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Gender inequality in sport in France

How to improve the situation of women in sport in France?

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The purpose of my research was to explore the answers for fighting against gender inequality in sport in France and the operations for developing women's sport in terms of female athletes, mediatisation, infrastructures ... Since millennia, women have always been considered as the weaker sex and less able to perform well in sport. Despite this, much equality can be observed in sport (wages, infrastructures, number of female elite athletes, number of female models, image of female athletes, representation of women in clubs or federations, difficulty to find sponsors...).

I examined the issue through four approaches: feminism, culture, business and legal aspects. Feminism is a doctrine based on equal treatment and status for the both genders. The analysis showed that feminist theory cannot be applied to everything. Nevertheless, currently, women are still discriminated in terms of wages, status, number of infrastructures for doing women's sport or number of hours available for free time and sports. Some animations have been launched to make up for these inequalities, such as bills, awareness of inequalities, discovery of sports at school, training of staff at school, and so on. Special days or weeks have been created but they reinforce discrimination against women.

France is reputed to have a strong male dominated society with many stereotypes of women. Changing three images is required: image of girls, image of sport, and image of women's sport. The Medias are the main actor to change mentalities, because they perpetuate stereotypes through their advertisements. General practitioners should also advice parents and encourage them to enrol their children in sport for their well-being and

pleasure.

I discovered also that the women's sport was not as well exploited as men's sport, while the demand is growing. Households consume a lot in sport, but sports items for women are still rare in sports shops. Despite bad results, sports clubs continue to invest mainly into men's teams, while women's teams are actually performing better with fewer investments. Some actors claim that the market of women's sport is not big enough. In that case, some operations are needed to attract more customers, as companies do when they want to sell a new product: discounts, mediatisation, open-door of sports clubs, creation of gyms or day nurseries...

The final approach was the legal one. The government by the Ministry of Women's Rights and the Ministries of Sports has launched several bills and reforms to force some actors to develop women's sport. In politics, legislated quotas have worked well, so it should do the same in sports industry. Still, this answer should be the last one, because forcing someone doesn't lead to a positive interest and an entire commitment.

Therefore, many solutions can be applied to change things, but all actors of sports industry need to be involved and find their own interests.

Keywords

Gender inequality, sport, France

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1. Introduction

When I had to choose my topic for this thesis, I needed one related to business. A few days after, in a course, I talked about one of my hobbies: sport. Sport involves lots of subjects: economy, value, socialization, health, life quality, self-respect. In France, sport as a physical activity is important. In 2010, the French Ministry of Sports announced that 65% of people over 15 years old have practiced sports during the last twelve months¹. It represents a huge market, which has the same interest but not necessarily the same purpose or objectives. In general, each town offers an answer to this need, either by having sport clubs or by having parks or spaces for running or cycling. In the press, at the radio or at the television, more and more programmes about sports are developed. At work, some companies have already started to use efficiently sport and its values. For example, Apple has integrated a gym in its premises in California and in France and this has impacted both external communication and employees². On one hand, many journalists have solicited the company for talking about this new project. Apple is always seen as an innovative company, because the company was the first one to do it in France. On the other hand, employees are really proud to work for this company (more motivated) because they think that the company has realized the importance of well-being and recognition of its employees. Apple's employees are even the organizers of a sporting and cultural event in the company. The results are really good because it allows employees to meet each other, and to develop cooperation, to exchange more. Besides, many companies participate to teambuilding events in order to create a team spirit, to improve the communication and the group work between employees, and between different departments. Teambuilding can be as sport, cultural or business events. Employees and managers from Société Générale, a French bank, gathered around dancing activity. Valeo, a French company in the automotive industry, has organized an event looking like the Olympics with many sports and fun games³.

Then, I realized that sport was more than just a physical activity. It was also a theme which described our society, its values, its processes, its identity... Sport is the window shop of our society. Indeed, in France, you have still a gap between wages of men and women (9% of difference for the same job and the same level of education, in 2013⁴). The government has noticed that the percentage of women in the top management is really low, so a new law was created: by 2017, the board of directors should be composed by 40% of women. In Europe, in 2012, there were only 15.8% of women for this situation.

¹ (Ministry of Sports, 2011)

² (Pierre, 2010)

³ (Team Tonic Services, n.d.)

⁴ (L'emploi en question(s), 2013)

In 2005, Douette shows the parallel with sport and society⁵. In this case study, the employees were really demotivated; the place of finance and the economy was increasing in the business; the society focused more on short-term results and actions; the values were starting not to be respected or just to change. In this side of sport, there was unrest: mediatisation of doping, failure of lots of athletes, suffering of athletes (strict diet, dietary deficiency, sacrifices in personal life and childhood, depletion of body...), financial scandals, and so on. The reference points in the society but also in sport were changing. The model sport-company was collapsing: companies were using the values of sport (team spirit, objectives, perseverance, transcendence...) in order to motivate people (excellence, individual success, valorisation, money, fame...). Now, in sport, you can really see the reflection of the society: cheating, values, money dominance, rules, individuality dominance, incivility, vulgarity, discrimination (race, sex, handicap...), win by all means, passion, competition, nationalization and globalisation, importance of medias and politics.

The sport is now playing a major role in geopolitics. Organizing international events leads to gain a better image for the country and also to have economic benefits. The Football World Cup is now organized by emerging countries (South Africa, Brazil and Qatar)⁶. In 1971, ping-pong games between American team and Chinese team allowed both countries to redevelop a good relationship. For the Olympic Games of Moscow, in 1980, the United States of America and 60 Western nations decided to boycott the event, because the Soviet Union had invaded the Afghanistan. In 1972, a Palestinian terrorist group took hostage 11 members of the Israeli delegation, and it leads to a slaughter. Another more positive major geopolitical event was the Rugby World Cup in South Africa in 1995⁷. Nelson Mandela managed to gather South African behind the South African rugby team. At this time it was incredible, because the rugby had been primarily for white people as a result of the system of apartheid.

As sport has many issues nowadays, I needed to focus my topic and I decided to focus on gender inequality and especially in France. Globally, this issue can be observed in many fields, not only in sport. The situation of women in the world is really different from one country to another, from one company to another... Lots of discussion points can be identified. Recently, we heard about a sixteen-year-old girl, Malala Yousazai, who has won the EU's Sakharov human rights prize because she has been fighting for the right of girls to go to school and to be educated in her country (Pakistan).⁸ But she is not the only one who emphasizes the gender inequality in the world. A recent study from the International

⁵ (Douette, 2005)

⁶ (La documentation française, 2010)

⁷ (Cochennec, 2010)

⁸ (BBC, 2013)

Monetary Fund shows that the more the women would participate in the work force, the better the economy would be. If the number of female workers was equal to that of men, the Gross Domestic Product of some countries would be higher: in the United Arab Emirates, it would expand by 12%.⁹ The situation of women in the world has an impact not only on the society but also in the economy. Countries and organizations should take notice of it.

Following these different points, I try to find a combination which could lead to an interesting research question. I came to the idea of how to improve the situation of women in sports in France. A hard topic on which much information can be found and to which I will answer in four parts, after a short summary of the history of women's sport. I based my argumentation on four directions because the situation of women is described by different facts which we cannot resolve in just one way. The first stage will treat about the application of feminism. Then, we will study a marketing approach with an immersion in the French culture. The third part will focus on the economic aspect and the losses incurred by a lack of or bad investments in women's sport. I will finish by evaluating the legal propositions.

⁹ (iMFdirect, 2013)

2. Methodology

For writing this thesis, I used many types of sources. My first researches and those helping throughout deeper researches and writing were mainly based on websites and forums. Sport seems to be an open field but while basic information like results can easily be found, deeper information needs internal access. I went to general websites about sport, women's sport, football clubs, clubs of other sports, institutions, TV channels, sponsors, discrimination through women in business and in sports. All kind of actors in sport have been affected in my researches.

There are some books, of which the most interesting was *Ethics in Sport*, by William J. Morgan. It has a chapter dedicated to gender inequality and mainly feminist theories. Other books related to ethics in sport and in business provide a larger view of my subject and also some aspects described in sport that can be transposed to our society and to business. Marketing literature provides more information about consumer behaviour, decision-making process, different actors in business, communication, and types of channels. I finished my reading with some theses related to sport and media.

