

# **Laura-Maria Tiidla**

## **My story**

28/10/2020

Liderki w sporcie cz. 2



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Sportu



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PAŃSTWOWY INSTYTUT BADAWCZY



# Agenda

- **My background and story**
- **Challenges and learnings**
- **Key reflections about gender equality**
- **Resources**
- **Advice**
- **Q&A**

**What sport are you  
representing?**



JUDO IS BACK! / IJF.org  
ijf.org



It was beautiful: seeing, and ...  
ijf.org



Top 20 Ippons - World Judo Tour 2019 ...  
youtube.com



Judo - Wikipedia, le encyclopédie libre  
fr.wikipedia.org



The Four Parts of a Judo Throw  
amakella.com



SM i judo i Malmö – största deltagandet ...  
via.tt.se



Så fortsätter OS-kvalet i judo ...  
judo.se



Judo at the 2016 Summer Olympics – Men ...  
en.wikipedia.org



Putin Plays Judo, Not Chess - WSJ  
wsj.com



Paris at Judo Grand Slam ...  
euronews.com



Dräkt för judo och aikido 500 ...  
domyos.se



Benefits of training Judo (part 1 ...  
bestmartialartsstyles.com



Israeli judo and the ongoing fight ...  
dw.com



A Legend Fighting to Keep Pace With Th...  
ijf.org



judo | Definition, Histor...  
britannica.com



judo och aikido 500 vuxen ...  
decalthlon.se · In stock



Judo: A guide to 'the gentle way' - CNN  
edition.cnn.com



The judo stars we can expect in 20...  
judoinside.com



Turkish athlete wins bronze at World ...  
hurriyetdailynews.com



2019 CONGRESS

INTERNATIONAL JUDO FEDERATION

TOKYO 2019



TION  
19



INTERNATIONAL JUDO FEDERATION  
TOKYO 2019  
— ORDINARY CONGRESS —

INTERNATIONAL JUDO FEDERATION  
TOKYO 2019  
— ORDINARY CONGRESS —

INTERNATIONAL JUDO FEDERATION  
TOKYO 2019  
— ORDINARY CONGRESS —





Education

Athlete

People

# Laura-Maria Tiidla ?

Activism

Volunteering

Professional career

# Professional path

Current

## **Project manager at ISCA (past 4y)**

international projects, campaigns, fundraising, Erasmus+, advocacy on physical activity, social inclusion, youth empowerment

Judo

## **General Secretary (3y)**

Estonian Judo Association General Secretary Assistant  
Smaller roles at judo competitions

Assisting a law professor at university  
Consulting at a sport startup



# | Volunteering

- Judo (since I can remember)
- Volunteering at 4 different editions of the Youth Olympic Games
- ENGSO Youth Young Delegate (since 2017)
- IOC Young Leader (since 2016)
- IOC Sport and Active Society Commission Member (since 2019)
- 8th IWG (International Women in Sport) Congress 2022 Content Group member
- Non-sport volunteering and commitments

# IOC Sport and Active Society Commission

- Advises the IOC Executive Board and the IOC President on all the activities of the Olympic Movement that are related to using sport to improve physical activity in the population, giving access to sport as a right for all
- Special focus on youth
- First Estonian to be appointed



# | People

## Support system

- My partner
- Parents' encouragement
- My mentors
- International network of friends
- Female peers

# Activism

## My work towards gender equality in sports:

- My day job at ISCA
- Volunteering passion projects
- Opinion pieces
- Podcasts
- Social media activism (mainly Twitter and LinkedIn)
- Speaking opportunities
- Mentoring
- Being consistent in my personal brand



# Challenges



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# Challenges

## Internal:

- Self-doubt to challenge the status quo
- Imposter syndrome
- Activism burnout

# Challenges

## Internal:

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## External:

- Lack of role models
- Intersectional discrimination: young and female
- No structured support or pipeline in EST
- Masculinity of the sport of judo
- Transition from athlete to professional
- How to get international experience

