



SUSTAINABILITY CASE STUDIES

EHF #EquallyAmazing



EHF #EquallyAmazing



Objectives

1. Inform, educate and raise awareness of the gender equality cause within the hockey community (IFs, CFs, Nas) and to the world (fans, media, all stakeholders) - all 43 European National Associations to sign up to Equally Amazing Charter
2. Track, measure and celebrate progress of each National Association towards gender equality
3. Raise awareness of the importance and need for Gender Equality throughout hockey
4. Ensure equality when portraying men and women.
5. Establish hockey as a reference in all aspects of gender equality matters.



Description



- Achieving gender balance is a matter of addressing several topics (participation, leadership, governance, etc) and in which the whole hockey community must be involved (IFs, CFs, Nas).
- Transferring these topics to a wider audience and stakeholders is equally important for the success of this cause. It helps to transparently share our ambition, it helps us to make us accountable for our actions, to strengthen our positioning as well as it contributes to inspire others to follow and support a similar path.
- The European Hockey Federation has launched, in 2019, a new charter promoting gender equality within the sport and backing it up by a strong social media campaign. The 43 National Associations who make up the EHF across Europe were called on to commit to the Charter at the EHF General Assembly in Antwerp on 16th August.
- The launch of the Charter was supported by a content-led campaign of the same name, #EquallyAmazing, to drive engagement and profile. The campaign featured advocates from across the sport, from athletes, coaches, umpires, youth panel members through to board members who share the same values in promoting gender balance and driving change to the sport. The campaign has remained active throughout the years by the systematic usage of the #equally amazing hashtag and claim under which many other initiatives have been incorporated.

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Description

The Charter for gender balance in European Hockey was developed and signed by all 43 member nations of European Hockey in 2019. The charter includes the set of agreed values –

- Inclusive – gender balance is really important to all individuals within society and something we are especially keen to promote and implement with our hockey family in Europe
- Positive – we will encourage all federations and partners within and outside of the hockey family until gender balance is truly implemented
- Accountable - following feedback from National Associations and partners we have set out a long-term strategy with achievable goals that are fair and equitable
- Dynamic – we are aware that across Europe it will take different time scales and different methods to implement gender balance. We are committed to working with all our National Associations to find methods that work for them
- Two key areas of implementation focus
 1. Gender balance in leadership positions
 2. Gender balance across participation



"We want to inspire and show to others that equally amazing can be a reality."

MARIJKE FLEUREN

PRESIDENT, EUROPEAN
HOCKEY FEDERATION

#EQUALLYAMAZING



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Results

#EQUALLYAMAZING

- ALL**
Sign Equally Amazing Gender Balance Charter for Europe
- BULGARIA**
Gender Balanced Executive Board
- IRELAND**
Elected gender-balanced Executive Board
- MALTA**
Engagement in European Female Leadership Forum
- NETHERLANDS**
EU Project Leaders on good governance policy
- ITALY**
Delivered leadership forums advocating gender balance
- FRANCE**
Launched gender balance project
- SERBIA**
Development Committee is gender balanced

#EQUALLYAMAZING

- POLAND**
Equality in pay of national team staff
- DENMARK**
Equal number of men and women in the club committees
- AUSTRIA**
First ever female general secretary
- WALES**
Changed communication process across all channels
- CZECH REPUBLIC**
Appointed a social inclusion manager
- SWITZERLAND**
New strategic focus on gender balanced communication
- IRELAND**
Women in Sport projects across all areas of the game
- UKRAINE**
Executive level changes enabled gender balance

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- GERMANY**
50/50 Elected Executive Board
- ENGLAND**
Launched women in coaching research
- LITHUANIA**
National Player elected first ever ENGSo Youth Chair
- ALL**
EHF Committees all have minimum gender quotas
- FRANCE**
Elected first ever female president
- POLAND**
Elected female board members enabling gender balance
- SCOTLAND**
Gender Balanced Executive Board
- SPAIN**
Elected board member nominated as mentee for SWinG