In April, a documentary about women's football was broadcast on television: *Les filles d'à côté*, by Emilie Papandreou and Gemma Halsey. It was really salutary report because five football female players were interviewed and I discovered by their comments important information that was not otherwise accessible. They were five different players: an Swedish amateur playing now in France, a former international player who had to stop playing because of an injury, a professional in a French club which had been able to play in an American club, an English player in an English club, and a German international player currently in Norway. They were of different ages, from different countries, and don't have the same background or career. Each one was bringing a new point of view of women's football. They were commenting about football in their own country and/or in France, the evolution of women's football in recent years, their childhoods, their careers, their status, the comparison with men's football, their future after retirement from professional sporting world, the economy of women's football, and the view of people more generally.

I wanted to have more internal information, so I prepared some questions to several actors of the sport field. I sent a questionnaire to French football clubs to understand their strategies, the results of their investments and their points of view about the evolution of women's football. I focused mainly on three:

- Olympique Lyonnais, which has a successful women's team in D1 (international recognition and rewards) and a men's team in Ligue 1

- En Avant de Guingamp, which has a women's team in D1 and a men's team in Ligue 1
- Stade Rennais Football Club, which has a men's team in Ligue 1 but not a women's team

Football clubs in Guingamp and Rennes are located in the same region in France, and the latter is the leading football club but still doesn't invest in the development of women's football. Only Guingamp football club answered me, despite repeated following up of the others.

I sent a different questionnaire also to TV channels to understand their decision-making process for defining their TV programmes. I looked at national, secondary channels and pay channels. Those which answered me indicated me that they didn't divulge this kind of information to the public.

I sent also a questionnaire to institutions such as the Minister of Women's Rights and the one responsible of Sport, the Conseil Supérieur de l'Audiovisuel (CSA – French institution which regulates the various electronic media in France). They didn't answer me at all, but their websites and their publications have helped me nevertheless.

I was wondering if I was on the right track and if I missed some solutions to my research question. I prepared a survey for French people and another one for international students that I know. Some of them were kind to answer honestly and intelligently. They brought me some new perspectives that I didn't think about before, some proofs of inequality genders (connotations of some sports, prejudices about the condition of women, male domination) and agreement with my basic statement.

3. History of women's sport

Sport that we know today has been developed in the XIX^o century. Intellectuals distinguish ancient sport from contemporary sport. The first was mainly associated with physical recreations and is defined as a variety of activities procuring pleasure in the relaxation time. The second one corresponds to a physical activity linked with competition, rules and ethics¹⁰. If one of these three criteria is not fulfilled, then it's not considered as a sport. Nevertheless, many activities have been classified as a sport these days while they are not so related with physical activities, and have not met all of the conditions.

Even though women's sport is still not so widespread nowadays, women have always participated in sport games since millennia. Many art objects such as paintings and sculptures can testify to this. As always, women are more marginal.

A. From societies before Christ to XVIII^o century

Even before Christ, women have participated in sport games. Archaeologists have found some paintings which showed women doing acrobatic and military games, tug of war, croquet, ball games, dance, swimming and wrestling¹¹. At the time of Minoan civilization (2700 – 1200 B.C.), society was matrilineal. It means that unlike today, children received their mother's last name as their own last name. Women had a better position and some kind of power. They were really well-known for acrobatics on bulls and admired also. They were able to take part in shooting parties, but also activities of fishing, dance, boxing and wrestling. During the Antiquity (3000 B.C. – 600 A.C.), ball games were in the spotlight. The well-known book "*The Odyssey*" by Homer evokes a ball game between the Phaeacian princess, Nausicaa, and her maids.

On the Asian continent, in China many physical sports were suggested to women, such as wrestling, martial arts, rowing, polo and handling of a sabre, in addition to other common sports (ball games, acrobatics, and dance). Moreover, under Han (206-220 B.C.) and Tang (618-907 A.C.) dynasties, women were forbidden to do vigorous sports. It shows that one powerful family can dismantle an ideology, which is settling since many years. Dance was the only authorized sport. In India, sports combined with arts were possible for women. They were doing mostly juggling, dance, and yoga. Hunting was allowed even so.

¹⁰ (Enders, 2008)

¹¹ (International Olympic Committee, 2000)

In ancient Greece, culture devoted a special attention to physical strength and agility of women. Goddesses were showed as hunting and driving chariots, like Eos (goddess of the dawn). The Amazons, which are a nation composed by only female warriors in Greek mythology, are identified as excellent riders, hunters and archers. Despite this perception, women were excluded from the social, economic, political and athletic lives. They were even not allowed to attend Olympic Games or official games for men, and to participate to the celebrations. Pausanias, a Greek geographer from the 2nd century A.D., wrote a testimony about a symbolic event for women. In Sparta, Cynisca, who was a Greek princess of the city, was the first woman to win at the ancient Olympic Games. Notwithstanding the prohibition, she managed to breed horses, and to train them. As women could not go inside the Olympic stadium, she trained also some men to compete during the four-horse chariot racing, and they won twice in a row. Nonetheless, she was seen as a tomboy and an excellent equestrian. Women had still some celebrations and events dedicated to them. The best known is the ancient Heraean Games, given over to the goddess Hera. Thereafter, the games could take place at Olympia, the main stadium. The competition consisted of foot races only. In Italy, under the Roman Empire, women had more liberty and power in the society. They were able to handle strong sports: some were doing athletics (discus throw, dumbbell, ball games) or fencing, and few of them were gladiators.

In the Middle Age, generally, women became less powerful than men in the society, so sports were increasingly restricted to them. All abilities related to chivalry were only taught to men. Women could play ball games occasionally. At the end of this era, an evolution came and women gained the authorization to hunt, to dance, to do foot races and horse races (for example, the Palio di Sienna), to do archery, and to skate. During this period, the society was mainly separated into categories of people. The nobility (men and women) could do archery, hunting, tennis, fencing and golf; whereas, the Third Estate (bourgeoisie, wage-labourers, free peasants, villeins) were mainly playing ball games. Hence, the progress has allowed the development of sports (more athletes, more new sports).

The XVII^e century was characterized by the first attempts to institutionalize sports in Europe. In the European continent, women could skate, dance, hunt and go horse riding. In England, women were mainly spectators of men's competitions, but could still play cricket and rackets. Few women had been representatives of women's sport in boxing, hiking and wrestling. In Japan, a painting ("A football game" by Kawamata Tsuneyuki¹²) shows women from the upper class playing football, during the Edo period (1600 – 1868).

¹² (The Cleveland Museum of Art, 2014)

Then, during many millennia, women have been excluded from sports. They expressed themselves in dance, music, swimming, board and parlour games.

B. After XIX° century

In the XIX° century, women were still considered as the low sex. During this period, they did skating or gymnastics, play rackets and for the lucky ones even do archery. These three sports can be done by women because they corresponded to the “nature” of women and emphasized esthetical qualities (grace, elegance, beauty) and hygienic considerations. Sport is already seen as a vector to learn life and to prepare for future jobs. In France, the law of Camille Sée in 1880 allowed girls to gain access to schools and forces teachers to teach gymnastics to them. Even though it is an important event in the women’s situation, they are still considered as mothers or housewives. The law explains that “primary school can and should do a sufficient share of time to bodily exercises to prepare and predispose boys to future works of soldier and workers, girls to care of the home and tasks of women” and that “educational processes should be adapted to age and gender, prejudices and habits want it so. [...] Woman has to fulfil a complementary role in the society of that of man. Home requires her, her major function is to be mother; if she has the duty of being strong to fulfil this mission, she should also have grace to charm, and, besides, be enlightened on her function”¹³. Although at first, cycling and skiing were not allowed to women. Dr Philippe Tissié declared in his book “L’hygiène du vélocipédiste” (Hygiene of bicyclist) in 1888 that “the nature didn’t create woman for this kind of sport (cycling), [...] being only an uterus surrounded by bodies, riding astride and pedalling would be dangerous for her health”¹⁴. Little by little, however, cycling and skiing for women were tolerated and even praised by some masculine athletes or intellectuals.