**Are you interested in a  
leadership position?**



**What are the main barriers in  
your leadership journey?**  
Internal or external?

**Any questions?**

## **Key reflections about gender equality**



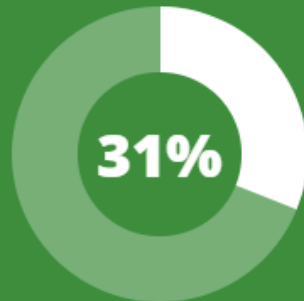
- Cultural and geographical differences
- Diversity of Leadership
- Gender Equality in grassroots sports

# Gender Equality status quo (in Europe)

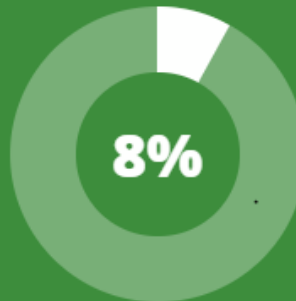


# SPORT REMAINS A MALE-DOMINATED ENVIRONMENT

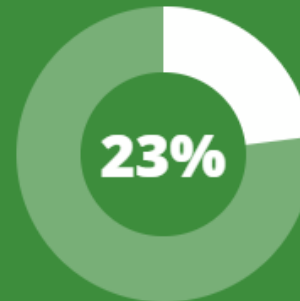
In Europe, women make up only:



**of the members**  
of a sports club or federation



**of the presidents**  
of the national Olympic  
sports federations



**of the board  
members**  
of the national Olympic  
Committees



**1 in 5 employed elite coaches**  
in national Olympic sport federations

**HIGHEST-PAID**

20  
20



**ATHLETES**



**IN THE WORLD**



## SPORT AND PHYSICAL ACTIVITY IN THE EUROPEAN UNION

RESULTS FROM THE EUROBAROMETER SURVEY EBR 4 - DECEMBER 2017

**4 IN 10 EUROPEANS  
EXERCISE OR PLAY  
SPORT AT LEAST  
ONCE A WEEK**

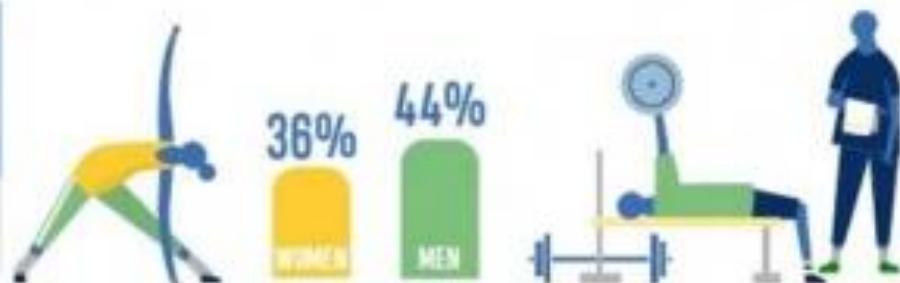
HOW OFTEN DO YOU EXERCISE  
OR PLAY SPORT?



\*REGULARLY: AT LEAST 5 TIMES A WEEK / WITH SOME REGULARITY: 3 TO 4 TIMES A WEEK / SELDOM: LESS THAN ONCE A WEEK

**74% OF YOUNG MEN  
AGED 15-24 EXERCISE OR PLAY  
SPORT AT LEAST ONCE A WEEK**

RESULTS FOR  
"AT LEAST ONCE A WEEK"



GENDER



# In Europe, only a few organisations have an action plan to address gender equality in sport

**23%**

of the **national Olympic sport federations**

Less than

**2/3**

of the **national Olympic Committees**

**35%**

of the **Ministries responsible for sports**

Source: European Union and Council of Europe "ALL IN: Towards gender balance in sport" joint project (2019)

© photo Sport Ireland





Akademia  
Zarządzania Sportem



# Cultural and geographical differences in sport leadership



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# How is the gender equality situation in Polish sport?

