

Guidance to Achieve More Equal Leadership in Sport GAMES

MASTER PRESENTATION FOR NATIONAL LAUNCHING EVENTS



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GAMES
GUIDANCE
TO ACHIEVE
MORE EQUAL
LEADERSHIP
IN SPORT



Project ID: 101050284

SCOPE OF THE DOCUMENT (1/3)

The scope of the “Master Presentation for the National Launching Event” is to guarantee a unanimous understanding, transferability, and quality standards among the National Launching Events delivered in the framework of the GAMES project by the partners National Olympic Committees’ (NOCs): *Belgium, Czechia, Germany, Greece, Ireland, Latvia, North Macedonia and Turkiye*. Notwithstanding, the “Master Presentation for the National Launching Event” **should be seen as tailorable to the national context** (e.g. adding further information, amendment of the content, translation in different languages) in order to remain relevant to the target audience and socio-cultural context in which the National Launching Event occurs.

The **National Launching Events aim to present the NOCs National Actions Plan for gender equality, as well as the GAMES activities/deliverables**, such as the (draft) Pool of Actions and the analysis of the baseline study (e.g. its relevance for the national context). Besides, open discussion and activities are foreseen within the National Launching Events to **further promote opportunities for cooperation/networking in the realm of gender equality among relevant stakeholders – including member organisations**.



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SCOPE OF THE DOCUMENT (2/3)

The “Master Presentation for the National Launching Event” is structured in four separate but complementary sections:

- 1. Relevance and Practicalities.** Part I creates a shared understanding of the scope, relevance, and timeframe for the National Launching Event, as well as of the target groups, available support, and financial resources for the implementation of the National Launching Event.
- 2. Structure and Content.** Part II provides a better understanding of the foreseen structure and overall content to be addressed during the National Launching Event, including the GAMES activities/deliverables (Pool of Actions, NOC’s National Action Plan, Baseline study), group discussions and activities, as well as networking opportunities among relevant stakeholders.
- 3. Relevant Resources.** Part III showcases the resources created in the framework of the project to better support partners NOCs in implementing their National Action Plans, among which templates of the agenda, list of attendees, presentation, as well as resources related to the communication/dissemination of the National Launching Event (e.g. Communication, Roll Up, Q&A for media stakeholders...)
- 4. Reporting.** Part IV summarises the relevant documentation to duly report to the Executive Agency (EACEA) regarding the implementation of the National Launching Events aligned with the Erasmus+ guidelines and the Grant Agreement.



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SCOPE OF THE DOCUMENT (3/3)

Therefore, the “Master Presentation for the National Launching Event”, while being tailorable to the national context, ensures a unanimous understanding, transferability, and quality standards among the National Launching Events delivered in the framework of the GAMES project.

Overview of National Launching Events delivered in the framework of the GAMES project.

[NOC Belgium: 20 April 2023](#)

[NOC Germany 7th and 8th of September 2023](#)

[NOC North Macedonia: 31st of October 2023](#)

[NOC Latvia: 2nd of November 2023](#)

[NOC Greece 9th November 2023](#)

[NOC Ireland: 13th November 2023](#)

[NOC Czech Republic: 13th November 2023](#)

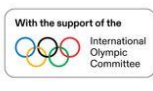
[NOC Türkiye: 14th December 2023](#)



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PART I

RELEVANCE & PRACTICALITIES



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PART I: RELEVANCE

SCOPE	To showcase the National Action Plan, review its feasibility and receptivity and promote knowledge regarding gender equality in sport within the national context.
RELEVANCE	Dissemination of the National Action Plan and boosting cooperation/awareness-raising in the field of gender equality among relevant stakeholders at the national level.
TIMEFRAME	One-day hybrid event to be held between July 2023 - February 2024 (<i>ideally within 2023</i>)

PART I: PRACTICALITIES

TARGET GROUP	<p>ATTENDEES: Minimum 30 attendees in person</p> <ul style="list-style-type: none"> • Member organisations • National federations • Sport clubs • Policy-makers
	<p>ORGANISERS: Contact person for the GAMES project with the support of</p> <ul style="list-style-type: none"> • NOC's leadership/board and relevant commission(s) • GAMES Management Team
FINANCES	<p>Lump sum of 2.000 Euro per each NOC provided that the event is attended by 30 attendees in person, at least.</p>
AVAILABLE SUPPORT	<p>Bilateral e-meetings are expected to be held between the “organisers” and the GAMES Management to tailor the objectives, agenda, tasks to the national context.</p>

PART II

STRUCTURE & CONTENT



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PART II: STRUCTURE

NATIONAL LAUNCHING EVENTS

PART 1		PART 2		PART 3	
1.1	GAMES Project and its relevance	2.1	Main findings on gender equality in sport at the national level	3.1	Workshop and/or group discussions
1.2	GAMES Pool of Action and Good Governance Platform	2.2	NOC's National Action Plan	3.2	Future cooperation among relevant national/regional stakeholders

NETWORKING OPPORTUNITIES SHOULD BE PROVIDED THROUGHOUT THE EVENT (i.e. between each “part”).