In 1896, Olympic Games were renovated by Pierre de Coubertin and took place in Athens. No woman participated. Indeed, in 1896, the founder of the modern Olympics said that “no matter how toughened a sportswoman may be, her organism is not cut out to sustain certain shocks”¹⁵ and asserted that “the Olympic Games must be reserved for men” for the “solemn and periodic exaltation of male athleticism” with “female applause as reward”¹⁶. These comments were against the fourth principle of the Olympic Charter: “the practice of sport is a human right. Every individual must have the possibility of practicing sport, without

¹³ (Arnaud & Terret, 1996)

¹⁴ (Morales, 2009)

¹⁵ (Castle, 2013)

¹⁶ (Hargreaves, 2013)

discrimination of any kind¹⁷. In the second Summer Olympic Games, in 1900, in Paris, 22 women¹⁸ were allowed to compete, out of 997 participants. They mostly took part in tennis and golf events, and a little bit in croquet, fishing, ball games, shooting, sailing, horse riding, rescue and rowing events. Charlotte Cooper, an English tennis player, was the first woman to get an Olympic title, winning the gold in singles and the mixed doubles with Reginald Doherty. Athletics events were not integrated in these Games yet. Despite that, the International Women's Sports Federation (FISI)¹⁹, created in 1921 by Alice Milliat, organized Women's World Games four times (1922, 1926, 1930, 1934). The two objectives of this federation were to include women's athletics events in the Olympic Games and to lead to the recognition of women's athletics by the International Association of Athletics Federations (IAAF). The first aim was reached in 1928 for the Olympic Games in Amsterdam: five disciplines were integrated for women (100 metres, 800 metres, high jump, discus thrown, 4x100 meters relay). In 1936, almost all athletics events had female and masculine events. The second aim was achieved also before the end of the FISI in 1938: women's athletics were integrated into the activities of IAAF. The organization has also established some international congresses to integrate new disciplines for women's sport, to register records, and to structure women's sports with standard rules.

The London 2012 Summer Olympic Games were a significant event in the development of gender equality globally. Indeed, it was the first time that each competing nation had women's team and men's team, except for Republic of Nauru (2 male athletes). Even Arab states of the Gulf, which prohibit (more or less) women's sport, had allowed one woman or more to participate. With the lost bids to host the 2016 and 2020 Summer Olympic Games²⁰, Qatar has understood the importance of the development of women's sport in its own country and has made recently some efforts to prove to the International Olympics Committee that the Qatari authorities were not discriminating against or restricting women from participating in sports²¹. The country is willing to host the 2024 Summer Olympic Games.

In France, it's mainly during the XX^o century that women's sport has really been developed. Many institutions have been established²²:

- 1906: Ondine, a swimming club

¹⁷ (Prtoric, 2012)

¹⁸ (Olympic Movement, 2013)

¹⁹ (International Olympic Committee, 2000)

²⁰ (Homewood, 2012)

²¹ (Qureshi, 201)

²² (Groenen, 2006)

- 1912: Femina Sport²³, a club of gymnastics and then other sports: rugby, football, athletics, basketball, swimming, hockey, rowing, cycling, tennis
- 1915: Académia
- 1915: Union Française des Sociétés de Gymnastique, a federation for gymnastics
- 1917: Fédérations des sociétés féminines sportives de France (FSFSF), a previous French federation gathering women's sports clubs related to athletics and football mostly. As there was not federation for some women's sports (basketball, volleyball, golf, rowing, hockey, swimming, tennis), FSFSF has decided to handle them. It organized mainly championship for each sport.
- 1920 : Fédération Française Féminine des Sports Athlétiques, a federation for athletics

In 1922, Maurice Boigey, a doctor who specialized in sport, wrote a book about physical education. He said that “woman is not made for fighting but for procreating” and that “a woman needs as many activities as a man [...] She should be healthy and vigorous. It's a requirement of maternity²⁴”. Then, he suggested that women should not do all sports related to competition and which can be dangerous for uterus, such as long-distance race, long and high jump, wrestling, boxing, horse riding. These sports cause too many shocks and bumps. According to him, women suffer from a triple inferiority, meaning physical, psychic and intellectual inferiority. But still, in the 1920's women start campaigning and protesting: rejection of the corset, short and slicked back hair, convenient and light clothes, all signified a refusal of pre-war gender segregation. During the First World War, women had started to replace men at work. In 1944, they got voting rights and two years later, the principle of gender equality was written in the Constitution of the fourth Republic.

After the Second World War, women's sport keeps developing in France and all over the world. Society sees the rise of feminism. More and more women have access to manly jobs, and then do sports. In 1963, schools became mixed and the physical education also from 1960's. Nevertheless, prejudices are still present and women doing manly sports are seen as not feminine. Even though the number of women doing sports has increased significantly, women are still a minority compared to the number of male athletes. Federations have accepted the idea of women's teams and handled it now, but these are managed by men.

Since XIX° century, women have faced different resistances, of a cultural, scientific, social and institutional nature. In 1978, UNESCO recognized sports and physical activity as a human right. Gender equality has become a more visible issue.

²³ (Femina sport, 2013)

²⁴ (Boigey, 1922)

4. Facts about gender inequality in sport in France

Nowadays, gender inequality is really present at all the levels in sport in France. However, in order to continue improving the conditions of women, we need to figure out what the problems are below the surface. Gender inequality is a complex issue; it's a combination of many factors. In the following examples, you will notice that many of them concern football. This is the national sport in France but still it's one of the first to discriminate against women.

Wage gap

In terms of wages or bonus, there are still some differences. In tennis, some efforts have been made: in Roland Garros competition, since 2012, women and men have the same gains.²⁵ The Wimbledon competition has also followed this disposition.

For the sixth Women's World Cup, in 2011, the French players earned 3,500€ of federal bonus for playing the semi-finals, while men, for the same results, would earn at least 130,000€.²⁶ Regarding the football, a masculine player evolving in Ligue 1 earns 45,000 Euros gross per month (it is an average), while a female player will only have between 3,000 and 5,000 Euros gross per month (it is only available for the Olympique Lyonnais club, because it is the only one which allows its feminine athletes to be professional)²⁷.

The sports magazine "L'Equipe" publishes every year a ranking of the French highest paid athletes. In 2013, only one woman appeared in the Top 50: the tennis player Marion Bartoli was ranked at the 46th position with 31 million of Euros²⁸. It was the first time since five years ago, succeeding after Laure Manaudou, swimmer. The first tennis player was at the 33rd position with 4.1 million € while the highest paid athlete was a basketball player with 14.2 million €.

Marie-Alice Yahé, captain of the French women's rugby team, explained that she decided to stop working six years ago in order to dedicate herself to rugby²⁹, because it was very hard to reconcile competition, trainings, work, daily life and familial life. Many of her team-mates are working even if they are players in the French team. They have to take their days off (leaves) in order to play the official matches. Generally, they don't earn anything and don't have media exposure which could help to gain a little bit of money. Quite the opposite for the men's team.

²⁵ (La rédaction de l'Internaute, 2013)

²⁶ (Jonquieres d'Oriola, 2012)

²⁷ (Miens, 2012)

²⁸ (Mornet, 2014)

²⁹ (Lagacherie, 2013)

Low representation of women in superior authorities

In federations, the parity in the management is only observed in the swimming federation. In 2013, 52% of sports federations had women in their boards, versus 39% in 2009. Only 12 federations have almost reached the parity (40-60% of women in its board) out of 121.³⁰ If we consider that gender equality starts at 40%, then it remains lots of works to change the boards of sports federations. Among managers of federations, only 15.5% were women according to a senatorial report in 2011³¹.

Less women role models

In 2009, only 37% of elite athletes were women. Since the first Olympic Games, only three women had the chance to be the France's flag-bearer: Christine Caron (1968), Marie-José Pérec (1996) and Laura Flessel (2012).³² Currently, there are more women who are used as models, but it's nothing compared to the number of male role models. Many of female models from individual sports are respected. The two last French flag-bearers quoted above are the shop window of their sports nowadays, athletics (200m and 400m) and fencing. Since 2009, basketball has also its all-female French team: Les Braqueuses (surname of the team since their achievements in 2009). The most famous player in this team is Cécile Dumerç, the captain, who won the title of the best female player in the European competition (Women EuroBasket 2013). We start to see the same trend for Women's football team since their performance is noticed and published by the Media. Camille Abily seems to be the most followed because she plays in a French football club now and could do also in an American football club. The United States of America championship is one of the best at the level of women's football. In television coverage, she explains that now girls have female role models who are athletes, while before, even 20 years ago, they didn't have.

Low mediatisation of women's sport

The Media speak less about women's sports, in terms of articles in the press, documentaries, and television broadcasts. In 2013, less than 15% of media coverage was devoted to women's sports: 7% of TV sports broadcasts concerned women's sport, of which 95% were on pay channels. 8% of sports articles are signed by female journalists. Three-quarters of French think that this low media coverage would explain the difference of practice of sports between men and women.³³ Furthermore, since 2004, the decree *Télévisions sans frontières* (TSF, Television without borders) forces the pay channels to share their exclusivity rights for some major events with free channels. The 28 major events are divided in three: 5 mixed events, 5 feminine events and the rest is masculine events.