1 Very Problematic - 5 Very Good

# Women in sports federations in the EU

Data released by the European Institute for Gender Equality show that on average in 2015, only 14 % of all top decision-making positions in EU Member States' sports federations were occupied by women, ranging from 3 % in Poland to 43 % in Sweden (see Figure 2). With the notable exception of Sweden, the majority of countries display a share of less than 20 %.

Figure 2 – Proportion of women among all decision making positions in national sport federations in the EU-28, 2015



Source: European Institute for Gender Equality, [Gender in sport](#), 2017.

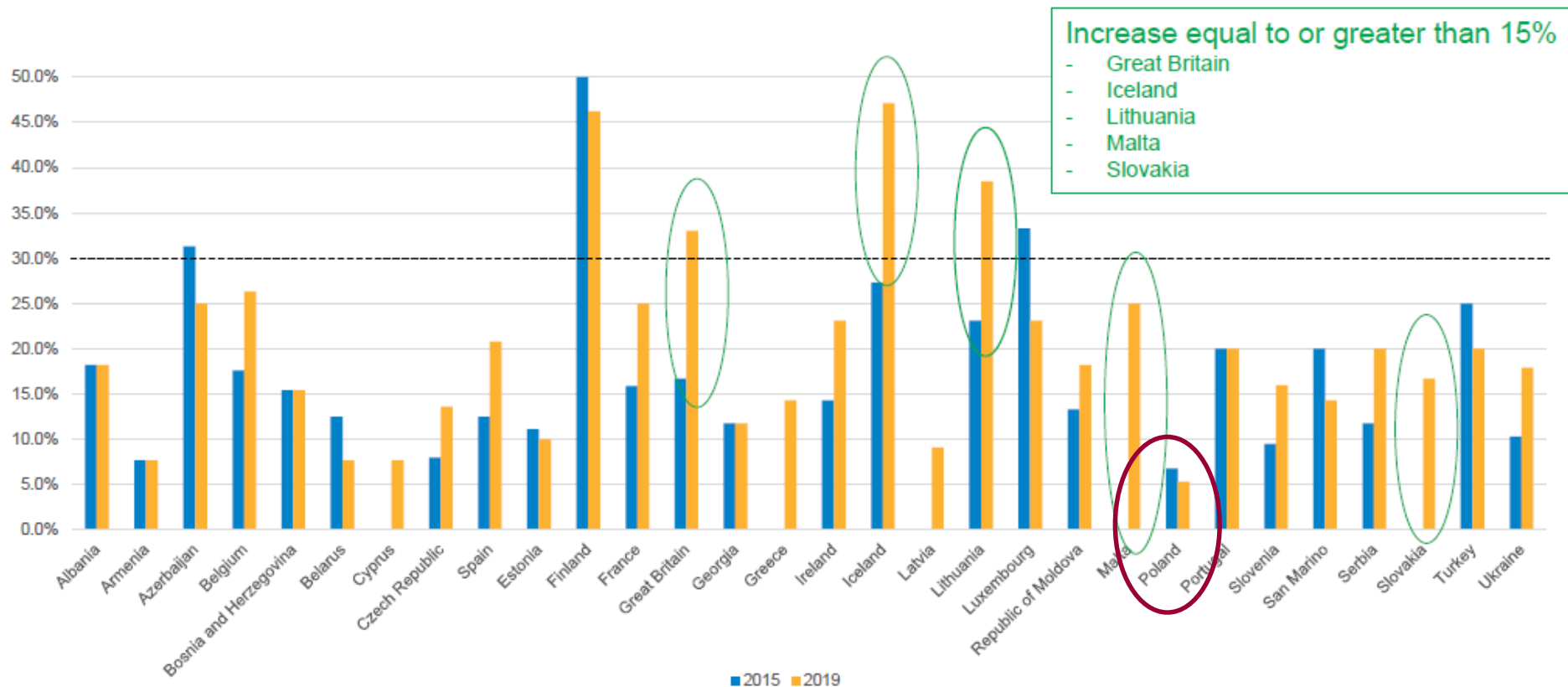


INTERNATIONAL OLYMPIC COMMITTEE

**Gender Equality Survey Results  
European Olympic Committees**



# % female voting EB members: 2015 vs 2019



Source: 2019 NOC Review & 2015 NOC Review. Only NOCs that responded to both Review's have been included



