

THE DEAD SEA PLAN OF ACTION

1. SEIZE UPCOMING OPPORTUNITIES TO PROMOTE GENDER EQUALITY

The Conference noted the need to use every opportunity available in the Olympic Movement to advance the cause of women in sport and through sport. To that end, four opportunities were highlighted, starting with the opening speeches of the IOC President, Dr Jacques Rogge, and the Chairperson of the IOC Women and Sport Commission, Ms Anita DeFrantz, and in presentations. These were:

i. The Olympic and Paralympic Games in Beijing

The conference stresses the need for the IOC to remind participating NOCs, NPCs and IFs to ensure that the composition of their teams, team leadership and technical delegations reflects IOC policy on gender equality.

ii. The quadrennial elections of NOCs

In the next few months, the majority of National Olympic Committees will be holding their statutory leadership elections. The need for more women in positions of leadership cannot be over-emphasised. The Conference appreciates the efforts of the NOCs which have complied with the IOC's requirement to include more women in their structures. This category would also include International Federations, Continental Associations and Organising Committees for the Olympic Games.

Action:

- a) The Chairperson of the IOC Women and Sport Commission is requested to propose to the 120th IOC Session in Beijing in August 2008 the mandatory requirement for all NOCs to have women on their executive committees, and that this be an enforceable requirement.
- b) The IOC Women and Sport Commission will request the IOC President to remind IFs and Continental Associations of the necessity and value of having women on their highest policy making bodies.

iii. The Olympic Congress in 2009

The IOC Congress in Copenhagen, Denmark will be one of the most important milestones in the evolution of the Olympic Movement. It will set the direction of the Movement's future in all respects. The 4th IOC World Conference on Women and Sport understands the need to firmly place the topic of gender throughout the five agenda themes of the Congress.

Action:

- a) The IOC Women and Sport Commission will actively encourage registration and participation of women and girls in the virtual Congress which the IOC has established on its website.
- b) The IOC Women and Sport Commission will identify and invite a minimum of 10 subscribers who will contribute in-depth and authoritative papers on women and girls in the themes of the Congress.

iv. The Youth Olympic Games

The Youth Olympic Games (YOG) will be the greatest addition to the Olympic Movement in recent years. The 4th IOC World Conference on Women and Sport acknowledges and congratulates the IOC for this project, but most importantly for its intention to make these Games more than a sporting event. The education and culture element of the programme and the mentoring of young people will take centre stage. The Conference calls on the IOC President and his colleagues to ensure that gender balance in all aspects of the YOG is considered from the outset.

Action:

- a) The IOC Women and Sport Commission will engage the IOC on the need to reflect gender balance in athlete representation, technical and administrative officials and general leadership.
- b) The Conference takes note of the importance which the IOC attaches to the health and well-being of young athletes, in particular young women.
- c) The Conference takes note of the IOC **Consensus Statements on Training the Elite Child Athlete, The Female Athlete Triad and Sexual Harassment and Abuse in Sport** and their relevance to the Youth Olympic Games project, and reminds the IOC of the need to publicise and distribute these statements widely in view of the YOG.

2. GOVERNANCE

The Conference underlined the need for well researched data upon which strategy could be developed and promoted. It was also emphasised that key performance indicators (KPI) should be set, and a mechanism developed to monitor progress. This process will require the active participation and support of men.

Action:

- a) Research: The IOC has in the past collaborated with relevant organisations to produce reliable data on the involvement of women in the Olympic Movement. This information has been invaluable in gender equality development policy. The Conference requests that the data now be updated with a broader scope as a matter of urgency, and shared throughout the Olympic Movement and all stakeholders.
- b) The Commission should request that the IOC set the necessary KPIs that will help provide guidance to the Olympic Movement and monitor progress against set targets.
- c) Networking: There is need to create a “women in the Olympic Movement” network so that they can exchange ideas on best practices and help each other. The Conference recommends that the existing Women and Sport platform on the IOC website be considered as the starting point for such a resource. The Conference recommends that the Commission should take this matter up with the IOC President and report accordingly.
- d) The Conference noted the need for men in decision-making positions and from diverse backgrounds to participate in the women and sport forums and

conferences. Likewise, it advises that delegations attending policy-making forums should be gender balanced.

3. EMPOWERMENT THROUGH EDUCATION AND DEVELOPMENT

The Conference recognised the importance of having access to and participation in sport by women. This will enable them to develop self-esteem and be inspirational. The involvement of women who have reached the top in sports administration, former athletes, as role models, was emphasised.

Action:

- a) The Conference acknowledges the need to redefine the purpose and content of the women and sport regional and sub-regional forums from policy discussion meetings to leadership training sessions.
- b) The IOC Women and Sport Commission will request the IOC President to kindly intervene with the Chairman of the Olympic Solidarity Commission to consider special funding for such training in its next quadrennial plans and budgets.

4. WOMEN, SPORT AND THE MEDIA

Participants noted with concern the disparity and treatment of women's sport by the media, both in terms of reporting their activities and the employment of women sports journalists. It was also noted that in most countries, sports journalism was not accorded the same importance as other areas of the profession.

Action:

- a) The IOC should encourage women sports journalists to take an active part in covering the Olympic Games and related events.
- b) The responsible IOC Departments and Olympic Solidarity should strengthen training for women in sport on how to work with the media.

5. WOMEN, SPORT AND THE MDGs

In addition the conference recognises the Fundamental Principles and goals of Olympism. As a consequence it re-emphasises the role that the Olympic Movement can play in the achievement of the Millennium Development Goals which are all directly or indirectly related to women and girls. In this regard, the Conference takes note of the fact that the IOC has signed Memoranda of Understanding with 14 UN Specialised Agencies, and has a special working relationship with the UN itself.

6. COMMITMENT OF PARTICIPANTS

Participants in the 4th IOC Women and Sport Conference commit themselves to the accomplishment of the Dead Sea Plan of Action and will provide feedback for future actions and conferences.

10 March 2008
Dead Sea
Hashemite Kingdom of Jordan