³⁰ (French Ministry of Women's Rights, 2013)

³¹ (Bouchez, 2014)

³² (Bousquet, 2012)

³³ (French Ministry of Women's Rights, 2013)

Difficulties to have financial supports

Sponsorship is an important way to gain money for making live a sports club. Without media coverage, sponsors do not want to invest in sports clubs. In 2003, a survey established that 8% of the budget of an average sports association corresponds to sponsors. The other parts comprise public subventions (32%), contributions (31%) and revenue from the activities of the club (29%).³⁴ Sponsorship represents more opportunities for sports clubs. The private sports clubs are actually depending on this. Sponsors represented 17% of the revenue for a private men's football club of League 1 in 2007, TV rights 57%, and merchandising 1%, that is to say three-quarters of the budget are provided by sponsors and media coverage.³⁵

Less structure for women's sport

Girls and women have more difficulties to have access to a center for doing certain sports. In some areas, women have half the access of men to the practice of a sport.³⁶ Some sports are more accessible, such as basketball, swimming, athletics, and gymnastics. To play tennis, football, handball, rugby, or to do bicycling, and fencing, it is more difficult to find a club locally.

In football, if we take the 40 clubs in major competitions for men (Ligue 1 and Ligue 2), you observe that actually many of them do not have any feminine section. Only 9 have a female section in the major competition for women (Division 1)³⁷. In we just take the clubs from Ligue 1, 12 have invested in feminine teams. 8 are still excluding women from playing football at a higher level. If we compare with handball, which was the third collective sport in France in 2012, there are six national levels of competition for men and five for women, with approximately the same number of teams. There are more national handball clubs which lead to the respect of abilities and performance of women.

Even if the population is composed of more than 50% of women, men are more represented in terms of licenses in sports. In 2007, only one third of licensees are women.

Stereotypes about women

In France, there is a big problem of stereotypes against women, as French society is dominated by men. Women are considered as emotional, contrary to men. They are responsible for the house, the children, while the man should be dedicated to his work so that he will bring back an important wage for the family. If women try to change things, then men are afraid of her and start to be insulting. Indeed, a woman who plays football is a

³⁴ (Centre national d'appui et de ressources du sport, 2003)

³⁵ (Commission de Contrôles des Clubs Professionnels, 2008)

³⁶ (www.sports.gouv.fr, 2013)

³⁷ (Stade-Rennais-online.com, 2011)

tomboy or a lesbian. She is too masculine and strong, which is against the femininity she should have. In business, a woman manager means a witch, a malicious person, or a too strict person. Men think that she doesn't have the skills for the job, so she gets it by spending the night with the boss or another influential man. Some male managers explain that for them, women are less self-confident, less emotionally stable, less analytical, less consistent, and have poorer leadership qualities than men³⁸. Women in general cannot achieve their dream for their professional life, because for men, they should just focus on their domestic role. They are less also listened to by men because their opinions are dismissed.

Connotations of sports

Some sports still have some gender-based connotations. Gymnastics, fitness and dance are regarded as for women while football, rugby, weightlifting, throwing the javelin/the discus or shot put for men. Athletics (race, jump, walking), equestrianism, swimming, basketball are some sports which have a mixed connotations. Feminine sports are seen as developing grace, elegance and suppleness, while masculine sports are seen as violent or physically demanding, with too many contacts, and competitive.

Women are mainly represented (more than 50% of women) in sports associations of gymnastics, twirling, fitness, dance, equitation, ice sports, swimming. They are less represented (less than 5% of women) in football, rugby, model airplanes, fishing, and motorcycling.³⁹

³⁸ (Gibson, 2007)

³⁹ (Pôle ressources national - "Sport, famille et pratiques féminines", 2007)

5. Theoretical approach: Feminism

Feminism seems to offer one of the solutions. It refers to the equality between men and women⁴⁰, so that both sexes should be seen and treated in the same way, in all areas of human society and relations. In order to achieve the gender equality, the actual structures need to change. It means a removal of the doctrine of patriarchy and also a critique of the model of male-dominated knowledge. Our society is still bogged down because since years, history and the socio-cultural aspect have always been there to influence and to remind to people the norm of gender dominance. But the goals of feminism will be reached only if all societies in the world are involved in the process of changes. *“We play as a team, we win as a team and we will success in the promotion of women’s sports as a team”*, said the French Minister of Women’s Rights, Najat Vallaud-Belkacem, May 16, 2013, during the speech to States-General of Women’s Rights in Bourges.⁴¹

A. Theories about feminism: mixed championships or not?

Jane English develops the theory that for achieving equity for women in sport, there are only two ways to do it⁴². The first one is to “group all participants in sport by ability”: it means that women and men are mixed all together and then, some categories classify the different levels of competency. The second option is to “group all participants by gender”. Currently, it is more this system which is adopted. For her, these options will lead to a better distribution of the benefits of sport (fame and fortune) and ensure the creation of more women athletic stars (models for other women). Another author, Torbjörn Tännsjö, wrote about the second option of Jane English. He said that all the forms of sexual discrimination should be abolished in sport, even if they are justified (for example, creation protected classes of sport for women). He explains that the justified sexual discriminations tend to show and reinforce the perception of the weakness of women. According to Tännsjö, the best way to purge sport of abuses is to modify the sport in order to be more equal for all the sexes. It means that the feminine abilities (skill, fairness) should be more important in sport than masculine abilities (physical power).

Nevertheless, change in sport is difficult and seems impossible. It’s a fact than women and men are different and don’t have the same abilities, so you cannot create a sport in which both will be equal. In this thesis, I’m not talking about gender equality in this way. Gender equality means the same opportunities for the both sexes to do sport, to work in the sports field, to have the same level of media exposure for women’s sport and men’s sport, and so

⁴⁰ (Smith, et al., 2011)

⁴¹ (French Ministry of Women's Rights, 2013)

⁴² (Morgan, 2007)

on. Keeping two groups for many sports seem the way. Women have advantages in dance, gymnastics and men have them in football, tennis. Each sex has qualities, but it should not have meant that women cannot be a football player and men a dancer.

Nevertheless, children can play together until a certain level, like in basketball or football. But afterwards we separate the two genders. We don't play the same and don't focus on the same skills. The name of the sport can be the same, but it's not the same way to do it. In many sports, physical strength plays an important role, and we cannot forget that men are naturally stronger than women, even if there are some exceptions.

B. Same treatments

As we saw before, feminism is a doctrine based on equal opportunities for everyone. The reality is often very different. Women are still considered as the weaker sex even after millennia and intellectual progresses. The culture remains the same and does not allow women to do sports as they would like to.

First, some studies still show that women are responsible for the home, so they do 80% of housework compared to men⁴³. Then, in their day they just have 4h43 for free time, while men can enjoy 5h14⁴⁴. After working, taking care of house and children, I don't think that women want to go outside to do sports. This treatment should be rebalanced. Men should invest themselves more in their familial life, so women could do sports or even enjoy a walk alone or with friends. Besides, there is also the problem of parental leaves. Actually, 96% of parental leaves are taken by women. This figure shows that women are considered essentially as mothers, and not as an individual who could also have desires for work, for hobbies... The Ministry of Women's Rights have decided to follow the model of Sweden, which one of the leading countries in terms of gender equality. Two months of the parental leaves are reserved for the father. Even if it seems that we are far away from sports when we talk about that, actually no. By this way, men can get the status of father, and women can lose a bit of their culturally predetermined status and evolve as they want at work, and even have more free time to do sports. The perception of the role and tasks of men and women is altered.

Secondly, education should be modified. Indeed, school is the basement for behaving in adult age. Currently, in books, there are more men than women as models or important

⁴³ (Ministère des droits des femmes, 2014)

⁴⁴ (Direction générale de la Cohésion Sociale, 2013)

characters: one woman for five men in a mathematics book⁴⁵. The Ministry of Women's Rights said in a bill that this will be changed. Editors need to include more women to describe gender equality. Then, this idea can be transposed into sports by having more female models in general. Federations need to emphasize their performance and use them in their advertisements. Besides, a survey shows that teachers or staffs at school tend to behave differently in front of a boy and a girl, with consequences of feeling of inferiority for girls. A study from the Policy Planning Commission shows that youth leaders were giving more the floor to boys than girls. Their expectations were higher towards boys than girls in terms of achievement. Successes of girls are minimized, while those of boys are "celebrated". Thereafter, they don't look to go in competitive fields. Maybe that's why there are not so many girls in football or rugby. This kind of behaviour may be also observed in the staff of clubs and sports associations. The bill plans to deliver some documents and trainings to school staffs to behave better. Federations should do the same also.

