PROGRAM

LEAD THE CHANGE

BE THE CHANGE

IWG

6TH IWG WORLD CONFERENCE ON WOMEN AND SPORT
June 12–15, 2014, Helsinki, Finland
In co-operation with

**Conference Patron**
Ms. Tarja Halonen, Former President of the Republic of Finland

**Principle Partners**
Valo, Finnish Sports Confederation
Ministry of Education, Finland

**Coordinating Partners**
Finnish Olympic Committee, Finnish Paralympic Committee, City of Helsinki, City of Vantaa, City of Espoo, National Institute for Health and Welfare (THL), Jane and Aatos Erkko Foundation, Sports Museum of Finland, Heureka, the Finnish Science Centre and Helsinki Olympic Stadium

**Media Partner**
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In support with
International Olympic Committee (IOC) and International Paralympic Committee (IPC)

**Patronage**
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In partnership with
United Nations Office for Sport, Development and Peace (UNOSDP), The Association For International Sport for All (TAFISA), Conférence des Ministres de la Jeunesse et des Sports de la Francophonie (CONFEJES), International Council of Sport Science and Physical Education (ICSSPE), International Committee of Sports for the Deaf (ICSD), Special Olympics, European Non-Governmental Sports Organisation (ENGSO) and European Olympic Committees (EOC); in association with International University Sports Federation (FISU)

**European patronage**
Under the patronage of Mrs. Androulla Vassiliou, Member of the European Commission
Under the auspices of the Secretary General of the Council of Europe, Mr. Thorbjorn Jagland

**IWG NGO members**
WomenSport International (WSI) and International Association of Physical Education and Sport for Girls and Women (IAPESGW)

**Women’s Power, Exhibition on the history of girls’ and women’s sport in Finland**

**Corporate partners**
EY, Fazer, Humina, Kone, Lumene, Scandic hotels, Vallila Interior and Veikkaus, Finnish National Lottery

**Organizations supporting the Scholarship Fund**
Jane and Aatos Erkko Foundation, Ministry for Foreign Affairs of Finland, Evangelical Lutheran Church of Finland, European Non-Governmental Sports Organisation (ENGSO), Football Association of Finland
PROGRAM
The views expressed in this publication and the presentations and films shown at the conference are those of the individual contributors and do not necessarily represent the views of the IWG.

As minor changes may occur concerning the conference program, please see the IWG website for the updated program: www.iwg-gti.org
Greetings from the Conference Patron

Dear participants of the 6th IWG World Conference on Women and Sport,

After four years of waiting, we have finally come together from all corners of the world here in Helsinki, Finland. I warmly welcome you to my home city and the 6th IWG World Conference on Women and Sport.

Advancing human rights is not a fast process. The development during the past decades has been positive in general, but plenty of work remains to be done in implementation. Assuring human rights is essential in order for humanity to survive – to be able to coexist in peace, to respect one another, to flourish together, and to protect our planet and use its resources in a sustainable way. We must guarantee the right to non-discrimination and non-violence for all people.

Women are an enormous resource of their own, but they have often been discarded in the course of history. With little appraisal, women all over the world continue to contribute to their communities in invaluable ways. The empowerment of women releases a potential that is changing humanity forever.

In order to harness this positive force, women’s rights must be strengthened. Women’s and girls’ education is a priority that cannot be understated. Also the right of women to their own identity and their own body is inseparable from other human rights. Girls and women have the right to play sports and to exercise. Healthy, active women raise active children, contributing to a virtuous cycle that reinforces the health, education and social lives of generation after generation.

Like the other Nordic countries, Finland has strong traditions in the fields of gender equality, education and sport. Yet, we have many things to learn, for which the 6th IWG World Conference on Women and Sport offers a great platform. Let the positive examples be our inspiration, and let the challenges be our motivation. Let us work together for a better future – we can only “Lead the Change” if we decide to “Be the Change”.

Tarja Halonen
Former President of the Republic of Finland
Patron of the Conference
Welcome from the IWG Co-Chair

Dear friends,

The 6th IWG World Conference on Women and Sport marks twenty years since the birth of the Brighton Declaration on Women and Sport and the first World Conference on Women and Sport in Brighton, England in 1994. The Brighton Declaration guides our work as it lays down the basic principles for promoting gender equality in sport. The Declaration serves as an inspiration to all as we work towards a world in which all women’s and girls’ participation is fully accepted, encouraged, and appreciated at all levels and in all functions and roles in sport.

In order to drive positive change towards gender equality in sport globally, we must create dynamic networks with our allies. For example, the level of support given to the 6th IWG World Conference on Women and Sport from a number of organizations is remarkable. We are grateful, and I hope that this fruitful collaboration will continue throughout the years to come. I also encourage the participants of this event to use this conference as a platform for networking, establishing new connections, and strengthening your existing partnerships. We have so much to learn from each other.

Working as one of the IWG’s two co-chairs during this 2010 – 2014 quadrennial term has been an enormous pleasure. After the four years that Finland has served as the home country for the IWG secretariat, it will be our pleasure to see the network return to African soil, as we hand over in good faith our responsibilities to the Botswana National Sport Council (BNSC) in Gaborone, Botswana, and Ms. Ruth Maphorisa, the incoming IWG co-chair.

Twenty years have passed by quickly. Much has happened, and we have all worked very hard to realize those core principles of gender equality in sport set forth by the Brighton Declaration. We have built coalitions and have initiated processes that have improved the status of women in sport in all regions of the world. I would like to thank everyone for their valuable contributions throughout the years. Together we are the movement.

Despite all our efforts, many of the changes we fight for have remained out of reach. We need to be ever more persistent and active, so that we can realize our dream of a sporting world that treats everyone equally. I hope and believe that this conference will serve as a turning point – new inspiration that we all can harness in our work as we return to our home countries. I believe that in twenty years’ time we will look back at this conference and recognize it as a landmark of its own – a meeting so powerful that it changed the course of history. Now it is time for change.

Raija Mattila
IWG Co-Chair
Contents

Greetings from the Conference Patron  5
Welcome from the IWG Co-Chair  6
Contents  7
The International Working Group on Women and Sport (IWG)  8
  IWG Members 2010–2014  9
  IWG Secretariat 2010–2014  9
Addresses and greetings  10
Acknowledgements  45
Conference committees  46
  IWG Honorary Committee  46
  IWG Coordinating Committee  46
  IWG Program Committee  47
  IWG Corporate Committee  47
Conference themes  48
Different ways of participation  50
Conference program  51
  Thursday, June 12  52
  Friday, June 13  55
  Saturday, June 14  71
  Sunday, June 15  86
Posters  88
Social Program  103
Exhibitors  106
General Information  107
Participants  111
Notes  137
Floor Plans  141
The International Working Group on Women and Sport (IWG)

We live in a world in which men’s involvement in sport and physical activity outpaces that of women. Disparities only increase for those who are disabled or otherwise represent a disadvantaged group. These imbalances have negative impacts on each of us as individuals and on our families, communities, and society as a whole.

Through our mission, *Empowering women – Advancing sport*, the International Working Group on Women and Sport (IWG) aims to re-imagine this reality.

Our story begins in 1994 with the first World Conference on Women and Sport, which debuted the Brighton Declaration on Women and Sport. Chapter by chapter, the story of our advocacy network has endured with the help of thousands of dedicated women and men the world over.

During the 2010 – 2014 quadrennial term the IWG has been hosted by the Finnish Sports Confederation in Helsinki, Finland and led by renowned international experts in the field who contribute their unique expertise to realizing a sustainable sporting culture based on gender equality that enables and values the full involvement of girls and women in every aspect of sport and physical activity.

Our unique combination of resources supports our aim to serve as a communications nexus for the international women and sport movement and as a catalyst for positive change in the lives of the women and girls worldwide:

- Brighton Declaration on Women and Sport (1994), currently 416 signatories
- Global subscriber network of upwards of 5,000 individuals
- Social media feeds with a combined reach of up to 20,000 individuals
- Catalyst eNewsletter, published six times a year
- Renewable membership in UNESCO Permanent Consultative Council (PCC) and bilateral connections to UN Women and influential sports bodies such as the IOC, IPC, ICSSPE, SportAccord, WADA, TAFISA, FISU, international sports federations, regional and national Olympic committees, GOs, NGOs, etc.
- Quadrennial progress report on developments in the women and sport movement
- Quadrennial IWG World Conferences on Women and Sport and their legacies

As an inclusive network, we are welcoming everyone interested in the topics related to equality in sport. Please see our website (www.iwg-gti.org) for more information and stay up to date by subscribing for our newsletter (www.iwg-gti.org/catalyst/).

As of September 1, 2014, the responsibilities carried by the hosting organization will be handed over to the Botswana National Sports Council (BNSC) in Gaborone, Botswana.
IWG Members 2010–2014

Ms. Raija Mattila (Finland), Co-Chair
Dr. Johanna Adriaanse (Australia), Co-Chair
Ms. Clemencia Anaya Maya (Colombia), Regional Representative: Americas & Caribbean
Ms. Natalya Sipovich (Kazakhstan), Regional Representative: Asia
Ms. Kristina Thürée, Regional Representative: Europe (Dr. Evelina Georgiades, Ms. Amanda Bennett)
Ms. Susan Yee (Fiji), Regional Representative: Oceania
Dr. Rosa López de D’Amico (Venezuela), NGO Representative: IAPESGW (Dr. Tansin Benn)
Dr. Kari Fasting (Norway), NGO Representative: WSI
Ms. Matilda Mwaba (Zambia), Co-opted Expert: Women and Sport in Africa
Ms. Malini Rajasegaran (Malaysia), Co-Opted Expert: Women and Disability/Paralympic Sport Movement

IWG Secretariat 2010–2014

Ms. Terhi Heinilä, Secretary General
Ms. Aira Raudasoja, Conference Manager (half-time, October 2012–2014)
Ms. Monika Ilvestie, IWG Assistant October 2013–2014 (part-time)
Ms. Tarja Airaksinen, Event Manager (May–June 2014) / Ms. Niina Toroi (October 2012–April 2013)
ADDRESSES AND GREETINGS
The IWG Is About Making Change. The Change Makers Are We.

Four years ago we began our journey building a home base for the International Working Group on Women and Sport in Finland under the auspices of the Finnish Sport Confederation for the years 2010 – 2014.

We wanted to do this because we believe change happens only in human interaction. And this is what the IWG is all about.

It is about us coming together. There is no “you” or “they” in IWG. It is about people making change in their own lives and making a difference in the lives of others.

It is about listening and sharing. Helping and learning. There is no “if” or “then” in the IWG. It is about taking action now.

It is about a vision of hope: Girls and women being able to realize their potential to the fullest in all the faces and encounters of sport and physical activity.

Personally I feel privileged to be a part of the global network of change makers.

Share your story in Helsinki. Welcome to the 6th IWG World Conference on Women and Sport.

Risto Nieminen

President
Finnish Sport Confederation, Valo, and the Finnish Olympic Committee
Greetings from the Minister of Culture and Housing Pia Viitanen

Dear IWG and Participants of the Conference,

Equality, equity and non-discrimination are fundamental values in physical activity and sports. They should be in place throughout all physical activity, in decision-making procedures, in leadership and in school sport and physical exercise. Everyone should be entitled to participate in physical activities and sports just the way they are, irrespective of sexual orientation, religion, disabilities or any other personal characteristics. This allows not only the persons themselves but also the whole sports community.

The International Working Group on Women and Sport does invaluable work in promoting gender equality in sport. The Finnish Government champions this work and supports the IWG World Conference on Women and Sport being held in Helsinki 12-15 June 2014.

I warmly welcome you in Helsinki and wish the best of success to the IWG Conference.

Pia Viitanen

Minister of Culture and Housing
Minister responsible for sport
Address from the President of the Finnish Paralympic Committee

Dear sport friends,

Year 2014 is important for sport and especially for equal sport in Finland. To host IWG World Conference is important for a small country such as Finland. This year is special also in another way, as Finnish Paralympic Committee celebrates its 20th anniversary. Sport needs diversity to be as collective and strong as possible. That is the way to show the power of sport, and that is the right way to achieve the best results. We need different kinds of people in sport organizations to make the decisions, and we need to offer everyone equal possibilities to do sport: that is everyone’s right.

Petri Pohjonen

President
Finnish Paralympic Committee
Dear Delegate,

On behalf of the City of Helsinki, I wish you warmly welcome to Helsinki to attend the 6th IWG World Conference on Women and Sport. I am proud and happy that you have chosen our city as the location for the conference bringing together delegates from all over the world with the aim of advancing the dialogue around women in sports and generating positive change.

Geographically and culturally, Helsinki is located between East and West. With persistent work we have made the best of our location and established Helsinki as a first-rate venue for international meetings, congresses and conferences – with the Finlandia Hall as the symbol of Helsinki as hosting city. Today, the fastest and most direct flight route between Asia and Europe goes via Helsinki Airport. Having you all here proves that our efforts have been fruitful!

Once our guests are in Helsinki, we want our city to be as welcoming and hospitable as possible. Design is in our genes and plays an important role both in city planning and when we develop services. Several recent international studies rank our city as one of the most livable places in the world.

Hopefully your programme permits you to explore and discover your host city. Excellent restaurants, interesting architecture and vivid cultural activities can be found right next to tranquil spots in the unique archipelago.

I hope you enjoy your stay in Fun and Functional Helsinki - our city is your city!

Jussi Pajunen

Mayor of Helsinki
Address from the Mayor of Vantaa

The City of Vantaa is honored to participate in arranging the 6th global IWG conference. The city supported Finland’s application from the very beginning. Now it is time for all of us to walk the talk.

The City of Vantaa vision states: Vantaa is a financially sound city, an international hub for sustainable development where the city and its service quality are developed in collaboration with the residents. For its residents Vantaa is a safe home town, for the business sector the best partner in Finland, and for the employees the best-managed city in the country. Vantaa emphasizes transparency, and its values translate into a shared understanding of what is important and valuable to us.

Vantaa is committed to promoting equality and non-discrimination in all its activities and decision-making. Our daily work focuses on innovativeness, sustainable development, and community togetherness. Vantaa regards community togetherness as active participation and assuming responsibility for achieving common goals. We are sure that taking concrete measures allows us attain team spirit and partnership. It is important for us to collaborate with the residents, businesses, and other actors with whom we share common ground.

By participating in the implementation of the IWG conference, we can redeem our promise; this is a concrete example of bearing responsibility.

Vantaa’s very own conference day is Friday, June 13. We host one parallel session at the Finlandia Hall, which addresses social responsibility and integrating immigrants with the help of physical exercise and sports. The day will reach its climax at Finnish Science Centre Heureka, one of the best science centers in the world.

The City of Vantaa warmly welcomes you to all the events it arranges. Let us celebrate together this important journey that began in Brighton and promote the realization of the agreements of this conference.

We sincerely wish that the City of Vantaa will forever hold a place in your hearts and memories!

Kari Nenonen
Mayor of Vantaa
The most important resources of Espoo are its active inhabitants, educational institutions, communities and businesses. The city is developed in interaction with various partners. The goal is to make Espoo a pioneer in the municipal sector as well as a good place to live, learn and work in as well as engage in entrepreneurship.

Espoo is the second largest city in Finland and is located next to the capital city of Helsinki. The city has gained international fame as a hub of know-how, research and development, at the heart of which stands the Aalto University campus and many international company headquarters and high-technology businesses. The Espoo Innovation Garden and its lively activities also respect the cultural heritage, Tapiola’s values as a garden city.

Large natural areas are characteristic of Espoo: seashores, the archipelago, the wilderness in nature reserves and the waterways of the lake highlands. Roaming, camping, picking berries, listening to the sounds of nature, enjoying yourself… The cultural landscapes and natural areas of Espoo are like Finland in miniature. There are also various sporting and fitness activities for women, men, seniors, special groups, young people and children organized in Espoo.

The 6th IWG World Conference on Women and Sport provides an excellent opportunity to meet and discuss with experts from around the world, get inspiration and networks. Let’s be active!

Jukka Mäkelä
Mayor of the City of Espoo
Women’s participation in sport and sports administration is a key priority for the IOC. A great deal has been achieved on and off the field of play in recent years – all sports at the Olympic Games are now open to women, for example, and every National Olympic Committee has now sent female athletes to the Games – but we all know that change in this area does not come easily.

To make real progress in our quest for gender equality and for open access to physical activity for women and girls worldwide, we need closer collaboration with governments, educational institutions and the private sector.

The IOC is pleased to support the 6th IWG World Conference on Women and Sport, which will see the participation of key stakeholders, and to play its part in leading “the change”.

Thomas Bach

President
International Olympic Committee
IPC pushes for gender equity in Paralympic Movement

The International Paralympic Committee (IPC) has taken great strides to ensure female participation in the Paralympic Movement, and in 2002 established a Women in Sport Committee that advises and consults the IPC Governing Board on gender equity in sport.

Guided by the committee, the 2003 IPC General Assembly adopted a policy statement, which calls on all entities belonging to the Paralympic Movement to immediately establish a goal to have at least 30 per cent of all positions in their decision making structures held by women by 2009.

To reinforce this goal and support IPC member organisations in applying the statement, the Women in Sport Committee and the Agitos Foundation have launched a pilot WoMentoring Programme with focus on Europe, in particular Eastern Europe.

At the programme’s kick-off event in May 2014, a mentoring relationship between a more experienced or more knowledgeable person who has already reached a decision-making level in her or his working area and an emerging female leader from a European National Paralympic Committee (NPC) or was established. The event was combined with the European Paralympic Committee’s Women in Sport Leadership Summit. From now through 2014, the mentees and mentors will work out personal development plans and identify education and financial opportunities to reach their goals.

At the Rio 2016 Paralympics, nearly 1,650 women are expected to take part – a 9.9 per cent increase from London 2012 and more than double the 790 who took part in the Atlanta 1996 Games.

They will compete in 224 medal events, with athletics, cycling and swimming providing more events for women than ever before.
The IPC is delighted to be a proud partner to the 6th IWG World Conference. Women have a significant role to play in sport at all levels, as athletes, coaches, officials and leaders. Women see things differently to men and through the IPC’s Women in Sport Committee we aim to ensure greater gender equality across all the Paralympic Movement.

On behalf of the whole Paralympic Movement I hope this four day Conference is a huge success.

Sir Philip Craven

IPC President
Address from the Chairman of the Special Olympics International

It is with great pleasure that Special Olympics is serving as a Strategic Partner for the 6th IWG World Conference on Women and Sport. This Conference is a hugely important gathering and is aptly titled Lead the Change, Be the Change.

Women’s participation in sport has a long history. A history marked by division and discrimination but also one filled with major athletic feats and advances for gender equality and the empowerment of women and girls. In particular, women in sport leadership can help shape attitudes towards women as leaders and decision makers, especially in traditional male domains. Women’s involvement in sport can make a significant contribution to public life and communities, particular for those athletes with a disability.

Every day Special Olympics is changing the lives of more than 4.2 million athletes with intellectual disabilities, 1.6 million of those are women and girls. Apart from enhancing health, wellness and quality of life, sport provides a double benefit to women with disabilities by also providing affirmations of self-empowerment at both personal and team levels. The 6th IWG World Conference on Women and Sport is a hugely important event and Special Olympics is proud to be a Strategic Partner. I am confident the discussions and policy papers will go a significant way towards enhancing the role and participation of women in sport. I congratulate the IWG on their work and on leading the change.

Dr. Timothy P. Shriver

Chairman, Special Olympics International
The World Health Organization is pleased to cosponsor the 6th IWG World Conference on Women and Sport. We see this as an ideal opportunity to promote gender equity and the importance of sports and physical activity for health. Women are not only important contributors to the field of sports but, as mothers and leaders, are also excellent role models for the promotion of physical activity.

Dr. Margaret Chan

WHO Director General
**Address from the Director-General of UNESCO**

Sport is a universal language that engages peoples and communities around the world. It has the ability to bring cultures together and to promote positive messages of peace and understanding. It has the power to motivate people to make positive changes in their own lives and in the lives of others. In all of these ways, sport is among our best ally to promote tolerance and shared values, including gender equality.

Sport can foster positive role models for women and girls, projecting positive images of strength, courage, victory and audacity. It can be an entry point for a greater participation of women in public, political and community life – through volunteering, through competition, through spectatorship. In this spirit, UNESCO is acting across the board to increase the participation of girls and women in and through sport, especially in decision-making positions.

We must stand firm on these values, and mobilize even greater political will to put these values into action. The 5th UNESCO World Sports Ministers Conference – MINEPS V – held last May in Berlin was a moment to reaffirm that every single woman and man must have equal access and participate in sport as a fundamental right. This is the core idea that guides UNESCO as a strategic partner of the 6th IWG World Conference on Women and Sport “Lead the Change – Be the Change”.

Irina Bokova

Director-General of the United Nations Educational, Scientific and Cultural Organization
Mr Wilfried Lemke,
The Special Adviser to the United Nations Secretary-General on Sport for Development

An Advocate
Coordinating the UN system to promote Sport for Development and Peace (SDP) amongst UN Member States and other actors

A Facilitator
Encouraging dialogue, collaboration and partnerships around SDP

A Representative
Representing the UN Secretary-General and the UN system at important global sports events and other occasions

The Sport for Development and Peace International Working Group

• Promoting the integration of policy recommendations relating to the use of sport in advancing development and peace objectives

• Providing a policy-focused discussion forum for UN Member States; This year the focus is on harnessing the power of sport to address gender-based.

The United Nations Office on Sport for Development and Peace

• Providing the entry point to the UN system with regard to SDP, bringing the worlds of sport and development closer together

• Assisting the Special Adviser in raising awareness about SDP

• Facilitating policy dialogue among UN Member States and other actors by acting as the Secretariat of the Sport for Development and Peace International Working Group

United Nations Office on Sport for Development and Peace
Villa La Pelouse, Palais des Nations
1211 Geneva 10
Tel: +41 (0) 22 917 27 14
Web: http://www.un.org/sport
European Union and Gender Equality in Sport

The 'Charter of Women's Rights in Sports' adopted by the European Parliament in 1987, was the first step to officially acknowledge the claim of equal opportunities for women in sport within the context of the European Union. The EU White Paper on Sport (2007), the Communication on sport (2011) and the Strategy for equality between men and women 2010-2015, encourage the mainstreaming of gender issues into all EU activities related to sport.

Based on the results of the EU conference on Gender Equality in Sport in Vilnius (2013) a Group of Experts defined the priority areas for the period of 2014-2020 more precisely. Actions proposed focus on decision making, coaching, gender based violence and negative gender stereotyping in sport. The Council Conclusions on Gender Equality in Sport adopted in May 2014 invite Member States, European Commission and stakeholders in Sport to take further actions in these fields.

