



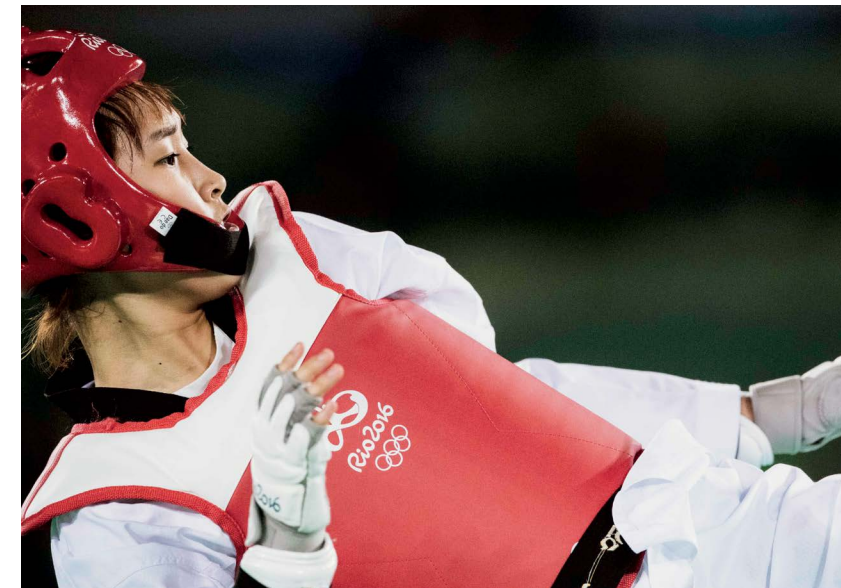
IOC Women and Sport Awards

The IOC Women and Sport Awards were introduced in 2000 to recognise the outstanding achievements and contributions of those who promote gender equality in sport. Every year, the IOC invites each National Olympic Committee, International Federation and Continental Association to nominate a person or association active in promoting gender equality and the presence of women in their sport or country. An IOC jury composed of members of the IOC Women in Sport Commission reviews the nominations and chooses six winners – the World Trophy winner and five Continental Trophy winners.

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PROMOTING EQUALITY

THOMAS BACH, IOC PRESIDENT

In Olympic sport, everyone is equal, regardless of background, gender, social status or belief. The principles of equality and non-discrimination allow the Olympic Movement and the International Olympic Committee (IOC) to promote the values of solidarity, respect and tolerance in today's society.



'THIS YEAR'S WINNERS OF THE IOC WOMEN AND SPORT AWARDS ARE IMPORTANT ROLE MODELS WHO CAN INSPIRE AND

ENCOURAGE OTHERS TO GET INVOLVED IN SPORT AND SOCIETY'

One of the key missions of the IOC is, in fact, to encourage and support the promotion of women in sport at all levels based on the principle of gender equality. This is anchored in the Olympic Charter and the IOC is proud to play a leading role in addressing the inequalities that still exist in our society and the ways in which we can all make a difference.

In particular, the IOC has led the way in increasing women's participation in sport at all levels. We have worked closely with National Olympic Committees (NOCs) and

International Federations (IFs) to enhance the presence of women in sport, and partnered with organisations such as the United Nations to highlight the role that sport can play in empowering women and girls.

Much has already been achieved within sport. The recent Olympic Games Rio 2016 saw more women compete at the Games than ever before, representing a record 45 per cent of athletes. But parity at the Olympic Games is not enough. We also need more women in leadership positions. An increased representation is vital to the success of the Olympic Movement and the IOC will continue to put more resources into training and other programmes to help further prepare women to take up leadership positions in the future.

This year's winners of the IOC Women and Sport Awards are important role models who can inspire and encourage others to get involved in sport and society and work towards making the world a better place. As we congratulate the winners of the IOC Women and Sport Awards on their achievements to empower women and girls around the world, we also look forward to partnering with each of these inspirational individuals to help achieve the goal of gender equality.





COMMITTED TO CHANGE



**LYDIA NSEKERA,
CHAIR OF THE
IOC WOMEN
IN SPORT
COMMISSION**

Sport provides a fantastic opportunity for girls and women to break free of barriers and negative stereotypes, giving

them the chance to demonstrate what they are truly capable of.

In some ways, women athletes have helped society to make the argument for equality. Through their experience and performance, they have been able to challenge the arguments of gender inequality, and yet disparity still exists – particularly within leadership positions.