Thirdly, in terms of infrastructures, girls have less access to sports centres, clubs and the like. The government and the public sector try hard to correct this matter. The public sector expenditures are really high: in 2010, they were at 15.1 billion Euros, i.e. 40% of sports spending⁴⁶. They were supporting sports classes at all the levels of compulsory education, the construction and functioning of sports equipments, the staff necessitated for these activities, and subventions distributed to sports associations so that they realize from their side manifestations and other projects which could lead to attract potential girls and boys but also to develop more infrastructures for their sports. Every year, the public sector expenditures are increasing. For example, in my region (Brittany) and my department (Ille-et-Vilaine), the football districts (administrative division of federations) have decided to organize some events to promote their sport and mainly to allow women playing football. They have developed a small structure, named CAF (Female animation centre), which are local structures allowing girls to discover football and to play it.⁴⁷ The conditions are that girls take a licensee and that they are between 5 and 11 years old. In the department, there are already 8 football clubs which have developed this structure, and many are interested to do likewise.

Finally, in elite sport, you can see that women are treated as the same as men. They don't have the same wage or the same status (few are professional). They cannot enjoy modern and good infrastructures or other kind of privileges such as masseur, physiotherapist,

⁴⁵ (Commissariat général à la stratégie et à la prospective , 2014)

⁴⁶ (Megherbi, 2013)

⁴⁷ (Morel, 2012)

communication agent, coaches for each position (offensive players, defensive players ...). They don't have the same opportunities also because there are fewer types of competition and clubs. They don't enjoy a huge media exposure, which would allow them to earn money through sponsorship. These matters will be hard to bring to nothing. Meanwhile in swimming, athletics, tennis, they have gained this equal treatment and boys and girls share the infrastructures and staffs between them. In other collective sports, this process has already started in some clubs.

C. Special days

Some special days have been designed for promoting women and women's sports.

8th of March: Women's day

8th of March was chosen as the international women's day. It's a day in which people can claim the idea of equality and in which countries have to make an assessment of the gender equality in their societies. Nonetheless, arguably this day widens the inequality and discrimination. Indeed, why women should have their day and not men?

1st of February: 24H of women's sport

In 2014, France has created the first event to promote women's sport. On this day, the aim is to promote a better representation of women's sport in television and also to talk more about women's sport in general and its universe. It was an idea from the CSA (Audiovisual Superior Council – see Legal part below) and the Minister of Sports. In my opinion, this day widens also the inequality and the discrimination. The credibility of women's sport is harmed even more. During this day, this year, the representation of women's sport was still low on the television. People were not informed about this event and discovered it on the 1st of February. This event has just developed the trend of “we talk about women's sport because we are forced to do so”. That's not a way to change mentalities. Even if in terms of media coverage, people have read in press a few articles on this day about this event and then discovered that women's sport exists. It couldn't serve the interest of a better credibility and mediatization of women's sport as a desire, an interest, as something worthy of recognition from people.

May: Week of women's football

Since 2012, a week for promoting women's football has been organized in all the regions of France. Each district has to organize an operation of promotion of football. Clubs can organize open-door and present to girls women's football. Girls can play it and then discover what it is really without prejudices. Besides, there are some animations in schools. This kind of events seems better in my opinion to develop the practice of football. These projects are

closer to people. They are in local clubs so it's easier for girls to come back again and to adopt definitely women's football as their hobbies and sports. Besides, parents can see their girls evolving really in the field. They can also talk with other parents and staff to really understand the universe.

6. Cultural approaches

To continue our discussion of Feminism and its concept of equal treatment for both sexes, we should continue our reflexion on the way to change stereotypes in France. Indeed, in the country, there are many prejudices against women, against sport in general and also against certain sports. These stereotypes are integrated in the French culture and are taught to every girl and boy at school or by parents. Sometimes, even unconsciously, we transmit these stereotypes. Two European countries are well-known for their culture with gender equality: we should learn from Finland and Sweden to remove our stereotypes.

A. Image of girls and women

Currently, in France, women are seen as mothers and housewives⁴⁸. Girls are shaped to become in the future women who take care of the house and the children. Since childhood, they play with dolls or at tea parties. The results of my survey with 40 French persons of all ages are unambiguous. When I ask them about the sports done by girls and boys when they are young, all answered me that it was dance for girls and football for boys. Girls do dance or gymnastics to be more elegant, gracious and charming. Meanwhile, boys are trained to become the individual who will have to bring revenues for making his family living. The society teaches them how to be more competitive, ambitious, without fear and strong. Then, they play sports with contact, such as football. Marketing departments and the Media perpetuate these stereotypes and continue to illustrate them with advertising campaigns⁴⁹. Women are even employed in advertisements as sex objects or housewives, and they are considered as stupid or weak. In sport, we have this promotion with the cheerleaders at matches of basketball, American football or at car races of Formula 1. The Media and marketers should change their assumptions. Society is evolving, even in France. Women are more and more independent. The Media and marketers should promote independent women or to be more neutral and less sexist about women. New female role models without carrying these stereotypes should be used and developed in the Media. The role of cheerleaders also should be removed, even though cheerleading is strongly considered as a job for girls. In Formula 1, some male cheerleaders (grid boys) had appeared during few events⁵⁰. Actually, in college, cheerleading is done by 50% by boys⁵¹. It's interesting to notice that some powerful people have been male cheerleaders in their childhood, such as former President Dwight Eisenhower, former President Georges W. Bush, actor Steve Martin or actor Samuel L. Jackson. Nevertheless, cheerleading doesn't seem to show an ounce of movements about gender equality.

⁴⁸ (Solomon, et al., 2013)

⁴⁹ (Crane & Matten, 2007)

⁵⁰ (Holt, 2013)

⁵¹ (Miller, n.d.)

Nevertheless, marketers explain that they do so, because their targeted audience looks for this kind of social norms. There is evidence to suggest otherwise. For example, Dove launched an advertisement completely different from what we are used to seeing. The publicity showed several average women, not top models. By this way, they have redefined what the beauty is, and also pushed away the dangerous stereotype that women should be thin, and beautiful like a top model. Then, for the stereotypes that we talked before, we need some firms which understand that evolution is needed and can be successful. Dove gained a competitive advantage with this strategy. Besides, parents should understand also that a simple game has a large influence in the behaviour of their children in the future.

School participates also to the life expectancy of these stereotypes. As a solution, teachers and staffs should be more careful and try to integrate some new models, such as always having mixed groups for projects, school sport classes for everyone in which girls and boys are mixed together in the games. In Finnish schools, girls and boys learn cooking, sewing and do-it-yourself. In this way, they are more prepared to the idea that women and men are equal. Both will be able to cook or to repair something at home. There is no differentiation of tasks between them. Despite their will to educate well girls and boys, in adult age, gender inequalities are still present in Nordic countries. But we have to remember that they try to modernize their culture.

At work, stereotypes are really strong. A woman is seen as a person who will be absent soon and for a long time because she will be pregnant and then a mother. In the audiovisual report, a female football player explains that this concept is also present in women's football. Indeed, it is translated by a shorter career when a woman can play football at a high level. Men don't have to take care about creating a family, but for women, it's more complicated. This female player explains that only one female football player who evolved in high competition in the USA stopped only one year for giving birth and then returned to competition, managing to come back with the same level of before her stop. It has never happened in France. Usually, they retire at age 30 years to start creating a family. Besides, women should think very early about their after retirement, because they don't earn enough (anything) to allow them living quietly.

Eventually, in Finland and Sweden, their languages don't have gender. In Sweden, there are gender pronouns like she or he, but people have developed a neutral pronoun to avoid distinguishing boys and girls and to favour gender equality. Language can be a factor for emphasizing the concept of equality between the two sexes, but in France, it would be

complicated to adapt it. Our gender pronouns or nouns are like a wealth for our language. But many grammatical rules should be changed. Indeed, the male is always superior to the female. I mean that if you have a sentence such as “my blue dress and necklace”, in French, you have to accord the adjective “blue” with the nouns “dress” and “necklace”. Then, “dress” is a feminine word, and “necklace” is a masculine word. As you cannot put the adjective in the male and the female at the same time, you have to make a choice. Then, the grammar says that the male dominates. This kind of thinking highlights stereotypes of superiority for men and inferiority for women.

B. Image of sport

Usually, sport is seen as violent and competitive. That’s why parents don’t want that their girls take part of a sport. Sport is considered as a hobby for boys, and art (dance, music, painting, drawing) is for girls. The Minister of Women’s Rights has decided to change the culture and the stereotype of sport. She wants to promote sport as related to well-being, health, socialisation, openness, development of qualities of a person, leisure, pleasure, and so on. General practitioners have also a role to play: they should advise better parents about the necessity for a child to do sport. It would allow more parents to change their preconceived ideas about sport and push their girls to do it.