"Pursuing gender equality in sport is one of the priorities of the European Commission. It is important that we move beyond agreement on the principle of gender equality and manage its implementation by supporting concrete measures that will lead to real change. The 6th IWG World Conference on Women and Sport in Helsinki can make an important contribution in this pursuit by helping to identify new, appropriate approaches both in the boardroom and on the playing field that will encourage girls and women and finally all of us to enjoy sport and prepare for a lifelong sporting career", Commissioner Androulla Vassiliou states.
The Council of Europe fully supports its member states to “Buck the Trend and Lead the Change” in sport policy to achieve a sporting culture that enables and values the full involvement of women and girls in every aspect of sport.

The Council of Europe develops sport policies based on human rights, democracy and the rule of law. These values do not remain abstract but are reflected in the daily lives of our citizens. Our work in the field of sport places emphasis on moving from de jure to de facto, translating our values into the reality of sport. The Council of Europe’s work in the area of gender equality and sport, including through the Enlarged Partial Agreement on Sport (EPAS: www.coe.int/epas), creates an enabling environment for sport and physical activity in Europe – and beyond, so that everyone can benefit from the physical, mental and social benefits of sport.

Advancing the gender equality agenda has always been a priority for the Council of Europe. We seek to combat gender stereotypes and sexism, violence and discrimination in its many forms, change mind-sets and attitudes, and promote balanced participation of women and men in all walks of life. A change in gender relations, women’s empowerment and abolishing negative traditional gender stereotypes are vital to achieving gender equality. Even if progress is visible, gender gaps persist in many areas, maintaining men in their traditional roles and constraining women’s opportunities to affirm their fundamental rights. This is no less true in sport, often considered to be an area dominated by the so-called masculine values. Given the differences in needs, interests and circumstances, and the diversity of the female and male population, gender equality requires the adoption of a new perspective involving all the relevant institutions and actors in its implementation. For this reason, the Council of Europe’s EPAS has produced a Recommendation to Member States on Gender-mainstreaming in sports policies.

While sport provides a strong tool to empower women, the sad reality is that women and girls do not always have the opportunity to practice sport in a safe environment in which their dignity is respected. Practicing sport may lead to greater exposure to particular forms of gender-based violence or sexual exploitation and abuse by peers, coaches or fans. It is therefore important that sport clubs and associations establish efficient ways to deal with instances of gender-based violence, sexual exploitation and abuse in sport programmes and sporting activities. It is equally important to challenge sporting cultures which accept and tolerate negative behaviour such as bullying, emotional humiliation, sexual harassment and sexual abuse at the hands of coaches, peers and other adults as “part of the game”, to respect children’s integrity and their safety and safeguard them from being victim of sexual harassment and sexual abuse.

Assuming its leading role in promoting and protecting human rights, the Council of Europe has two groundbreaking Conventions to combat gender-based violence and sexual exploitation and abuse of children: the Council of Europe Convention on Preventing and Combating Violence against Women and Domestic Violence (Istanbul Convention: www.coe.int/conventionviolence) and the Council of Europe Convention on the Protection of Children against Sexual Exploitation and Sexual Abuse(Lanzarote Convention: www.coe.int/lanzarote). Legally binding, they are practical tools to make Sport without Fear a reality. I wish the IWG Conference success in pursuing and achieving its noble mission: Empowering Women to Buck the Trend!

Snežana Samardžić-Marković, Director General of Democracy
IAPESGW
18th World Congress 2017
Miami, Florida USA

SAVE THE DATE | May 17–21, 2017

Hosted by Barry University
School of Human Performance
and Leisure Sciences
Miami, Florida USA

For more information email
iapesgw@barry.edu

IAPESGW
International Association of
Physical Education and Sport
for Girls and Women
www.iapesgw.org
Too often the issue of legacy in sport is avoided, simply because it is either forgotten about, too difficult, or not considered of urgent priority in the hustle and bustle of our everyday lives, and particularly in the mad rush of the build up to a major event. But legacy goes beyond the big events. It extends to the legacy we will leave for the generations to come, how we lead by example, how we aim for quality and not just quantity in all we do, and how we reflect on the past as an important foundation for the future. The legacy we create, as individuals, communities and a society is so much more than a “buzzword” in a bid document, and the time to address this is now.

In recognition of this, the theme of the 24th TAFISA World Congress 2015 will be:

**Sport for All – The Ultimate Legacy**

**Sub-themes:**
- **Beyond the Bright Lights:** Sport for All and physical activity legacy planning for big sports events.
- **Legacy of a Lifetime:** Creating early positive experiences for children to be physically active throughout their lives.
- **Leading by Example:** The role families and community leaders play in integrating physical activity into the everyday lives of the next generation.
- **Know Your Roots:** How the living legacy of Traditional Sports and Games defines and activates people and communities.
- **Quality Comes First:** How to achieve life long physical activity, and longer lives, through quality management in Sport for All.

We look forward to welcoming you in Budapest, Hungary, in October 2015!
La CONFEJES est une institution intergouvernementale qui œuvre pour la promotion de la jeunesse, du sport et des loisirs au sein de l’espace francophone. Elle mêne également des actions ciblées au profit des femmes et des jeunes filles, des personnes handicapées, des formateurs travaillant en milieu jeune, des cadres des Ministères ainsi que des journalistes sportifs.

Le développement de la société passe inévitablement par la reconnaissance de l’action des femmes. Mais force est d’admettre que ces dernières ne reçoivent pas toujours l’attention qu’elles méritent et que leur apport au développement social et économique est souvent sous-estimé.

C’est pourquoi l’équité entre les genres est pour la CONFEJES un principe directeur qui guide l’ensemble de ses interventions. Cet axe transversal interagit ainsi avec les 3 programmes : Actions Stratégiques, Jeunesse et Sport. Les réflexions et les recommandations des membres du Groupe de travail sur la participation des femmes et des jeunes filles aux activités de jeunesse et de sport (GTCF) participent aujourd’hui activement à la réalisation de cet objectif d’atteinte de l’équité. Les membres de ce comité de réflexion et d’action constituent en effet des antennes sur le terrain, dans les Ministères et aident la CONFEJES à développer des actions fédératrices en matière d’égalité entre les genres.

Les activités de la CONFEJES s’articulent autour TROIS (3) GRANDS PROGRAMMES ET UN (1) AXE TRANSVERSAL

Programme 1
Promotion du français auprès des partenaires institutionnels/Renforcement des capacités des instituts de formation des cadres/Appui à l’élaboration des politiques publiques.

Programme 2:
Programme de Promotion de l’Entrepreneuriat des Jeunes (PPEJ)/Renforcement des capacités des associations et centres de jeunes/Promotion de la Paix, de la démocratie, de la citoyenneté, et des droits humains

Programme 3:
Développement du Sport de proximité/Fonds Francophone de Préparation Olympique/Appui à la structuration du sport à la Base en favorisant le Sport féminin et le sport pour personne vivant

Programme 4: Renforcement des capacités des femmes leaders dans les techniques de mobilisation des ressources féminines pour un développement durable./Participation à l’Assemblée générale du GTI et à une AG de mouvement féminin de Jeunesse et recherche de partenariat./Mutualisation des rapports d’activités et échanges de bonnes pratiques pour l’élaboration du document stratégique « femmes, vecteurs de paix, acteurs de développement ».
FISU (International University Sports Federation) was founded within universities to promote sporting values and encourage top performances in international competitions in harmony with and complementary to the values of higher education.

**From 1959 to 2014**

FISU has organised **27** Summer Universiades and **26** Winter Universiades on the uneven numbered years. FISU has organised altogether **313** World University Championships on the even numbered years. The FISU Educational Programme has included more than **25** seminars, forums and conferences.

**FISU’s structure in 2014**

167 national member associations from the five continents which vote in the General Assembly; an Executive Committee (23 persons from 23 different countries) and 21 Committees (200 persons).

**FISU: A UNIQUE ORGANISATION FOR STUDENT-ATHLETES!**

Participants in FISU events are students between the ages **17** and **28**. Their eligibility and student status is checked before every event.

Every two years, some **20,000** students from **200** countries participate in the FISU events.

**FISU EVENTS**

**SUMMER UNIVERSIADE**

**WINTER UNIVERSIADE**

Because of the huge number of participants, the Universiade can be considered as one of the biggest global multi-sport events in the World.

The FISU **WORLD UNIVERSITY CHAMPIONSHIPS** are organized in the even numbered years, thus alternating with the Universiade years.

The FISU **EDUCATIONAL ACTIVITIES** provide opportunities to discuss the different aspects of university sport.
International Committee of Sports for the Deaf

In recognition of the important role that sport and physical activity play in the lives of girls and women, the International Committee of Sports for the Deaf (ICSD) fully supports the aim of the Brighton Declaration on Women and Sport to develop a sporting culture that enables and values the full involvement of females in every aspect of sport.

A Snapshot of ICSD

DEAFLYMPICS was inaugurated in 1924 in Paris, France which is governed by the International Committee of Sports for the Deaf (ICSD), the oldest disabled sport organization and the second oldest multi-sport organization next to the regular Olympics.

The objects of ICSD are to develop and promote sport training and supervise competitions, which are organized and managed by international, national, and regional sports federations for the deaf.

The need for separate games for deaf athletes is not just evident in the numbers of participants. Deaf athletes are distinguished from all others in their special communication needs on the sports field, as well as in the social interaction that is an equally vital part of the games.

ICSD oversees the organization of Summer and Winter Deaflympics, which are patterned after the Olympic Games. These Games are held alternatively at 2 year intervals for competitors with at least 55 dB hearing loss in better ear.

Since its establishment, ICSD has striven to follow the Olympic ideal and has received recognition from IOC several times. In 1955, ICSD was proclaimed an International Federation with Olympic Standing by IOC and again in 1966 it was awarded the Olympic Cup for its meritorious services to sports for the deaf. In 2001, the IOC granted the name change of ICSD’s quadrennial event to Deaflympics.

Contact Information:

International Committee of Sports for the Deaf
Governing Body of Deaflympics, recognized by International Olympic Committee
E-mail: office@ciss.org

Official Website: www.deaflympics.com
Address from the President of the European Non-Governmental Sports Organisation

Sport unites. Sport gives hope. Sport brings joy and wellbeing to the life of millions around the world every day. Despite of this immense potential, sport is not yet open for everyone. Especially women and girls remain in many ways an untapped resource.

If we want to keep our movement alive and to attract young people in the future we must strive to challenge the status quo. Sport organisations should reflect the diversity of our societies. It is our responsibility as today’s sport leaders to ensure that the future generations will have the possibility to continue our work for better and safer societies through sport.

In order to decrease the gender gap in sport, commitment and resources are needed from sport organisations and public authorities in all levels from local sports clubs and authorities to international sport organisations and governmental institutions.

ENGSO and its members are committed to carry on the work towards a more equal sports movement. I hope that the 6th IWG World Conference will be a significant milestone on our way to true equality in sport. The time for change is today.

Ms. Birgitta Kervinen

President of the European Non-Governmental Sports Organisations (ENGSO)
**EUROPEAN NON-GOVERNMENTAL SPORTS ORGANISATION**

**Voice of voluntary sports organisations in Europe**

**ENGSO** is the umbrella organisation for National Sport Confederations and National Olympic Committees in Europe. These 40 members represent sport in its broadest sense, from children and youth sport to physical activities for senior citizens, from sport for all to elite sport. ENGSO is a respected voice for grassroots sport, a credible partner in European sport policy and a platform for an active network of sport organisations. The key areas of ENGSO are policy work and lobbying towards different European institutions, organising events as well as coordinating European projects.

“The world around us is changing rapidly and in organised sport we cannot ignore these changes. We need to keep our movement alive to attract new people – girls and boys, women and men. Sport organisations should reflect society as a whole.”

**ENGSO President, Birgitta Kervinen**
The European Olympic Committees pursues the objectives of the Olympic Charter in close association with the IOC, ANOC and the other Continental Associations. In view of the specific demands of its members, the EOC makes it its task to put in place programmes and activities geared to the specific needs of the NOCs.

The organisational structure includes an Executive Committee and 11 Commissions, one of which deals exclusively with Women and equality in Sport. The EOC also has a representation office to the EU institutions in Brussels (EOC EU Office).

The EOC organises several sport events, such as the Games of the Small States of Europe, the European Youth Olympic Festival and the European Games, with its inaugural edition in Baku 2015.

"The promotion of gender equality belongs to the long-term goals of the European Olympic Movement. The EOC Executive Committee decided to set up an EOC Commission “Women and equality in sport” in September 2012. I am convinced that our EOC Commission will produce some excellent results to make a step forward to more gender equality within sports in Europe" (Patrick Hickey, President of the EOC, Dublin, October 2013)

Contact information: www.eurowlympic.org
The Finnish Ministry of Education and Culture is responsible for developing education, science, and cultural, sport and youth policy, and improving equality in these fields.

www.minedu.fi
Winter or summer sports, Finns know how to organize successful world-class events at which people participate whole heartedly and with complete dedication. Finland has a wealth of experience in hosting international sport events and congresses.

Sport Finland builds bridges between sports federations, cities, decision makers, event organisers, organisations, universities and other entities. Our international network is wide and as a gateway between East and West, Sport Finland invites and unites people through sport. Sport Finland is where the sport beats from the heart. Together with our partners we create events with a soul.
Finnish Paralympic Committee proudly supports 6th IWG Conference!

www.paralympia.fi
Helsinki is a unique and diverse city, where traditional Eastern exotica meet contemporary Scandinavian style. The lifestyle in the second-most northern capital city in the world is full of contrasts, unique experiences and friendly people. The city’s attractive and unique character comes from its proximity to the sea, which offers an endless number of exciting opportunities.

Read more: www.visithelsinki.fi
Vantaa

An Entire World

Vantaa is an ideal place for recreation and versatile sports and exercise. The frames for competitions of all kinds are also available – and thanks to good traffic connections, it is easy to come to Vantaa!
Espoo

Get innovated and inspired in Espoo!

Espoo offers a perfect setting for a variety of sports activities in the natural surroundings like Nuuksio National Park. Just a 30 minute drive from the Helsinki city centre.

www.visitespoo.fi  visit espoo
Yle, the Finnish Broadcasting Company welcomes you to Helsinki and wishes you inspiring days in the IWG conference!

As a public service broadcaster Yle continuously strives to develop contents so that women’s and girl’s sports are reported equally to that of men’s and boy’s. Yle is happy to be a media partner in IWG.

**MISSION**
Yle strengthens Finnish society and culture by providing everyone with information, education, insights and experiences.

**VISION**
We provide a world-class public service.

**VALUES**
Reliability, independence, and respect for everyone.

www.yle.fi/yleisradio/about-yle/this-is-yle
The National Institute for Health and Welfare (THL) is a research and development institute under the Finnish Ministry of Social Affairs and Health. THL seeks to serve the broader society in addition to the scientific community, actors in the field and decision-makers in central government and municipalities. The aim is to promote health and welfare in Finland.

Physical activity is part of the health-related themes in THL studies, with an emphasis on health, chronic disease prevention, obesity prevention and maintenance of functional capacity. Physical activity is included in several research projects, such as the National FINRISK Study, Finnish Geriatric Intervention Study to Prevent Cognitive Impairment and Disability (FINGER), Health 2000 and Health 2011 Study, the Regional Health and Well-being Study (ATH), Health Behaviour and Health among the Finnish Adult Population (AVTK), Child Health (LATE), Migrant Health and Wellbeing Study (Maamu).

Monitoring chronic disease risk factors and their change in the population is one of the main tasks of the Institute.

Heureka, the Finnish Science Centre

Heureka, the Finnish Science Centre is an exhibition and activity centre where people of all ages can experience and learn about science and technology in an exciting hands-on environment. Heureka is among Finland’s most popular leisure time destinations. It was opened to the public on April 28, 1989 and attracts nowadays on the average 300,000 visitors a year. Heureka has three exhibition halls for interactive exhibits and a modern digital planetarium. Everything works in three languages: English, Finnish and Swedish, partly also in Russian and Estonian. Heureka is located in the Helsinki metropolitan area, in city of Vantaa, Tikkurila, and it is open around the year.

More information: www.heureka.fi
SPORTS MUSEUM OF FINLAND
A national specialized museum dedicated to the preservation, research and putting on display items relating to the history of sports and physical culture in Finland.

Special exhibition:
WOMEN’S POWER
History of women’s and girls’ sport in Finland

Olympic Stadium, Helsinki
tel. +358 9 434 2250  www.urheilumuseo.fi
Mon–Fri 11–17, Sat–Sun 12–16
Free entrance with the IWG conference badge!
The Helsinki Olympic Stadium was completed on 12 June 1938. The Stadium has been characterized as the world’s most beautiful Olympic Stadium.

The Stadium Tower is 72 meters (235 feet) high, and on the top you can admire the whole Helsinki city landscape.

The Olympic Stadium will be renovated during years 2015-2018 to meet the needs of coming decades. The current facilities will be renovated and modernised, and additional facilities built underground.

THE HELSINKI OLYMPIC STADIUM – GREAT EXPERIENCES!
Acknowledgements

The conference organizers are thankful to the following organizations and people for their generous support:

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Valo, Finnish Sports Confederation and Ministry of Education and Culture, Finland

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Finnish Olympic Committee, Finnish Paralympic Committee, City of Helsinki, City of Vantaa, City of Espoo, National Institute for Health and Welfare (THL), Jane and Aatos Erkko Foundation, Sports Museum of Finland, Heureka, the Finnish Science Centre and Helsinki Olympic Stadium

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**In support with**
International Olympic Committee (IOC) and International Paralympic Committee (IPC)

**Patronage**
United Nations Educational, Scientific and Cultural Organization UNESCO

**Co-sponsored by**
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**In partnership with**
United Nations Office for Sport, Development and Peace (UNOSDP), The Association For International Sport for All (TAFISA), Conférence des Ministres de la Jeunesse et des Sports de la Francophonie (CONFEJES), International Council of Sport Science and Physical Education (ICSSPE), International Committee of Sports for the Deaf (ICSD), Special Olympics, European Non-Governmental Sports Organisation (ENGSO) and European Olympic Committees (EOC); in association with International University Sports Federation (FISU)

**European patronage**
Under the patronage of Mrs. Androulla Vassiliou, Member of the European Commission Under the auspices of the Secretary General of the Council of Europe, Mr. Thorbjorn Jagland

**IWG NGO members**
WomenSport International (WSI) and International Association of Physical Education and Sport for Girls and Women (IAPESGW)

**Women’s Power, Exhibition on the history of girls’ and women’s sport in Finland**

**Corporate partners**
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**Organizations supporting the Scholarship Fund**
Jane and Aatos Erkko Foundation, Ministry for Foreign Affairs of Finland, Evangelical Lutheran Church of Finland, European Non-Governmental Sports Organisation (ENGSO), Football Association of Finland
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Veikkaus Oy, Finnish National Lottery

Mr. Mikko Vanni  
Infront Oy

Ms. Annemi Usva-Vanttinen  
Finnish Sports Confederation Valo
Conference themes

MOVE ME! Physical activity, health & well-being for life
Physical activity is an inseparable part of a healthy, balanced lifestyle. Increasing health-enhancing physical activity can result in significant benefits on the physical, psychological and social well-being of girls and women. It can be challenging to stay physically active throughout one’s life, especially during the critical phases in a woman’s life span – puberty, motherhood, and menopause. Sport can also be used as a tool to promote a healthy lifestyle, for example regarding sexual and reproductive health. Under the theme “MOVE ME”, we are introducing latest research and other projects concerning women’s physical activity. It is also important to note, how legislation and sports policies can support sport for all, health and wellbeing for girls and women. To ensure effective promotion of health-enhancing physical activity, it is vital that we include health in all policies, not just the health sector.

BUCK THE TREND – Leading the change in sport policy
More than 400 sports bodies around the world have signed the Brighton Declaration on Women and Sport, but there is still much more to do before we may say that we have reached gender equality in sports. As we celebrate the 20-year history of the Brighton Declaration, it is time to evaluate the progress made. We need to take a new leap in all sectors and commit to change at all levels: from grassroots to national governmental and non-governmental sports organizations and international sport organizations. In order to challenge the status quo, one must strive to impact and create policies that drive towards gender equality on different sectors of the society.

100% SPORT – Enhancing participation through creativity & innovation
Women make up more than half of the world population. The world cannot afford the physical inactivity of women and girls, and sport organizations need talented women and girls in order to strive at the athletic level, on the one hand, and organisational level, on the other. The solutions that enable and encourage the participation of women and girls in sport and physical activity must be adapted to the different cultures that exist through all regions of the world. Creative and innovative approaches are needed so that girls and women can find their place and bring their contribution to sport at all its levels.

BE YOUR BEST COACH – Pursuing excellence in leadership & coaching
Sport has an immense potential to empower women and girls. Sport can help them develop life skills that enable them to fulfill their complete potential in life. Women as leaders and coaches have the responsibility to encourage the younger generations to leap as far as they can, inside and outside the sports track. In the field of coaching, women make up a small minority, especially at the elite level. How can we increase the number of women at all levels of sports leadership and coaching? What are the obstacles that women face, and how can these obstacles be overcome?

SPORT WITHOUT FEAR – Sport as a safe haven & bastion for human rights
“The language of sport is international. Its message touches, awakens feelings and unites. – Sport has the power to tell stories that stay in our minds and hearts”, President Tarja Halonen, Patron in Chief of the 6th IWG World Conference on Women and Sport, has written. Sport can bring together all people regardless of their culture, gender or ethnic background. Sport can offer a safe haven for all individuals to be who they are. We need to fight against gender based violence in and through sport to ensure that women and men, girls and boys alike have the equal opportunity to take part freely in sport and physical activity. Sport can also work as a tool to promote peace in some of the most troubled areas of the world. Sport is a human right that belongs to everyone.
Conference keywords:

adulthood ● adolescents ● aging ● athletes ● awareness ● bias ● barriers ● Brighton Declaration on Women and Sport ● built environment ● career development ● career planning ● change ● change in practice ● change maker ● children ● civil society ● clean sport ● competitive sport ● conflict ● courage ● danger ● decision making ● disability ● diversity ● discrimination ● development ● domestic and international cooperation ● drop out ● education ● empowerment ● equality ● equity ● exclusion ● facilities ● fair play ● feminism ● game ● gender ● gender-based violence ● gender mainstreaming ● glass ceiling ● good governance ● harassment ● higher education ● human rights ● identity ● immigration ● implementing ideas ● inclusion ● integrity ● intellectual disability ● international sports movement ● involving men ● LGBTQ ● lifecycle ● male dominance ● management ● media ● menopause ● mentoring ● millennium development goals ● minorities ● mobility ● monitoring and evaluation ● Olympic movement ● Paralympic sport ● Pay-gap ● peace ● physical education ● physical inactivity ● play ● prenatal ● postnatal ● power ● private sector ● puberty ● public policy ● public sector ● quotas ● recruitment ● rehabilitation ● recognition ● reproductive health ● recreational sport ● research ● resources ● respect ● safety ● seniors ● sexual health ● sexuality ● sexism ● society ● social media ● Sport for All ● sports organizations ● sponsorships ● sustainable financing ● sustainability ● talent ● tool kits ● training ● values ●
Different ways of participation

Say cheese!