# Some examples of sports leadership



**European eSports Federation Inaugural Congress Feb 2020**

# **They launched the Women's Football Technical strategy in Asia**



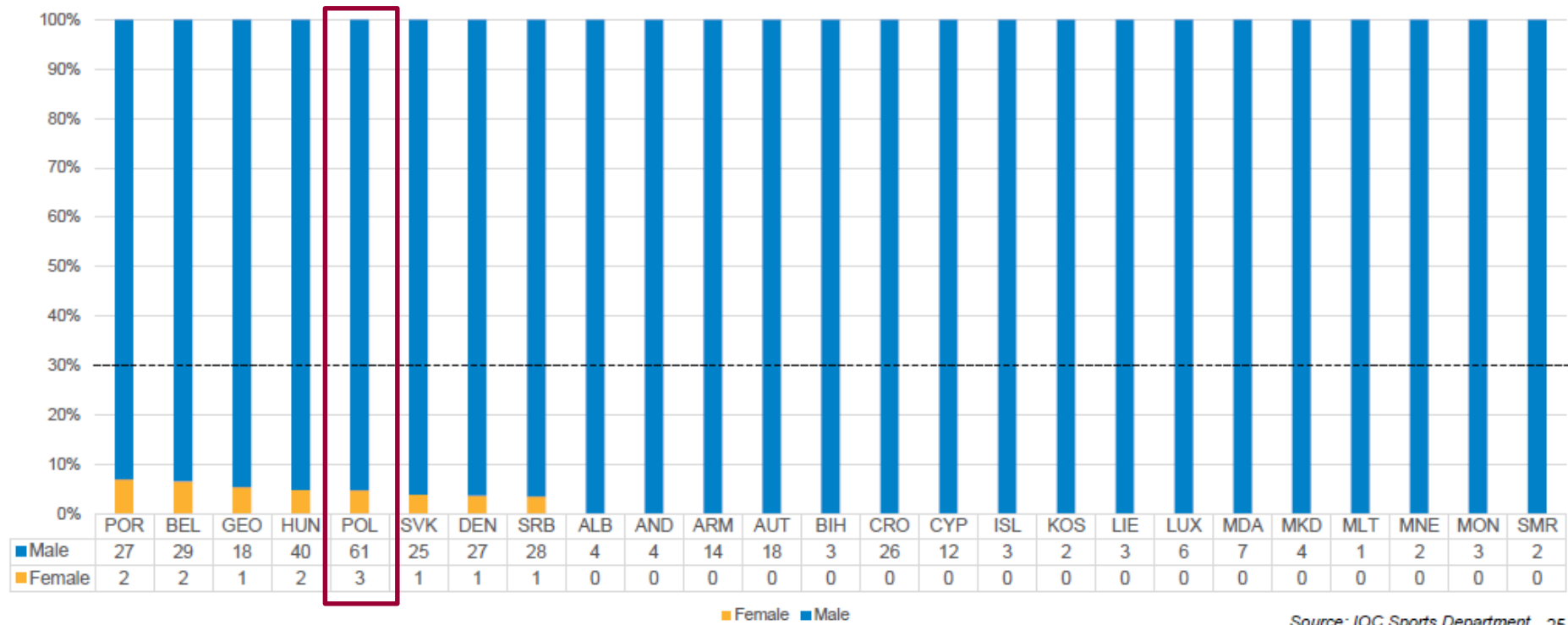
**Asian Football Confederation Technical Committee**