Furthermore, many sports are connoted as masculine or feminine. To fight against this stereotype, the schools should participate to an operation of discovery of several connoted sports with children. The football federation has launched a programme which allows school to promote football to young people and to transmit values held by the female players of the French football team. The programme is named “Football des Princesses”⁵² (Football of Princesses) and consists in several animations. On one hand, a class of primary school has to make a video about a theme given by the association. For this academic year, the themes were solidarity, emotional management, respect, and supporter. On the other hand, several football classes are organized by the school for all pupils, and some competitions between classes of the schools or between schools participated to the game are established. At the end, four classes are chosen as winners and can go to Clairefontaine, which is the training centre of national football teams. Pupils have also the opportunity to meet players. This operation should be integrated in all secondary schools and why not developed by other masculine sports, such as rugby. Operations at the heart of children are good for developing interests for a sport and fighting against stereotypes and gender connotations of sports. They allow the redesign of the image and values of sports.

⁵² (Lanoue, 2013)

C. Image of women's sport

In general, female athletes don't have a good image. By definition for men, a woman who does sport (mainly masculine sports) is a tomboy, a lesbian, too masculine (maybe a man...), a woman who has a masculine structure (many muscles). As an example, we can take the former French number 1 tennis player Amélie Mauresmo. She was number 1, but still despite her incredible performance, there are still rumours about her. Among the answers of my survey, some French people said that she cannot use as a female model because she's gay and she may have taken some drugs for having such a prize list. Of course, it was mainly comments from men. In France, we forget about performance when we talk about female athletes in general, except when it's related to athletics (races) and swimming, which are two sports that the French culture has associated as sports for both sexes. Laure Manaudou is really well known in France because she was a swimmer who won a lot of medals in major competitions. Her image is really good. The Media gave ovations during her career. During the audiovisual report, some players told that France is a male chauvinist country. In England, USA and Sweden, people mainly care about performance of athletes. Usually, they don't take into account their gender, as Gemma Bonner, Isabell Bachor or Moa Ericsson said during the audiovisual report. Nevertheless, England is not as beautiful as it seems. Last year, Marion Bartoli won the title of Wimbledon, and an English reporter made an ungracious remark about her appearance⁵³. The reporter had to apologise but nevertheless, all the discriminatory idea was said. Olympic star Rebecca Adlington has paid the price of a snarling English press⁵⁴. Indeed, reporters were arguing that she had a cosmetic surgery for her nose. In France, if a female athlete wants to get mediatisation, she needs to be beautiful and to attract men (sexually). As an example, the rowing and football federations have developed an advertising campaigns based on attractive photos of female athletes: female football players were naked and female rowers wore sexy clothes. In French men's football, we can take the example of Franck Ribéry, who had an accident when he was young and has scars on his face. People don't care about his appearance but about his performance. So why not for female athletes? Federations need to find another way to promote their feminine section. Basketball federation has started to launch this year a new advertising campaign, based on videos showing Cécile Dumerc (captain of French women's basketball team) playing basketball and explaining the values of the sport. That's the way to promote women's sport: show to people what women's sport is really and can bring to them. Besides, some international rewards have started to be given to female athletes. Cécile Dumerc received the reward of the best player of the Eurobasket 2013 competition. In the press, few articles have talked about that. Fifa (International Federation of Football Association) distributes

⁵³ (Cockerton, 2013)

⁵⁴ (Stretton, 2014)

every year rewards to male and female best football players, to male and female best coaches. Every year, before the awards show, you can read many articles about the speculations of the journalists on the winner of the best male player and coach, but nothing about the women. After the ceremony, many articles published the names of the male winners, but nothing about the female winners.

Moreover, women's sport is always compared to men's sport, while there is nothing to compare because it's different. Each emphasizes on different styles of games and values. They don't even have the same training and infrastructure. Women's sport represents authenticity, simplicity, sharing, fair play, respect, tolerance. They play for sharing and they want to have pleasure at playing football, while men play for money (in terms of wages or sponsors that they can get). Men have forgotten the notion of pleasure, what people look for when they watch a match. They want to see passion, determination, perseverance, love of game, love of showing beautiful gestures or strategies and honour to "serve" your country. In working life, you try to choose a job which allows you performing well, earning a good wage, but also a job which you appreciate and in which you feel improvement of your skills.

Men's sport cherishes more physical aspect, competition, contact. Image of many men's sports is becoming more and more negative, such as for football, handball, rugby and cycling. It can be an advantage for women's sport. Indeed, sponsors are interesting to invest in projects or things which will bring them a positive image also.

Then, in all sports associations, the managers are mainly men. Nowadays, sports associations try to attract more women in their management. For example, football⁵⁵ and basketball federations have decided to launch operation in order to get more women involved in clubs and sports associations, as accompanying adults, educators, arbitrators, or managers.

As a conclusion for this part, the study of Leslie Howe⁵⁶ sums up the idea that the French culture needs to be changed for its own good. She has analyzed the stereotypes in sport of masculinity and femininity. As an old player in a really masculine sport (hockey), she said that being a woman in high masculine sport can be good for women. The women can redefine their image in this sport and if they perform well, then they would be more respected. They are not forced to use the masculine values of the sport in order to perform well. From her experience, she explains that in hockey, the values are about strength, courage, competition, physical power, skill and aggression: they are really masculine values.

⁵⁵ (Fédération française de football, 2013)

⁵⁶ (Morgan, 2007)

Moreover, she was successful because she used finesse and skills. As a conclusion, she claims that stereotypes impoverish sport.

7. Business approach

The bad exploitation of women sports leads to a potential important economic loss also. If the institutions and attitudes changed, then more girls would practice sports and would also participate in the development of women's sport. On one hand, it means that the number of licensees would increase, so the budget of a sport club would be bigger. On the other hand, with the promotion of women's sport, more women would buy products or tickets related to sports (for example, tickets for a football match, but also for going to see the swimming competition or a tennis competition). It would increase the budget of sport clubs generally.

A. Demand increases

For example, France organized the Eurobasket Women 2013, having just five stadiums able to welcome between 1,700 and 5,000 people.⁵⁷ While, Slovenia hosted the Eurobasket Men 2013, four stadiums welcomed spectators. The minimum capacity of the stadiums was 5,000 people, and reached 5,600 for Tivoli Hall in Ljubljana.⁵⁸ In each of these competitions, the demand was strong, but there were not enough seats for the Eurobasket Women. The loss of earnings has been significant. Indeed, more and more people are receptive and eager to follow televised women's sport nowadays. The path of the French women's team during the Eurobasket Women 2013 was incredible and 3.3 million of French people watched the finale in which the French team won the silver medal, i.e. 14.5% of audience share, with a peak at 18.4% (4.5 million of viewers) at the end of match⁵⁹. If we compare with the Eurobasket Men 2013, the final was followed by 5.5 million of viewers, i.e. 21.3%⁶⁰. French men's team won the gold medal.

For the football federation, the sponsors for men's team represent 40% of earnings, i.e. more than 82 million Euros in the 2012-2013 budget. In the case of good international results, the annual financial contributions from sponsors are readapted⁶¹. It is really less for women's team, while it has better results internationally. The women's team is only sponsored by the sponsors of men's team. Furthermore, the Olympique Lyonnais group decided in 2012 to give the main logo of the jersey of the women's team to a sponsor, April, an insurance company. This sale was made for an amount of only 500,000 Euros, i.e. the commercial equivalent for a men's team evolving in Ligue 2, second masculine division (less publicized, less important wages, less earnings of clubs...)⁶². Then, regarding the TV rights for this sport, there is a huge difference. In 2012, France Télévisions and Eurosport (a French free

⁵⁷ (Versace, 2013)

⁵⁸ (Fiba Europe, 2013)

⁵⁹ (Matt, 2013)

⁶⁰ (Spinassou, 2013)

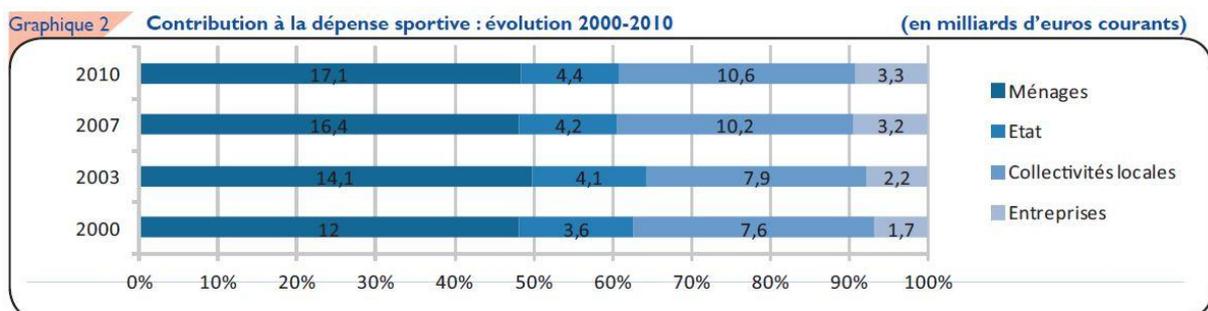
⁶¹ (Errard, 2013)

