

Global Observatory for Gender Equality & Sport

Observatorio Global para la
Igualdad de Género y el Deporte

XXVIII General Assembly of
the Ibero-American Council
Santo Domingo

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CEO



Background in brief

2017

2019/20

2021

TODAY

Action 4 Kazan Action Plan · MINEPS VI

Necessity to build a Global Observatory for Women, Sport, Physical Education & Physical Activity was adopted

A Feasibility study coordinated by UNESCO

Swiss government financially supported the study

Incubating Association created in Lausanne

Swiss Federal Department of Foreign Affairs appoints Canton of Vaud, City of Lausanne and University of Lausanne to incubate GO

Setting up in Maison du Sport International

Bringing together a team, setting up an office ongoing

A new identity

**Global Observatory for
Gender Equality & Sport**

**Observatorio Global para la
Igualdad de Género y el Deporte**

Global

Emphasis on under-represented Global South and take into consideration different environments, realities, and needs

Gender Equality

Align language with UN, IOC, and Academia, and emphasis on intersectional approach

Sport⁺

A symbol to designate Sport, PE, & PA and represent impact beyond sport

Call-to-action

GO for Gender Equality & Sport

Knowledge gaps

- Country-specific data missing

40% of teenager girls are not actively participating in sport – in the US

- Wealth gap continues to widen

Distinct differences in gender equality between wealthy nations and those with lesser means or funding

- Country-specific approach

Government policies to promote gender equality are effective – in the US. What about other nations?



Vision

A gender-equal, just, and inclusive future
for all in sport, and through sport+

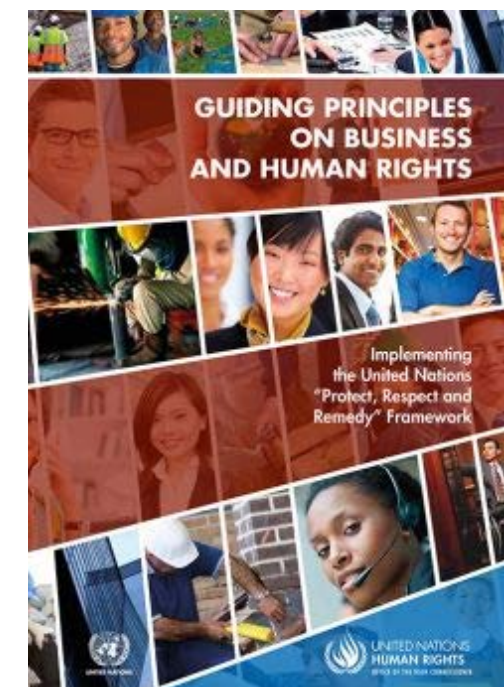


Data-driven
Purpose-led
Passion-fueled

Mission

Through enquiry and research, engagement, and capacity building, we strive to be a central source of knowledge, network, and advocacy on gender equality in and through sport+, and a catalyst for collective and transformative action.

Our mission is two-fold: to promote gender equality in and through sport+ while reducing gender-based discriminations in sport to enable a gender-equal, just, and responsible sporting culture and societies.

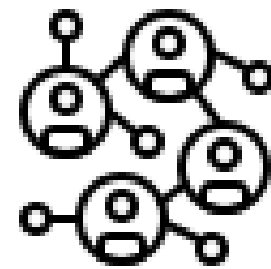


Our strategic pillars



ENQUIRE

Research & Knowledge



ENGAGE

Convene & Connect



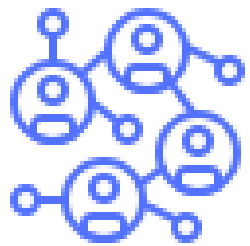
ENABLE

Education & capacity Building

Managing urgent issues

Track, flag, and act

Where are we today?



Mapping & meeting
women and sport
representatives



Developing an **identity**



Creating a strategy
and communication
channels



Identifying advisors
and establishing
working groups



Defining flagship
start-up initiatives and
collaborations



Building a team

Our key stakeholders

Individuals

Women and Sport
Movement

Sport Organisations
(International, Continental,
National)

Institutions & Inter-
governmental agencies
(Academic institutions, UN
bodies, etc.)

Private sector &
Businesses

Government & Sport
Ministries

Why am I here?

A call for collective action to fill in the knowledge gaps and take constructive action to have a transformational impact in sport and society





Gracias

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🌐 Join our LinkedIn Group
[GO for Gender Equality & Sport](#)