In 2016, there is no excuse for women still being left behind. At this year's Olympic Games in Rio, we saw more women competing than ever before, accounting for 45 per cent of athletes. Inspired by this experience, each of these women – and the many more who have competed before them – should feel empowered enough to take the step into sports leadership and I would urge all of them to consider this once their sporting careers are over.

If they choose this path, they will find that they have the support of the IOC,

which recognises the need for more women leaders within sport, and continues to lead by example by promoting strong female leadership across the governing and administrative bodies of the Olympic Movement.

They will also find the support of people like our IOC Women and Sport Awards winners, who have helped pave the way for women and girls to feel empowered by sport.

But further change will only happen if every woman and man, Olympians and leaders, makes a commitment to stand up and lead this fight.

We have already seen some 80 world leaders commit to ending discrimination against women by 2030, announcing concrete and measurable actions to kick-start rapid change in their countries. I urge all sports leaders to join the IOC President, Thomas Bach, and others who have committed themselves to the cause, by showing your support for women to ensure they gain fair representation within the Olympic Movement during this current electoral period. I would also urge women within the sports world to put forward their candidatures for these leadership positions.

By working together, I am confident that we can achieve real progress in the coming years.



THE IOC WOMEN AND SPORT AWARDS

The IOC Women and Sport Awards were introduced in 2000 to recognise the outstanding achievements and contributions of those who work tirelessly to promote gender equality in sport.

Each year, the IOC invites every NOC, IF and Continental Association to nominate a person or association whose efforts in this area deserve to be celebrated. An IOC jury composed of members of the IOC Women in Sport Commission then reviews the nominations and chooses six winners – the World Trophy winner and five Continental Trophy winners.

The recipients of these awards are true role models and change-makers. Their work has made a huge difference for women and girls involved in sport on local, national and global levels, with each individual or organisation that is honoured having worked to develop, encourage and strengthen the participation of women and girls in sport not only as athletes, but also as coaches, administrators, leaders and as members of the media.

This year's exceptional winners were selected from among 50 strong candidatures and include high-calibre defenders of women's rights from a variety of different backgrounds.

From leaders who were behind unprecedented policy changes that have transformed the lives of millions of women and girls, to a journalist who has dedicated his time and energy to advocate female access to sport, the winners have each made their mark on sport and society in many different ways. But they all share a common belief that the practice of sport is a human right that cannot be denied on the basis of gender.





WORLD TROPHY WINNER

MR DAGIM ZINABU TEKLE (ETHIOPIA)

The Ethiopian sports journalist founded a radio programme dedicated to inspiring women and girls to be more active in sport

As a sports journalist in Ethiopia, Mr Dagim Zinabu Tekle believes that the sports media is an essential transformation tool in his country and at international level. Through his work, he has focused on women's sports activity with the view of pursuing the empowerment of women.

As owner and manager of DZ Advertising PLC, Mr Tekle started a women and sport radio programme, dedicated to inspiring women and girls to pursue their goals and dreams. Broadcast three times a week, the

'THE PROGRAMME HAS INFLUENCED VARIOUS CLUBS AND FEDERATIONS TO OPEN THEIR DOORS FOR WOMEN TO PARTICIPATE IN SPORT AND CREATE OPPORTUNITIES TO MAKE A CHANGE ON THE FIELD OF SPORT'

Lisan Women's Sport Radio Programme advocates women and girls to be more active in sport, and serves to show that they can engage in sport just as much as their male counterparts. He believes that it is particularly instrumental to show that sport can help prevent women's abuse by creating awareness of traditional harmful practices as

well as demonstrating and promoting women who have become successful through their participation in sport.

Over five years, the programme has invited 12,580 guests including sports leaders, coaches, professionals and sportswomen engaged in local and international women's sport activities. This has significantly raised awareness among the public of the achievements and success of these women. The programme has also influenced various clubs and federations to open their doors for women to participate in sport and create opportunities to make a change on the field of sport.

Engaged in resolving mitigating problems and health-related issues through sport, the radio programme has also invited 8,250 female sports medical professionals and dedicated many hours to medical issues associated with sport.

In addition, DZ Advertising PLC has created the annual Lisan Women's Sport Award as well as the Lisan Magazine. The award aims to inspire other women in the field of sport, with the objective of increasing the number of female role models in sports leadership and creating a medium to share and impart their experiences.

