million. She added that the 2011 Women’s World Cup broke all records with spectators, both locally and in broadcast terms.

Ms Nsekera stressed the need for an increase in popularity in women’s sports, because along with popularity will come the same income and monetary prizes as men’s sports. She argued that when you see women in sports, you see the integration of women in society.



Ms Judy M. Miller
Vice-President and Director, Conrad N. Hilton Humanitarian Prize

[Original presentation](#)

Ms Miller focused on some of the hardships girls face in developing countries, including an example of how some women never hold a ball in their lives, but instead need to walk miles in order to fetch food for their families.

“Female participation in sports has been credited with a wealth of improved health measurements, higher self-esteem, lower drug use, lower pregnancy rates and higher success in life. But worldwide, it is only in the developed world that female athletes are among the small number of girls who, through destiny – luck – chance were born in a place and at a time when they had the opportunity to fulfil their dreams”, Ms Miller said.

She proceeded to talk about the importance of organisations such as Women for Women International, which supports women in war-torn regions with financial, emotional and other aid.

“It all starts with a girl, and the world can be changed one girl at a time,” Ms Miller said. “It only takes one person to change the world, and we can each be that one person.”



Mr Robbert De Kock
Secretary General, WFSGI-World

[Original presentation](#)

Mr De Kock spoke about the role of women in the sporting goods industry and how that has changed over time. He said that women now account for 70 per cent of purchases – for both men’s and women’s apparel.

He also showed the evolution of women’s apparel in different sports like tennis, golf, swimming and field hockey. Originally, he said, women’s attire for tennis was incredibly difficult to play in; in one event in 1928, women collapsed after a track and field event. Now, of course, shoes, rackets, bicycles and other materials are helping change performances.

Rules, regulations and cultural influences have played an important role in changing women’s products. International Federations have to work hard in order to get their sport interesting enough for the audience. The sporting goods industry is trying to support them through performance through products. They are guided by four elements: the rules of International Federations, the interest of developing sport, the culture differences and the commercial interest.



Ms Marcia Greenberger
Gender Mainstreaming Specialist

 [Original presentation](#)

Ms Greenberger closed out the panel discussion by explaining what sport and business can gain from women's involvement. She pointed out that participation in sport is one of the best ways to bring girls into the world's economy. According to Ms Greenberger, 82 per cent of women in business played sport after elementary school.

Ms Greenberger added that diverse groups of people out-perform homogenous groups.

"If a group includes more women, its collective intelligence rises," Ms Greenberger said. "There are examples from some of the biggest retailers and other businesses in the United States such as Best Buy. Once they diversified their leadership, they saw their revenues increase dramatically."

Ms Greenberger also observed that change in business can be hard.

It is easy, she said, to get caught up in day-to-day work. And the recognition that women can be good athletes and just as fun to watch as men can be threatening to men.

3.12. DIALOGUE SESSION H

Women, Sport and the Media



Mr Alan Abrahamson
International Sports Journalist, USC Professor,
IOC Press Commission

The session was moderated by Alan Abrahamson, also an award-winning journalist whose work is now at 3wiresports.com. He is a professor at the University of Southern California's Annenberg School of Journalism.

Others on the panel included Ms Benita Fitzgerald-Mosley, Olympian, Chair, Women's Sports Foundation; Ms Christine Brennan, an award-winning journalist whose columns can currently be read in USA Today; Ms Molly Solomon, Coordinating Producer, NBC Olympics; Mr Zeghidi Mourad, Chief Editor, Sport Department, Canal+ France.

Women in the sports media should be portrayed as they really are – as athletes, according to the group of panellists in the dialogue entitled, "Women, Sport and the Media."

"Despite the society pressures that face women athletes, sport ultimately gives girls and women the tools for success," said Ms Benita Fitzgerald-Mosley, a gold medal-winning 1984 Olympic athlete and former Chair of the Women's Sports Foundation. "The predominant image of women in the media should reflect that."



Ms Molly Solomon
Coordinating Producer NBC Olympics

[Original presentation](#)

Currently, women make up six to eight per cent of total sports coverage. Yet, at 52 per cent, most viewers of the Olympic Games in the United States are women, Ms Solomon said.

With NBC Universal planning its most extensive coverage of an Olympic Games this summer in London – with 1,700 hours spread across seven networks – Ms Solomon said the foundation of NBC's success is presenting stories with an emotional connection to the Games.