The conference is being streamed live from the main auditorium. The program on June 12 – 14 will be streamed live by the Valo Media Company and Yle, the Finnish Broadcasting Company. The live streaming can be seen online at www.yle.fi/areena.

We’re welcoming viewers from around the globe to take part in the conference. The direct link to the stream will be daily available on the conference website at www.iwg-gti.org.

You may also get your snapshot taken by one of our media team members, and the photos will be at your disposal. Stay tuned for the link to our photo gallery!

Voice your opinion!

The IWG is an open and inclusive network – thus we want to facilitate active discussion between the speakers, the conference participants and the world outside. Do you have a question or a comment? Be active and voice your opinion during the Plenary Sessions! Top comments are displayed on our Message Wall.

To get your message out, choose one of the three channels:
- Use #IWHelsinki on Twitter
- Visit www.mwall.mobi/iwhelsinki
- Send an SMS to +358 45 7395 0791
  (normal SMS fee based on your operator’s pricing)

The messages will be moderated, and selected messages will be displayed on a screen in the conference hall. We apologize for possible delays.
CONFERENCE PROGRAM
Thursday, June 12

Helsinki Day festivities
9:00–14:00

Outdoor aerobics
11:00–
By the City of Helsinki at the Olympic Stadium

Sightseeing
12:00–13:30
Fee 30 € (this tour is included in the accompanying persons program). A separate ticket is included in the registration materials.

Exhibition: From Brighton to Helsinki 1994–2014
ALL DAY THURSDAY–SATURDAY
This exhibition showcases in the main lobby the 20 years of sustained advocacy at the International Working Group on Women and Sport (IWG), containing memories and facts from along the journey. The exhibition is built in cooperation with the IWG, Chichester University and the Sports Museum of Finland with the support of Jane and Aatos Erkko Foundation.

Exhibition: Far away from home: Girls from Tabareybarey
ALL DAY THURSDAY–SATURDAY
Celebrated Finnish photographer Meeri Koutaniemi spent autumn 2013 in the refugee camp Tabareybarey in Niger where she photographed six girls. The photo exhibition in the lobby of Terrace Hall will show the everyday of these girls and their stories.

Registration
09:00–17:00

IWG REGIONAL MEETINGS
10:00–11:30
FINLANDIA HALL, CONGRESS WING
The Americas & the Caribbean, meeting room 22
Asia meeting room 24
Africa meeting room 25
Europe meeting room 23
Oceania meeting room 21

LUNCH Hosted by Mr. Thomas Bach, IOC President
Thursday 12 June at 12:00–14:00
Finlandia Hall, Congress Wing, halls A & B

OPENING CEREMONY
14:00–16:00
FINLANDIA HALL, MAIN AUDITORIUM
Ms. Raija Mattila, IWG Co-Chair
President Tarja Halonen, Conference Patron
OVO Team, aesthetic group gymnastics, the Finnish Champion and World Championship medalist.
Mr. Peter Tallberg, IOC Member, introduction
Mr. Thomas Bach, President, International Olympic Committee IOC
Sir Philip Craven, President, International Paralympic Committee IPC

Addresses by:
Ms. Pia Viitanen, Minister of Culture and Housing, Finland
Ms. Androulla Vassiliou, Commissioner for Education, Culture, Multilingualism, Youth and Sport, European Commission
Mr. Risto Nieminen, President, Finnish Sports Confederation Valo and Finnish Olympic Committee

Video address by Ms. Phumzile Mlambo-Ngcuka, Director General, UN Women

Music by The Helsinki Strings, a world-renowned string orchestra consisting of about fifty students, ages varying between ten and twenty, conductor Mr. Jukka Rantamäki.

Moderators: Mr. André Noël Chaker and Ms. Bettina Sågbom

**COFFEE**
16:00–16:45
Finlandia Hall, main lobby
Coffee break is sponsored by the Finnish National Lottery, Veikkaus.

**PLENARY SESSION: MOVE ME! PHYSICAL ACTIVITY, HEALTH AND WELL-BEING FOR LIFE**
16:45–18:15
Finlandia Hall, main auditorium

Dr. Fiona Bull, Professor of Physical Activity and Public Health, Centre for Built Environment and Health, School of Population Health, University of Western Australia

Panel discussion with
Ms. Kalyani Subramanyam, The Naz Foundation (India) Trust
Dr. Pekka Puska, Ex Director General, National Institute for Health and Welfare (THL), Finland
Dr. Tim Armstrong, Coordinator of the Surveillance and Population-based Prevention Unit, Department of Prevention of Noncommunicable Diseases, World Health Organization (WHO)

Moderator: Ms. Donna de Varona

Theme description:
Physical activity is an inseparable part of a healthy, balanced lifestyle. Increasing health-enhancing physical activity can result in significant benefits on the physical, psychological and social well-being of girls and women. It can be challenging to stay physically active throughout one’s life, especially during the critical phases in a woman’s life span – puberty, motherhood, and menopause. Sport can also be used as a tool to promote a healthy lifestyle, for example regarding sexual and reproductive health. Under the theme “MOVE ME”, we are introducing latest research and other projects concerning women’s physical activity. It is also important to note, how legislation and sports policies can support sport for all, health and wellbeing for girls and women. To ensure effective promotion of health-enhancing physical activity, it is vital that we include health in all policies, not just the health sector.
**OPENING RECEPTION BY THE CITY OF HELSINKI**

19:00–21:00

- Buses leave for the Reception at 18:30. One bus is wheel-chair accessible.
- Helsinki City Hall
- Address: Pohjoisesplanadi 11–13, Helsinki

Mr. Jussi Pajunen, Mayor of Helsinki

String Quartet: Abel Puustinen, violin; Lida Lymi, violin; Aino Räsänen, alto violin; Senja Rummukainen, cello
Friday, June 13

Morning swim and sauna
6:30–8:30
Helsinki Outdoor Swimming Stadium
Address: Hammarskjöldintie, Helsinki, beside the Olympic Stadium
Free entrance with the conference badge.

Morning exercise with music
7:30–8:15
Töölö Bay Park, next to Finlandia Hall and Töölönlahti Bay, by Helsinki City Sports Department.
Meeting point: Finlandia Hall, main entrance

Nordic walking
7:30–8:15
Töölö Bay Park, next to Finlandia Hall and Töölönlahti Bay, by Helsinki City Sports Department. Length 2,2 km.
Meeting point: Finlandia Hall, main entrance.

City orienteering
7:30–8:15
Guided by sports club Rasti-Jyry in the Töölö Bay Park, (next to Finlandia Hall and Töölönlahti Bay). Accessible for all conference participants. Length: 1,5 km.
Meeting point: Finlandia Hall, main entrance.

Panel discussion with:
Ms. Birgitta Kervinen, President, European Non-Governmental Sport Organization ENGSÖ
Dr. Etsuko Ogasawara, Professor of Sport Management, Juntendo University (Japan)
Ms. Beng Choo Low, Vice President, Olympic Council of Malaysia
Mr. Harri Syväsalmi, Sports Director, Ministry of Education and Culture, Finland

Moderator: Mr. André Noël Chaker

Theme description:
More than 400 sports bodies around the world have signed the Brighton Declaration on Women and Sport, but there is still much more to do before we may say that we have reached gender equality in sports. As we celebrate the 20-year history of the Brighton Declaration, it is time to evaluate the progress made. We need to take a new leap in all sectors and commit to change at all levels: from grassroots to national governmental and non-governmental sports organizations and international sport organizations. In order to challenge the status quo, one must strive to impact and create policies that drive towards gender equality on different sectors of the society.
PARALLEL SESSIONS

PLEASE NOTE THAT THERE ARE TWO TYPES OF PARALLEL SESSIONS: PRE-COORDINATED SESSIONS AND SESSIONS FORMED FROM ABSTRACTS (PAPER SESSIONS).

EUROPEAN INITIATIVES ON GENDER EQUALITY IN SPORT

10:30–12:00
Finlandia Hall, main auditorium

Contributions:
Ms. Chiara Gariazzo, European Commission, Director Youth and Sport
Mr. Yves Le Losteque, European Commission, Head of Sport Unit
Ms. Marja Ruotanen, Council of Europe, Director of Justice and Human Dignity
Ms. Kalliopi Nedelkos, EU Presidency Chair, Council Working Party Sport
Ms. Kristina Thuree, Chair European Women and Sport
Ms. Sallie Barker, ENGSO, Sport Recreation Alliance
Dr. Evelina Georgiades, Cyprus Sport Organisation
Dr. Kari Fasting, Emerita Professor Norwegian Institute of Sport
Ms. Karin Fehres, DOSB, Director Sport development
Ms. Tine Teilmann, Chair Women and Sport Commission, IPC
Ms. Sarah Milner, Sports Coach UK, Diversity & Inclusion Lead
Mr. Bart Ooijen, European Commission, Policy officer, Sport Unit

Summary:
Gender equality in sport in Europe has stagnated. Some progress has been reported in the participation of girls and women in sport, but the gender gap in coaching, administration and leadership positions in governing boards is still huge. Furthermore negative gender stereotyping and sexual harassment and abuse are societal phenomena which also affect the sport more openly.
Revised attention for gender equality in sport is needed not only focusing on gender equality in the boardrooms but also on the implementation of concrete measures, including the role of the coach. The session will inform the participants about new political initiatives which are in preparation on national and European level by the European Commission, Council of Europe and European stakeholders in sport. The central question in the session will be how to lead the change to implementation of strategic actions at local, national and international level.

Session includes the presentation: Recommendation on gender mainstreaming in sport by Ms. Wendela Kuper

RESEARCH PLUS ADVOCACY = POWERFUL PARTNERSHIP FOR CHANGE

10:30–12:00
Hall: Veranda 1

Presenters:
Dr. Marjorie Snyder, Research Director, Women’s Sports Foundation USA
Dr. Carole Oglesby, California State University Northridge, Past-President, WomenSport International
Dr. Cheryl Cooky, Associate Professor Women’s, Gender & Sexuality Studies Program and Department of Health & Kinesiology, Purdue University
Summary:
For advocates of girls and women’s sports participation, research is a powerful tool informing successful educational and public policy efforts. The absence of data is frequently a barrier to change. Governmental agencies, girl-serving organizations, funders, media, and the general public need accurate, current and relevant data before they will join a commitment to change. This session focuses on how research can fill critical information voids, build credibility for advocates, create public debate and serve as launching pads for program initiatives. Participants will engage with presenters in a workshop format that encourages sharing best practices particularly in regard to exploration of global and regional consortia to build upon and transform presently existing organizational contexts.

A goal of the workshop is for participants to extend collaborative knowledge exchange and to build upon momentum generated in the session. In the process, participants may mobilize evidence-based research within their own networks.

Keywords: change, education, equity, public policy, research

WINNING WOMEN – CLOSING THE GENDER GAP IN ELITE COACHING – THE EVIDENCE

10:30–12:00
Hall: Veranda 2

Presenters:
Ms. Pauline Harrison, International Council for Coaching Excellence
Dr. Kirsi Hämäläinen, Coach Development, Finnish Olympic Committee
Ms. Marisol Casado, IOC Member, International Triathlon Union President
Dr. Leanne Norman, Leeds Metropolitan University, England
Dr. Penny Werthner, Dean, Faculty of Kinesiology, University of Calgary

Summary:
At the London 2012 Olympic Games there was equality in representation in women participating on the field of play for the first time in its history – where we have failed to keep pace is with coaching! Although there are some excellent examples of successful women coaches, most countries have difficulty systematically developing women coaches who can lead national teams to success. This is the first of 3 sessions which will focus on closing the gender gap in elite coaching and, working with the International Council for Coaching Excellence, we will develop a call to action for a collaborative approach to tackle this issue.

There will be a report card from London 2012 to show the percentage of women coaches by continent, country and sport and we will engage with the participants to gather further statistics regarding the lack of women in elite coaching, and determine how a report card could be used to monitor progress at the International Federation and National levels. In addition the session will be used to identify outstanding women coaches across the world who can be potential women role models.

The session will be highly interactive and informative and aim to draw on the expertise and experience of the delegates.

Keywords: Change, domestic and international co-operation, equality, talent, role models, leaders
THE FEMALE BODY, HEALTH, AND CONSUMERISM
10:30–12:00
Hall: Veranda 4

Speakers:
Prof. Pirkko Markula, Faculty of Physical Education and Recreation, University of Alberta, Edmonton, Canada
“So much about ‘girl-power:’ experienced fitness instructors as leaders”

Ms. Jaana Parviainen, University of Tampere, School of Social Sciences and Humanities, Finland
“Quantified bodies: a discussion of methodological approaches to acquire bodily knowledge in the age of health technologies”

Summary:
Feminist researchers have demonstrated that fitness serves as an important tool for shaping the female body into the desired image of the feminine thin and toned fit body. They have further argued that in consumer culture, the media discourses of health and aesthetics define fitness participants’ contradictory desire for the ideal fit body and simultaneous rejection of the ideal as unrealistic (e.g., Kennedy & Markula, 2011). In this session, we explore further how women who lead physical activity sessions can draw from alternative knowledges such as bodily knowledge, affects, and somatic feelings, to actively design fitness practices for women in different ages. This session, therefore, aims to advance discussions of fitness practices that can problematize the current discursive construction of the feminine, fit body within the contemporary neo-liberal society.

Keywords: Empowerment, fitness leadership, bodily knowledge, the ideal feminine body

ENCOURAGING AND SUSTAINING MIGRANT WOMEN PARTICIPATION IN SPORTS
10:30–12:00
Hall: Veranda 3

Moderator:
Mr. Miikka Neuvonen, Chair, the Finnish Youth Committee of Sports

Speakers:
Ms. Michaela Moua, ETNO, Good Will Ambassador – panel participant
Ms. Maria Hyppönen, Monaliiku, Chair Woman – panel participant
Ms. Haja Freeman, organizer, the African Association of Central Finland, coordinator, Monaliiku’s group in Jyväskylä – panel participants
Ms. Pia Grochowski, researcher and member of Monaliiku’s board - Research presentation
Ms. Eeva Rönkkö, Project Manager at Eläkeläiset ry – Pensioners - Presentation
Ms. Ayisat Yusuf-Aromire – Her story as a former football player and as a migrant women in Finland

Summary:
The session will concentrate on what can be done to both sustain and activate women in sports after they have moved from one country to another. Support for migrant women in sports is integral to the future development of healthy societies. Studies time after time reveal that health is highly influenced through maternal lines. Much of sports for development and sports for integration initiatives in the last 15 years have been highly focused on male migrants with women being marginalized in the studies. Sports is also a highly
masculinised field, thus when low participation happens on the part of women, some of it is discounted, without adequate examination of the methodology or access points used by the researchers. By looking at women who have undergone migration and become active in sports we can extract best practices, and also better access points for future studies on women in sport. The purpose of the session is to look at what can rather than cannot be done, and leading a change for future generations of women in sports. The session will cover different issues related to the multicultural women participation in sports and different models for increasing this participation.

Including presentation
HEALTHY AGING FOR ELDERLY IMMIGRANTS THROUGH PHYSICAL FITNESS ACTIVITIES - EXERCISING TOGETHER
Eva Rönkkö
Eläkeläiset ry, Helsinki, Finland

Keywords: Empowering, inclusiveness, sustainable, gender equality

MILLION DOLLAR STORIES AND PRACTICES (PAPER SESSION)
10:30–12:00
Terrace Hall

Chair: Ms Gabriela Müller Mendoza and Karen Morrison

MILLION DOLLAR MARY: SEEING THROUGH THE PUNCHES OF CHAMPION INDIAN BOXER M C MARY KOM
Shreyas Rao
Tata Institute of Social Sciences, Mumbai, Maharashtra, India

WOMEN OLYMPIC BOXERS AS SPORT (AND HUMAN RIGHTS) HEROES
Christy Halbert
Vanderbilt University, Nashville, TN, USA

SOCIAL CAPOEIRA WITH REFUGEES AND IN SYRIA AND PALESTINE: CREATING HOPE THROUGH PLAY
Ummul Choudhury
Bidna Capoeira, London, UK

BREAKING BARRIERS AND OPENING DOORS FOR DEAF AND HARD OF HEARING GIRLS AND WOMEN IN SPORT
Becky Clark1,2, Donalda Ammons1,3, Johanna Mesch1,4, Petra Kurková1,5, Anne Brenner1,6, Dawn Birley1,3, Mimi Ho1,7
1WomenSport International Task Force on Deaf and Hard of Hearing Girls and Women in Sport, Vashon, WA, USA, 2University of Tennessee Center for Sport, Peace and Society, Knoxville, TN, USA, 3Gallaudet University, Washington DC, USA, 4Stockholm University, Stockholm, Sweden, 5Palacky University, Olomouc, Czech Republic, 6Latrobe University, Victoria, Australia, 7University of Birmingham, Edgbaston Birmingham, UK

DEFINING SUCCESS IN GIRLS’ SPORT FOR DEVELOPMENT: A MEASUREMENT, EVALUATION AND COMPARISON OF BEST PRACTICES ACROSS THREE CONTINENTS.
Elizabeth Bierer
Geneva School of Diplomacy and International Relations, Geneva, Switzerland
INCLUSION IN SPORT (PAPER SESSION)
10:30–12:00
Hall: Aurora
Chairs: Dr. Gudrun Toll-Tepper and Ms. Sima Limoochi

ON AND OFF THE FIELD: GENDER INEQUALITY
Jos Dirks1,2
1Bjørknes Hoyskole, Oslo, Norway, 2Stellenbosch University, Western Cape, South Africa, 3York University, Toronto, Canada, 4Girls & Football SA, Western Cape, South Africa

A COMMUNITY APPROACH TO PARENTING PLANS: INTEGRATING AT-RISK CHILDREN WITH COMMUNITY SPORTS
Lauren Donen, Eric Letts
Fair Parenting Project, Ottawa, Ontario, Canada

‘DREAM BIG! - BREAKING DOWN THE ECONOMIC BARRIER THAT PREVENTS GIRLS FROM PARTICIPATING IN SPORTS’
Linda Driscoll
Dream Big!, Boston, MA, USA

AN OLDER GYMNAST’S PERSPECTIVE: GALVANIZING WOMEN’S PARTICIPATION IN SPORT IN GREAT BRITAIN AND ABROAD
Elizabeth Tweddle, Anne Martikainen
International Gymnastics Federation (FIG), Lausanne, Switzerland

DO POLICIES LEAD TO CHANGE? (PAPER SESSION)
10:30–12:00
Piazza Hall

Chair tbc.

COMPARATIVE ANALYSIS OF INTERNATIONAL WOMEN AND SPORT GROUPS
Kathryn Ludwig, Bridget Lyons, Darlene Kluka
Barry University, Miami Shores, Florida, USA

‘ATHENA’ ISRAEL’S NATIONAL PROJECT FOR PROMOTING WOMEN’S SPORT “ATHENA’S AMBASSADORS” - PRESENTING ONE OF ATHENA’S PROGRAMS
Omrit Yanilov Edden
Wingate sport institut, Nethanya, Israel

SPORT MANAGERS’ CAREER SUCCESS: EVIDENCE OF DIFFERENCES BETWEEN MEN AND WOMEN
Päivi Aalto-Nevalainen
University of Jyväskylä School of Business and Economics/Ministry of Education and Culture Sport Unit, Finland

A LONGITUDINAL QUALITATIVE INVESTIGATION OF GENDER BASED SPORT EMPOWERMENT: A CASE STUDY OF THE GO SISTERS PROGRAMME IN ZAMBIA
Oscar Mwaanga1, Sam Prince1, Annie Musonda2
1Southampton Solent University, Southampton, UK, 2EduSport, Lusaka, Zambia

HAS THE LAW OF EQUALITY BETWEEN WOMEN AND MEN WITH REGARD TO DECISION-MAKING POSITIONS WITHIN THE SPANISH SPORTS FEDERATIONS BEEN USEFUL? THE LAW INSISTS BUT THE FEDERATIONS RESIST
Diana Malo de Molina Zamora  
Departamento de Derecho Público, Universidad de Las Palmas de Gran Canaria, Las Palmas de Gran Canaria (Islas Canarias), Spain

HAS ANYTHING CHANGED?  
Jenni Kannisto, Kari Puronaho  
HAAGA-HELIA University of Applied Sciences, Vierumäki, Finland

ENHANCING PARTICIPATION – GLOCAL TRENDS (PAPER SESSION)  
10:30–12:00  
Helsinki Hall

Chairs: Mr. John Liljelund and Lombe Ms. Annie Mwambwa

JAIPONGAN - ENCOURAGING EXERCISE THROUGH CULTURE  
Deví Pandjaitan  
PERWOSI, Jakarta, Indonesia  
Dance performed by Ms. Hani Hanipah

COME ON TONGA: LET’S PLAY NETBALL! AN AWARD-WINNING COMMUNITY INITIATIVE TRANSFORMING WOMEN’S HEALTH  
Clare Briegal¹, Nikki Richardson¹, Elizabeth Palu²  
¹International Netball Federation, Manchester, UK, ²Tonga Netball Association, Nuku’alofa, Tonga

WOMEN SPORTS IN THE UAE: CASE STUDY OF ABU DHABI FATIMA BINT MUBARAK - LADIES SPORTS ACADEMY  
Mariam Al Omaira, Amna Al Mansoori, Nefeli Chondrogianni  
Fatima Bint Mubarak - Ladies Sports Academy, Abu Dhabi, United Arab Emirates

GROWING RUGBY FOR WOMEN AND GIRLS GLOBALLY  
Susan Carty  
International Rugby Board, Dublin, Ireland

EMPOWERING BEDOUIN WOMEN IN ISRAEL THROUGH SPORT  
Nurit Werchow¹  
¹Israel Volleyball Association, Tel Aviv, Israel, ²‘ATHENA’, Netanya, Israel

SOCIAL REPRESENTATIONS OF THE CAREERISM WOMEN SPORTS IN TUNISIA: AN ESSAY ON POST-SPORTS CAREER WOMEN  
Imen Ben Amar  
Institute of sports, Tunis

FILM AND PRESENTATION  
12:00–14:00  
Hall: Aurora  
Muslim women emancipation through sport, film and presentation by Maria Grazia Silvestri

LUNCH  
12:00–13:30  
Finlandia Hall, main lobby
PLENARY SESSION: 100% SPORT – ENHANCING PARTICIPATION THROUGH CREATIVITY AND INNOVATION

13:30–15:00
Finlandia Hall, main auditorium

Prof. Margaret Talbot, PhD OBE, FRSA, President, International Council of Sport Science and Physical Education (ICSSPE)

Ms. Muffy Davis, Paralympian athlete (U.S.)