The company also organises an annual event in collaboration with sportswomen to fundraise and collect clothes for children and women.





CONTINENTAL TROPHY WINNERS

AFRICA:

MS FELICITE RWEMARIKA (RWANDA)

As well as founding the Organisation of Kigali Women in Sports, Ms Rwemarika fought for the creation of a national council for women in sport in Rwanda

The founder and executive director of the Organisation of Kigali Women in Sports (AKWOS), Ms Felicite Rwemarika has devoted her life to helping women and girls in different areas, and particularly sport.

In war-torn Rwanda, Ms Rwemarika quickly identified football as a tool for social integration of orphan girls and women who had suffered from atrocities, and decided to



introduce the sport in all provinces.

After founding AKWOS, she used football for reconciliation and to address gender-based violence trauma. She also leveraged the structure of teams and tournaments to teach women about health issues, economic empowerment and promotion of women's rights, as well as encouraging them to take up leadership positions.

Ms Rwemarika took football to rural communities, organising teams into farming cooperatives to engage women in agribusiness, thereby creating systems through which women could raise their communities from poverty. She also developed a strategy to give girls a chance to engage in sport in schools, working with the Ministry of Education to create an incentive programme in which schoolgirls who participated in sport were awarded scholarships to support their education.

Other outstanding achievements include the creation of a national council for women in sport as part of the national sports council; the formation of Rwanda's national women football team; a training programme for female referees and coaches, five of whom were certified by Fédération Internationale de Football Association (FIFA) to officiate international matches worldwide; and gaining sponsorship from UNICEF to train teachers and captains to teach girls across the country.



AMERICAS:

DR CAROLE OGLESBY (USA)

Throughout her academic career, Dr Oglesby has devoted herself to the growth and development of women's studies and the advocacy of women in sport

Dr Carole Oglesby has a long and varied career in women's sports and has been instrumental in their growth in the USA and globally. She has held many major leadership positions in academic and advocacy organisations, including inaugural president of the Association of Intercollegiate Athletics for Women (AIAW) where she was at the forefront of creating opportunities for women to compete in collegiate sport, president of the National Association of Girls and Women's Sport (NAGWS), and president of Women Sport International.

She recently became co-chair of the International Working Group on Women and Sport (IWG), a coalition of government and non-governmental organisations, which aims to foster sustainable sporting culture based on gender equality that enables the full involvement of girls and women at all levels of sport and physical activity.

Dr Oglesby's academic career has largely been devoted to the growth and development in women's and gender studies and advocacy for women in sport. She has



been a mentor to hundreds of women who have sought to become leaders, through teaching, writings, and advocacy for change in sports institutions to include more women.

Dr Oglesby has received numerous awards, testament to her decades-long service as a role model for women and girls. These include the AIAW Award of Merit, NAGWS Honor Fellow and WSF Billie Jean King Award; C.D. Henry Award for service to racial and ethnic minorities; and she was also the first recipient of the Boris Planchard Medal for service to Girls and Women's Sport in Latin America.



**ASIA:
MS MARIA LEONOR ESTAMPADOR
(PHILIPPINES)**

A former athlete and coach, Ms Estampador has championed providing broader opportunities for women in both administrative and technical responsibilities within sport

Ms Maria Leonor Estampador's career as an athlete, coach, sports official and leader has made her a role model for women in sport. The Philippines' first-ever female national fencing coach, and currently the administrative manager of the Asian Fencing Confederation, she has inspired and helped many women to take up the sport, which was not popular in the country. Many of her students have developed into competent and effective coaches.

Ms Estampador has also championed providing broader opportunities for women in administrative and technical roles, and was instrumental in establishing the women's council of the Fencing Confederation of Asia. As a result, there are now more women involved in the Confederation than ever before. Together with other members of the International Fencing Federation (FIE) Women's Council, she launched the campaign to increase the quota of women on the FIE's Executive Committee, Commissions and Councils.



She also established the Women in Fencing awards.

Together with female sector representatives of the Government Philippine Sports Commission and the Philippine Olympic Committee, Ms Estampador has been involved in discussions, policy formulation and activities relating to gender awareness and women's issues.

Among her achievements, Ms Estampador has provided free fencing lessons to young children and teenagers, especially girls – a number of whom have participated and excelled in competitions at national and international level; established the first-ever interschool fencing competition in the Philippines, which included young girls; and implemented the adidas streetball challenge marketing campaign and basketball tournament for boys and girls.



