



UN Women and Sport for Empowerment

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UN Women's Mandate

- UN Women is the UN organization dedicated to gender equality and the empowerment of women.
- A global champion for women and girls, UN Women was established to accelerate progress on meeting their needs worldwide.
- **We cannot win with half the team left outside!**

PLANET 50-50
BY 2030 | **STEP IT UP** FOR GENDER
EQUALITY



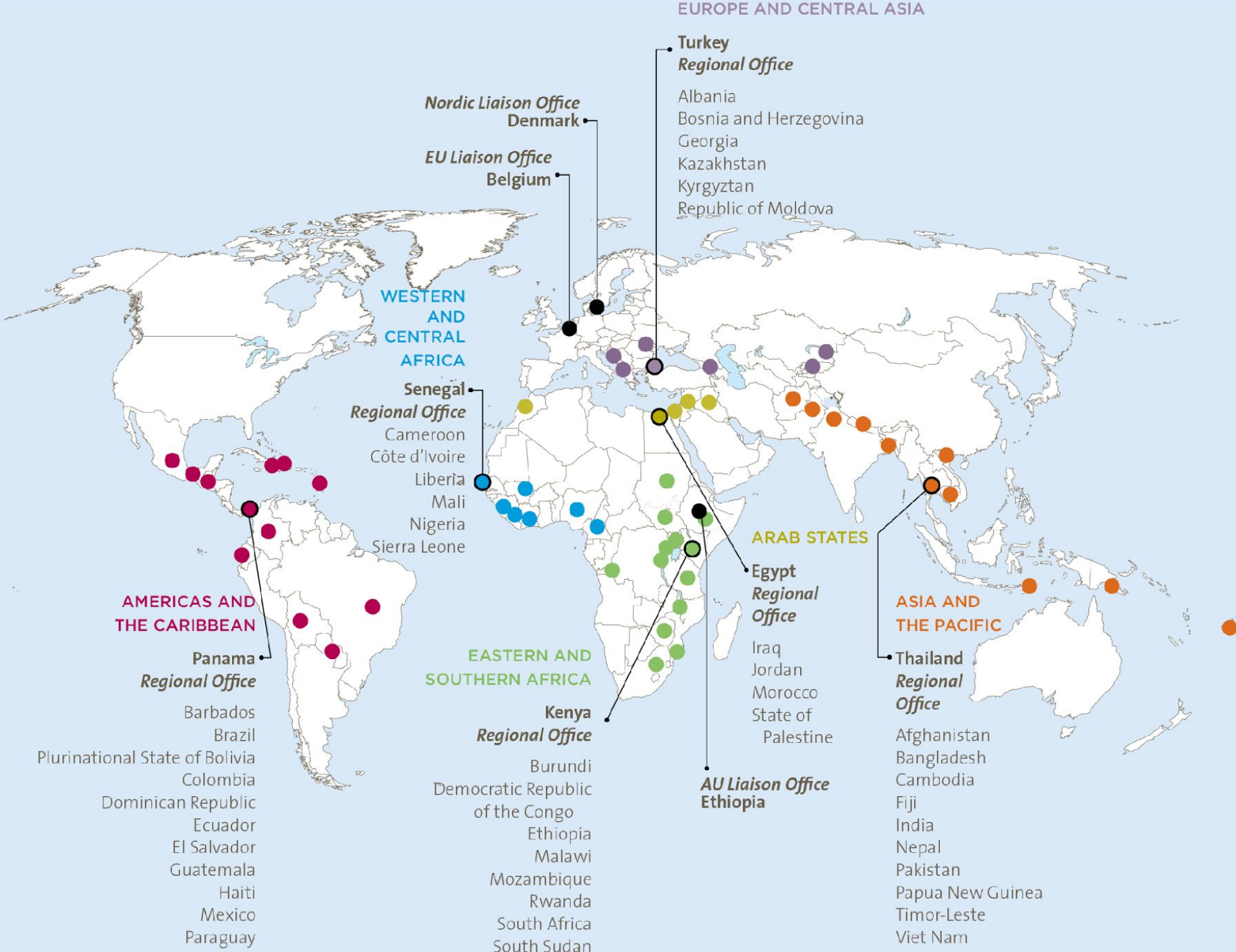


UN Women's Priorities

- a. Women lead and participate in **decision-making** at all levels
- b. Women are **economically empowered** and benefit from development
- c. Women and girls live a life **free from violence**
- d. Women participate and lead in **peace and security and humanitarian** action

Where do we work?

- Headquarters in New York
- Regional, multi-country and country offices in 90 countries in the following regions:
 - a. Africa
 - b. Asia Pacific
 - c. Arab States
 - d. Latin America & the Caribbean
 - e. Central and Eastern Europe & Central Asia



UN Women's funding sources

- UN Member States
- Private sector and Foundations
- Total 2016 revenue: US \$327 million



UN Women and Sport



1. A tool for women's and girls' empowerment

- to increase leadership skills
- to increase confidence and self-esteem
- to help reduce social isolation, particularly of women and girls in poverty and those that are marginalized

→ *UN Women integrates sports elements into programming*

2. A tool for advocacy and communications

→ *UN Women uses sport opportunities and ambassadors for messaging*

3. An industry that needs gender equality and more women in leadership

→ *UN Women advises the IOC and federations*



Asia

- Partnership with the International Federation of Muaythai
- Focus on engaging and building skills of young people, athletes and trainers to challenge harmful masculinities and foster respectful and non-violent relationships
- Awareness raising campaign on ending violence featuring Muaythai celebrities