Since 1996, NBC has aired every U.S. Olympic women's basketball, soccer and softball game in its entirety on one of its networks.

"The Olympics are unique in sports TV because of the enormous interest and popularity, but also stand along as a programme where women's sports have a true breakthrough and are on equal footing with men," Ms Solomon said.

At the other end of the spectrum – for the female journalists – Ms Solomon encouraged women to raise their hands and be willing to do it all, and be confident while doing it.

"You have to be your own brand, starting now," Mr Abrahamson said. "The opportunities, although they seem daunting, have never been better."



Ms Benita Fitzgerald-Mosley
Olympian, Chair, Women's Sports Foundation

 [Original presentation](#)

Ms Fitzgerald-Mosley showed the audience a series of magazine covers portraying professional female athletes for their sex appeal instead of athletic prowess.

A different slide in the show depicted the same women – this time, as athletes with strength, determination and excitement.

On the issue of uniforms, Ms Fitzgerald-Mosley suggested that women be given the liberty to wear the attire that is most conducive to their particular sport and is most comfortable for them individually.

With women's boxing to premiere at the 2012 London Summer Olympic Games, Mr Ching-Kuo Wu, President of AIBA, the International Boxing Federation, came up from the audience to the microphone to announce that AIBA would give female boxers the option of shorts or skirts.

This announcement made news – particularly apt for a session on the media.

As reporters in the room tapped away on their computers or scribbled in their notebooks, Mr Wu said the Federation had never mandated that women must wear skirts.

“We intend to go toward the decision as optional,” Mr Wu said. “We’re still quite optional. Some boxers wear shorts, some wear skirts.”



Mr Zeghidi Mourad
Journalist, Chief Editor

 [Original presentation](#)

Addressing the issue of women's sport coverage on television, Mr Mourad proposed the creation of an independent Olympic television channel that would grant equal coverage of women's and men's events.

“For two weeks, women are the equal to men,” Mr Mourad said of the Olympic Games, noting that his proposed channel would provide an equaliser in exposure and coverage.

Moreover, the concept of an equal-coverage channel would begin making women's sports attractive for television networks.



Ms Christine Brennan
USA Today's sports columnist, commentator
for ABC News, National Public Radio and CNN

In terms of the International Olympic Committee itself, Ms Brennan said that the IOC should push National Olympic Committees on discrimination issues against women as hard as it does, for instance, host countries when it comes to meeting construction deadlines.

Ms Brennan noted the import of women's ski jumping making the programme for the 2014 Sochi Winter Games and said she believed that losing softball from the Olympic Games was a step back in supporting women's participation at the Games.

With regard to the future of women and sport, Ms Brennan said she hoped the continuation of Title IX – the law that states no person in the U.S. will be excluded from participation under any federally funded education programme based on gender – will promote women's leadership opportunities.

"There's no stopping those young girls today," she said. "In their middle age, I don't think they would give it a second thought in their leading."

3.13. PLENARY IV

Growing Up in a Gender-Balanced Sporting Society – a Special Session for Young People by Young People



Ms Angela Ruggiero
Olympian, IOC Member, IOC Athletes' Commission Member

Video: www.olympic.org/losangeles2012

The session was moderated by Angela Ruggiero, a member of the IOC from the United States and recently named President-Elect of the Women's Sports Foundation.

The session featured Ms Ana Jelusic, Young Ambassador from Croatia; Ms Dalma Rushdi H. Malhas, Young Athlete from Saudi Arabia; Mr Serge Mwambali, Young Ambassador from Rwanda; Ms Kwanieze John, Young Ambassador from Trinidad & Tobago; Mr Edin Brankovic, Young Ambassador from Bosnia & Herzegovina; Ms Elina Mhlanga, Young Reporter from Zimbabwe; Mr Arnel Dalmedo Silva, Young Reporter from Uruguay; Ms Luliia Vynokurova, Young Reporter from Ukraine; Ms Sonali Prasad, Young Reporter from India; and Mr Rashneel Kumar Madhur, Young Reporter from Fiji.

To sustain a gender-balanced sporting society, three things have to happen to achieve success, according to the panellists in the plenary session entitled "Growing Up In a Gender-Balanced Sporting Society":

- Provide access
- Promote exposure
- Gather support



Ms Dalma Rushdi H. Malhas
Young Athlete

Ms Malhas discussed the role her family had played in her life and career as an equestrian athlete.