**EUROPE:
MS MAJKEN MARIA GILMARTIN
(DENMARK)**

As both a football coach and sports administrator, Ms Gilmartin has persistently advocated women's rights in all her activities, events, coaching and campaigns

As a UEFA coach and coach of her daughter's football team, Ms Majken Maria Gilmartin was concerned about the rising level of injuries from when girls reached the age of 13-14. She wondered why so many girls lost interest in the sport, and why girls and women were playing with the same size and weight ball as men while in so many other sports equipment was adjusted.

And so Ms Gilmartin initiated a project to develop a ball for women that would reduce the level of injuries. After three years of scientific research and development in cooperation with Danish and German universities, she introduced the first football for women to the Danish market, which was then approved by the Danish Football Association.

Ms Gilmartin has always made development and women's empowerment a priority, and has advocated women's rights in all her sports activities, events, coaching and campaigns. The founder and CEO of EIR Soccer, her philosophy has always been that women's football initiatives will not work

without a strong, creative way of thinking to attract the media. As an example, she created the EIR Sensational Street Football girls' tournaments, which engaged 600-1,000 amateur players each year and received widespread coverage.

Other initiatives include establishing a network of 30 volunteer coaches to train women; organising a tournament to celebrate the 100-year anniversary of women's right to vote; and founding the world's first football training and tournament for refugees in cooperation with asylum seekers in Denmark.





**OCEANIA:
MS MOYA DODD (AUSTRALIA)**

The former international footballer has championed women's rights within the game and raised global awareness about the need to bring more gender diversity into all areas of sports governance

Ms Moya Dodd has made an indelible contribution to football across the world, giving girls and women the opportunity to participate in the sport.

A member of the Australian women's national team, her contribution to the game did not end with her retirement in 1995. After completing graduate school and pursuing a law career, she became involved in the governance of the sport as a board member of Football Federation Australia (FFA), Vice President of the Asian Football Confederation (AFC), and a member of the Fédération Internationale de Football Association (FIFA) and AFC Legal Committees.

At the AFC, she played a key role in convincing members of the FIFA Executive Committee to reverse the hijab ban, which prevented Muslim women and girls from competing in FIFA tournaments, thus enabling greater participation of thousands of Muslim girls and women in the sport.

In 2013, Ms Dodd was one of three women who joined the FIFA Executive Committee as a co-opted member from Asia. Having led the campaign for FIFA to create a Task Force for Women's Football, she drafted 10 key principles for the development of women's football, ultimately gaining the approval of the FIFA Congress in 2014. These principles asked that all member associations have a recognised plan for women's football as a growth opportunity, urged each country to put at least one woman on its board, and sought to make women's football a major focus in each member association.





WHAT THE IOC IS DOING

The Olympic Games have played a key role in breaking down gender barriers for more than a century, with women first competing at the Olympic Games Paris 1900 – before they had even been granted the right to vote in most countries around the world.

While only 22 women competed at the 1900 Games, the IOC has worked hard to ensure that female participation has increased steadily since then and, at the Olympic Games Rio 2016, women accounted for a record 45 per cent of more than 11,000 athletes who took part.

But the IOC's commitment to gender equality extends well beyond its efforts to increase women's participation in the Olympic Games, with the Olympic Charter stating that one of its key roles is "to encourage and support the promotion of women in sport at all levels with a view to implementing the principle of equality of men and women".

The IOC therefore plays an active role in advocating the advancement of gender equality and women and girls' empowerment across the Olympic Movement and beyond.

Since 1995, the IOC Women in Sport Commission has been focused on making access to sports and the Olympic Games easier for female athletes and increasing the number of women in sports administration and management positions. The Commission's work includes the organisation of regional seminars for female sports administrators, coaches,

technical officials and journalists focused on leadership, competencies and management and scholarship programmes for young female athletes and coaches.

In addition to the IOC Women and Sport Awards, which have been held each year since 2000, and the quadrennial IOC World Conferences on Women and Sport, which aim to analyse the progress that is being made and recommend new strategies and commitments, the IOC also organises regional seminars and workshops throughout the five continents. These seminars aim to give greater visibility to women and sport issues and to encourage the NOCs, Continental Associations, IFs and National Federations (NFs) to step up their work in this area.

