

Equality, diversity and inclusion in sport organizations: working towards better practices

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The research project

- The premises
 - The sports world is still very homogeneous
 - Barriers identified and to be identified
 - Enhance the equality, diversity and inclusion (EDI) approach
 - A need for concrete solutions
- Methodology
 - Semi-structured interviews
 - 114 participants
 - Content analysis with Mac QDA

Analysis of social relationships and inequalities

- Painting the picture
 - A gap in data
 - The importance of establishing objectives linked to the reality on the ground
- Combatting bias
 - Not all people are equal in sports
 - Gendered typification of sports: challenge gender stereotypes
 - The coach figure: debunk the myth of unskilled women

The importance of individual measures in a collective context

- Desired models
 - Feature non-white, non-masculine, non-cisgender models
 - Change the way we communicate
- The perfect sports body: shattering an image that hinders inclusive participation and athletes' well-being
 - Combat eating disorders
 - Tackle the social stigma of obesity
 - FUN: go beyond performance
- Mentoring and systematic recruitment of girls: increase the pool of participants

Sense of fairness and equity model

- Establishing fair recruitment processes
 - Bye-bye boys club, hello new and expanded network of contacts
- Quotas: understanding and implementing them
- Improving career management
 - Become a coach or referee
 - Keep your world
 - Work-life balance; include children in the sport
 - Flexible hours; work from home

Implementing an EDI culture

- The importance of the stakeholder model
 - Everyone has to pitch in
 - Based on their role in the organization
- Cooperation among stakeholders
- Development of an EDI culture
 - Make it a cross-cutting issue
 - Planning: the key to successful development

Next steps

Our priority:

Reach out to sport organizations and offer them concrete support with a public document that contains concrete practices they can implement

Turn “want” into “can”