"I am blessed to have such a close-knit family that supports me as I strive to reach my goal. Without them, none of this would be possible," Ms Malhas said.



Ms Kwanieze John
Young Ambassador

At the 2010 Youth Olympic Games in Singapore, where Ms Malhas won a bronze medal, Ms John was able to take in the impact of that history-making moment.

To create a gender-balanced society, Ms John said, education is a catalyst for change.

“The only way that the youth can become involved is through education and exposure to different roles. Education is the key. The more we provide opportunities, the more we will see the change,” Ms John said.



Mr Serge Mwambali
Young Ambassador

Mr Mwambali said that he, too, believes the education of women will help sustain a gender-balanced society. He hopes a woman will one day be an IOC President.

“If we give women all the necessary opportunities we can, we can actually create a beautiful and better society. If these women could access sport activities, I believe we could literally create heaven and earth,” Mr Mwambali said.



Ms Sonali Prasad
Young Reporter

Ms Prasad discussed how thankful she was to have the support of her father growing up. She said she was lucky her father never distinguished her and her sister from the boys in her family and encouraged her to play all sports. It’s the support from men, she said, that will help maintain a gender-balanced sporting society.

“Only women cannot make a difference. Men have to lend a hand as well. You need to encourage the women around you, and you can make a difference,” Ms Prasad said.



Ms Luliia Vynokurova
Young Reporter

Ms Vynokurova, who specialises in photography, spoke about the misrepresentation of women in sports photography. During the Youth Olympic Games, she said, she was one of the only females on the media stand, and although it is harder to find women burning with passion for sports, they are needed and wanted in the industry for new approaches and emotions, she said.

“There are good photographers, and there are mediocre photographers. If you are good, no one will really care if you have a skirt on or not,” Ms Vynokurova said.



Ms Elina Mhlanga
Young Reporter

Ms Mhlanga said she knows first-hand about gender segregation from growing up in Zimbabwe. There, she said, women are typically expected to be in the kitchen, and sport belongs to men. She said she believes men need to learn not only about the contributions women can give to sport but about what young girls and boys can do together to effect change in society.

“We need to educate the youth to start at the grassroots level and change mindsets and attitudes. We need to work together, the youth, men in top leadership positions, and women who have made it in sports,” said Ms Mhlanga.



Mr Arnel Dalmedo Silva
Young Reporter

Mr Dalmedo said he believes that so many things can be shared and learned in a gender-balanced society. He learned first-hand what gender equality can do at the Youth Olympic Games this year in Innsbruck when he saw boys and girls working together, and also from his female broadcasting mentor.

“She told me that as a reporter in the mixed zone to always wear bright coloured clothes, and I had never thought about this,” said Mr Dalmedo, referring to his mentor. “It was such a great piece of advice, and shows just how close attention women pay to detail. Women and men are different, but that’s what makes us stronger.”



Mr Edin Brankovic
Young Ambassador

Mr Brankovic endured life as a refugee for four-and-a-half years. He said he learned from this experience that if you keep working a better day will come. In 2001, he began short-track speed skating. His parents sent him to Hungary – by himself – to improve. There, he caught on with a team, and said he learned that together things get better and equality is a necessity.



Mr Rashneel Kumar Madhur
Young Reporter

Mr Kumar said he noticed early on that women were not being shown as the heroes or main characters in movies or stories, and that women are often expected to be lady-like. He said he believes however, that in the modern world women should stand with men.

While working at the Youth Olympic Games, Mr Kumar said, he was empowered by how many women were working in the media. Though Fiji is still building to become a gender-balanced society, Mr Kumar said that awareness is being raised.

“Behind every successful man is a woman, and to make this success better we need to work together because together we are stronger,” said Mr Kumar.



Ms Ana Jelusic
Young Ambassador

As a woman growing up in a gender-balanced sporting society, Ms Jelusic said she has always identified herself as an athlete first, and a woman second. When she began to work for the national skiing federation, she again realised that gender was not of the utmost importance.

“They didn’t ask me if I was a girl or a boy, they asked what I was bringing to the team. It’s who you are that matters,” Ms Jelusic said.

4. RECOMMENDATIONS



5th IOC WORLD CONFERENCE ON WOMEN AND SPORT

The Los Angeles Declaration

1. Acknowledgement

The Los Angeles Declaration is issued in unanimity by the attendees to the 5th IOC World Conference on Women and Sport, whose theme was “Together Stronger”.

