

EASE TALKS

The voice of European Sport Employers



3rd edition

The feminization of the workforce of the sport sector in Europe

Context

The European Association of Sport Employers gathered European sport employers' representative for a time of exchange around the feminization of the workforce in the sport sector in Europe. The consultation of sport employers' representative provided EASE with interesting actions led for a greater inclusiveness of the sport sector.



The main tendencies of the sport labour market in Europe in terms of gender

2018

45,6% Female workers among the European sport sector

46,2% Female workers among the overall workforce in Europe

2020

44,1% Female workers among the European sport sector

The impact of the Covid crisis on the European sport labour market was particularly important for women and young workers

BETWEEN 2019 AND 2020

-7,9% Decrease of young workers among the European sport sector

-5,9% Decrease of female workers among the European sport sector

-17,5% Decrease of young female workers among the European sport sector

The sport employers' consultation raised numerous practices to encourage women's employment

- Implementation of gender quotas in public institutions and private entities (France, Finland)
- Difficulties to implement quotas for small private entities (Belgium)
- Creation of working group on feminization and nomination of a feminization referent (France)
- Support for women having non-sport specific occupations (Belgium)
- Conference on women's leadership, so they can reach decision-making positions in the fitness industry

On the overall, European sport employers' are willing to ensure the inclusiveness of the workforce in the sport sector, and gender balance is a topic of interest for many of them.