The IOC has also developed educational and training programmes targeting women at mid- and senior-level positions in NOCs, IFs and NFs, which aim to increase female representation at the highest ranks of the Olympic Movement, and will soon be launching a gender-equality e-platform to assist organisations in their work to provide equal opportunities for men and women.

Through the efforts of the Women in Sport Commission, the IOC is committed to leading by example and ensuring that female athletes are given the best possible opportunity to succeed as future leaders and ambassadors for sport, while also promoting equal opportunities for girls and women to participate in, and benefit from, sport and physical activity.





THE ROLE THAT MEN CAN PLAY

Achieving gender equality – in both sport and society as a whole – requires an innovative, inclusive approach that emphasises the important role that men can play in women’s rights and highlights the ways in which they can also benefit from a more equal world.

This point was emphasised at the 5th IOC World Conference on Women and Sport, which was held in Los Angeles in 2012



under the theme, “Together Stronger: The Future of Sport”. The conference highlighted that, in order to continue the extraordinary achievements in the fight for gender equality in sport, women and men need to work together to break down barriers and overcome the obstacles that are inhibiting further progress.

Since its launch in 2014, the UN’s HeForShe global campaign has further underlined the need for men to stand up and address the inequalities and discrimination faced by women and girls all over the world.

The campaign aims to mobilise one billion men and boys as advocates and agents of change for gender equality, inviting them to build on the work of the women’s movement as equal partners, crafting and implementing a shared vision of gender equality that will benefit all of humanity.

In April 2015, IOC President Thomas Bach demonstrated his commitment to the cause when he was named a HeForShe Ambassador, joining heads of state, CEOs and other global luminaries.

So far, almost one million men have made a similar commitment online, and are now taking their own steps to change the world, sharing their stories to inspire others to follow suit.

Their efforts will play an important role in collectively creating the sustainable social and systematic change we need to achieve a gender-equal world.





THE IMPORTANCE OF PARTNERSHIPS

Recognising the importance of collaboration and cooperation in the fight for gender equality, the IOC's policy for women's empowerment through sport has been developed and implemented through numerous partnerships with sports organisations, UN agencies and programmes, NGOs and other members of society, including the winners of the IOC Women and Sport Awards.

These partnerships are of paramount importance for spreading positive social change and gender empowerment around the world.

For example, the Memorandum of Understanding that was signed in 2012 between UN Women and the IOC has led to a number of joint initiatives and actions to promote sport as a tool to foster gender equality and empower women and girls.

In another example, the IOC signed a further agreement with the UN in April 2014 that focuses on using sports as a tool to build young girls' and adolescents' leadership capacity and address gender-based violence issues across the globe. The framework includes working closely with the NOCs, IFs, UN Special Envoys and Goodwill Ambassadors, UN Specialised Agencies and UN Funds to build a sustainable system

for empowerment of women at grassroots levels in various countries.

The strong collaboration between the IOC and the UN has also played a central role in spreading the acceptance of sport as a means to promote internationally agreed development goals. In 2015, this led to the UN officially recognising sport as an "important enabler" of sustainable development in its Agenda 2030 action plan.

One of the sustainable development goals (SDGs) established by Agenda 2030 is to achieve gender equality and empower all women and girls (SDG 5), and in response to this the IOC has established its first joint project with UN Women, which was launched in Rio de Janeiro in the lead-up to the 2016 Olympic Games.

"One Win Leads to Another" is a community-based sports programme that aims to build the leadership skills of adolescent girls through quality sport programmes, improving their ability to influence decisions that impact their lives at all levels.

The programme, which also forms part of the Rio 2016 legacy, gives adolescent girls living in socially vulnerable situations the opportunity to go to one of the 16 participating Olympic Villas to practise sport and to attend a gender workshop that uses sport as a tool



to reduce gender inequalities and build and maintain confidence. Since the pilot project was successfully implemented in 50 schools across the state of Rio de Janeiro, it has now been expanded to other states and cities in Brazil, in the hope that it will serve as a model that can be rolled out internationally.

Worldwide Olympic Partner P&G's brand Always has also joined the partnership to

support the training of trainers as multipliers of the programme in line with the brand's mission to stop the drop in confidence girls experience at puberty.

The success of this project underlines the potential for cooperation that exists in the quest for gender equality and highlights how joining forces can create stronger actions for women's advancement.