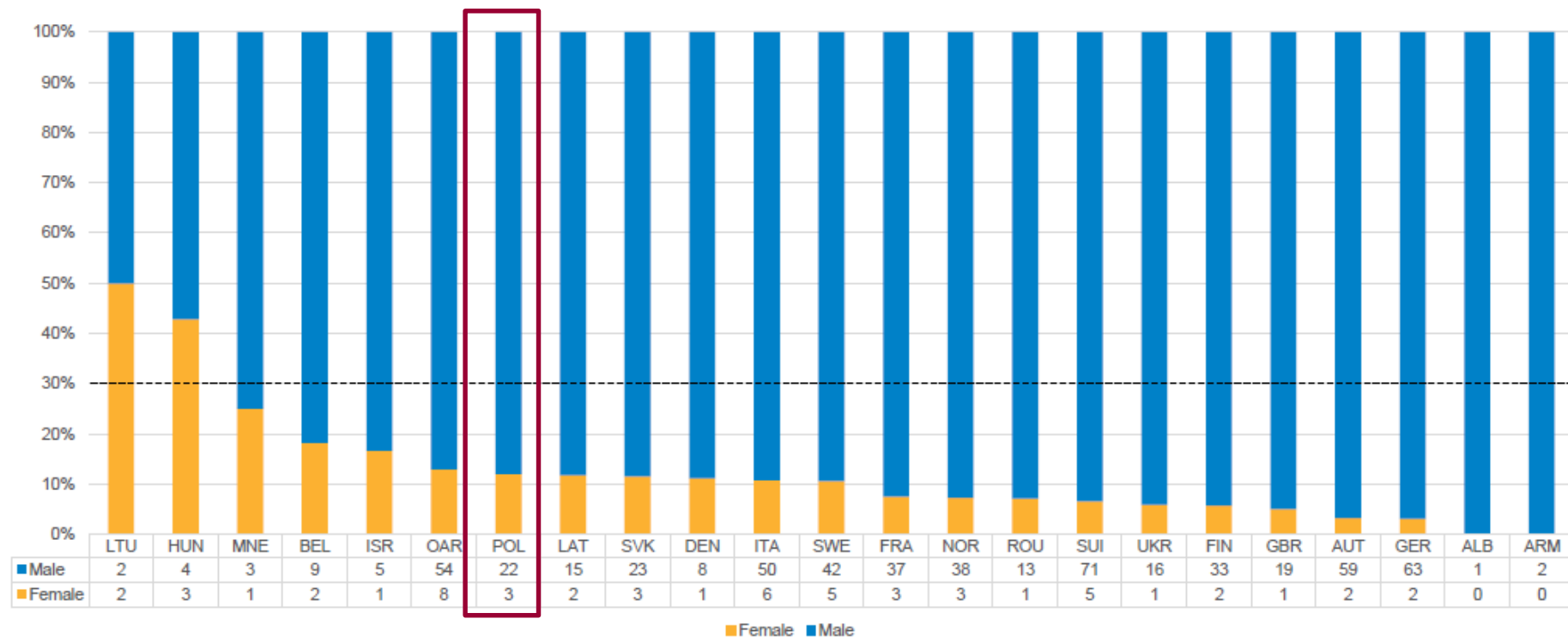
**Poland had 64 accredited coaches at Rio.  
What do you think how many were  
female?**