Panel discussion with:
Prof. Rosa Lopez de D’Amico, President, International Association of Physical Education and Sport for Girls and Women IAPESGW
Ms. Keneilwe Mathibela, Youth Development through Football in South Africa
Dr. Rosaura Méndez Gamboa, Assessor; Chair of the Gender Equity Committee, International University Sport Federation FISU

Moderator: Ms. Charmaine Crooks

Theme description:
Women make up more than half of the world population. The world cannot afford the physical inactivity of women and girls, and sport organizations need talented women and girls in order to strive at the athletic level, on the one hand, and organizational level, on the other. The solutions that enable and encourage the participation of women and girls in sport and physical activity must be adapted to the different cultures that exist through all regions of the world. Creative and innovative approaches are needed so that girls and women can find their place and bring their contribution to sport at all its levels.

COFFEE

15:00–15:45
Finlandia Hall, main lobby

Performance by the Tanzanian girls’ football team FC Vito Malaika from Mtwara: “How football is changing my life in Ruangwa, rural Tanzania.”

FC Vito Malaika girls’ soccer team arrives to IWG from Tanzania!

Soccer is not the most common activity for young girls in East Africa, but through committed work by a local NGO Sports Development Aid Tanzania (SDA), it has been quickly growing in popularity. SDA’s programme aims at enhancing girls’ school attendance and academic performance through physical education and sports club activities.

This year SDA and its Finnish partner organization LiiKe – Sports & Development will proudly present a U12 team FC Vito Malaika from Ruangwa town, Lindi Region, to Finland.
During IWG conference, FC Vito Malaika will present their own drama piece showcasing the importance of sports in their lives. They will also compete in Stadi Cup, the biggest girls-only soccer tournament in the country.
**POSTER SESSION**
15:15–15:45
Finlandia Hall, main lobby

**PARALLEL SESSIONS**

PLEASE NOTE THAT THERE ARE TWO TYPES OF PARALLEL SESSIONS: PRE-COORDINATED SESSIONS AND SESSIONS FORMED FROM ABSTRACTS (PAPER SESSIONS).

**SESSION HOSTED BY THE CITY OF VANTAA: HOW TO IMPROVE THE UNDERSTANDING OF DIFFERENCES IN SPORT PARTICIPATION**
15:45–17:15
Helsinki Hall

Chair: Ms. Heidi Nygren, Deputy Mayor of the City of Vantaa

Moderator: Ms. Michaela Moua, Project Kytke

Keynote speaker:
Ms. Elisabeth Rehn, Minister: “The life of women and children in crisis”

Panel discussion and personal stories:
Ms. Annie Mutema (UK and Zimbabwe):
Ms. Fatima Kourouche (Australia): Experiences of muslim woman
Ms. Johanna Sjöholm, Executive director and founder of Nice Hearts and Mr. Ville Turkka Executive director and founder of Ice Hearts: Stronger together: Nice Hearts and Ice Hearts

Summary:

Regarding the social inclusion of ethnic minorities, findings of several studies illustrated that ethnic minorities participate to a lesser extent in important social areas, such as education, labour, health, housing, civic participation and leisure compared to the majority population.

This is attributed to social exclusionary trends, which continues to undermine the everyday experiences of millions of ethnic minorities and migrants across World and Europe. Their often stark level of disadvantage demonstrates the need to improve the situation of migrants and ethnic minorities as a matter of priority. In times of economic crisis, vulnerable people, including, among others, the Roma, migrant communities, asylum seekers, ethnic minorities and diverse Muslim communities, are most likely to be deeply affected by the consequences of the economic downturn.

To enable these groups to participate fully in society, governments require a policy framework that supports migrants and ethnic minorities to develop their competences, as well as having their existing competences recognized, which creates a society that capitalizes on the benefits of a diverse population.

Including presentation:
FROM MIGRATION TO LEADERSHIP IN SPORT
Fatima Kourouche\textsuperscript{1,2}
\textsuperscript{1}Olivetree Women’s Network, Sydney, NSW, Australia, \textsuperscript{2}Australian Football League, NSW/ACT, Australia
WINNING WOMEN – CLOSING THE GENDER GAP IN ELITE COACHING - RESEARCH AND GOOD PRACTICE

15:45–17:15
Hall: Veranda 2

Presenters:
Ms. Pauline Harrison, International Council for Coaching Excellence
Dr. Penny Werthner, Dean, Faulty of Kinesiology, University of Calgary
Ms. Sarah Milner, Sports Coach UK – ‘Developing women towards coaching excellence in the UK’
Ms. Satu Kaski and Ms. Kristiina Danskanen, Finland – ‘Empowerment of women coaches in Finland’
Ms. Narin HajTass, Jordan Olympic Committee – ‘The challenges and successes of developing women coaches in Jordan’

Summary:
This is the second of 3 sessions which will focus on closing the gender gap in elite coaching to develop a balanced and diverse workforce. The International Council for Coaching Excellence has committed to develop a call to action for a collaborative approach to tackle this issue.

In this workshop we will showcase examples of research and good practice to and present case studies from around the world and show how challenges have been overcome. The topics for discussion will include: Apprenticeship schemes, mentoring programmes, creating a positive environment for female coaches to learn, repackaging the profession to make it more attractive to women and managing family and lifestyles.

There will be an innovative and creative structure to the session allowing for further gathering of ideas for action.

Keywords: Research, career development, equality, mentoring, sustainability, toolkits, role models

FISU: UNIVERSITY SPORT: WALKING TOWARDS EFFECTIVE EQUALITY

15:45–17:15
Finlandia Hall, main auditorium

Coordinator:
Dr. Rosaura Mendez Gamboa, CRC, FISU Assessor, Chair of Gender Equality Committee

Presentation of the Video: Women in university sport is a real role model in society

Speakers:
Ms. Penninah Kabenge – UGA, FISU Assessor, Vice Chair of Gender Equality Committee
Ms. Alison Odell, CBE, – GBR, FISU First Assessor, Chair of the Education Committee
Ms. Sima Limoochi – IRI, Member FISU Gender Equality Committee
Ms. Hilkka Laitinen – FIN, Member Gender Equality Committee
Ms. Natasha Campos Mendez – CRC. Member of the Student’s Committee
Ms. Lotte Uutinen – FIN, Member of the FISU Student Committee

Summary:
“Worldwide, the enrolment of women in higher education now exceeds that of men. Women’s participation in higher education as a result of the expansion of both capacity and opportunity has increased six fold during the last forty years.”(1) Additionally evidence is emerging that women’s practice of sport and physical activity at both recreation-
al and competitive levels across a wide range of disciplines in also increasing. In many countries, sport is not necessarily a compulsory subject in higher education institutions, but is provided alternatively as a service: where such service is driven by innovation and creativity, participation in sport and physical activity can become a platform through which to develop tools for education and personal development, and opportunities which promote and guarantee the involvement of women in sporting activity, sporting organization, leadership, and associated business and outreach activity through sport.

The challenges faced by higher education institutions are, amongst others: how to ensure that young women remain involved in sport in a long-term perspective after they complete their studies or sports career; how to integrate sport in women’s career development, e.g. it is no longer discussed that by being involved in sports activities, young people acquire leadership skills?

What policies could be developed to foster young women’s representation and continued involvement in the university sports movement, while ensuring a better gender balance?

How can the existing rules and policies implemented by some higher education institutions or organisations such as FISU in their sports and education activities be implemented outside of the sports area, in order to impact social communities and society as a whole?


DISABLED WOMEN ON THE MOVE WITHIN SPORT ARENA
15:45–17:15
Terrace Hall

Presenter:
Ms. Lydia la Rivière Zijdel, International Consultant on Gender, Disability, Development and Sport
Presentation of video

Summary:
Over the past years disabled women are more and more present as athletes within the (inter) national sport movement, but are they also represented within professional sport positions? How many of them are coaches, trainers, Paralympic captains, lecturers and so on? Why are most professionals within the disabled NGO’s and GO’s still non-disabled wo/women? In this session we will focus on projects and good practices that enhance the position of disabled women as professionals in the field of sport.

Includes presentations
THE UK’S FIRST EVER FEMALE VISUALLY IMPAIRED CRICKET TEAM
Bethan Evans, Navjeet Sira
Cricket for Change, Wallington, Surrey, UK

NO MORE WITHOUT US
Lydia Zijdel
Lydia Zijdel Foundation, Amsterdam, The Netherlands
SPORT FOR GIRLS’ RIGHTS: DISCOVERING AND SHARING OUR COLLECTIVE IMPACT
15:45–17:15
Hall: Veranda 3

Presenters:
Ms. Kalyani Subramanyam, Goal Director, Naz Foundation India
Ms. Sarah Murray, Programs Director, Women Win

Summary:
At Women Win, we know that sport is a powerful tool for addressing girls’ rights. We see evidence daily how girls’ participation in a quality sport program, designed to address their rights, can lead to girls accessing economic empowerment, addressing gender-based violence and achieving their sexual and reproductive health and rights. There has been a good deal of powerful research on the impact of sport on girls’ lives in the past 30 years– most limited in scope to a particular region or intervention. However, there is a lack of GLOBAL data being collected on the results of sport in girls’ and women’s empowerment. We don’t know our ‘collective impact.” Furthermore, research efforts are often far from the sport activities (literally and figuratively), yielding reports that get published, but don’t necessarily result in program design improvement and enhanced results on girls’ lives.

During this ground-breaking session, Women Win and our partners at the Naz Foundation will invite participants to learn about and feedback on innovative approach to delivering on a collective impact agenda. We want to measure progress globally and start telling a bigger-picture story of what is happening in sport for girls’ development. With 32 partners across Latin America, Asia and Africa, we are working with practitioners to develop and implement tools to better inform their impact on girls B.A.C.K.S. – Behavior, Attitude, Condition, Knowledge and Status. One of the tools we are employing is a cloud-based M+E system called Salesforce®. This powerful and accessible database allows us and our partner organisations to easily compile, present, analyse and compare the data of the programme.

This session will be thought-provoking and invitational – it will include independent discovery, reflection and participatory dialogue about how we can build our evidence base to encourage more sport for more girls through better programmes.

Keywords: monitoring and evaluation, adolescents, change in practice, human rights, feminism, gender-based violence

SPORT FUNDING IN THE FUTURE – WILL WOMEN REMAIN AN UNTAPPED RESOURCE?
15:45–17:15
Hall: Veranda 4

Moderator:
Ms. Nelli Kuokka, Director of Public Relations, Finnish Sports Confederation Valo

Gender equality and sport funding
Jenni Kannisto and Kari Puronaho, Sport Business School Finland, HAAGA-HELIA University of Applied Sciences

The important role of Lotteries in financing grassroots sport
Mr Torbjørn Almlid, Chair of Sport Committee, European Lotteries (EL) / CEO of Norsk Tipping, Norway
Interactive panel discussion with European stakeholders:
Ms. Charlotte Boetticher, Policy Officer, EU Office of European Olympic Committees
Ms. Lotte Büchert, Executive Committee Member of ENGSO
Mr. Adam Chataway, The National Lottery Marketing and Partnerships Manager, Camelot UK
Ms. Evelina Georgiades, Cypriot Sports Confederation/ former Chair of European Women and Sport
Mr. Yves Le Lostecque, Head of Sport Unit, European Commission

Summary:
Sport plays a valuable role in the European societies. Especially grassroots sport enriches daily the life of millions – girls and boys, women and men. At the same time it seems that women are still in many ways an unused resource in sport. Despite the fact that the number of women and girls participating in sport has been slowly increasing, there is still a vast gender gap especially in coaching and in leadership positions in sport. In order to decrease this gap commitment, political support and most of all financial resources are needed from sport organisations, national governments and European institutions. In many countries the income generated by state-owned or state licensed lotteries and gambling operators is amongst the most important financing sources for the sport sector. Recently also match-fixing has become a serious phenomenon that threatens this income and the integrity of sport.

The session will address the following questions: What will the financing of sport in Europe look like in the future? How to safeguard good governance and sustainability of sport? How to ensure adequate resources for gender equality work in sport? Is a carrot enough or do we need a stick?
The session consists of short presentations that will be followed by an interactive panel discussion with different European stakeholders.

Keywords: sustainable financing, sports organisations, grassroots sport, good governance, equity

CHANGE IN THE MAKING (PAPER SESSION)
15:45–17:15
Hall: Aurora

Chairs: Ms. Delise O’Meally and Mr. Detlef Dumon

LOCAL CHANGEMAKERS: THE JOURNEY OF COMMUNITY YOUTH LEADERS AT MAGIC BUS
Sujeet Ranjan, Havovi Wadia, Madhu Jagdeesan
Magic Bus, Mumbai, Maharashtra, India

MENTORING PROGRAMME: AS A MIXED DOUBLE TO THE TOP! (GERMAN OLYMPIC SPORTS CONFEDERATION)
Karin Fehres, Kirsten Witte-Abe
German Olympic Sports Confederation, Frankfurt am Main, Germany

DO UNIVERSITY ATHLETES GET A BOOST WHEN JOB HUNTING?
Sumru Erkut, Allison Tracy, Laura Pappano
Wellesley Centers for Women, Wellesley, MA, USA

EXAMPLES OF GOOD POLICIES AND BEST PRACTICES FOR PROMOTING GENDER EQUALITY IN SPORT POLICIES IN FINLAND, SWEDEN AND NORWAY.
Laura Hokka
LIKES – Research Center for Sport and Health Sciences, Jyväskylä, Finland
THE DIFFERENT PATH TOWARDS THE ORGANISATION OF THE WOMEN’S WORLD FLOORBALL CHAMPIONSHIPS 2015- ACTIVATION DURING THE TRAVEL TOWARDS THE EVENT
Kaarina Salomaa, Arja Kilpeläinen, Eeva Welling, Mervi Kilpikoski
Finnish Floorball Federation, Helsinki, Finland

PROPOSAL BY FRANCE (MINISTRY OF SPORT) TO PARTICIPATE IN THE SESSION : BUCK THE TREND, LEADING THE CHANGE IN SPORT POLICY
FOURNEYRON Valérie, JOSSINET Frédérique, CHAUMOND Cédric
Ministry of sport, Paris, France

MOTHERS CAN (PAPER SESSION)
15:45–17:15
Hall: Veranda 1
Chair: Ms. Susan Yee

MOTHERS CAN - A GROWTH STORY OF A SPORT CLUB FROM A SUBURB TO A NATIONAL AND INTERNATIONALLY RECOGNIZED LEADER IN ITS DISCIPLINE
Kaisa Vikkula
Finnish Gymnastics Federation, Helsinki, Finland

UTILISING PHYSICAL ACTIVITY-BASED STRATEGIC COMMUNICATION CAMPAIGNS AND PARTNERSHIP APPROACHES TO EFFECT HEALTH OUTCOMES FOR WOMEN IN TONGA - NETBALL AND KAU MAI TONGA
Olivia Philpott
Netball Australia, Melbourne, Victoria, Australia

MOTIVATING MOTHER PEER GROUPS TO MOVE – EXPERIENCES FROM THE DEVELOPMENT PROJECT
Anita Saaranen-Kauppinen, Pinja Laitinen
LIKES - Research Center for Sport and Health Sciences, Jyväskylä, Finland

SPORTS AND HEALTH FOR MOTHERS AND DAUGHTERS IN MTWARA REGION, TANZANIA
Thea Swai
Sports Development Aid, Mtwara, Tanzania

PREVENTING SEXUAL HARASSMENT AND FEARS (PAPER SESSION)
15:45–17:15
Piazza hall

Chairs: Dr. Carole Oglesby and Ms. Sallie Barker

ZAMBIAN WOMEN’S EXPERIENCES OF HARASSMENT AND ABUSE IN SPORT.
Linda Sletengen Jacobsen, Kari Fasting
Norwegian School of Sport Sciences, Oslo, Norway

KEEPING SPORT SAFE: ARE ATHLETE PROTECTION POLICIES BEING IMPLEMENTED?
Gretchen Kerr, Peter Donnelly, Amanda Heron, Danielle DiCarlo
University of Toronto, Toronto, Ontario, Canada
PROTECTING FEMALE ATHLETES IN SPORT: A CRITIQUE OF CURRENT INTERNATIONAL ATHLETE PROTECTION INITIATIVES
Ellen MacPherson, Gretchen Kerr
University of Toronto, Toronto, Canada

SEXUAL HARASSMENT AND ABUSE (SHA) IN SPORT - HOW TO PREVENT, HOW TO DEAL WITH CASES? EXPERIENCES FROM DEVELOPING TRAINING MATERIAL AND COACH EDUCATION STANDARDS / EXPERIENCES FROM DEVELOPING RECOMMENDATIONS FOR HOW TO DEAL WITH CASES
Havard B. Ovregard
The Norwegian Olympic and Paralympic Committee and Confederation of Sports, Norway, Norway

THE FEMALE ATHLETE TRIAD, A PREVENTION PLAN
Noelia Serrano, Mireia Relats, Vanesa Bayo, Maider Sánchez, Jordi Esquirol
Escoles Universitàries Gimbernat i Tomàs Cerdà, Sant Cugat del Vallès, Barcelona, Spain

THE INSTRUMENTAL VALUE OF PHYSICAL LITERACY IN EMPOWERING SOUTH ASIAN WOMEN’S HEALTH AND WELLBEING
Samantha Nanayakkara
University of Canterbury, Christchurch, New Zealand

GENDER EQUALITY AND GENERATIONAL INTELLIGENCE: ROLE PLAY IN SPORTY AND THEATRE LIKE ENVIRONMENTS
15:45–17:15
Gathering in the Veranda lobby

Moderator: PhD Arto Tiihonen

The idea of this session is to experience what generational intelligence and equality really mean for different kinds of people in two different contexts. Do we behave differently in the gym and in the sport facilities than in other places? What is a proper way to behave when there are people of different ages, generations, genders and experiences? Do we have sensitivity or intelligence to face differences and what does this mean in our everyday lives? (In)equality between generations and between genders is a political, but also a practical question.

In our session Gender Equality & Generational Intelligence we play two socio dramas. Each participant will have a role to play in our improvisation theatre. The role characteristics are made before hand by the moderator. Participants will play a role with age, gender, family role (child, parent, grandparent etc.), phase in the life course (teenage, middle age, senior citizen etc.), sociocultural generation (“sixties”, “cold war”, “globalization”, “diginative” etc.) and social relation (single, partner, friend, colleague, parent). Each participant has a few minutes time to prepare their roles before the acts. The moderator will give instructions when needed.

After the acts we will have discussions about our experiences and interpretations. The other short drama or act will take place in an outdoor gym and the other in an agora made by nature. Both are very near the Finlandia Hall. If you became interested in this kind of working or playing in the parallel session – please sign up to our “theatre company of equality”.

Max 20 persons can be accepted.

BREAK
17:15–17:30
PLENUM SESSION: REFLECTIONS ON 20 YEARS OF THE BRIGHTON DECLARATION ON WOMEN AND SPORT
17:30–18:45
Finlandia Hall, main auditorium

Prof. emerita Kari Fasting
Prof. Elizabeth Pike, University of Chichester, UK
Mr. Trond Sand Svela, Norwegian School of Sport Sciences NIH
Mr. Jordan Matthews, Coordinator, Anita White Foundation at the University of Chiches-
ter, UK

Celebration with IWG Co-Chairs
Stepping stones from the past 20 years

Moderator: Mr. André Noël Chaker

RECEPTION AND EXHIBITION BY THE CITY OF VANTAA & HEUREKA, THE FINNISH SCIENCE CENTRE
19:30–22:00
Buses leave for Vantaa from Finlandia Hall at 19:00
Heureka, the Finnish Science Centre.
Address: Kuninkaalantie 7, Vantaa.

Exhibition on mental health: “Heureka Goes Crazy”

Mr. Kari Nenonen, Mayor of the City of Vantaa
Dr. Anneli Pauli, Director, Heureka the Finnish Science Centre
Brighton Declaration 20 years’ anniversary celebration continues

Buses to conference hotels at 21:30 and 22:00
Saturday, June 14

Morning swim and sauna
6:30–8:45
Helsinki Outdoor Swimming Stadium.
Address: Hammarskjöldintie, Helsinki, beside the Olympic Stadium
Free entrance with the conference badge

Morning exercise
8:00–8:45
With Finnish music in the Töölö Bay Park, by Helsinki City Sports Department
Meeting point: Finlandia Hall main entrance.

Nordic walking
8:00–8:45
Around the beautiful Töölö Bay with Helsinki City Sports Department
Meeting point: Finlandia Hall, Length: 2,2 km

Celebrating diversity through interfaith encounters
08:00–08:45
Helsinki Hall

Coordinated by Ms. Leena Huovinen, Priest of the Finnish Olympic Team with Ms. Heidi Rautionmaa, the Union of Lutheran Parishes in Helsinki

People from various religions, spiritual traditions and worldviews are welcome to celebrate the diversity.
This is an interfaith celebration in which members of each faith in turn offer a prayer or reading, song, dance or poet in order to express his/her spirituality or/and existence and to celebrate the diversity of cultures, religions and worldviews.

Prayers specific to a particular tradition are offered in the presence of people of other faiths, but no prayers are said together. Also non-religious people have their performance.

PLENARY SESSION: BE YOUR BEST COACH – PURSUING EXCELLENCE IN LEADERSHIP & COACHING
9:00–10:30
Finlandia Hall, main auditorium

Dr. Johanna Adriaanse, IWG Co-Chair: Introduction and report on Sydney Scoreboard

Keynote: Ms. Benita Fitzgerald Mosley, COE, United States Olympic Committee
Video address by Mr. Joseph S. Blatter, President, Fédération Internationale de Football Association (FIFA)

Panel discussion with:
Ms. Amanda Bennett, Governance Adviser, Sport and Recreation Alliance; rugby coach, United Kingdom
Ms. Mary Davis, Regional President and Managing Director of Special Olympics Europe Eurasia
Ms. Vanessa Martinez-Lagunas, FIFA Women´s Soccer Instructor, Head Coach, University of Manitoba Women´s Soccer, Winnipeg, Canada
Ms. Beckie Scott, Chair of Athlete Committee, WADA
Prize giving ceremony by Ms. Pirjo Ruutu, Secretary General, Finnish Antidoping Agency and Ms. Aino-Kaisa Saarinen, World Champion and multiple Olympic Medalist in cross-country skiing.

Moderator: Ms. Bettina Sågbom

Theme:
Sport has an immense potential to empower women and girls. Sport can help them develop life skills that enable them to fulfill their complete potential in life. Women as leaders and coaches have the responsibility to encourage the younger generations to leap as far as they can, inside and outside the sports track. In the field of coaching, women make up a small minority, especially on elite level. How can we increase the amount of women on all levels of coaching and sports leadership? What are the obstacles that women face, and how can these obstacles be overcome?