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PART II: CONTENT (PART 1)

PART 1		Length	Mode of delivery
Welcome	<ul style="list-style-type: none"> ➤ Welcome from NOC board member/chair of gender equality commission (i.e. leadership commitment) 	5 mins	Speech
GAMES Project and its relevance	<ul style="list-style-type: none"> ➤ Overview of the project (i.e. scope, deliverables, timeframe and consortium...). ➤ Relevance of the topic for sports organisations (i.e. good governance, sponsors...). 	30 mins	Presentation
GAMES Pool of Actions and Good Governance Platform	<ul style="list-style-type: none"> ➤ Overview of the Pool of Actions (i.e. scope, pillars, actions, examples...). ➤ Transferability of the Pool of Actions for sports organisations. ➤ Demonstration of the EOC EU Office's Good Governance Platform. 	30 mins	Presentation + Workshop
Questions & Answers	<ul style="list-style-type: none"> ➤ Questions & Answers regarding the GAMES project. 	15 mins	Open-discussion



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PART II: CONTENT (PART 2)

	PART 2	Length	Mode of delivery
<p>Main findings on gender equality in sport at the national level</p>	<ul style="list-style-type: none"> ➤ Background information on the GAMES' baseline questionnaire/report on gender equality (<i>i.e. methodology, limitations...</i>). ➤ Overview of the GAMES' baseline report findings at the national level (<i>i.e. good practices, common challenges...</i>). 	20 mins	Presentation
<p>NOC's National Action Plan</p>	<ul style="list-style-type: none"> ➤ Presentation of the NOCs National Action Plan (<i>i.e. aim, targets, actions, timeline...</i>). ➤ Relevance of the NOC's National Action Plan for sports organisations in the country. 	45 mins	Presentation & Panel discussion
<p>Questions & Answers</p>	<ul style="list-style-type: none"> ➤ Questions & Answers regarding the NOC's National Action Plan and its relevance to the national context. 	15 mins	Open-discussion

PART II: CONTENT (PART 3)

	PART 3	Length	Mode of delivery
Workshop and/or group work	<ul style="list-style-type: none"> ➤ Discussion on the status of gender equality in sport governance at the national level. ➤ Peer-Learning Workshop “Case study on a selected challenge” and/or round-tables on common topics/challenges related to gender equality in sport governance among national/regional stakeholders. ➤ Discussion on good practices to overcome the main challenges identified. 	50 mins	Workshop & Open-discussion Round-tables
Future cooperation among relevant national/regional stakeholders	<ul style="list-style-type: none"> ➤ Presentation of the foreseen opportunities/procedure for cooperation. ➤ Presentation of the foreseen targets and roadmap for cooperation. 	10 mins	Presentation
Questions & Answers	<ul style="list-style-type: none"> ➤ Questions & Answers regarding future cooperation among relevant national/regional stakeholders on gender equality. 	15 mins	Open-discussion
Closing remarks	<ul style="list-style-type: none"> ➤ Closing remarks from NOC board member/chair of gender equality commission (i.e. leadership commitment). 	5 mins	Speech

PART III

RELEVANT RESOURCES



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PART III: RELEVANT RESOURCES

- Template Agenda
- Template Presentation
- Communication (i.e. article, posts....)
- Template List of Attendees
- Roll up
- Media/stakeholders Q&A

The screenshot shows the Google Drive interface. The search bar at the top contains 'Search in Drive'. The breadcrumb navigation shows 'Shared with me > GAMES > Work Packages > WP4'. A table lists the contents of the folder:

Name ↓	Owner	Last modified	File size
National Launching Event	me	15:17 me	-

THE GAMES PROJECT

What is the GAMES project?

- GAMES is the acronym of Guidance to Achieve More Equal leadership in Sport.
- The GAMES project promotes integrity and good governance in sport by advocating for structural and cultural changes regarding gender equality in leadership and decision-making positions among NOCs and their member federations.
- The GAMES project has a timeframe of 24 months running from April 2022 to March 2024.

Who are the organisations partners of the project?

- The EOC EU Office is the project coordinator and it is implementing GAMES project together with 8 NOCs (Belgium, Czech Republic, Germany, Greece, Ireland, Latvia, North Macedonia and Turkey) and renowned experts in the field of gender equality and good governance, including Professor Emerita Kari Fasting from Equal Rights in Sports and I TRUST Sport.
- The International Olympic Committee is also involved as associated partner in the GAMES project.