2. Participants

The participants represent entities of the Olympic Movement (the International Olympic Committee, National Olympic Committees, International Federations, Continental Associations, the International Paralympic Committee, Organising Committees of the Olympic Games and The Olympic Partners), United Nations Entity for Gender Equality and the Empowerment Women (UN Women), the United Nations Office for Partnerships, the Inter-Parliamentary Union, the United Nations Commission on Status of Women, the International Working Group on Women and Sport, women’s organisations, civil society, institutes of higher learning and individual participants.

3. Background

- It is now 31 years since the IOC opened its membership to women, 17 years since it fully put in place programmes and processes for helping women to systematically accede to higher levels of sports administration and competition.
- Since then, the numbers of women participants in sport has grown exponentially. The number of sports on Olympic programme will reach full parity for the first time during the XXX Games of the Olympiad in London.
- There will be two new sports at the XXXI Games of the Olympiad in Rio de Janeiro. The IOC has ruled that any new sport must, as a condition for consideration to be included on the Games programme, have events for both men and women. Both rugby and golf will start their involvement in the Olympic Games in 2016 with equal participation of men and women athletes.

- It is acknowledged that many programmes have been put in place, and resources committed, to ensuring that women are trained and educated to challenge for leadership positions. However, the number of women being elected has not increased at the same pace as in the participation on the field of play.
- It is acknowledged that the 5th IOC World Conference on Women and Sport is the best attended ever by over 800 participants.

4. Therefore, Participants to the Conference Now Declare

- i. Consistent with the resolutions of the 4th IOC World Conference on Women and Sport in Dead Sea, Jordan, more resources should be dedicated to the development of women's skills in management and leadership;
- ii. That the IOC should revisit and review the minimum numbers it set for its constituents and set up a mechanism to monitor and ensure that the decision on the minimum number is in compliance. Recognising the importance of gender equality in sport, each International Federation should review their programmes of the Olympic Games and ensure that equality in participation is achieved;
- iii. That the IOC and all the constituents of the Olympic Movement, especially the NOCs, International Federations and National Federations should ensure that the 2012/13 and all future election cycles achieve a more equitable representation on their Executive Committees;
- iv. Recognising that the achievement of these initiatives require the support of men and women, the IOC's decision to link gender equality to good governance within the Olympic Movement should be adopted as policy by sports organisations and widely publicised;
- v. That there should be greater collaboration and cooperation between all organisations and institutions that support the promotion, rights and welfare of women and girls;
- vi. That the promotion of women's participation in sports activities, management and administration should, and must, serve the wider goal of supporting the international agenda of gender equality and the empowerment of women and girls;
- vii. That the IOC must leverage its historic achievement of Permanent Observer status to the United Nations to contribute to the achievement of the Millennium Development Goals especially as they relate to gender development and the empowerment of women;
- viii. That the IOC should establish closer working partnership with the UN, especially UN Women, and share in the work of the UN Committee on the Status of Women in order to foster its own gender equality agenda and that similar partnerships should be established at local levels between national sports organisations, UN country teams and civil society;
- ix. That the IOC and other international organisations that are dedicated to the cause should interact more closely with the Inter-Parliamentary Union in order for their message to reach and be acted upon by legislatures;
- x. That the IOC should take the lead in establishing a platform for networking, and therefore a place for exchanging and sharing ideas and a source of good practices in the field of women and sport.



5. We Conclude By

- a. Expressing our gratitude to the President of the International Olympic Committee for the support and resources that have made this conference possible and a great success and encourage him and the IOC to ensure that the history that will be made at London, of including women's events in every sport, should be extended to ensuring that every participating NOC includes women in their competing teams;
- b. Expressing our support for IOC policy to empower youth through the Youth Olympic Games (YOG);
- c. Expressing our gratitude to the Chairman of the United States Olympic Committee and the Mayor and people of Los Angeles for their welcome and hospitality and for hosting us;
- d. Expressing our particular gratitude to the Chairperson of the IOC Women and Sport Commission and the President of Southern California Committee for the Olympic Games and their colleagues, staff and volunteers, for the excellent organisation of the conference;
- e. Expressing our gratitude to the Olympic partners for contributing resources for the successful organisation of the conference.

Together Stronger – the Future of Sport

**Los Angeles, California, USA
18 February 2012**



5. LIST OF PARTICIPANTS

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