☕ COFFEE
10:30–11:00
Finlandia Hall, main lobby
Coffee sponsored by EY

Films
10:30–15.30
Hall: Aurora
10:30 Girl rising by Academy Award-nominated director Richard E. Robbins (101 min.)
12:00 Shadya by Danny Hakim (52 min)
13:00 Light Fly, Fly High by Beate Hofseth and Susann Østigaard (80 min.)

<Pair PARALLEL SESSIONS
PLEASE NOTE THAT THERE ARE TWO TYPES OF PARALLEL SESSIONS: PRE-COORDINATED SESSIONS AND SESSIONS FORMED FROM ABSTRACTS (PAPER SESSIONS).

REALIGNING SPORT TO SPEAK TO WOMEN’S VALUES
11:00–12:30
Hall: Veranda 1

Presenter
Ms. Ruth Holdaway, Chief Executive, Women’s Sport and Fitness Foundation

Speaker
Ms. Jennie Platt, Women’s Sport and Fitness Foundation

Major new WSFF research has identified 6 values which women hold and base most of their decisions on. Unfortunately sport is not perceived by the majority of women as something that currently fulfills their values and therefore participation in sport is low. However, our evidence suggests that sport has the potential to become part of many women’s lives as long as it ensures that it talks to a number of aspects of their value system.

For many providers of sport, this will mean that they need to change the way they deliver and market sport to women – but we know from experience that when sports are able to shape and market their sport to meet what is important to women, then the increases in participation can be dramatic.

Our session will describe our research and its implications through video and roundtable discussions, it will demonstrate how it has changed the way some sports are working
with women in England and produce recommendations for participants to use in their home country through practical exercises.

Keywords: Values, change in practice, tool kits

including presentation:
CHANGING THE GAME FOR GIRLS. UNDERSTANDING AND REDUCING THE DROP OFF IN GIRLS BETWEEN 8-14.
Ruth Holdaway
Women’s Sport and Fitness Foundation, London, UK

WINNING WOMEN – CLOSING THE GENDER GAP IN ELITE COACHING – CALL TO ACTION
11:00–12:30
Hall: Veranda 2

Presenters:
Ms. Pauline Harrison, International Council for Coaching Excellence
Dr. Kirsi Hämäläinen, Coach Development, Finnish Olympic Committee
Dr. Penny Werthner, Dean, Faulty of Kinesiology, University of Calgary
Mr. John Bales, President International Council for Coaching Excellence
Ms. Narin HajTass, Jordan Olympic Committee

Summary:
The London 2012 Olympic and Paralympic Games were considered to be a triumph for women and on the surface sport could be hailed as a model of equality. But women continue to be under-represented or excluded in leadership positions in national and international sport structures –this includes elite coaching positions. This is the final part of the three ‘Winning Women’ sessions which will focus on closing the gender gap in elite coaching. In this workshop we will gain input from delegates on the strategies and activities global agencies and organisations can use to increase the number of women in elite coaching. We will develop a ‘call to action’ gaining individual commitment from the delegates for continuing engagement and collaboration and identify volunteers to run pilot projects. The International Council for Coaching Excellence will outline their commitment and explain the next steps in working with key organisations globally to improve the opportunities and experiences women have in coaching and bring about change in this area.

Keywords: Change, equality, leadership, domestic and international co-operation, sustainability

ASSERTIVENESS FOR WOMEN IN SPORTS – A COMPELLING AND ENGAGING EXPERIENCE AND WORKSHOP
11:00–12:30
Terrace Hall

Presenter/Workshop Leader:
Ms. Gabriela Müller Mendoza MBA Global Leadership, BA Information Technology and Professional Certified Leadership Coach Trainer and Speaker.

Summary:
Get in touch with that powerful essential part in you that is integral and whose energy and potential has (perhaps) not totally been recognized, this internal capacity in you is “your inner-assertive woman”. She is smart, secure, authentic, brave and confident. This inner-assertive part in you can unleash your energy and power in order to accomplish
your highest and greatest objectives in life/work. An authentic woman who positively asserts herself (especially in male dominated environment) can confidently express feelings, needs and wants, establishes healthy boundaries, cares for herself and others. She strikes the balance between standing up for her rights and maintaining high quality human relationships; she knows where likeability and competence meet! This is a professional, empowering an interactive experience, aimed at women who wish to unleash their power, live a more fulfilling personal and/or professional life. It’s for you!

Keywords: awareness, bias, barriers, career development, career planning, change in practice, conflict, courage, development, empowerment, equality, gender, glass ceiling, implementing, international sports movement, involving men, Olympic movement, power, respect, talent, training

Including presentation:

ASSERTIVENESS FOR WOMEN IN SPORT AND LEADERSHIP
Gabriela Mueller Mendoza1,2,3
1International Coach Federation, Bern, Switzerland, 2Institute for Communication and Leadership, Luzern, Switzerland, 3United Nations, Geneva, Switzerland

WSI ON CHANGE AND INCLUSION FOR GIRLS AND WOMEN IN SPORT
11:00–12:30
Helsinki Hall

Presenters:
Prof. emerita Kari Fasting, Norwegian School of Sport Sciences, Past-President WomenSport International, Norway
Dr. Carole Oglesby, California State University Northridge, Past-President WomenSport International, USA
Dr. Chris Shelton, Professor, Smith College, Treasurer WomenSport International, USA
Dr. Stiliani “Ani” Chroni, Associate Professor, Høgskolen i Hedmark, Secretary WomenSport International, Norway
Dr. Nada Knorre, Czech Olympic Committee, Advisory Board WomenSport International, Czech Republic
Dr. Becky Clark, Affiliated Scholar, University of Tennessee Center for Sport, Peace and Society, Task Force on Deaf/Hard of Hearing Girls and Women in Sport Co-Chair, WomenSport International, USA

Summary:
WSI is an evidence-, issues- and action-based organization working internationally to meet the challenge of ensuring that sport and physical activity receive the attention and priority they deserve in the lives of girls and women and to engage civil society in recognition of the need to bring about change for girls and women in the important sporting arenas of their lives. As our mission is to encourage increased opportunities and positive changes for women and girls at all levels of involvement in sport and physical activity, in this session we aim to inform of our research and actions: WSI’s role in the UN and the post 2015 developmental goals, WSI’s involvement in an international research exploring successful coaching careers and aiming to increase female coaching worldwide, WSI involvement in the 2012 European project on sexualized violence in sport, the inspiration WSI offered to the Czech Republic’s Women’s Committee, as well as the WSI Task Force work in promoting sport for the deaf and hard of hearing women around the globe. All themes will be presented in a way to actively engage the audience through dialogue and discussions.

Keywords: Activism, research, UN, EU, inclusion, coaches, sexual harassment, opportunities, deaf/hard of hearing
LA PLACE DE LA JEUNE FILLE ET DE LA FEMME FRANCOPHONE DANS LES ACTIONS DE LA CONFEJES : BILAN ET PERSPECTIVE

11:00–12:30
Finlandia Hall, main auditorium
Session is held in French

Moderator: Dr. Valiollah Saint-Louis Gilmus

Speakers:

BISSIK Sylvaine Ariane
HIAMALEY Vicky XOLALI
LIMA Sidonie
SANOGO Diénebou
GAYE Tabara
RAZAKAMAHEFA Odile Edith
TOMESCU Madalina
SAINT LOUIS GILMUS Valiollah

Résumé:
Le Secrétariat général de CONFEJES encourage la participation des femmes et des jeunes filles aux activités de jeunesse et de sports, manifesté par la création d’un programme “égalité femme/homme” et la mise en place du GTCF. La CONFEJES forme les femmes en jeunesse et sport, en leadership féminin, en administration et entraînement sportif, leur implication dans la mise en œuvre des politiques sportives et l’accompagnement des sportives de haut niveau, leur promotion aux postes de responsabilité dans les institutions sportives nationales et internationales. L’objectif visé est d’outiller les femmes pour encourager leur plus grande participation et atteindre au final, la parité femme/homme.
En 2013, le taux de participation des femmes était de 39.9%.
Dans les pays, les déléguées nationales du GTCF œuvrent pour les mêmes objectifs.

Mots clés : parité, femme, promotion, leadership, sport, jeunesse.

Including presentation:
WOMEN AND GIRLS IN CONFEJES ACTIONS.
Valiollah Gilmus Saint-Louis
CONFEJES/GTCF, Dakar, Senegal

CRACKING THROUGH THE GLASS CEILING (PAPER SESSION)

11:00–12:30
Hall: Veranda 4

Chair: Ms. Ruth Maphorisa

THE BRIGHTON DECLARATION: FROM INTENT TO OUTCOME
Darlene Kluka¹,², Anneliese Goslin²,¹
¹Barry University, Miami Shores, Florida, USA, ²University of Pretoria, Pretoria, South Africa

WOMEN IN SPORT GOVERNANCE: DO GENDER QUOTAS WORK?
Johanna Adriaanse
University of Technology Sydney, Sydney, Australia

MARGINALIZED TO MAINSTREAMED: USING THE TRANSFORMATIONAL MODEL
TO ADVANCE WOMEN IN SPORT LEADERSHIP
Lynda Ransdell
Montana State University, Bozeman, MT, USA

THE IMPORTANCE OF A CONCISE AND AMBITIOUS STRATEGY FOR SPORTS ORGANISATIONS
David Thorley, Clare Connor OBE
International Cricket Council, Dubai, United Arab Emirates

IS THERE A SOCIAL MOVEMENT FOR WOMEN AND SPORT?
Jordan Matthews1,2
1University of Chichester, Chichester, UK, 2Anita White Foundation, Chichester, UK

(BE)CAAWS IT MATTERS! EXAMINING AND ENACTING CHANGE WITH REGARD TO FEMALE REPRESENTATION ON BOARDS OF CANADIAN NSO’S AND MSO’S
Cheri L Bradish1, Karin Lofstrom2, Hillary Pattenden3, Kate Gustafson4, Lucie Thibault5
1Ryerson University, ., Canada, 2Canadian Association for the Advancement of Women & Sport & Physical Activity (CAAWS), ., Canada, 3Brock University, ., Canada, 4Maple Leaf Sports & Entertainment (MLSE, ., Canada, 5Brock University, ., Canada

ACTIVE ACROSS GENERATIONS (PAPER SESSION)
11:00–12:30
Piazza hall

INCLUSIVE DANCE – TEACH AND PARTICIPATE!
Maria Dinold
University of Vienna, Vienna, Austria

RECIPROCAL BENEFITS: CREATIVITY IN THE PROMOTION OF PHYSICAL ACTIVITY AT DISADVANTAGED SOUTH AFRICAN SCHOOLS
Cheryl Walter
Nelson Mandela Metropolitan University, Port Elizabeth, South Africa

THE IMPACT OF FRIENDSHIP GROUPS AND SUB-CULTURES ON GIRLS’ EXPERIENCES WITH PHYSICAL ACTIVITY
Nicola Eccles
Leeds Trinity University, West Yorkshire, UK

WOMEN AND HEALTHY ACTIVE AGING: DEVELOPMENT OF NORDIC WALKING IN SAINT PETERSBURG
Elisaveta Kachan1,2, Olga Milovidova2
1Saint Petersburg Institute of Bioregulation and Gerontology, Saint Petersburg, Russia, 2Russian Society of Nordic Walking, Saint Petersburg, Russia

CREATING BRIDGES THROUGH PHYSICAL ACTIVITY - POTENTIAL TO ADDRESS INTERCULTURAL AND GENDER ISSUE WITH SIMPLE TOOLS
Juha Villanen
Muuvit Health and Learning Oy Ltd., Helsinki, Finland

THE INTERACTION OF THE LEVELS OF DEVELOPMENT OF PROFESSIONAL MOTIVATION OF PHYSICAL EDUCATION TEACHERS ACCORDING TO PERSONOLOGICAL APPROACH WITH LEARNING STYLE, QUALITY ASSESSMENT BASED LESSONS WITH A COMPREHENSIVE PHYSICAL EDUCATION, THE SATISFACTION
LEVEL GROUP OF NINTH GRADE STUDENTS FOR PHYSICAL EDUCATION CLASS-ES AT TWO INSTITUTIONS WITH DIFFERENT EDUCATIONAL METHODS
Rosibel Orozco Vargas
University of Costa Rica., Cartago, Costa Rica

PAVING THE WAY (PAPER SESSION)
11:00–12:30
Hall: Veranda 3

Chairs: Dr. Marjorie Snyder and Ms. Heidi Pekkola

I WILL IF YOU WILL – 100% SPORT
Catherine Hughes
Sport England, London, UK

‘I WILL IF YOU WILL’: INITIAL FINDINGS FROM A SPORT ENGLAND PILOT DESIGNED TO POSITIVELY CHANGE WOMEN SPORTING BEHAVIOURS
Milly Blundell², Kaye Richards², Simon Roberts², Phil Smith¹, Stephanie Maurel³, Julie MacPherson¹
¹Sport England, London, UK, ²Liverpool John Moores University, Liverpool, UK

MUSLIM WOMEN’S PARTICIPATION IN INTERNATIONAL SPORT COMPETITIONS VALUES, BARRIERS AND STRATEGIES
Forough Shojanoori, Leila Samani, Sima Limoochi
Al-Zahra University, Tehran, Tehran, Iran

METROPOLITAN SPORTS ACADEMY – A LOCAL NETWORK SUPPORTING ATHLETES’ DUAL CAREER
Tuuli Merikoski, Simo Tarvonen
Metropolitan Sports Academy (URHEA), Helsinki, Finland

GENDER ISSUES IN WOMEN PARTICIPATION IN COMPETITIVE SPORTS AND SPORTS LEADERSHIP IN NIGERIA: IMPLICATION FOR THE ACHIEVEMENT OF THE MILLENIUM DEVELOPMENT GOALS (MDGS) AMONG IGBO WOMEN OF NIGERIA
Oby Okonkwor
Nnamdi Azikiwe University, Awka, Anambra, Nigeria

LUNCH
12:30–13:30
Finlandia Hall, main lobby

PLENARY SESSION: SPORT WITHOUT FEAR – SPORT AS A SAFE HAVEN & BASTION FOR HUMAN RIGHTS
13:30–15:00
Finlandia Hall, main auditorium

Keynote by Mr. Pekka Haavisto, Minister for International Development, Finland

Introduction:
Prof. emerita Kari Fasting, WSI Past President, IWG Group member

Panel discussion:
Ms. Matilda Mwaba, Executive Director, National Organization for Women in Sport, Physical Activity and Recreation (NOWSPAR), IWG Group member
Ms. Armelle Mazé, Co-President, European Gay & Lesbian Sport Federation (EGLSF)
Ms. Claudia Bokel, Chair, IOC Athletes Commission
Ms. Eva Biaudet, Ombudsman for Minorities, Finland

Philip Noel Baker Award to be distributed by Dr. Margaret Talbot, President, ICSSPE

Moderator: Ms. Lydia la Rivière Zijdel

Theme:
The language of sport is international. Its message touches, awakens feelings and unites. —“Sport has the power to tell stories that stay in our minds and hearts”, President Tarja Halonen, Patron in Chief of the 6th IWG World Conference on Women and Sport, has written. Sport can bring together all people regardless of their culture, gender or ethnic background. Sport can offer a safe haven for all individuals to be who they are. We need to fight against gender based violence in and through sport to ensure that women and men, girls and boys alike have the equal opportunity to take part freely in sport and physical activity. Sport can also work as a tool to promote peace in some of the most troubled areas of the world. Sport is a human right that belongs to everyone.

**COFFEE**
15:00–15:45
Finlandia Hall, main lobby
Coffee is sponsored by EY

Tai Chi Chuan performance by Mr. Zhang Wang accompanied by Abel Puustinen, violin; Iida Lymi, violin; Aino Räsänen, alto violin; Senja Rummukainen, cello

**POSTER SESSION**
15:15–15:45
Finlandia Hall, main lobby

**PARALLEL SESSIONS**

PLEASE NOTE THAT THERE ARE TWO TYPES OF PARALLEL SESSIONS: PRE-COORDINATED SESSIONS AND SESSIONS FORMED FROM ABSTRACTS (PAPER SESSIONS). (HUOM! TAITTO-OHJEET)

**CREATING FAIR POLICIES AND ENVIRONMENT FOR LBTIQ INCLUSION IN SPORT**
15:45–17:15
Hall: Veranda 1

Presenters:
Ms. Annette Wachter (EGLSF)
Ms. Karen Morrison, NCAA
Ms. Cameron Myler
Ms. Yu-Hsien Tseng
Dr. Takado Iida

Summary:
This session will address how sport can be more inclusive of and be a catalyst to inclusion of LGBTQ individuals in both sport and society. Some cultures are rapidly succeeding in efforts to combat discrimination and develop best practices that enable athletes, coaches and administrators of all sexual orientations and gender identity to participate in a climate of respect. Some societies hide from the conversation entirely. This discussion played on the international stage during the Sochi Olympics, as Russian law met an international community committed to inclusion and ensuring that the Olympics movement
as a “safe haven and bastion for human rights” for all individuals. Advancement of LGBTQ inclusion needs grassroots support and a voice within sports organizations. Realizing this cultural change demands an examination of prejudice and stereotypes; institutionalized barriers; the influence of societal norms and religious beliefs; research into experience and strategies for change; and the role of the media, policy makers, LGBTQ advocates and allies, athletes, athletics leaders and role models. The panel will seek to explore these topics and engage the audience in a dialogue for change.

Including presentation:
ATTITUDES ABOUT LGBT ISSUES AND SPORTS IN JAPAN
Takako Iida
Tezukayama Gakuin University, Osaka, Japan

GENDER-SPORT POLICY AND PARTNERSHIP
15:45–17:15
Hall: Veranda 2

Presenters:
Ms. Diane Huffman, Norwegian Olympic and Paralympic Committee and Confederation of Sports (NIF): "Making changes in sport through partnerships diversity - from single to multi-national organizations"
Mr. Stanley Mutoya, African Union Sports Council Region 5 (AU Region 5): “Gender Policy development and Activity Plan Priorities - The role of AUSC Region 5”
Prof. emerita Kari Fasting, Norwegian School of Sport Sciences: “Gender baseline study results - Case study on African Union Sports Council Region 5”
Ms. Matilda Mwaba, National Organization of Women in Sport, Physical Activity and Recreation (NOWSPAR): ‘Tactics on the road to change”

Summary:
Gender-sport policy and partnership
In 2013, twenty years after the development of the Brighton Declaration there has been little gender-sport policy development or recognition of the benefits attributed to gender-balanced sport systems in southern Africa. On August 7 2013, through a partnership between AU Region 5 and NIF, southern African key stakeholders in sport, including NOWSPAR and Confederation of South African National Olympic Committees (COSANOC) initiated a ‘movement to action’ with an agreed-upon ‘Gender Activity Plan’. The plan’s first task was to gather the facts on the current state of women in sport within the Region. This session will present the results from this first study, and as such, set the baseline for future development. Further to this, in achieving the action plan, advocacy and acceptance from different levels of governance were required. The role of AU Region 5 in this effort was instrumental in gaining support for the future. The presentation will close with an example of achieving gender-sport policy at a national level.

TAFISA: DESIGNED TO MOVE, A NEW APPROACH TOWARDS GIRLS’ AND WOMEN’S SPORT PARTICIPATION
15:45–17:15
Hall: Veranda 4

Presenters:
Mr. Wolfgang Baumann (TAFISA, Germany): Designed to Move: Concept and Objectives
Dr. Heini Paavola (Finnish Baseball Association, Finland): Finnish Baseball as a Vital and Innovative Traditional Game with Strong Participation of Girls and Women at All Levels.
Dr. Mitra Rouhi-Dehkordi (Iran Sport for All Association, Iran): Designing Solutions to Enhance Girls’ and Women’s Participation in Sport for All and Physical Activity: the Iran Example.
Ms. Catherine Forde (Trinidad and Tobago Olympic Committee, Trinidad and Tobago): Making Girls and Women Sport for All Minded: the Caribbean Experience

Summary:
The past decades have been characterized by the growth of the physical inactivity crisis, in all parts of the World. It is now expected that our children will die younger than our generation. Breaking this deadly cycle, by creating early positive experiences and integrating physical activity into the everyday life, has become vital. This session will focus on good practices and examples that have been developed and implemented in different areas of the globe to promote Sport for All among girls, and engage a new, virtuous cycle of benefits.

Keywords: Children, sport for all, inclusion, games, physical inactivity

WORKING FOR PLACES AND VOICES FOR WOMEN IN PHYSICAL EDUCATION AND SPORT – KEY MOMENTS IN THE LIFE OF IAPESGW
15:45–17:15
Hall: Veranda 3

Presenters:
Prof. Margaret Talbot (England),
Dr. Darlene Kluka (USA),
Prof. Anneliese Goslin (South Africa)
Prof. Rosa López de D’Amico (Venezuela)

Summary:
The session presents and discusses experiences, initiatives and research-based evidence on how through the leadership of the International Association of Physical Education and Sport for Girls and Women (IAPESGW), sport empowered the lives of women in different regions of the world. It aims to highlight and clarify positions and discriminatory situations women worldwide still experience in sport. The session is divided into four parts: 1) review of personal stories from women who with team support made changes in their own communities and countries through sport; 2) report on collaborative work in selected areas of the world to create awareness of different realities and experiences that Muslim and African women have in sport leadership; 3) discriminatory experiences of women related to politics and sport and 4) engaging the audience through group discussion on how the sport environment can be shaped as places and spaces in which human rights can be respected.

Keywords: Human rights, leadership, experiences, mistreatment, empowerment

SPORT WITHOUT FEAR – OUR CONCERN, OUR RESPONSE; SESSION BY THE COUNCIL OF EUROPE
15:45-17:15
Finlandia Hall, main auditorium

Panelists:
Ms. Marja Ruotanen, Director of Human Dignity and Equality, Council of Europe
Mr. George Nikolaidis, Psychiatrist, Director, Centre for the Study & Prevention of Child Abuse and Neglect, Institute of Child Health, Greek member of the Lanzarote Committee
Ms. Laura Bates, Founder of Everydaysexism Project
Mr. Theoren Fleury, a former NHL All-Star ice hockey player, Stanley Cup Champion, gold medal Olympian, and author of bestseller “Playing With Fire”
Moderator: Ms. Liri Kopaci-Di Michele, Head of Equality Division, Council of Europe

Summary:
While sport provides a powerful tool to empower women, for promoting greater equality between women and men, as well as challenging gender stereotypes and the devaluation of women and girls, the sad reality is that women and girls do not always have the opportunity to practice sport in a safe environment in which their dignity is respected. Practicing sport may lead to greater exposure to particular forms of gender-based violence or sexual exploitation and abuse by peers, coaches or fans. Moreover, overtly sexualised images of women athletes may incite sexual harassment, lead to poor body image, anxiety, low self-esteem and violence against women by trivialising it and making it acceptable. It is therefore important that sport programmes and sporting activities allow women and girls to be safe and that sports clubs and associations establish efficient ways to deal with instances of gender-based violence and sexual exploitation and sexual abuse.