Partnership with Georgia Rugby Union

- Uses sport as a tool to end violence against women and girls
- Male rugby players deliver messages on ending violence and “Sportsmen talks with boys” held in schools and at games
- Raises public awareness about and promote zero tolerance of gender-based violence
- Promotes existing services for victims and survivors





Partnership with Valencia Club de Fútbol

- Valencia CF contributes \$1.4 million to UN Women's work over 4 years
- Use of UN Women logo on jerseys during European competitions and some matches of La Liga
- Gender equality messages on electronic banners and billboards in stadium





Football camps in Jordan

- Football camps for Syrian refugee girls and Jordanian girls in Jordan
- Objective: social cohesion and integration
- Girls play in mixed-nationality teams, learn non-violent communication and develop friendships



One Win Leads to Another

Joint Olympic Legacy programme of UN Women and IOC

- a. In partnership with Women Win and Brazilian Olympic Committee
- b. With support of the Swedish Postcode Foundation and Always #LikeAGirl





Objectives

- 1. Harness the power of sport itself:**
 - Create sustainable access to sport practice for women and girls in typically excluded communities
 - Challenge and change gender-based discrimination and harmful stereotypes
 - Build self-esteem
- 2. Use sport as a vehicle to empower young women and girls:**
 - Build economic and leadership skills
 - Improve knowledge of health and their own bodies
 - Improve knowledge of violence prevention and available services



One Win Leads to Another

- Olympic Villas
 - Managed by the municipality
 - Free sports facilities, spread across socially vulnerable areas of the city
 - Multidisciplinary team as part of the staff

- 2x week: 1 hour sport and 1 hour gender workshop with a curriculum around 4 modules:
 - Leadership
 - Sexual and reproductive health and rights
 - Financial planning the future
 - How to prevent and what to do in the case of violence against women and girls





One Win Leads to Another

- 16 Olympic Villas and 2 NGOs completed the implementation of the programme
- 805 participants so far
- Age range of participating girls: 12-18
- 51 trained facilitators
- 663 community members and 85 institutions impacted through the local events
- This year: 150 girls in prison and out-of-school young mothers



One Win Leads to Another





2016 Rio Olympic Games

- IOC President invited our Executive Director and one programme participant to carry the Olympic Torch to represent women and girls around the world
- Joint event to give girls an opportunity to share how the programme has made a difference in their lives
- Brought 400 girls to the Olympic Park for handball and water polo
- One participant from “One Win Leads to Another” was part of the Closing Ceremony





#Rio2016
#womeninsport

UN Women/Gustavo Stephan

“This sports project gave me the courage to do things people always told me I couldn’t because I’m a girl.”

Luana de Souza Soares,
11 years old, Rio de Janeiro,
Rhythmic Gymnastics



UN Women/Gustavo Stephan

#Rio2016
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“I’ve learned that being a leader is not bossing around, but being able to become an example and listen to others.”

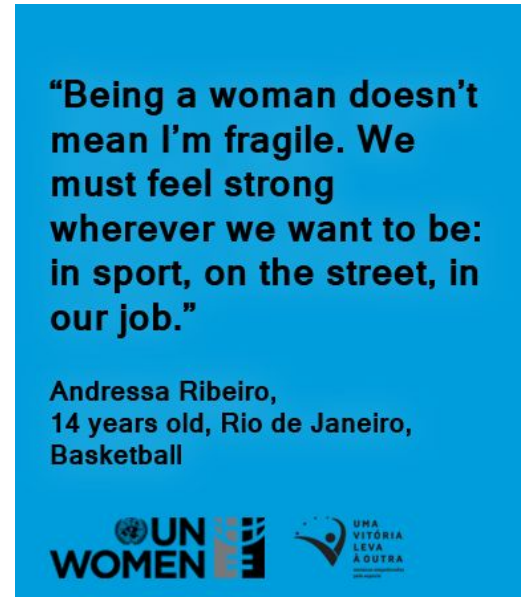
Thaiza Vitória da Silva,
15 years old, Rio de Janeiro
Handball



UN Women/Gustavo Stephan

“Trying to be better than I was yesterday makes me a winner already.”

Micaele Fernandes,
16 years old, Rio de Janeiro,
Handball



“Being a woman doesn’t mean I’m fragile. We must feel strong wherever we want to be: in sport, on the street, in our job.”

Andressa Ribeiro,
14 years old, Rio de Janeiro,
Basketball



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UN Women/Gustavo Stephan

The New York Times Feature

Rio2016 [Rio Today](#) [Results](#) [Photo Firehose](#) [Get The Rio Newsletter](#)

In the Shadow of the Olympic Park, Women's Sports Lag Behind

Sports of The Times
By JULIET MACUR AUG. 19, 2016



The Vila Olímpica Greip sports center in Rio de Janeiro, where girls from the city meet to play handball. Alexandru Garcia/The New York Times

“One Win Leads to Another is the IOC’s single legacy programme here that focuses solely on girls and sports, but it may be the most important of its initiatives.”

Upcoming

- Continue and upscale the Rio programme to other countries
- Continue and expand partnership with the IOC

Partnership with World Flat Track Derby Association

- WFTDA will join “One Win Leads to Another”
- Donate equipment and facilitate roller derby sessions as part of programme activities
- Screen joint PSAs on espnW
- Raise money for programme



In support of