⁶² (Fournel, 2012)

channels' group and a pay channel) paid only 110,000 Euros annually for broadcasting 17 matches of women's teams (the major event concerned is French championship mainly), while for the broadcasting of matches of men's teams (Ligue 1 mainly), all the TV rights amounted at 607 million Euros for the period 2008-2012. Canal + and Orange (pay channels) were the main payers⁶³. But some sponsors have understood that the trend is changing and that women's football is attracting more and more. In 2010, Carrefour signed a contract to support French women's team⁶⁴. The retransmissions of its matches gathered only 200,000 people in front of the television (free channel). Two years after, the sponsor was doing more profits than expected. Actually, women's team has participated to the World Cup and also the Olympic Games and it has reached a good rank each time. In 2012, the audience was composed of 800,000 people; it is less than for men's team (audience estimated at 8 million people). Nevertheless, the audience has increased, so it means that the demand is increasing. The women's team evolves well and people have found important values in its game (motivated players, transcendence, perseverance, fair-play, no fight/vulgarity...). Thanks to good results of all the women's football team in France, the demand is rising. More sponsors are attracted by this market now. Six other companies have anticipated the demand and have decided to invest in the national women's team.

B. Spending of households

According to the report from the French Minister of Sports⁶⁵, in 2010, sports spending in France was 35.4 billion Euros, an increase of 1.4% in value relative to 2009. Three actors participated in this consumption: households (48%), public services (43%) and companies (9%).



Source : estimations compte du sport / Insee, DGCL, Ministère des sports, de l'Éducation populaire et de la vie associative, Ministère de l'Éducation nationale

Figure 1- Contribution to sports expense from 2000 to 2010

- *Ménages = Households*
- *Etat = State*
- *Collectivités locales = Local collectivities*
- *Entreprises = Companies*

⁶³ (Lesprit, 2012)

⁶⁴ (Fournel, 2012)

⁶⁵ (Megherbi, 2013)

In the figure above, you can see the value of each investment from the different actors has increased in ten years. Households spend a lot of money in sport: sports equipment, shoes, clothes, membership, tickets, magazines, paid TV channels, and so on. Moreover, in France, sales dedicated to women for 14 years old and more, represent only 31% of the market for sports clothes, 1% more relative to 2009. This market is not so well exploited. Women should represent 50%, or at least 40%. You can see clearly it when you go to a sports shop. The section dedicated to women’s clothes is very small compared to the men’s one. Inside, you have mainly clothes for girls who do fitness, gymnastics and dance. When a girl plays collective sport or individual sport which needs specialized equipment, she won’t find anything in a sports shop. She needs to go to shops specialized in the sport that she wants to do or even to go online. That’s a problem, and sports shops, brands, they loss potential revenues.

C. Still no right investments

Case of Olympique Lyonnais Football Club

Olympique Lyonnais is a football club which has female and male sections. The feminine section started in 1970. Then, since it has progressed a lot and has won many awards. The table below shows the list of hits from the season 2012/2013 for men’s team and women’s team, both evolving in the major competition. For analysis, we should take into account that men’s football has more competitions (national, European, international) than women’s.

Types of competitions	Men’s team	Women’s team
National championship	Ligue 1 : 3rd	Division 1: 1st (7 th consecutive position)
National competitions	Coupe de la Ligue: 2nd round (1/8 elimination round) Coupe de France : 1/32 elimination round Trophée des Champions : 1st	Challenge de France: 1st
European competitions	Europa League: 1st round (1/16 elimination round)	Champions League: 2nd

As you can see, men’s team has participated in many competitions but its level was largely under that of the women’s team. So if we transpose this table to the general business field and we change Men’s team into product A and Women’s team into product B, as a manager, you will make a decision to invest more in the product B, because it is better than product A. But we are not in a general business and many things influence choices of investment in sport, especially in football. Besides, as male competitions offer more money than female competitions, the return on investment for men’s team should be high. If all the competitions

offered the same amount of money for both genders, then investors should change their decisions.

Behind this figure, you will find a reality more incredible. Indeed, all investments are made for the progress of men's team: infrastructure, stadium, staff, negotiations of TV rights, sponsoring... even in payroll. Players of women's team are under contract, so considered as semi-professional. That's one of the few opportunities for female players to have this status. Nevertheless, they are paid on average 4,000 Euros per month⁶⁶. The highest wage among them is earned by Lotta Schelin, i.e. 12,000 Euros per month. If we follow male players, the average is significantly higher. Yoann Gourcuff who has the highest wage, earns per year 5,300,000 Euros⁶⁷, i.e. 441,667 Euros per month. There is a large difference between the both. Even the less paid in the official men's team earn more than 4,000 Euros per month: the wage is estimated at 28,333 Euros per month for Samuel Umtiti. Female players earn less but they are more competitive, in the sense that for example they win more competitions (even harder competitions), they offer more good plays...

Furthermore, the club published its financial report for the previous season. Its revenues account for 101.4 million Euros⁶⁸ (without sales of players) and are based on:

- Tickets: 12.3 million Euros
- Sponsors/Advertising: 21 million Euros
- Marketing and TV rights: 51.5 million Euros
- Branded products: 16.6 million Euros

When you read the financial report, it seems that a high percentage of these figures is provided by men's team. So the club is missing a lot of potential revenues by not promoting enough its female football team.

D. Adapt business strategies

In finance, one of the first principles that we learned is to get more customers who buy the products, to have higher revenues [Formula: Price x Number of products sold = Revenue]. Sometimes, you need to attract prospects to your product so that they can buy it. Then, we can apply this strategy in sport also. One of famous strategy is Push/Pull.

Push strategy

Push corresponds to a strategy aiming to attract the customer to the product by communicating with him (advertisement for example). The Media are mainly used for this

⁶⁶ (Sportune.fr, 2012)

⁶⁷ (Anonymous, 2014)

⁶⁸ (OL Groupe, 2013)

kind of strategy. Women's sport is not so covered by TV, press, radio, internet. Nevertheless some sports have tried to use them to attract more supporters and potential player. Basketball, football, rowing have developed a publicity campaign to attract more women to participate in their sport. They use videos and posters for example.

Another means of communication is employed now by women's sport: social networks. Indeed, they have allowed sports clubs to directly contact people and maintain contact with them regularly without any need of a large financial investment. Marlène BOUEDEC, manager of feminine section in the football club of Guingamp (En Avant Guingamp), confirmed that. The feminine section has a Facebook page and everyday there are new articles about women's team and women's football in general. 2,620 people have already liked the page, while the section is still recent (only 3 years) and that the city is not so known in France, just in Brittany. As press is timid for articles about women's sport, the club needed another means to promote its feminine section and attract more supporters. By this way, women's football is more known and I'm sure that it has allowed some girls enrolling in football clubs around. Then, sports clubs get more membership, sports shops will have more girls' clothes sold and more revenues. In the audiovisual report, Gemma Bonner, a English football player, explains that women's football has been able to develop thanks to social networks, because it created more interaction with people and then more interests.

Pull strategy

Pull is defined as a strategy which brings the product to the customers, through sales force, special offers, or stimulation of the intermediaries in the distribution channels.

Some federations or sports clubs prefer this way. For example, fishing clubs have decided to reduce the price of a membership card to women. Indeed, only 5.4% of their partisans were women. So they have created in 2008 an annual card at 30€ instead of at least 69€ for attracting women to discover fishing⁶⁹.

Then, the UNSS (national organization for school sports) launched an offer to secondary-school girls. The General Council will take charge of a part of the cost of a license⁷⁰ in order to encourage girls to do sports at school every week.

⁶⁹ (Fédération départementale de pêche , 2013)

⁷⁰ (Service départemental des sports (94) , 2013)

For the feminisation plan, the basketball federation created a big event at the beginning of 2014⁷¹. Every girl who was born the 1st of February (date of the event “24H du sport feminine” in France) received a basketball (the ball) from the French basketball federation.

Special offers or events are a way to get more players and then supporters. All these people will consume sports articles and tickets, will watch women’s sports on television, will buy magazines, and so on.

E. Other actors to take care of

Sponsors and the Media⁷² are two major actors of the sports field. Without them, the sport wouldn’t be as developed as it is now. It’s important to understand the relationship between them and the sport.