For most children and young people, engaging in sporting activities is a positive experience which helps to build and strengthen their self-confidence and self-esteem, their physical and mental health. There is however another side of the medal, which way too often is shrouded by silence: children and young people suffering from bullying, emotional humiliation, sexual harassment and sexual abuse at the hands of their coaches, peers and other adults – a sporting culture which accepts and tolerates negative behaviour as “part of the game”. It is important to respect children’s integrity and their safety and safeguard them from being victim of sexual harassment and sexual abuse.

The purpose of this parallel session is to raise awareness amongst all partners involved in sport of the international legally binding instruments for combating notably violence against women and children and their sexual exploitation and sexual abuse and the practical tools that they offer in making Sport without Fear a reality.

The Council of Europe Convention on Preventing and Combating Violence against Women and Domestic Violence
Also known as the Istanbul Convention, it marks an important step forward in international efforts to prevent and combat violence against women and domestic violence, and to put an end to impunity. It is the first legally-binding instrument in Europe and in terms of scope, it is the most far-reaching international treaty in this field. For the first time, it is made clear that violence against women and domestic violence can no longer be considered as a private matter but that states have an obligation to prevent violence, protect victims and punish the perpetrators. Measures contained in the Istanbul Convention provide the tools to break the cycle of gender inequality and women’s continuous exposure to gender-based violence. The key to combating violence against women is not just crime control; preventing violence, protecting victims and co-ordination of measures through comprehensive and integrated policies are equally important aspects. For more information: www.coe.int/conventionviolence

The Council of Europe Convention on the Protection of Children against Sexual Exploitation and Sexual Abuse
Also known as the Lanzarote Convention, it is a major step forward in the prevention of sexual offences against children, the prosecution of perpetrators and the protection of child victims. It focuses on respect for children’s rights, ensuring their well-being, responding to their views, needs and concerns, and acting at all times in their best interest. The Convention includes practical preventive, protective and criminal law measures, such as screening and training persons working in contact with children, ensuring that children are made aware of the risks of sexual exploitation and sexual abuse and of how to protect themselves. Tools and guides have been developed to help adults explain to children that their body belongs to them and how they should react and where to seek help. For more information on the Lanzarote Convention: www.coe.int/lanzarote; for an example of a practical tool: www.underwearrule.org.
THE ANITA WHITE FOUNDATION (AWF): SCHOLARS AND ACTIVISTS FOR WOMEN AND SPORT

15:45–17:15
Helsinki Hall

Speakers:
Dr. Anita White: “The Anita White Foundation – what it is and what it does”.
Mr. Jordan Matthews (Coordinator of AWF): “The archive and how it can be used for research and study”.
Ms. Lombe Mwamba (AWF Scholar, Zambia). “My visit to the University of Chichester as an AWF Scholar”.
Ms. Pauline Harrison (Convenor of the Females Achieving Brilliance (FAB) network): “The Women’s Sport Leadership Academy (WSLA): an AWF/FAB joint enterprise”.

Summary:
This session will introduce the work of the AWF and its uniqueness in being structured within the University of Chichester, UK. The AWF aims to provide a central point of reference for scholars and activists in the women and sport movement, and to support the development of women leaders from countries where women face particular challenges. Anita White will introduce the AWF and facilitate a session where there will be contributions from three people centrally involved in the AWFs work. Jordan Matthews will outline research undertaken as well as the value of the AWF International Women and Sport Movement Archive, Lombe Mwamba will share her experiences of visiting the AWF at the University of Chichester in March 2012 and how this has helped her professional development, and Pauline Harrison will outline exciting plans for the WSLA and how it will develop the sport leaders of the future.

Keywords: implementing ideas, higher education, domestic and international cooperation, research, career development

LEADERS AND ROLE MODELS (PAPER SESSION)

15:45–17:15
Piazza Hall

Chair: Dr. Etsuko Ogasawara and Ms. Susanna Rahkamo

EMPOWERING WOMEN SPORT LEADERS IN DEVELOPING COUNTRIES: A SPORTS LEADERSHIP TOOLKIT
Heather Lawrence-Benedict1, Dalton Myers1, Larry McCammon1, Julianne Smith1, Christa Mann1, Carole Oglesby2, Nikki Dryden3
1Ohio University, Athens, Ohio, USA, 2Women Sport International, Vashon, Washington, USA, 3Right to Play, Toronto, Ontario, Canada

NEGOTIATING EQUITABLE OPPORTUNITIES FOR UNIVERSITIES SPORTS WOMEN
Florence Gitau1, Joan Adalo2
1Moi University,, Eldoret, Kenya, 2Maseno University, Kisumu, Kenya

FEMALE SPORTING ROLE MODELS AS PERSONIFIED CATALYSTS OF CHANGE
Marianne Meier1,2
1Terre des Hommes International Federation, Geneva, Switzerland, 2Technische Universität München, Munich, Germany

FEMALE LEADERSHIP TRENDS IN SPORT: A BARBADIAN PERSPECTIVE WITH A REGIONAL AND INTERNATIONAL FLAVOUR.
Mona Alleyne
Barbados Olympic Association, Bridgetown, Barbados

WOMEN SPORTS LEADERS IN THE PHILIPPINES: STATE AND CHALLENGES
Cynthia L. Carrion
Philippine Olympic Committee, Manila, The Philippines

BEING A WOMAN AND REFEREE IN A MALE ENVIRONMENT: REFEREE QUALITIES AND EXTENSION OF FEMALE SPORTS TERRITORIES
Razakamahefa Odile Edith¹,²
¹Sport National Academy, Antananarivo, Madagascar, ²GTCF CONFEJES working group promoting the activities of the Youth and Sports, Dakar, Senegal

BREAKING THE MOULD IN COACHING (PAPER SESSION)
15:45–17:15
Terrace Hall

Chair: Christine Shelton

GENDER AND EDUCATION IN TOP LEVEL COACHING
Michael Fester, Anne Birgitte Madsen
NOC, Brøndby, Denmark

COACHING APPRENTICESHIP PROGRAMS FOR WOMEN: DO THEY WORK?
Yvonne Becker¹, Sandra Murray-MacDonell²
¹University of Alberta, Augustana Campus, Camrose, Alberta, Canada, ²Canadian Collegiate Athletic Association, Cornwall, Ontario, Canada

PSYCHOSOCIAL BARRIERS FOR WOMEN IN SPORTS AS REFEREES AND COACHES
Ainhoa Azurmendi¹, Leanne Norman², Isabelle Cayer³
¹Avento Consultoría, San Sebastian, Spain, ²Leeds Metropolitan University, Leeds, UK, ³Coaching Association of Canada, Ottawa, Ontario, Canada

LEADERSHIP BEHAVIOURS OF FEMALE COACHES: IMPLICATIONS FOR PLAYERS PARTICIPATION AND PERFORMANCE IN TEAM SPORTS IN ANAMBRA STATE OF NIGERIA.
Anthonia Chinyere Uwa
Nwafor Orizu College of Education, Nsugbe, Anambra, Nigeria

ROLE MODEL INFLUENCE ON WOMEN’S LEADERSHIP
Maki Itoh², Mary Hums¹
¹University of Louisville, Louisville/ KY, USA, ²Juntendo University, Sakura/Chiba, Japan

THE PURSUIT OF GENDER EQUITY IN COACHING
Jenessa Banwell, Gretchen Kerr
University of Toronto, Toronto, Canada
FACES OF INEQUALITY (PAPER SESSION)
15:45–17:15
Hall: Aurora

Chairs: Dr. Stiliani Chroni and Ms. Game Morhibi

PUBLIC POLICIES AIMED AT PROMOTING A GOOD BALANCE BETWEEN HIGH-LEVEL SPORTS ACTIVITY AND MOTHERHOOD
Dorleta Ugalde
Basque Government, Vitoria-Gasteiz, Basque Country, Spain

GENDER ISSUES IN SPORTS ORGANISATIONS - ATTITUDES OF THE OFFICIALS
Rosa Diketmueller¹, Sophie Knechtl¹², Christine Kogler¹
¹University of Vienna, Vienna, Vienna, Austria, ²University of Freiburg, Freiburg, Germany

EDUCATION AS A CATALYST FOR CHANGE: EMPOWERING STUDENTS TO BE CHANGE MAKERS IN SPORT FOR DEVELOPMENT AND PEACE (SDP) RESEARCH AND POLICY
Cassie Wright
Stanford University, Stanford, CA, USA

QUALITATIVE STUDY OF SPORT DROPOUT AMONG THE TUNISIAN ELITE ATHLETE
Najoua Moualla¹, Yessine Arfa¹
¹Institut supérieur de Sport et l’Éducation physique., La Manouba, Tunisia, ²Association sport au féminin, El Manar, Tunisia

THE FORGOTTEN HALF: THE CONTRIBUTION OF SPORT AND PHYSICAL ACTIVITY TO THE LIVES OF INDIGENOUS AUSTRALIAN WOMEN
Sonya Pearce, Megan Stronach, Hazel Maxwell
University of Technology, Sydney, Sydney, NSW, Australia

“I SIGNED UP FOR THE CREDITS BUT NOW I THINK DOING SO SHOULD BE COMPELLARY”: GENDER IN PHYSICAL EDUCATION TRAINING AMONG STUDENTS OF PA & SPORT SCIENCE STUDIES.
Maria José Camacho-Miñano¹, Maria José Girela-Rejón²
¹Faculty of Education, University Complutense of Madrid, Madrid, Spain, ²Faculty of Sport Sciences, University of Granada, Granada, Spain

BREAK
17:15–17:30
**CLOSING CEREMONY**
17:30–18:45
Finlandia Hall, main auditorium

Ms. Raija Mattila, IWG Co-Chair 2010-2014
Ms. Terhi Heinilä, IWG Secretary General

Presentation of the conference legacy

Change is possible! Ms. Carina Räihä to be interviewed by Ms. Bettina Sågbom

Ballet by Jorma Uotinen group

Handover Ceremony: Ms. Tarja Halonen, Conference Patron; Ms. Raija Mattila and Dr. Johanna Adriaanse, IWG Co-Chairs 2010–2014
Ms. Ruth Maphorisa, IWG Co-Chair 2014–2018

Moderators:
Mr. André Noël Chaker and Ms. Bettina Sågbom

**FAREWELL PARTY BY THE CITY OF ESPOO**
19:30–23:30
At Dipoli Congress Centre
Address: Otakaari 24, Espoo.

Mr. Jukka Mäkelä, Mayor of the City of Espoo

City of Espoo invites IWG conference participants to a closing party with dinner, dance and performances.

Buses leave for Espoo from Finlandia Hall at 19:00. One bus is wheel - chair accessible. Return transport to the conference hotels at every 30 minutes starting at 21:30 until 23:30.
Sunday, June 15

**Morning swim and sauna**
9:00–12:00
At the Helsinki Outdoor Swimming Stadium
Address: Hammarskjöldintie, Helsinki, beside the Olympic Stadium
Free entrance with the conference badge

- Visit the tower of the Helsinki Olympic Stadium
  Any time during 10:00–13:00
  Helsinki Olympic Stadium

The Helsinki Olympic Stadium was completed on 12 June 1938, and the Olympic buildings are in active use to date. The Stadium Tower is 72 meters (235 feet) tall, and from the top you can admire the Helsinki city landscape.

- Free entrance with the conference name badge

**WORKSHOP: HOW TO ORGANIZE A MENTORING PROGRAMME?**
A Win-win Process for Personal Development
10:00–11:30
Sports Museum of Finland (at the Olympic Stadium)

Led by Ms. Anneli Mäkinen

Welcome to learn how to construct a mentoring program, how to organize and lead it, what are the benefits and results.

Mentoring is a tailored method for professional and personal development, where learning from experience is principal. Mentor and Actor (Mentee) proceed towards the goals set by Actor by handling needed visible and tacit knowledge with a reciprocal interaction.

**Films**
10:00–14:00
Football Association of Finland
Address: Urheilukatu 5 (close to Olympic Stadium)

- 10:00 Girl rising by Academy Award-nominated director Richard E. Robbins (101 min.)
- 12:00 Shadya by Danny Hakim (52 min.)
- 13:00 Light Fly, Fly High, by Beathe Hofseth and Susann Østigaard (80 min.)

**EXHIBITION: “WOMEN’S POWER – WOMEN’S AND GIRLS’ SPORT IN FINLAND”**
12:00–13:00
Exhibition on the history of girls’ and women’s sport and physical activity in Finland at the Sports Museum of Finland.
Address: Olympic Stadium, Helsinki.

Introduction by Ms. Leena Laine, Researcher

Coinciding with the 20th anniversary of the Brighton Declaration and the International Working Group on Women and Sport (IWG), the Sports Museum of Finland is organizing a special exhibition on women’s and girls’ sport and physical activity in Finland, titled “Women’s Power”.

86
The exhibition “Women’s Power” celebrates the 20-year history of the Brighton Declaration on Women and Sport, giving a wonderful overview of the history of women’s sport in Finland. The exhibition was built by the Sports Museum with the help of the IWG and with the generous support of Jane and Aatos Erkko Foundation. The international exhibition “From Brighton to Helsinki 1994 – 2014”, displayed at the Finlandia Hall, is part of this exhibition.

Free entrance with the conference badge.

**Girls’ football tournament Stadi Cup**
June 12-15, Finals on Sunday
Käpylä sports park, Töölö football fields, and Sonera Stadium.
Address: Urheilukatu 3, Helsinki.

Stadi Cup was founded in 1985 to increase girls’ participation in football. Hundreds of teams take part in the tournament each year. From 2008, Stadi Cup has also hosted a tournament for teams of players with a disability.
Free entrance with the conference badge

**Additional: Post-conference tour**
Departure to the Post-conference tour to St. Petersburg, Russia
POSTERS
Poster sessions on Friday and Thursday 15:15 – 15:45
TOGETHER NOT SEGREGATED IN SPORT
John Gwyn Harvey
Dinas Powys, Wales, UK

WOMEN AND LEADERSHIP IN CONTEMPORARY SPORT: AFRICA CASE
Helena Williams
University of Ghana, Accra / GT. Accra, Ghana

‘IT’S NOT A MANS SPORT, NOR IS IT A WOMEN’S SPORT - IT IS SIMPLY A GREAT SPORT.’ CHALLENGING MALE HEGEMONY IN GLOBAL GRIDIRON
Elesa Zehndorfer
IFAF, London, UK

EFFECTIVE FACTORS ON WOMEN PARTICIPATION IN MOUNTAINEERING; CASE STUDY: BINALUD MOUNTAINS, NEISHABUR-IRAN
Parvin Shooshinasab1, Aynaz Arekhy2, Mohamadreza Moeinfard3, Alireza Ghodsi4
1Hakim Sabzevari University, Sabzevar, Iran, 2Hakim Sabzevari University, Sabzevar, Iran, 3Hakim Sabzevari University, Sabzevar, Iran, 4Hakim Sabzevari University, Sabzevar, Iran

"WE FASHION OUR BODIES IN THE IMAGE OF CHRIST": OBESITY, ISLAND ZUMBA, AND BECOMING FEMINIST MODERN IN URBAN SAMOA
Christina Kwauk
University of Minnesota, Minneapolis, MN, USA

MANAGEMENT AND MARKETING STYLES AMONG SOME SUCCESSFUL WOMEN SPORT COMPLEXES AND THEIR SUCCESS’ CAUSES FROM THE MANAGERS AND LOYAL CUSTOMERS’ VIEWPOINTS IN TEHRAN
Nahid Atghia
Alzahra University, Tehran, Iran

UNDERSTANDING TRENDS OF ABUSE IN SPORTS: SAFE4ATHLETES SURVEY RESULTS
Katherine Starr
Safe4Athletes, Santa Monica, CA, USA

SPORT AND WOMEN’S EMPOWERMENT. EMERGENCE, ACTORS AND INTERNATIONAL DEVELOPMENT PROGRAMS RELATED TO WOMEN’S ACCESS TO MOUNTAIN SPORTS
Pabion Mouriès Johanne
SENS EA 3742, Grenoble, France

UNIVERSITY SPORTS; WALKING TOWARDS EFFECTIVE EQUALITY
Elida Alfaro1, Anna Vilanova1
1Consejo de Deporte, Madrid, Spain, 2Instituto Tecnologico de Costa Rica, San Jose, Costa Rica, 3CONARE, San Jose, Costa Rica, 4FISU, Bruelas, Belgium

TO WHAT EXTENT IS THE PRIVATION OF UK EQUALITY LEGISLATION IN BRITISH STATE SCHOOLS IMPACTING FEMALE STUDENTS IN PE AND SPORT? USING TITLE IX AS A CASE STUDY.
Lottie Birdsall - Strong
University of Cambridge, Cambridge, UK
WOMEN'S SPORTS EDUCATION IN CONTEMPORARY BRAZIL: INCREASING THE BODY'S POSSIBILITIES
Helena Altmann
Unicamp, Campinas, São Paulo, Brazil

SCHOLAR PHYSICAL EDUCATION AND GENDER RELATIONSHIPS: RISK, TRUST AND ORGANIZATION IN DIFFERENT BODY PRACTICES
Liane A. R. Uchoga, Helena Altmann
Unicamp, Campinas, São Paulo, Brazil

THE PSYCHOSOCIAL DETERMINANTS OF WOMEN'S SPORT IN ALGERIA
Benyoucef Hafsaoui, Ahmed Chenati
Université Hassiba Ben Bouali, Chief, Algeria

CREATION AND IMPLEMENTATION OF THE IFF GOGIRLS! FLOORBALL PROJECT
Sarah Mitchell, John Liljelund
International Floorball Federation, Helsinki, Finland

THE PARTICIPATION OF WOMEN WITH DISABILITIES IN SPORTS IN UNITED ARAB EMIRATES (UAE)
Dawood Hashem
Abu Dhabi Education Council, Abu Dhabi, United Arab Emirates

“STAND FOR SOMETHING” MAKING GIRLS STRONGER BY THE DAY
Wallnetta Lovetie Weiah
Football to Develop Destitute (FODEDE), Monrovia, Liberia

POLICY-MAKING IN SPORT - THE RWANDAN CASE
Isabelle Nizeyimana , Louis de Gonzague Mukerangabo
ANP Sports for Women, Kigali, City of Kigali Gasabo, Rwanda

COMPARING THE RATE OF HAPPINESS AMONG ATHLETE AND NON-ATHLETE ELDERLY WOMEN
Ali Asghar Doroudian1,2, Masoumeh Shahbazi1,2
1physical education and Sport Sciences, Islamic Azad University North Tehran Branch, Tehran, Iran, 2Shahid Rajaee Teacher training university, Tehran, Iran

THE INVISIBLE LEADERS IN SPORTS
Janet M’mbahaa
Lane College, Jackson, Tennessee, USA

STRATEGIC RELATIONSHIP WITH LOCAL GOVERNMENT PROJECT TO ENGAGE LOCAL GOVERNMENT IN ADVANCING WOMEN’S SPORT
Amanda Spalding1, Susan Horwitz1, Johanna Adriaanse2, Michelle Boon1, Bree Calderwood1
1Womensport and Recreation NSW, NSW, Australia, 2University of Technology Sydney, NSW, Australia

FROM GENDER EQUALITY TO GENDER DIFFERENCE: THE CHANGES OF POLICIES AND PRACTICE OF CHINESE WOMEN’S SPORT
Huan Xiong
South China Normal University, Guangzhou, China
GENDER GAP IN PHYSICAL ACTIVITY AND SPORT SCIENCE DEGREE IN SPAIN
Maria Prat Grau\textsuperscript{1}, Susanna Soler Prat\textsuperscript{2}, Pedrona Serra\textsuperscript{2}
\textsuperscript{1}Universitat Autònoma de Barcelona, Barcelona, Spain, \textsuperscript{2}INEF. Universitat de Barcelona, Barcelona, Spain

BEHAVIOUR PATTERNS OF FINISHING PLAYS IN FEMALE SOCCER VS MALE SOCCER
Maite Gómez López\textsuperscript{1}, Jordi Álvaro Alcalde\textsuperscript{1}, Maribel Barriopedro Moro\textsuperscript{2}
\textsuperscript{1}European University of Madrid, Madrid (Spain), Spain, \textsuperscript{2}Universidad Politécnica de Madrid. Instituto Nacional de Educación Física de Madrid, Madrid (Spain), Spain

HEALTHY GIRLS’ SPORT - PREVENTION OF EATING DISORDERS AMONG YOUNG ATHLETES. EXPERIENCES FROM A FIVE YEAR PROJECT
Kristin Brinchmann Lundestad
The Norgwegian sport federation of orienteering, Oslo, Norway

PROMOVIENDO EL CAMBIO DESDE LA DIFERENCIA.
Amparo Zabala, Antonio Jose Bernal
Medellin, Colombia

AFFECTIVE LEADERSHIP PROJECT: TRAINING AND EMPOWERMENT OF WOMEN ATHLETES.
Angela Patricia Restrepo Suaza, Patricia Alvarez Zapata, Benjamin Diaz Leal Cefa
Medellin-Antioquia, Colombia

STATUS QUO AND STRATEGIES OF PHYSICAL ACTIVITIES AMONG OLDER WOMEN AGED 55 AND ABOVE IN URBAN AREA OF CHINA - BASED ON SURVEY OF DATA IN BEIJING AREA
Bing Zhan, Kaizhen Wang
Capital University of Physical Education and Sports, Beijing, China

AFFECTIVE LEADERSHIP PROJECT: TRAINING AND EMPOWERMENT OF WOMEN ATHLETES
Patricia Alvarez Zapata, Antonio Jose Bernal
Medellin-Antioquia, Colombia

EXERCISE BUDDIES FOR SENIORS
Minna Ekman\textsuperscript{1}
\textsuperscript{1}Sport Department, City of Helsinki, Finland, \textsuperscript{2}Department of Social Services and Health Care, City of Helsinki, Finland

EASYSPORT - WELLBEING-ENHANCING SPORTS AND EXERCISE SERVICES PROVIDED IN COOPERATION BETWEEN THE CITY AND SPORT CLUBS
Tytti Soini\textsuperscript{1}
\textsuperscript{1}Sports Department, City of Helsinki, Finland, \textsuperscript{2}Educational Department, City of Helsinki, Finland

FOR GIRLS THAT PLAY ON THE OFF-SIDE: CENTERING GENDER AND SEXUALITY IN WOMEN’S FOOTBALL DEVELOPMENT POLICY
Stephanie Leitch
University of the West Indies, St. Augustine, Trinidad and Tobago
THE EFFECT OF EXHAUSTION TRAINING ON HEAT SHOCK PROTEIN 70 AND GLUCOSE
Farah Nameni, Hamidreza Poursadra
Varamin-Pishva Branch, Islamic Azad University, Varamin, Iran

