

SWoL Sport Women Leaders



Apply for a SWoL label in Gender Equality

Project overview

The SWoL project is coordinated by the Comité Départemental Olympique et Sportif du Nord (France) in collaboration with partners ASSIST-Associazione Nazionale Atlete (Italy), Sport Evolution Alliance (Portugal), and the National Olympic Committee of North Macedonia. The objective of SWoL is to create a **Label** for sports clubs committed to promoting and realizing projects related to the feminization of their governance and management. This label will enhance visibility, serve as a driving force for other structures, and inspire emulation. The label's specifications will encourage clubs to adopt exemplary systems and practices, drawing inspiration from existing experiences and innovative actions. A **Charter** will be established, and clubs claiming the label must sign this commitment charter, ensuring sustained gender equality. All materials will be accessible through a digital tool, widely communicated, and we aspire that this project's success will lead to further large-scale actions across EU countries.

Charter

As a part of the SWoL project, we align with the 17 Sustainable Development Goals established by World Leaders in 2015, with a strong commitment to Gender Equality. Our dedication is reinforced by the fundamental principle of Olympism as enshrined in the Olympic Charter by the International Olympic Committee. Our primary focus is on promoting gender equality in LEADERSHIP positions within sports organisations.

AXIS 1 : REMOVE SOCIO-CULTURAL BARRIERS: Eliminate the socio-cultural barriers perpetuated by the history of sports through an unequal and sexist model:

- By adopting a language that respects gender by promoting communication actions, raising gender diversity awareness.
- By granting equal importance to male/female representation.
- By respecting equity in the development actions of the sport.

AXIS 2 : GOVERNANCE: Develop a governance that ensures equal gender representation in volunteer, professional, research and leadership functions.

AXIS 3 : HUMAN RESOURCES: Implement gender-sensitive human resource management schemes that address training, skills development, job creation and recruitment.

AXIS 4 : EQUAL REMUNERATION: Ensure equal pay for men and women in equal positions.

AXIS 5 : RESPECT OF TIMES OF LIFE: Ensure the implementation of gender-inclusive policies that address and support parental life, maternity, work-life balance and flexible working hours.

AXIS 6 : SAFETY

- Implement an active safety protocol to prevent any form of violence, harassment or abuse.
- Ensure that the sports facilities area accessible to all individuals in a safe manner, without discrimination.

Sign the Charter of commitment here: 

Label

The consortium has created a label that will allow the club:

Enhanced visibility on the SWoL website and social networks through listing in the directory of European labeled clubs.

Access to a versatile communication kit for use across all media and club activities.

An opportunity to set an example, contributing to gender equality efforts in sports structures throughout Europe and becoming an ambassador for change.

Know more about the Label here: 

Join us in promoting gender equality and creating a positive change in sports leadership!

 swolproject.com
#SWoL

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