# Accredited Female Coaches per NOCs in Europe at the Rio 2016 Olympic Games (part 2)

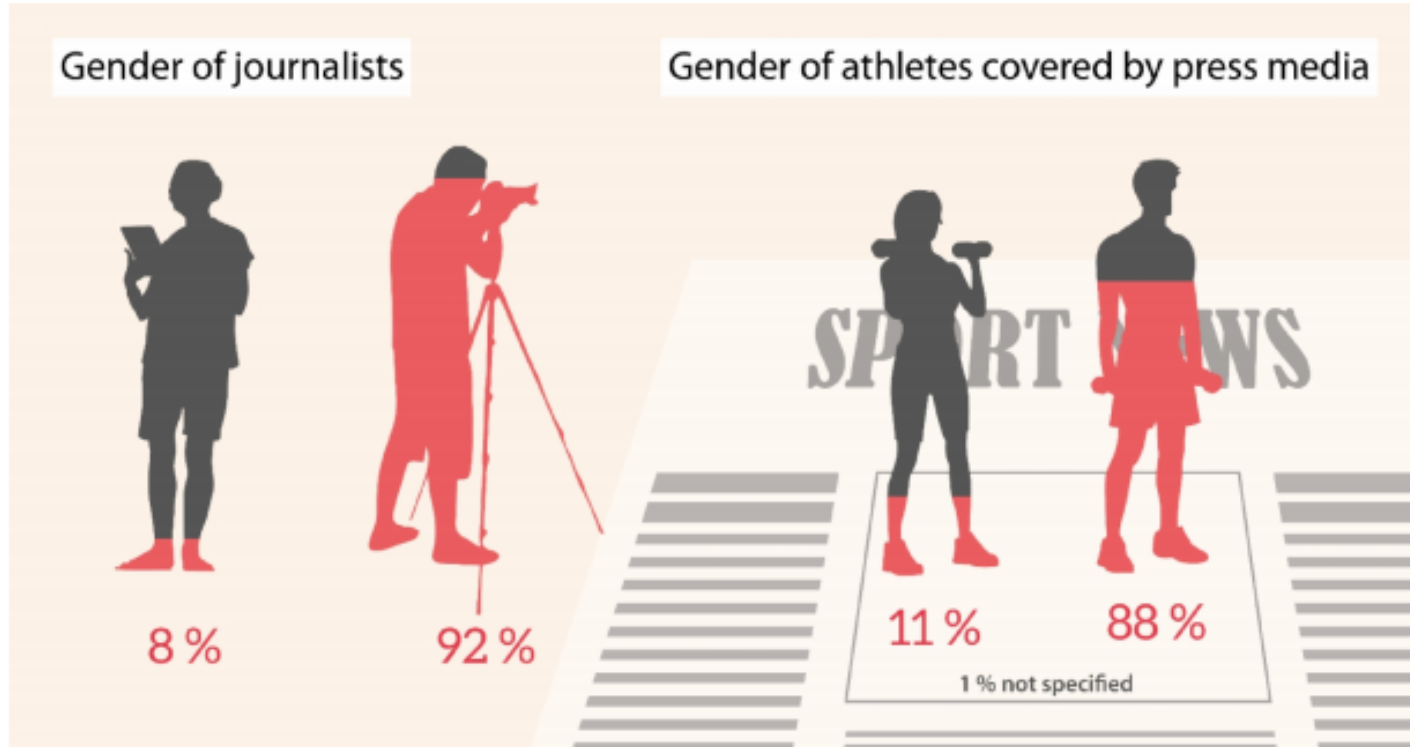


# Accredited Female Coaches per NOCs in Europe at the PyeongChang 2018 Winter Olympic Games (part 1)



Source: IOC Sports Department

# Sport media and coverage



Source: T. Horky and J.-U. Nieland, [International Sports Press Survey 2011: Results and Outlook](#), Play the Game, Aarhus, 2013.

An analysis of the 36 Polish sport journalists' views indicated a general consensus among the surveyed sports journalists, both male and female, on the inferior status of women's sports and women's sports coverage, a negation of need to realign the inequitable coverage of women's sports and the perception that sports are a neutral institution with respect to gender. **The investigated Polish female sports journalists presented more negative and straightforward views on women's sports than their male colleagues.**

"I Can't Stand Women's Sports": The Perception of Women's Sports by Polish Sports Journalists (2019)

[Natalia Organista](#) , [Zuzanna Mazur](#), [Michał Lenartowicz](#)

# Is the lack of female representation a problem?



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# Why is this a problem?