Who finances the project?

- The GAMES project is co-funded by the European Commission through the Erasmus+ Sport Programme 2021.
- The GAMES project has an allocated budget of 250.000 Euro for 12 months timeframe.

GENDER EQUALITY IN SPORT

Why should sport focus on gender equality?

- Gender equality is a fundamental democratic value for the EU and for Olympism
- There is pressure from public opinion and from governments for change
- Evidence shows that there is a lack of gender equality in the leadership of sport bodies in most countries, including this one
- Levels of participation for women in sport are consistently lower than for men across almost all countries

Why does gender equality in leadership matter?

- Evidence, including from the GAMES Project, shows that sport replicates the same hierarchical ranking of women as seen in other sectors where women comprise a minority of decision-makers
- Barriers women face in sport can partly be explained by the different values, attitudes and behaviours historically associated with women and men, but also by the masculine connotations of sport
- Structural procedures, policies and language may lead to continued under-representation of women in sport leadership
- Studies suggest benefits in the running of organisations when there is equal gender involvement in leadership and decision-making
- The benefits for organisations come when women occupy a minimum of 30% of board positions. Senior staff roles are also important
- Leadership roles include board members, commission members and senior staff

Can you give an example of a lack of gender equality in Olympic sport in this country?

- The levels of participation for women in sport is consistently lower than for men across almost all countries
- At the national level possible examples from the Baseline Study, depending on the country:
 - Proportion of women on the NOC Executive Board
 - Proportion of women among senior staff at the NOC
 - Proportion of women among NOC General Assembly delegates

Overall, the aforementioned patterns tend to be replicated across the large majority of countries.



NATIONAL ACTION PLANS

What is in the National Action Plan?

- The overall mission is...
- Its main objectives are...
- An action/work that it is starting straightaway is...
- An important milestone is...
- By 202x, it is expected to see [target]...
- The NOC is also committed to encourage our national member federations implement x

Who will deliver the National Action Plan?

- The NOC board has committed to the National Action Plan
- X on the board provides oversight
- There is a gender equality commission
- At staff level, x is leading the implementation

What are other countries doing?

- Each of the 8 participating NOCs in the GAMES project is producing a National Action Plan
- Each National Action Plan is tailored to the needs of each country, but they are all informed by good practice guidance developed through the GAMES project
- The tools developed during the GAMES project are (and/or will be) made available to other NOCs via the [GAMES website](#).

NATIONAL LAUNCHING EVENT

What is the National Launching Event?

Each NOC partner of the GAMES project is organising a National Launching Event; yet each event has been tailored to each country national context.

What are other countries doing?

It is an event designed to:

- present the NOC's National Action Plans
- further disseminate the GAMES deliverables, particularly the Baseline Study and Global Pool of Actions
- review the feasibility and receptivity of the GAMES deliverables, particularly the Global Pool of Actions
- encourage other organisations to develop measures/actions to promote gender equality in sport leadership.

Project ID: 101050284

Agenda National Launching Event

to be held in **LOCATION** (city, country)

on the **DATE** (dd/mm/yyyy)

AGENDA	
09.45h	WELCOME AND INTRODUCTION
10.00h	PART 1 <ul style="list-style-type: none"> • GAMES Project and its relevance • GAMES Pool of Action and Good Governance Platform
10.30h	BREAK
10.45h	PART 2 <ul style="list-style-type: none"> • Main findings on gender equality in sport at the national level • NOC's National Action
12.15h	NETWORKING LUNCH
14.00h	PART 3 <ul style="list-style-type: none"> • Workshop and/or group work • Future cooperation among relevant national/regional stakeholders
16.00h	CONCLUSIONS <ul style="list-style-type: none"> • Main takeaway messages • Upcoming NOCs events on gender equality
16.15h	NETWORKING COCKTAILS

PART III: AGENDA

PART III: PRESENTATION

Guidance to Achieve More Equal Leadership in Sport GAMES

National Launching Events

Date
Location



WELCOME



THANK YOU ALL FOR THE
COOPERATION & COMMITMENT



PART III: LIST OF ATTENDEES

List of participants - National Launching Event					
Project reference nr.:		101050284			
Title of project:		Guidance to Achieve More Equal Leadership in Sport - GAMES			
Event Type:		National Launching Event			
Date and place (country, city):					
Hosting organisation:					
N°	Sending partner	Family name, first name	Departure country	Departure city	Signature of participant
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Page 1



...at least, 30 attendees'
SIGNATURES for reimbursement
 for in-person attendance only

PART III: ROLL UP

ATTENTION

Showcase the **GAMES** Roll up throughout the National Launching Event

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Advancing women's representation in key leadership positions in European NOCs & Federations



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PART III: COMMUNICATION 1/4

ERASMUS+ PROJECT TO INCREASE THE NUMBER OF WOMEN IN LEADERSHIP POSITIONS HAS ITS KICK-OFF MEETING IN BRUSSELS



On 26-27 of April, the kick-off meeting of the GAMES project (Guidance to Achieve More Equal Leadership in Sport) took place in the EOC EU Office in Brussels.