TAKING RESPONSIBILITY FOR ONE'S OWN HEALTHY BODY: ENTREPRENEURIAL SELF-CARE, SELF-MONITORING DEVICES AND BODILY KNOWLEDGE
Jaana Parviainen
University of Tampere, Tampere, Finland

THE REPRESENTATION OF FEMALE ATHLETES' DOCUMENTARIES IN TAIWAN
Yu-Hsien Tseng¹, Yen-Ling Lin²
¹Athletic Department, National Taiwan University, Taipei, Taiwan, ²Department of Sport Promotion, National Taiwan Sport University, Taoyuan, Taiwan

THE ANALYSIS OF THE WOMEN SPORTS STAR ATHLETES AND NATIONAL IMAGE CONSTRUCTION IN CHINA FROM THE MEDIA PERSPECTIVE
Jianhui Zhang, Chaoan Zhang, Auqing Liu
Hebei Institute Of Physical Education, Shijiazhuang City, Hebei Province, China

RESEARCH ABOUT THE ADOLESCENT PARTICIPATION OF SPORTS IN CHINA
Chaoan Zhang, Jianhui Zhang
Hebei Institute of Physical Education, Shijiazhuang City, Hebei Province, China

LINE DANCE: DANCE TO WOMEN’S HEALTH AND EQUALITY - AN ANALYSIS BASED ON CHINA LINE DANCE SURVEYS IN THE 21ST CENTURY
Liang Ma, Shuiping Ye
China Women’s University, Beijing, China

COMPARATIVE RESEARCH ABOUT TEENAGERS PHYSICAL HEALTH TEST SYSTEM AND POLICY AMONG USA, JAPAN AND CHINA
Zhonghui He, Haoyu Cui
Peking University, Beijing, China

NATIONAL IDENTITY, OLYMPIC VICTORY AND WOMEN’S SPORT IN PEOPLE’S REPUBLIC OF CHINA
Jinxia Dong
Peking University, Beijing, China

WOMEN IN COMMUNITY SPORT LEADERSHIP ROLES
John Cooper¹, Nadina Imamovic-Ayer²
¹Cooper Sport Consulting, Waterloo, Ontario, Canada, ²University of Waterloo, Waterloo, Ontario, Canada

HOW TO MAKE IT HAPPEN: WOMEN WITH DISABILITIES PARTICIPATING IN SPORT
John Cooper¹, Nadina Imamovic-Ayer²
¹Cooper Sport Consulting, Waterloo, Ontario, Canada, ²University of Waterloo, Waterloo, Ontario, Canada

A TRULY GENDER-NEUTRAL SPORT? FINNISH WOMEN’S EXPERIENCES OF KENDO
Rita Dekšnytė
Sportpsycholo.gy Consulting, Kaunas, Lithuania
ACCESS, INTEGRATION AND INVOLVEMENT OF THE AFRICAN-ARAB WOMEN IN THE MANAGEMENT OF SPORTING ORGANIZATIONS
Cherifa Cherif Belhareth
ATTF, Cairo, Egypt

THE ICELANDIC WOMEN’S RUN FOR 25 YEARS
Ingibjörg Bergrós Johannesdóttir
The National Olympic and Sports Association of Iceland, Reykjavík, Iceland

ATTITUDES OF HIGH SCHOOL FEMALE STUDENTS TOWARD PHYSICAL ACTIVITY IN EGYPT AND FINLAND. A COMPARATIVE STUDY
Hatim Mohamed Magdy Mohamed Mosbah El-Banna, Faculty of Sport and Physical Education, Mansoura, Egypt

CHANGING GIRLS THROUGH SPORT? EXPLORING NOTIONS OF CHANGE IN ONE GIRL-CENTERED INITIATIVE
Megan Chawansky1, Payoshni Mitra2
1University of Brighton, Brighton, UK, 2Independent Scholar, Kolkata, India

EL DEPORTE FUTBOL Y LAS POLITICAS DE GÉNERO
Nair Ackermann Bochard
Instituto Superior de Esucación Física, Montevideo, Uruguay

A RESEARCH ON THE SPORTS PARTICIPATION OF GIRL STUDENTS IN UNIVERSITIES A CASE STUDY OF CHINA WOMEN’S UNIVERSITY
Xiaoli Ma1, Gengqiong Yang2
1Women’s College, Beijing, China, 2Beijing Normal University, Beijing, China

PARENTAL INFLUENCE ON JAPANESE TEEN-AGED DAUGHTERS PARTICIPATING IN EXTRACURRICULAR SPORT ACTIVITIES
Kento Higashi, Etsuko Ogasawara

Japanese Association for Women in Sport (JWS), Tokyo, Japan
100% SPORT - EQUAL OPPORTUNITIES FOR MEN AND WOMEN IN AUSTRIAN SPORTS
Christa Prets
100% Sport, Vienna, Austria

ON THE PARTICIPATION OF PHYSICAL ACTIVITIES AMONG WOMEN BASED ON SOCIAL STRATIFICATION THEORY
Kaizhen Wang, Na Nin, Bing Zhan, Lijuan He
Capital University of Physical Education and Sports, Beijing, China

LEADING THE CHANGE: THE CASE OF KENYA UNIVERSITIES’ SPORTS ASSOCIATION NATIONAL WOMEN CHAMPIONSHIPS
Joan Adalo1, Florence Gitau2
1Maseno University, MASENO, Kenya, 2Moi University, ELDORET, Kenya

THE IMPACT OF FEMALE BOARD OF DIRECTORS IN NATIONAL GOVERNING BODIES OF SPORT IN THE UK
Sally Lockyer
Henley Business School, Henley-on-Thames, Buckinghamshire, UK
REPRESENTATION AND STYLIZATION: GIRLS' AND WOMEN'S FOOTBALL IN / AND THE DUTCH MEDIA
Astrid Cevaal
Mulier Instituut, Utrecht, The Netherlands

GENDER AND POWER IN SCHOOL: TEACHING GIRLS IN PHYSICAL EDUCATION CLASSES
Simone Cecilia Fernandes¹, Helena Altmann²
¹UNICAMP, Campinas, São Paulo, Brazil, ²UNICAMP, Campinas, São Paulo, Brazil

THE RELATIONSHIP BETWEEN EMOTIONAL INTELLIGENCE AND COMMUNICATION SKILLS IN IRANIAN INTERNATIONAL TABLE TENNIS FEMALE COACHES
Shamin Moradidasht, Mahvash Noorbakhsh, Hossein Sepasi
Islamic Azad University, Karaj Branch, Karaj, Iran

WOMEN DOING YOGA AS A FERTILITY TREATMENT IN JAPAN
Eri Mizuno
Kyoto University, Kyoto, Japan

BE ACTIVE - JUMP INEXERCISE COUNCELLING SERVICE CHAINS
Kaisa Laine¹, Saila Hänninen¹
¹Sports Department, City of Helsinki, Finland, ²Health and Social Department, City of Helsinki, Finland, ³City executive office, City of Helsinki, Finland, ⁴Defence forces, Helsinki, Finland

IF WE WERE BORN IN SPORT FRIENDLY SOCIETY
Shyamal Prokash Adhikary, Chanchala Mondal
Shapla Mohila Sangstha, Faridpur, Bangladesh

CITY GUYS IN ACTION
Kaisa Laine¹
¹Sports Department, City of Helsinki, Finland, ²Occupational Health care, City of Helsinki, Finland, ³City executive office, City of Helsinki, Finland

KPI2: KILLING PHYSICAL INACTIVITY WITH KEY PERFORMANCE INDICATORS
Eija Koskiavaara
University of Turku, Turku, Finland

A STUDY ON THE PROCESS OF THE ESTABLISHMENT OF FEMALE PHYSICAL EDUCATION TEACHERS IN JAPAN: AN ANALYSIS OF THE LIST OF PERSONNEL OF SECONDARY SCHOOLS (PUBLISHED 1904—1926)
Michiko Kakemizu
Tokyo Women’s College of Physical Education, Kunitachi city, Tokyo, Japan

COLLECTIVE OUTCOME GOALS IN WOMEN’S SPORT TEAMS
Kim Forsblom¹, Niilo Konttinen², Taru Lintunen¹
¹University of Jyväskylä, Jyväskylä, Finland, ²Kihu, Research Institute for Olympic Sports, Jyväskylä, Finland

EFFECT OF MENSTRUATION ON WOMEN SPORTS AND PERFORMANCE
Rakesh Dubey
Harmaya University, Dire Dawa, Ethiopia
LONG-TERM PARTICIPATION IN PHYSICAL ACTIVITY BY OLDER PEOPLE – THE CASE OF A LONGITUDINAL STUDY
Teresa Bento¹, Jose Carlos Leitão², Maria Paula Mota²
¹CIDESD/ ESDRM - IPS, Rio Maior, Portugal, ²CIDESD/ UTAD, Vila Real, Portugal

"ELITE CHILD ATHLETES ARE OUR FUTURE" CARDIAC ADAPTATION TO SWIM TRAINING IN PREPUBERTAL EGYPTIAN ATHLETES.
Magdy Abouzeid
Alexandria University, Faculty of Sports Education, Alexandria, Egypt

PROPOSAL ON MOTIVATING MIDDLE-AGED WOMEN TO MAINTAIN PHYSICAL STRENGTH
Yumiko Hagi¹, Yoshie Ishida², Naofumi Yamamoto³, Masashi Kawanishi⁴
¹Tokai University, Hiratsuka Kanagawa, Japan, ²Joshibi University, Suginami Tokyo, Japan, ³Ehime University, Matsuyama Ehime, Japan, ⁴National Institute of Fitness and Sports in Kanoya, Kanoya Kagoshima, Japan

THE COMPARATIVE STUDY OF OLYMPIANS AND PARALYMPIANS IN LONDON 2012 GAMES: DIFFERENCES IN PHYSICAL, PSYCHOLOGICAL, AND ENVIRONMENTAL PROBLEMS
Kei Sato¹, Etsuko Ogasawara²
¹Biwako Seikei Sport College, Otsu, Shiga, Japan, ²Juntendo University, Hongo, Tokyo/Bunkyo, Japan

WOMEN IN THE SPORTS PAGES; NEW SOLUTIONS FOR FACILITATING MEDIA COVERAGE
Emma Sherry, Merryn Sherwood, Angela Osborne, Matthew Nicholson
La Trobe University, Melbourne, Australia

A SYSTEMATIC REVIEW OF THE EFFECTS OF EXERCISE TRAINING AND TYPE OF EXERCISE TRAINING ON BONE HEALTH IN POSTMENOPAUSAL AND ELDERLY FEMALE ADULTS
Jung Eun Kim¹, Haeng Mi Jin²
¹Purdue University, West Lafayette, IN, USA, ²Kyonggi University, Suwon-City, Kyonggi-Do, Republic of Korea

A STUDY ON HEALTH STATUS AND HAPPINESS INDEX IN KOREAN MIDDLE-AGED WOMEN USING SPORTS CENTERS
Haeng Mi Jin, Hyuck Sang Kwon, Hark Kwon Kim
Kyonggi University, Suwon-City, Kyonggi-Do, Republic of Korea

THE ANALYSIS OF SPORT INJURY REHABILITATION RELATED PSYCHOLOGY AND COMPETITIVE STATE ANXIETY IN ELITE COLLEGE ATHLETES IN KOREA
Heang Mi Jin¹, Won Jeong Shin¹, Hae Ja Chun²
¹Kyonggi University, Suwon-City, Kyonggi-Do, Republic of Korea, ²Soonchunhyang University, Asan-City, Chungcheongnam-Do, Republic of Korea

FINNISH ATHLETICS’ DEVELOPMENT PROGRAM FOR FEMALE ATHLETES 2007–2011
1. CONTENT OF THE PROGRAM, 2. RESULTS OF PROGRAM
Anni Kirvesniemi-Bosco
Finnish Athletics Federation, Helsinki, Finland

Annu Kaivosaari

1University of Jyväskylä, Jyväskylä, Finland, 2University of Eastern Finland, Joensuu, Finland

THE IMPORTANCE OF APPROPRIATE BREAST SUPPORT FOR SPORT

Joanna Scurr1, Amanda Brasher1, Nicola Brown2, Emma Burnett1, Wendy Hedger1, Amy Loveridge1, Alex Milligan1, Chris Mills1, Debbie Risius1, Jenny White1

1University of Portsmouth, Portsmouth, UK, 2St Mary's University College, Twickenham, UK

THE WOMAN IN A MAGAZINE ABOUT STREET RUNNING: FROM TRAINING TO AESTHETICS

Giovanna Garcia Ticianelli1,2, Helena Altmann1,2

1Universidade Estadual de Campinas, Campinas, São Paulo, Brazil, 2Conselho Nacional de Desenvolvimento Científico e Tecnológico, Brasília, Distrito Federal, Brazil

EXERCISE INTERVENTIONS IN OLDER WOMEN - SHOULD WE WORRY WHEN RESULTS ARE NOT AS EXPECTED?

Teresa Bento1, Joana Azul2, Rita Santos-Rocha3

1CIDESD/ ESDRM - IPS, Rio Maior, Portugal, 2ESDRM - IPS, Rio Maior, Portugal, 3ESDRM - IPS / CIPER FMH - UL, Lisboa, Portugal

WOMEN WITH SPORT ACTIVITIES= WOMEN WITH WELL BEING

FLORA ANASTASIE ETETAA ENGOUNDANG spouse EKO

National Institute of Youth And Sports, Yaounde, Cameroon

WHY WOMEN DON'T CHOOSE TO STUDY PA & SPORT SCIENCE STUDIES? LISTENING TO THEIR VOICES.

Maria José Camacho-Miñano1, Susanna Soler Prat2, Ana Rey-Cao3, Pedrona Serra Payeras4

1Faculty of Education, University Complutense of Madrid, Madrid, Madrid, Spain, 2Institut Nacional d’Educació Física de Catalunya (INEFC), Barcelona, Cataluña, Spain, 3Faculty of Education and Sport Sciences, Vigo, Galicia, Spain, 4Institut Nacional d’Educació Física de Catalunya (INEFC), Barcelona, Cataluña, Spain

ASSESS THE EFFECTIVENESS OF ORAL CONTRACEPTIVE PILL (OCP) FOR CONDITIONING FEMALE ATHLETES: A CASE STUDY OF JAPANESE ELITE RUNNERS

Natsue Koikawa, Etsuko Ogasawara

Juntendo University, Inzai, Chiba, Japan

HE’S A BUSINESSMAN AND SHE’S A FASHIONISTA: A GENDERED CONTENT ANALYSIS OF IMAGERY IN THE PROFESSIONAL GOLFERS’ ASSOCIATION OF AMERICA’S PGA MAGAZINE.

Vanessa MacKinnon

California University of Pennsylvania, Pennsylvania, USA

NEGOTIATING THE (RE) PRODUCTION OF ‘RYÔSAI-KEMBO’ (GOOD WIFE-WISE MOTHER) IN JAPANESE WOMEN’S UNIVERSITY KENDO

Kate Sylvester, Brent McDonald

Victoria University, College of Sport & Exercise Science, Institute of Sport, Exercise and Active Living, Footscray, Australia
STUDY ON THE STATUS OF WOMEN STAFF IN THE FRAMEWORK OF YOUTH, SPORT AND RECREATION MINISTRY (FRENCH PRESENTATION)
CONFÉGES Dakar, Senegal

SPORT AND MODERNITY - CONTRIBUTIONS FOR A WOMEN SPORT HISTORY IN PORTUGAL
Francisco Pinheiro
CEIS20-University of Coimbra, Coimbra, Portugal

A SMALL CHANGE OF THE JAPAN SOCIETY OF PHYSICAL EDUCATION, HEALTH AND SPORT SCIENCES.
Mieko Ae
Tokyo Women’s College of P.E., Kunitachi, Tokyo, Japan

A STUDY OF THE CURRENT SUPPORTING ENVIRONMENT FOR DIVERSE CAREERS FOR FEMALE ATHLETES IN TAIWAN, USING THE SPLISS MODEL AS AN EXAMPLE
Hsiu-Hua Tsai¹, Yu-Hsien Tseng¹ ², Chi-Fu Cheng²
¹Department of Athletics, National Taiwan University, Taipei City, Taiwan, ²Department of Physical Education, National Taiwan Normal University, Taipei City, Taiwan

CREATING CULTURAL CHANGE IN THROUGH FEMALE PARTICIPATION
Chylooe Kurdas¹, Libby Sadler²
¹AFL Victoria, Melbourne, Australia, ²AFL NSW/ACT, Sydney, Australia

GENDER DISTRIBUTION OF PROFESSIONAL LEADERSHIP POSITIONS IN GERMAN SPORT ORGANIZATIONS
Michaela Werkmann
Johannes Gutenberg University Mainz, Mainz, Germany

BODY-MIND: THE POWER OF YOUR THOUGHTS IN YOUR WELL-BEING AND SPORTS PERFORMANCE
Karla K. Peronio
N/A, N/A, Mexico

PERCEPTION OF BODY IMAGE, BODY MASS INDEX, GENDER AND PHYSICAL ACTIVITY IN ADULTS
Seyed Hojjat Zamani Sani¹, Mahta Skandarneziad², Serge Brand¹, Zahra Fathirezaie¹
¹Institute of exercise and health science, Basel, Switzerland, ²Physical activity & sport sciences, Tabriz, Iran

THE THIRD SIDE TO THE TRIANGLE - GROWING THE FANBASE FOR WOMEN’S SPORT WILL DRIVE BOTH MEDIA PROFILE AND COMMERCIAL INVESTMENT
Ruth Holdaway
Women’s Sport and Fitness Foundation, London, UK

PEER MENTOR EDUCATION IN P.E AT SPORT INSTITUTE KISAKESKUS
Nina Eränpalo, Mirja Papunen, Eva Rönkkö
Sport Institute Kisakeskus, Raasepori, Finland

ANALYSIS OF SPORT CLUBS IN CATALONIA FROM A GENDER PERSPECTIVE
Ingrid Hinojosa, Marta Moragas, Andreu Camps, Núria Puig
Observatori Català de l’Esport, Barcelona, Spain
L’OBSERVATORI CATALÀ DE L’ESPORT: AN ANALYSIS FROM THE GENDER PERSPECTIVE.
Alba Pardo Fernandez, Ingrid Hinojosa Alcalde, Oscar Duran Gutierrez, Andreu Camps Povill, Nuria Puig Barata
Observatori Català de l’Esport (INEFC), Barcelona, Spain

THE EFFECTS OF A HYDROTHERAPY PROGRAMME ON DEPRESSION, LIFE EXPECTANCY AND SELF-ESTEEM OF ELDERLY WOMEN
Lida Karimi-Aghdam, Masoumeh Shojaei
Alzahra University, Department of Motor Behaviour, Tehran, Iran

ARE SEGREGATED SPORTS CLASSES SCIENTIFICALLY JUSTIFIED?
Sian Lawson, Edward Hall
Northumbria University, Newcastle upon Tyne, UK

A COMPARATIVE SCRUTINIZATION OF MENTAL HEALTH AND MARITAL SATISFACTION AMONG PARTICIPATING WOMEN AND NON-PARTICIPATING WOMEN IN SPORT FOR ALL: THE CASE OF 2ND AND 3RD REGIONAL MUNICIPALITIES OF TEHRAN
Lida Karimi-Aghdam, Masoumeh Shojaei
Alzahra University, Department of Motor Behaviour, Tehran, Iran

PHYSICAL CHARACTERISTICS AND HEALTH PROBLEMS OF FEMALE STUDENTS: A STUDY OF STUDENTS IN TOKYO
Takako Ikeda¹, Saiko Shirakawa¹, Mutsumi Ogawa¹, Kan Ogawa¹
¹Showa Women’s university, Tokyo, Japan, ²Showa Women’s university, Tokyo, Japan, ³Showa Women’s university, Tokyo, Japan, ⁴Nihon university, Tokyo, Japan

COLOMBIA 2012 POLITICA EQUIDAD DE LA MUJER, LINEAMIENTO 10 SECTOR DEPORTE
AURYS ESPINEL
Asomujer y Deporte, Bogotá, Suramerica, Colombia

THE FAIR REFLECTION - A NEW CONCEPT FOR DISCUSSING SPORT ETHICS
Nelli Kuokka, Kristiina Heinonen
Finnish Sports Confederation (Valo), Helsinki, Finland

EXERCISE PRACTICES AND HEALTHY LIFESTYLES OF YOUNG WOMEN IN JAPAN FROM THE PERSPECTIVE OF WELLNESS THEORY
Saiko SHIRAKAWA¹, Hatsho ZENIYA², Kyoko Kodani³, Toshiharu Yanagi⁴
¹Showa Women’s University, Tokyo, Japan, ²Showa Women’s University, Tokyo, Japan, ³Tezukayama Gakuin University, Osaka, Japan, ⁴Kobe Tokiwa University, Kobe, Japan

WOMEN AND FITNESS DOPING IN FINLAND
Jukka Koskelo
A-Clinic Foundation, Helsinki, Finland

ELITE FEMALE RUGBY PLAYERS’ NECK RANGE OF MOTION AND FUNCTION: UNION VS TOUCH
Bianca Zietsman, Peter McCarthy
University of South Wales, Pontypridd, UK

PARTICIPATORY INSTRUMENTS FOR SUPPORTING OPPORTUNITY IDENTIFICATION CAPABILITY AND INITIATIVE IN SPORT
Katriina Lahtinen, Mikko Pirttimäki
University of Jyväskylä, Jyväskylä, Finland
CONTENT ANALYSIS OF NEWS COVERAGE AMONG DIFFERENT SEXES: A CASE STUDY OF 2012 HIGH SCHOOL BASKETBALL LEAGUE
Yen-Ling Lin¹, Yu-Hsian Tseng², Yi-Chun Chung³
¹Department of Sport Promotion, National Taiwan Sports University, Taoyuan, Taiwan,
²Athletic Department, National Taiwan University., Taipei, Taiwan, ³Department of Athletics Sports, Chang Jung Christian University, Tainan, Taiwan

ADHERENCE TO A PHYSICAL ACTIVITY REFERRAL PROGRAM BY WOMEN WITH CARDIOVASCULAR RISK FACTORS
Alba Pardo Fernandez¹, Mariona Violán Fors¹, Juanjo García³, Maica Rubinat¹, Carles Miñarro¹, Angelina González², Carmen Cabezas²
¹Catalan Sport Council, Grup PAFES, Barcelona, Spain, ²Agència de Salut Pública de Catalunya, Catalunya, Spain, ³Scientific Communication Research Group. Pompeu Fabra University., Barcelona, Spain