- We are missing out on 50% of the potential
- It is moral injustice
- Diverse teams perform better
- Economical benefits
- Diverse leadership represents the views of the target group and thus creates more efficient programmes
- Lack of role models
- Women sport does not receive equal funding





**What can you do?**

- **Focus on what you can change**
- **Reflect about your organisation's work**
- Arm yourself with evidence and personal storytelling
- Speak up about it in professional setting
- Support other females, create pipelines
- Mentor younger colleagues

# Resources

# Frameworks & Evidence

- **International:**
- EU Gender Equality [Strategy](#)
- ALL IN: Towards Gender Balance in sport [portal](#)
- EU Gender Equality in Sports Strategic [recommendations](#)
- EIGE [Gender in Sport](#)
- IOC Promoting Gender Equality in Sport [section](#)
- European Parliament [Briefing](#) report

# Frameworks & Evidence

## Polish:

- [Bariery Równouprawnienia Płci W Sporcie](#) (Dr Renata Włoch)
- Girls In Sport [project resources](#) in Polish
- Underrepresentation Of Women In Sports Organizations. Polish, British And International Organizations – [A Comparative Analysis](#)
- Guardians of the Hegemonic Structure of Sports? [Women's Sports as Perceived by Polish Female Sports Journalists](#)
- Still marginalized: [Gender inequalities in the largest Polish daily's sports coverage](#)

## **Streszczenie**

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Badanie wskazuje na kluczowe bariery dla kobiecego przywództwa w sporcie. Zawiera również spostrzeżenia i zalecenia dotyczące przyszłych działań, badań naukowych, szkoleń oraz mechanizmów sprawozdawczych dotyczących dyskryminacji płci.

### **Najważniejsze wnioski**

1. W przeciwieństwie do często powielanych założeń, kobiety są bardzo zainteresowane obejmowaniem kierowniczych stanowisk w sporcie
2. Kobiety uznają wiedzę o sporcie i umiejętności miękkie za kluczowe wymogi do osiągnięcia sukcesu na kierowniczych stanowiskach w sporcie
3. Bariery strukturalne ograniczają dostęp kobiet do stanowisk kierowniczych i możliwości odniesienia sukcesu w zarządzaniu w sporcie
4. Istnieje wysokie ryzyko, że kobiety zrezygnują z zajmowanych kierowniczych pozycji w sporcie z powodu nieprzyjaznego środowiska zawodowego
5. Dyskryminacja płci w sporcie jest powszechna i występuje w różnych formach
6. Mężczyźni na stanowiskach kierowniczych często mają trudności z rozpoznaniem zjawiska dyskryminacji płci
7. Podczas gdy kobiety są dość pewne swoich zdolności przywódczych,

# International resources

- Follow the international organisations or role models you admire (Twitter, LinkedIn)
- [Join Women's Sport Collective international network](#)
- Join the IOC's Working towards Gender Equality in sport [LinkedIn Group](#)
- [US Global Sports Mentoring Programme](#)
- Resources for females running for an elective position ([Swing Project](#))
- Olympic Federation of Ireland „Gender Equality in Sport“ [webinar series](#)
- SCORE [project](#) (focusing on female coaches)



# Reflection

What kind of leader do you want to be?

What are the values your leadership is based on?

How can you help to improve the situation for females? (In your sport, locally, internationally)?

"SUCCESS IS  
LIKING YOURSELF,  
LIKING WHAT YOU  
DO, AND LIKING  
HOW YOU DO IT."

MAYA ANGELOU

# Advice

1. Be unapologetically bold
2. Be authentic
3. Recognise your imposter syndrome
4. Start your support group
5. Praise other women
6. Mentoring, mentoring, mentoring
7. Call out gender-based discrimination
8. Advocate/talk (especially among men)

## Small task

Write down one action you will do this week to advance gender equity in Polish sport

**Questions**

# Dziękuję za uwagę

## Laura-Maria Tiidla

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[Twitter](#)

[LinkedIn](#)