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GAMES PROJECT
NATIONAL LAUNCHING EVENT

"Quote"

NAME/SURNAME SPEAKER
Role
Organisation

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PLEASE REFER TO:

- [Communication and Dissemination Strategy](#)
- [Communication and Dissemination Guidelines](#)



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Articles/Press Release

Background: “The [GAMES project](#) is a 24-month project co-funded by the European Union through the [Erasmus+ Sport Programme](#) 2021 and coordinated by the EOC EU Office. It promotes integrity and good governance in sports by advocating for structural and cultural changes regarding gender equality in leadership and decision-making positions among NOCs and their member federations. The EOC EU Office is implementing GAMES together with 8 NOCs (Belgium, Czech Republic, Germany, Greece, Ireland, Latvia, North Macedonia and Turkey) and renowned experts in the field of gender equality and good governance, including Professor Emerita Kari Fasting from Equal Rights in Sports and I TRUST Sport. Furthermore, the GAMES project is supported by the International Olympic Committee”.

This can be translated into local languages where appropriate.

PART III: COMMUNICATION 2 / 4

Articles/Press Release

Logo:

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- GAMES Logo



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PART III: COMMUNICATION 3/4

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GAMES PROJECT
NATIONAL LAUNCHING EVENT

"Quote"

NAME, SURNAME
ROLE
ORGANISATION

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Posts on Twitter

Hashtag: #GAMESPROJECT

Tags:

- **Project:** [@GamesErasmus](#)
- **Partners:** [@EOCEUOffice](#), [@teambelgium](#), [@COV_MEDIA](#), [@HellenicOlympic](#), [@DOSB](#), [@TeamIreland](#), [@Olimpiade_Iv](#), [@NOC_Macedonia](#), [@TOC_Olympic](#), [@itrustsport](#), [@iocmedia](#)
- **Others:** [@EuSport](#), [@EUErasmusPlus](#), [@EOCmedia](#).



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PART III: COMMUNICATION 4/4

Ad-hoc communication material

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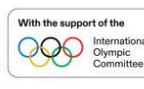
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PART III: CONTACT DETAILS

TO REACH OUT FOR SUPPORT...

NAME OF YOUR ORGANISATION

GAMES Contact Person: Name, Surname

Email address

EOC EU Office

Folker Hellmund, Director

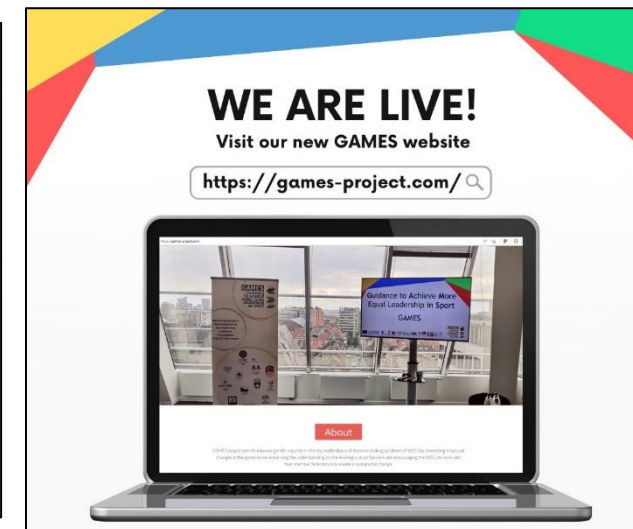
hellmund@euoffice.eurolympic.org

Project Management

Carlotta Giussani, EU Funding Officer

giussani@euoffice.eurolympic.org

TO STAY UP TO DATE WITH THE GAMES PROJECT



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PART IV REPORTING



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MANDATORY DOCUMENTS FOR REIMBURSEMENT

- ✓ List of attendees signed by 30 participants, at least (in-person only)
- ✓ Agenda
- ✓ Presentation
- ✓ Minute Report/brief
- ✓ Photos of attendees, speakers, roll up...
- ✓ Publication of tweets on the NOC's social media
- ✓ Publication of an article on the NOC's social media

ATTENTION


**Mandatory documents
for reimbursement**

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THANK YOU & STAY IN TOUCH

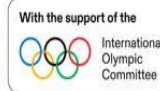
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