USING SOCCER TO BUILD CONFIDENCE AND INCREASE HIV COUNSELING AND TESTING (HCT) UPTAKE AMONG AT-RISK GIRLS: A MIXED-METHODS STUDY OF AN HIV PREVENTION PROGRAMME IN SOUTH AFRICA
Rebecca B Hershow¹, Katherine Gannett¹, Elise Braunschweig Kaufman², Jamison Merrill¹, Chris Barkley¹, Jeff DeCelles¹, Abigail Harrison³
¹Grassroot Soccer, Cape Town, South Africa, ²London School of Hygiene and Tropical Medicine, London, UK, ³Brown University, Providence, RI, USA

ACTIVE DAY WORKSHOP METHOD FOR ENHANCING PHYSICAL ACTIVITY AT WORK AND LEISURE TIME
Matteena Livson, Satu Ålgars
Valo, Finnish Sports Confederation, Helsinki, Finland

UNIVERSITIES FEMALE STUDENTS PARTICIPATION IN SPORTS: THE CASE OF EAST AFRICA UNIVERSITY GAMES 2011-2013
Juliana Yassoda
Dar-es-salaam University, Dar-es-salaam, Tanzania

BUCK THE TREND"LEADING THE CHANGE IN SPORTS POLICY"
Carol Garoes
African Women in Sport Association, Windhoek, Namibia

GENDER DIFFERENCES AND INEQUALITIES IN THE HABITS OF PHYSICAL ACTIVITY OF THE ADULT POPULATION IN SPAIN
Maria Martín¹, Maribel Barriopedro¹, Cristina López de Subijana1, Antonio Rivero¹, Silvia Ferro¹, José Emilio Jiménez-Beatty², Natalia Pedrajas¹
¹Universidad Politécnica de Madrid, Madrid, Spain, ²Universidad de Alcalá de Henares, Madrid, Spain

TARGETED AFTER-SCHOOL SPORT CLUBS SUPPORTING PARTICIPATION
Satu Lehto
University of Helsinki, Helsinki, Finland

GENDER DIFFERENCES OF THE SPANISH ADULT POPULATION IN BARRIERS TO ACTIVE LIVING
Maribel Barriopedro, María Martín, Antonio Rivero, Cristina López de Subijana, Jesús Martínez del Castillo, Silvia Ferro, Laura Vargas, Elena Vives
Universidad Politécnica de Madrid, Madrid, Spain
COMBINING THE STRENGTH OF RESEARCH AND PRACTICE IN IMPLEMENTING PHYSICAL ACTIVITY AND WELLBEING IN HEALTH CARE SETTING
Miia Malvela¹, Minna Aittasalo², Sari Kivimäki¹, Tommi Vasankari², Jyrki Komulainen¹
¹Fit for Life program, Jyväskylä, Finland, ²The UKK Institute for Health Promotion Research, Tampere, Finland

PRACTICING SOFTBALL, A NEW ROUTE TO SOCIAL INCLUSION A NEW LIFE EXPERIENCE
ELVIA CORREA
Asociación Colombiana de Mujer y Deporte, Bogotá D.C., Colombia

FEMPOWER - A SPORTS PSYCHOLOGY COURSE FOR WOMEN COACHES. A THEORY-BASED INTERVENTION TO FOSTER COACHES’ COMPETENCE BELIEFS AND SELF-CONFIDENCE.
Ieva Melanija Kibirkstis, Elina Kivinukk, Svenja Wachsmuth
University of Jyväskylä, Jyväskylä, Finland

WOMEN AND HEALTH LEADERSHIP POSITION WITHIN SPORTS IN THE REPUBLIC OF MACEDONIA
Vera Simovska
Public Health Institute of Sports Medicine, Skopje, Macedonia, State University St.Clement of Ohrid-Bitola, Study of Nutrition, Veles, Macedonia

EFFECTS OF MAJOR SPORTING EVENTS ON GIRLS AND WOMEN
Marianne Meier¹,²
¹Terre des Hommes International Federation, Geneva, Switzerland, ²Technische Universität München, Munich, Germany

TRAJECTORIES AND VITAL BODY PATHWAYS RURAL WOMEN SPORTS RELATED CASE SPORTS SCHOOL INCLUSION AND GENDER - PASACABALLOS
Gloria Montoya Cuervo, Aurys Espinel Quintero, Elvia Correa Gil
Asomujer y Deporte, Bogota Cundinamarca, Colombia

FACTORS IN THE PRACTICE OF PHYSICAL ACTIVITY AND SPORT IN THE LIFESTYLES OF SPANISH YOUTH: GENDER DIFFERENCES
María Martín¹, David Moscoso², Raúl García³, Natalia Pedrajas¹
¹Universidad Politécnica de Madrid, Madrid, Spain, ²Universidad Pablo de Olavide, Sevilla, Spain, ³Universidad Europea de Madrid, Madrid, Spain

EVA PERON AND THE WOMEN’S SPORTS PARTICIPATION IN ARGENTINA
Raul Cadaa
Universidad Nacional de La Plata, La Plata, Buenos Aires, Argentina

STATE LOTTERIES AND SPORT: SHARING THE VALUES OF INTEGRITY, SOLIDARITY, PRECAUTION AND SUBSIDIARITY TO PROTECT THE EUROPEAN MODEL OF SPORT AND ITS ROLE IN SOCIAL INTEGRATION.
Philippe Vlaemminck, Beata Guzik
Altius, Brussels, Belgium, Belgium

INVESTIGATE THE EFFECTS OF MENSTRUATION ON STATIC AND DYNAMIC BALANCE IN ELEMENTARY AND SECONDARY SCHOOLS GIRLS
Gholam Hossein Nazemzadegan, Roghayeh Eider, Zinat Ayazi Vanani
University Shiraz, Shiraz, Iran
FITNESS TECHNOLOGIES FOR THE FORMATION OF THE ACTIVE MOTOR MODE
OF A CHILD
Galina Golubeva
NB «Povolzhskaya state academy of physical culture, sport and tourism», Naberezhnye
Chelny/Tatarstan, Russia

THE EFFECT OF REHABILITATION PROGRAM TO IMPROVE THE EFFICIENCY OF
THE LOCOMOTOR SYSTEM OF PATIENTS WHO COMPLAIN FROM CEREBRAL
STROKE
Ayad Omar, Osama Shaniba
Tripoli University, Tripoli, Libya

SPORTS FOR WOMEN ACTIVITIES IN KUMAMOTO, JAPAN, SINCE THE 4TH
CONFERENCE IN KUMAMOTO, 2006-SOME IMPLEMENTATION OF THE HINOKUNI
DECLARATION-
Miwako Shigematsu, Chieko Imasaka, Keiko Tokunaga
Hinokuni Sports Network, Kumamoto, Japan

FLUID MASCULINITIES: GENDERED SPORTING AND EVERYDAY RELATIONSHIPS
IN THE CLIMBING WORLD
Victoria Robinson
University of Sheffield, Sheffield, UK

THE GENDER DIVIDE BETWEEN MEN AND WOMEN IN SPORTS
Pia Grochowski
University of Helsinki, Helsinki, Finland

SPORTS FOR WOMEN EMPOWERMENT: An Indian context
Pramod C Shamra
University of Delhi, Delhi, India

BRIGHTON DECLARATION ON WOMEN AND SPORT - A STUDY OF THE PRESENCE
OF WOMEN ON THE DECISION-MAKING BODIES OF THE SIGNATORIES
Leila Gharavi
Haaga-Helia University of Applied Sciences, Vierumäki, Finland

STRENGTHENING WOMEN’S HANDBALL / REACHING HIGHER - TOGETHER!
Lydija Bojic-Cacic
European Handball Federation (EHF), Vienna, Austria

AN INTERVENTION OF Stick2StixTM EXERCISE REGIME IN MALAYSIA
Sharifah Sabrina Syed Akil, Mastura Johar, Noor Hafidzah Abu Zainal
Women Sport Fitness Foundation Malaysia, Kuala Lumpur, Malaysia
SOCIAL PROGRAM
EXHIBITORS
GENERAL
INFORMATION
**Social Program**

**Sightseeing tour**  
Thursday, 12 June at 12:00–13:00, Fee 30 € (included in the accompanying persons program)

City sight-seeing bus tour departs (and returns) from the back of Finlandia Hall. If you have not signed up for this in advance, please check at the bus door if there are seats left and please prepare to pay in cash on the bus door. A separate ticket is in the conference materials.

**Opening ceremony**  
Thursday 12 June at 14:00–16:00

All delegates and their accompanying persons are invited to the conference Opening Ceremony at 14:00–16:00 in the main hall.

**Opening Reception by the City of Helsinki**  
Thursday 12 June at 19:00–21:00  
Address: Pohjoisesplanadi 11–13

The City of Helsinki invites all delegates and accompanying persons to attend the Opening Reception at the City Hall. An invitation is included in the conference materials.

Dress code: smart casual

Bus transport at 18:30 from Finlandia Hall

**Sporty morning**  
Friday 13 June at 6:30–8:15 and Saturday 14 June at 6:30–8:45  
Meeting point at the main door of Finlandia Hall

All are welcome to start the day with Nordic Walking, swimming etc. Please see the program for more information. Good shoes are needed.

**Reflections on 20 years of the Brighton Declaration on Women and Sport**  
Friday 13 June at 17:30–18:45  
Venue: Main Auditorium

All delegates and their accompanying persons are invited to celebrate the 20 years of the Brighton Declaration. Please see the program for more information.

**Reception and Exhibition by the City of Vantaa & Heureka, the Finnish Science Centre**  
Friday 13 June, 19:30–22:00  
Address: Kuninkaalantie 7, Vantaa.

The City of Vantaa invites all delegates and accompanying persons to attend the conference party and exhibition at the Heureka Science Centre. An invitation is included in the conference materials.

Dress code: smart casual

Bus transport from Finlandia Hall at 19:00. Return transport to the conference hotels 21:30 and 22:00
Celebrating diversity through interfaith encounters
Saturday June 14 June at 8:00–8:45
Venue: Helsinki Hall

All delegates are welcome to an interfaith celebration with members of each faith.

Closing Ceremony
Saturday 14 June at 17:30–18:45
Venue: Main Auditorium

All delegates and their accompanying persons are invited to the conference Closing Ceremony at 17:30–18:45.

Farewell Party by the City of Espoo
Saturday 14 June at 19:30–23:30

The City of Espoo invites all delegates and accompanying persons to attend the Farewell party at Dipoli Congress Centre.

There will be (musical) entertainment throughout the evening and dancing after dinner. Bus transport from Finlandia Hall at 19:00. Return transport to the conference hotels at every 30 minutes starting at 21:30 until 23:30.

Dress code: smart casual

An invitation is included in the conference materials.

Morning swim and sauna
Sunday 15 June, 9:00–12:00
At the Helsinki Outdoor Swimming Stadium
Address: Hammarskjöldintie, Helsinki, beside the Olympic Stadium
Free entrance with the conference badge

Visit the tower of the Helsinki Olympic Stadium
Sunday 15 June at 10:00–13:00
Helsinki Olympic Stadium
Free entrance with the conference badge

Workshop: How to organize a mentoring programme?
Sunday 15 June at 10:00–11:30
Sports Museum of Finland (at the Olympic Stadium)
Led by Ms. Anneli Mäkinen

Exhibition: “Women’s power – Women’s and girls’ sport in Finland”
Sunday 15 June at 12:00–13:00
Exhibition on the history of girls’ and women’s sport in Finland at the Sports Museum of Finland.
Address: Olympic Stadium, Helsinki
Introduction by Ms. Leena Laine, Researcher
Free entrance with the conference badge during the 6th IWG World Conference
Girls’ football tournament Stadi Cup
June 12–15, Finals on Sunday
Käpylä sports park, Töölö football fields, and Sonera Stadium.
Address: Urheilukatu 3, Helsinki.
Stadi Cup was founded in 1985 to increase girls’ participation in football. Hundreds of
teams take part in the tournament each year. From 2008, Stadi Cup has also hosted a
tournament for teams of players with a disability.
Free entrance with the conference badge

Additional: Post-conference tour
Sunday 15 June at 10:00
Departure to the post-conference tour to St. Petersburg, Russia
Exhibitors

First floor:

The 15th World Gymnaestrada 2015 Helsinki
Sydänliitto – Finnish Heart Association
Yle, the Finnish Broadcasting Company
Event Bank

Second floor:

<table>
<thead>
<tr>
<th>Exhibitor</th>
<th>Stand number</th>
</tr>
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<tr>
<td>Sport Finland, Finnish Olympic Committee</td>
<td>1</td>
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<tr>
<td>Valo, Finnish Sports Confederation</td>
<td>2</td>
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<tr>
<td>Humantool</td>
<td>3</td>
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<td>Lymed</td>
<td>4</td>
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<td>Suunto</td>
<td>5</td>
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<tr>
<td>University of Jyväskylä</td>
<td>6</td>
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<tr>
<td>International Ringette Federation</td>
<td>7</td>
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<tr>
<td>Fédération Internationale de l’Automobile (FIA)</td>
<td>8</td>
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<td>Fédération Internationale de Motocyclisme (FIM)</td>
<td>9</td>
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<tr>
<td>Council of Europe</td>
<td>10</td>
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<tr>
<td>UniSport – University of Helsinki/Aalto University</td>
<td>11</td>
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<tr>
<td>WSI &amp; Task Force for Deaf/HOH Girls &amp; Women in Sport</td>
<td>12</td>
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<tr>
<td>LiiKe – Sports &amp; Development</td>
<td>13</td>
</tr>
<tr>
<td>IWG Secretariat 2014–2018, Botswana</td>
<td>14</td>
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<tr>
<td>Qatar Women’s Sports Committee</td>
<td>15</td>
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<tr>
<td>City of Helsinki &amp; Helsinki City Sport Department</td>
<td>16</td>
</tr>
<tr>
<td>City of Vantaa</td>
<td>17</td>
</tr>
<tr>
<td>IAPESGW 18th World Congress 2017</td>
<td>18</td>
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<tr>
<td>European Gay and Lesbian Sport Federation (EGLSF)</td>
<td>19</td>
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<tr>
<td>International Committee of Sports for the Deaf (ICSD)</td>
<td>20</td>
</tr>
<tr>
<td>International Council of Sport Science and Physical Education (ICSSPE)</td>
<td>21</td>
</tr>
<tr>
<td>International University Sports Federation (FISU)</td>
<td>22</td>
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General Information

REGISTRATION DESK AT FINLANDIA HALL

The Registration and information desk is located on the entrance floor.

The desk will be at your service on
Thursday 09:00–18:00
Friday–Saturday 07:00–17:30

Registration desk phone: +358 (0)40 672 2148

Services for conference delegates
Registered delegates are entitled to the following services and material
- admission to all conference sessions and to the evening programs on Thursday–Saturday
- transports to evening programs
- conference material
- conference bag
- lunch on Thursday–Saturday
- coffee on Thursday–Saturday
- program on Sunday

PRACTICAL INFORMATION

Banks
Banks are open 09:30–16:15 except during the weekends. Automatic cash dispensers (OTTO) are widely available. Major credit cards are accepted in shops, cafés, restaurants etc.

Certificate of Attendance
is included in your registration material.

Coffee
Coffee will be served on Thursday-Saturday in the Exhibition Area.

Copying and Printing
1,24 € (bw & color)/ each
Please contact Finlandia Hall Info.

Credit Cards
All major credit cards are in general use in Finland. At the registration desk you can use Visa and Mastercard.

Currency & Exchange
The currency in Finland is the Euro, also used in 12 other European Union countries. 1 € is approximately 1.37 USD (May 2014). You can change money at the Helsinki-Vantaa Airport, at banks or at the Helsinki Railway station. There are also many specialized currency exchange locations in the city center.
Emergency
Emergency number is 112.

First Aid
First Aid is situated on the entrance floor of Finlandia Hall, beside the Registration Desk. It is open during the conference hours on Thursday–Saturday.

Insurance
Delegates are advised to take out their own comprehensive travel insurance as the organizers shall not be liable for personal accidents, illness, losses or damage to private property.

Internet
WLAN is free of charge in Finlandia Hall.

Language
The official conference language is English. The presentations in the main auditorium will be interpreted in French and Spanish.

Parallel session halls
All lecture rooms are equipped with a computer (PC), Windows 7 English, MS Office 2010, data projector and two microphones. Presentations should be uploaded well in advance to your session in the computer of your session hall. There will be an assistant helping you with this. The organizers encourage using the computer in the session hall.

Lunch
Lunch will be served on Thursday in the halls A & B in the congress wing and on Friday–Saturday in the Exhibition area. Lunch is included in the conference fee.

The lunch on Thursday is hosted by Mr. Thomas Bach, President of the International Olympic Committee, IOC.

Private health care centers in the city center:
Helsingin lääkärikeskus, Mannerheimintie 12 B, tel. (09) 6808 8400
Lääkärikeskus Mehiläinen Forum, Mannerheimintie 20 B, tel. 010 414 6202

Name Badge
You will receive a name badge on registration. **Please wear your badge at all times, as it will serve as your “ticket” to the conference.**

Phones
Most of the mobile phones are useful in Helsinki; provided your operator has a roaming agreement with a Finnish company.

Organizers recommend to buy a Prepaid and Refill Voucher sold at several dealers, e.g. R-Kiosks.
There are no public phones in Helsinki. Phoning at the hotel is expensive.

Photographing
The conference will be photographed and the photos will be available on Flickr during and after the conference.

Sauna
Most of the hotels in Helsinki have saunas. To experience a sauna bath contact your hotel reception.
Shopping
Most department stores and shopping centers are open Monday - Friday at 09:00–21:00, on Saturday at 09:00–18:00, on Sunday at 12:00–18:00. There are also small shops open 24H.

Smoking
This is a non-smoking conference. In general, smoking is not permitted inside Finlandia Hall.
Please note that in Finland smoking is restricted in all public places, including restaurants.

Taxi
Dial 0100 0700 to call a taxi. Taxis are rather expensive but safe. Taxis accept all major credit cards.

Tipping
Tipping is not customary in Finland. In restaurants service is included in the bill. However, you may want to tip for good service.

Volunteers
There are some 60 volunteers, dressed in turquoise shirts assisting you during the conference.

TRANSPORT
Helsinki is mostly accessible on foot. A well-integrated, safe local transport system consists of trams, buses, an underground line and commuter train services. Tickets (3 € per ticket valid through one hour in trams, trains, buses and metro are purchased from the driver (buses and trams) or at newspaper stands (R-kioski). (Ticket bought from a ticket vending machine costs 2.50 €).

A single tram ticket on Helsinki tram costs 2.20 €. It’s valid for one hour and you can transfer to another tram only. You can buy a tram ticket with a travel card or from the multi-ticket machines in the city center – not from the driver.

When visiting and travelling in the Helsinki area from one day up to seven days, the most valuable practical way to get around is the HKL Tourist Ticket. HKL Tourist Tickets are available from one to seven days for both children and adults.

Single-charge card, day tickets in Helsinki (€)

<table>
<thead>
<tr>
<th>Duration</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 day</td>
<td>8.00</td>
</tr>
<tr>
<td>2 days</td>
<td>12.00</td>
</tr>
<tr>
<td>3 days</td>
<td>16.00</td>
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<tr>
<td>4 days</td>
<td>20.00</td>
</tr>
<tr>
<td>5 days</td>
<td>24.00</td>
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</tbody>
</table>

One-day tourist tickets can be purchased at ticket automats at tram stops, newspaper stands (R-kioski), and at the Stockmann department store. Tourist tickets for several days are purchased at newspaper stands (R-kioski), and at the Stockmann department store.
TRANSPORTATION FROM / TO AIRPORT

Taxi – cost is approximately € 40 (taxis accept credit cards)
Finnair bus – cost € 5.20, runs every 20 minutes to/from Helsinki railway station. Journey time is approximately 30-40 minutes.
Local bus no. 615/615T – cost € 5.00, runs every 15 minutes to/from Helsinki railway station. Journey time is approximately 40 minutes.

TOURIST INFORMATION

Helsinki tourist Information is hosting a desk on the entrance level of Finlandia Hall
<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>9:00 – 10:00</td>
<td>Plenary: Buck the Trend – Leading the change in sport policy</td>
</tr>
<tr>
<td>10:00 – 11:30</td>
<td>Morning swim and sauna at the Helsinki Outdoor Swimming Stadium</td>
</tr>
<tr>
<td>11:00 – 12:00</td>
<td>Plenary: Be Your Best Coach – Pursuing excellence in leadership &amp; coaching</td>
</tr>
<tr>
<td>12:00 – 13:00</td>
<td>Lunch 12:00 – 13:00 hosted by IOC</td>
</tr>
<tr>
<td>13:30 – 15:00</td>
<td>Plenary: 100% Sport – Enhancing participation through creativity and innovation</td>
</tr>
<tr>
<td>15:00 – 16:00</td>
<td>Plenary: Move Me! – Physical activity, health and well-being for life</td>
</tr>
<tr>
<td>16:30 – 17:00</td>
<td>Reflections on 20 years of the Brighton Declaration on Women and Sport</td>
</tr>
<tr>
<td>17:00 – 18:45</td>
<td>Closing Ceremony</td>
</tr>
<tr>
<td>18:30 – 21:00</td>
<td>Buses leave at 19:00 for Espoo from Finlandia Hall</td>
</tr>
<tr>
<td>19:30 – 22:00</td>
<td>Buses leave at 19:00 for Vantaa from Finlandia Hall</td>
</tr>
<tr>
<td>19:30 – 23:30</td>
<td>Buses to conference hotels</td>
</tr>
</tbody>
</table>

**Additional Notes:**
- Sport Museum of Finland
- Women’s and girls’ sport and physical activity exhibition
- Optional visit to the Stadium tower
- Conference Centre
- Conference Partners’ meetings
- IWG Regional meetings (5)
- Registration 09:00 – 17:00
- Evening swim from 6:30
- Celebration of the Olympic Stadium
- Sightseeing tour 12:00 – 13:30
- Exhibition set up 5:00 – 13:30
- Coffee Break 10:30 – 11:00
- Coffee Break 15:00 – 15:30
- Coffee Break 16:00 – 16:30
- Lunch 12:00 – 14:00
- Break 11:30 – 12:00
- Break 15:15 – 15:45
- Break 17:15 – 17:30
- Morning swim from 6:30
- Morning swim from 6:45
- Sporty morning 7:30 – 8:45
- Workshop on mentoring – Sport Museum of Finland
- Parallel sessions (9) 10:30 – 12:00, 1.5 hrs
- Parallel sessions (9) 11:00 – 12:30, 1.5 hrs
- Plenary: Sport without Fear – Sport as a safe haven & bastion for human rights 13:30 – 15:00, 1.5 hrs
- Plenary: 100% Sport – Enhancing participation through creativity and innovation 13:30 – 15:00, 1.5 hrs
- Plenary: Move Me! – Physical activity, health and well-being for life 16:45 – 18:15
- Break 17:15 – 17:30
- Additional tour
- Post-conference tour to St. Petersburg, Russia 10:00 departure (by train)
- Additional Post-conference tour to St. Petersburg, Russia