

IF Sustainability Project
ITF ADVANTAGE ALL



NOC AND IF SUSTAINABILITY CASE STUDIES

The world faces significant challenges across a wide spectrum of economic, social and environmental matters. The Olympic Movement has both an opportunity and a duty to actively contribute to the global sustainability debate in line with its vision of “Building a better world through sport”.

With this in mind, and in response to Olympic Agenda 2020, the International Olympic Committee (IOC) launched the International Federation (IF) Sustainability Project in 2016 to obtain an overview of IFs’ sustainability initiatives – identifying common topics, challenges and good practices while also sharing information among the IFs.

One outcome of the project was a series of case studies illustrating how IFs are actively contributing towards a more sustainable world.

As part of the IOC’s objective to “profile the role of the Olympic Movement in sustainability through the aggregation of information and collective reporting”, it was agreed that the identification and sharing of information contributes to the holistic integration of

sustainability and should be continued. These case studies, which now also showcase National Olympic Committees’ (NOCs) best practices, form part of a strategic support system given to the Olympic Movement through the [IOC Sustainability Strategy](#).

Each case study is aligned with one or more of the IOC’s five sustainability focus areas: infrastructure & natural sites; sourcing & resource management; mobility; workforce; and climate. They are also aligned with one or more of the United Nations’ (UN) framework of 17 Sustainable Development Goals (SDGs), which provide a common framework for organisations to explain how they plan

to contribute to sustainable development and tackle the key global sustainability challenges. This framework is pivotal for the Olympic Movement – in September 2015, the UN General Assembly confirmed the important role that sport can play in supporting the UN’s 2030 Agenda for Sustainable Development and its SDGs.

The IOC provides support to NOCs and IFs in the definition, design and development of their sustainability strategies.



“Sport is also an important enabler of sustainable development. We recognise the growing contribution of sport to the realisation of development and peace in its promotion of tolerance and respect and the contributions it makes to the empowerment of women and of young people, individuals and communities as well as to health, education and social inclusion objectives.”
Paragraph 37, UN 2030 Agenda for Sustainable Development

Each NOC/IF sustainability project contributes to one or more of the IOC's sustainability focus areas and one or more of the UN's Sustainable Development Goals (SDGs)

IOC FOCUS AREAS



WORKFORCE

UN SDGs



ITF LAUNCHES ADVANTAGE ALL TO INSPIRE AND DEVELOP FEMALE LEADERSHIP ON AND OFF THE COURT



The postponed 2020 Finals of the Billie Jean King Cup will see women share the largest annual fund in women's team sports equalling the amount awarded in the men's competition. However, whilst the pay-gap in elite tennis is closed in terms of prize money and tennis performs well in terms of global participation with 47% female participants, significant off court challenges remain: 20% of coaches and 22% of certified officials are women, and female representation on ITF's board sits at only 18%.

A 2020 ITF leadership survey highlighted the importance of female role models as one of the most important factors influencing women as they develop their careers. With

the goal of increasing the number of women on and off the court, including those in decision making and leadership roles, ITF established the Gender Equality in Tennis Committee (originally called the Women in Sport Committee) in 2017 chaired by USTA president and ITF Vice President Katrina Adams. The following year, with the support of the Foundation for Global Sports Development (GSD), the Advantage All programme was launched including enhanced funding for workshops, education and professional development for up and coming female leaders, including coaches and officials.

In August 2018, the ITF formally announced its ongoing commitment to increasing the number of women on and off the court with the launch of its Gender Equality Strategy called [Advantage All](#), championed by legendary role models such as Billie Jean King, Jennie Price and Lindsay Davenport.

OBJECTIVES

- ITF launched Advantage All in order to:
- Tennis to lead by example. As a leader in sport while empowering, inspiring and enabling women and girls to develop and fulfil their full potential.
 - Ensure equal opportunities for women and girls on and off the court.
 - Develop guidelines and toolkits to enable National Tennis Associations to create and implement their own local strategies.

BENEFITS

- Having a gender equality strategy establishes clear objectives and targets for an organisation and its stakeholders to advance gender equality.
- The development of female leadership facilitates sustainable change in closing the gender gap and achieving equal representation.
- Ensuring equal opportunity in sport maximises commercial opportunities.

The ITF's AdvantageAll Gender Equality Strategy is built around 5 fundamental themes:

- **EMPOWER:** Empowering women to increase representation in decision making positions, including coaching, officials and leaders of the sport.
- **BALANCE:** Providing a gender balanced approach to opportunities within tennis, including funding, training, earning potential and exposure.
- **VALUE:** Raising the appeal of the women's game and maximising commercial opportunities for all women's tennis products. The focus spans across fans, sponsorship and broadcasting.

- **VOICE:** Amplifying awareness and manage the media portrayal of women's tennis through enhanced positioning, consistency and use of gender-neutral language.

- **CULTURE:** Building a culture of inclusivity across all levels of the sport, with an environment that inspires and includes all.

ITF has also launched publicly available toolkits that both National and Regional Associations are encouraged to use in order to build their own gender equality strategies and a self-assessment tool to start and guide the process. The toolkit and self-assessment tool have been made available in English, French and Spanish. Several webinars were



held in 2020 with National Associations to help create buy-in and momentum for change.

Additionally, the ITF is allowing a third delegate from each nation to attend its virtual Annual General Meeting in 2020, if at least one of their registered delegates is female. In 2021, the ITF will sponsor two female delegates from each region to attend its Annual General Meeting in person, with the ultimate goal of increasing the number of female candidates standing for election in 2023.

EVALUATION

In launching its Advantage All Strategy, ITF has created a clear call for action and

roadmap for its member associations to advance gender equality in sport. Whilst the long-term impact of the Advantage All strategy remains to be seen, over the past six years, female representation across ITF Commissions and Committees has grown from 21.4% in 2014 to 33.7% for 2020-2021 and Tennis Europe has seen a significant increase in women's representation on its Board at recent elections – a step in the right direction. From 2021 onwards, the Billie Jean King Cup (formerly known as the Fed Cup) and Davis Cup are now awarding equal prize money marking a historic milestone.

“WE HAVE MADE GREAT STRIDES THROUGH ADVANTAGE ALL OVER THE PAST COUPLE OF YEARS, HOWEVER, WE MUST NOT BE COMPLACENT. INCREASED INVESTMENT AND THE AWARDING OF EQUAL PRIZE MONEY IS EXTREMELY SIGNIFICANT, BUT WE MUST ALSO MAKE SURE WOMEN ARE REPRESENTED AT ALL LEVELS OF THE SPORT”

MR DAVID HAGGERTY, ITF PRESIDENT AND IOC MEMBER