Sponsors

Sponsors are companies or individuals who invest into sports associations or clubs. They are related to an income for sports clubs. But why they would like to invest in sports clubs? Actually, there are several reasons. Sponsorship allows a bigger exposure for a company. Its logo is integrated on the sports clothes and in gyms or stadiums. A new and diverse audience is targeted. Then, it leads to sales opportunities more easily. Then, it’s mainly associated with a means to get a reputation. Indeed, sponsors want to receive a positive image in the eye of consumers. For example, the French bank, Caisse d’Epargne, is the sponsor of the athletics federation because athletics is a universal and popular sport. The managers of the bank wanted a sport which reflected their values and their business. By this way, sponsors want also some pass-through rights: get free tickets, get reserved seats, contacts with important people... As a conclusion, companies will invest only if they will get a return on their investment.

The clubs are really interested in sponsors, because it’s an income but not only that. Indeed, they are looking for a long-term sponsorship which could involve in their club and allowed them getting some useful contacts and targeting a bigger audience.

Women’s sport has difficulties to find sponsors. The manager of the feminine section in the football club of Guingamp, said that it was difficult but the name of the club played a lot to get one. Nevertheless, feminine sections should continue to aim for high performance and good results. The trend is changing. With results of national women’s teams in the different sports

⁷¹ (Polteau, 2014)

⁷² (Supovitz & Goldwater, 2014)

and the good return on investment (on women's sports) of several companies, other companies become aware of their existence and may take the next big step soon.

The Media

The Media are an important actor, because they are the ones which transmit information into a targeted audience and produce interests in sport. They can decide on the positive or negative image of a sport or a player, and also on the degree of knowledge of the sport. The Medias generate impact, influence and credibility on sport, that advertising campaigns cannot achieve. They will write an article or broadcast a match, a report or an interview only if they are convinced that they will get some returns on it, such as audience share, viewers and income. They want the exclusivity of certain subjects in order to promote their channels, radios, websites or newspapers. They also want some pass-through rights as sponsors.

F. Investments elsewhere

As we saw previously, in general, women don't have time to do sports. But it doesn't mean that there is no solution. If the sharing of housework remains the same, then maybe the company can provide some means to give the possibility to do sports for women. Indeed, a gym can be established inside the building of the company or nearby. The firm can create a schedule which allows women to follow sports courses at work, for example during their lunch break, or before / after their work. Then, the next problem is if the women have children. Currently, even if we don't talk about the sports issue, there are not enough means of keeping young age children. One child in nine under 3 years has a place in a childcare centre. So the State should provide some subventions to develop this sector. There is a big demand, and there are many unemployed persons or persons looking for a job. Then, next to the home, the school or the firm, some centres should be created to allow women putting their children in a safe environment with skilful person dedicated to them. Then, women can take one hour for them and do sports. There are some firms who understand that employees need good working conditions. This could allow women to do more sports. It's like killing two birds with one stone with these investments. Indeed, women could do sports and at the same time, they will have a break so that they can be more efficient after at work. The company Total installed a swimming pool inside their building. In Microsoft France, employees have at their disposal gyms⁷³. L'Oréal, Schneider Electric, Barbin Associés Assurance or an agency in charge of the Family Allowance Fund have already put in place a day nursery in their enclosure⁷⁴. Only 8% of all employees can enjoy these measures.

⁷³ (Bartnik & Manière, 2011)

⁷⁴ (De Mallevoüe, 2011)

If such contributions were made more widely, then many activities besides sports could enjoy benefits in terms of revenues but also in terms of working atmosphere.

8. Legal approach

Legal approaches

In several fields, improving gender equality has become a big fight and legal ways are one of the solutions used. As I said in the introduction of this thesis, sport is the window shop of our society, and it can also work in the other way.

A. Quotas for women

In politics, gender inequality is an issue often accentuated. Some quotas for women have been created to overcome it. Quotas for women make sure that women constitute a certain number or percentage in a group. More than 50% of all the countries in the world are now using legislated quotas⁷⁵ to enable women to have the opportunity to be elected or participated in Parliament, National Assembly (or House of Representatives/Commons), regional/municipal councils and other political bodies. Quotas can be used temporarily for resolving unequal conditions of women.

Firstly, we need to distinguish two types of quotas⁷⁶:

- Legislated quotas: quotas set by legal requirements/ regulatory measures. They will influence results of an election because they will guarantee the representation of women through reserved seats.
- Voluntary quotas: quotas set by the own initiative of a political party. They aim to influence on candidacies. Electoral rolls should contain as many men as women.

Quotas aim to ensure a “critical minority” (meaning at least 30%) or parity between the both sexes (50%-50%). By this way, women are present in politics and it pushes for their progressive participation in political life and decision-making process. They get more and more power but also liberty.

The introduction of quotas has allowed more women to be candidates and then to obtain positions in politics. By their ratification, some injustices against women ceased. They could facilitate the access of women in politics.

Despite that, they show also discrimination and are contrary to principles of democracy and even gender equality⁷⁷. Indeed, women are still considered as weak. Besides, several other minorities such as Black people or Arab people complain and ask for the same quotas for

⁷⁵ (Dahlerup, 2009)

⁷⁶ (UN International Research and Training Institute for the Advancement of Women / Center of Arab Women for Training and Research, 2013)

⁷⁷ (European Parliament, 1997)

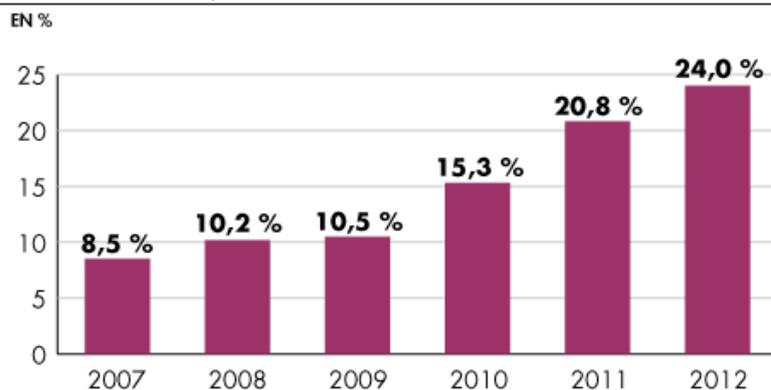
their group. Moreover, this system can also be damaging and disparaging. Indeed, some women can take the place of skilful men. We can go further and believe that some women don't have the qualifications to take part in the government. In 1990's, François Mitterrand, the French President, appointed Edith Cresson as Agriculture Minister⁷⁸. The agricultural sector saw this nomination as a provocation. Then, in 1991, she became the First Minister. Her government has lasted only one year. She got these two positions only because she was a woman, not because she was skilful.

B. Quotas in French politics

In France, some laws have been ratified in order to promote gender equality in politics, in social life and also in professional life. In 1944, women get the voting rights⁷⁹. Next year, they can vote for a national ballot. 33 women are elected in the National Assembly. In 1972, a new law set down the wage equality between men and women or a same job or a work of equal value. Passed in 1983, the Roudy law is devoted to the principle of gender equality in professional life⁸⁰. It reminds that women and men should earn the same wage if they have the same job, the same competences, the same experiences, the same responsibilities, and so on. Likewise, companies should now deliver a report about the situation of both sexes inside the firm. Discriminatory judgements against women (related to hiring, jobs, training and promotion) are now punished. Although this law is badly applied because of national culture, it was the motor towards parity. In 1983, a specific law on wage equality between the both genders was ratified. In 1986, to uphold the professionalization of women, a ministerial circular fosters the creation of professional terms in the feminine, such as writer, artisan, wiring specialist, visual artist...

In 2000, the law about parity is ratified and compels political parties to present as many men as women in regional, municipal, senatorial and European elections. One year later, the Génisson law reinforces the 1983 law, by promulgating an adjustment of the gender imbalance in the firms and imposing

ÉVOLUTION DE LA PART DES FEMMES AU SEIN DES CONSEILS D'ADMINISTRATION / DE SURVEILLANCE DES ENTREPRISES DU CAC 40



Source : JIEP à partir de chiffres Deloitte et autres

Figure 2- Evolution of the percentage of women in directors' and supervisory boards in CAC 40 companies

⁷⁸ (Histoire par les femmes, 2013)

⁷⁹ (Assemblée Nationale, n.d.)

⁸⁰ (Assemblée Nationale, n.d.)

negotiations for the abolition of wage gap. This one will also be enlarged in 2005 with objectives about wage gap, measures supporting maternity leaves and training for girls. In 2011, a new law defined quotas for women in board of directors and supervisory boards: the affected firms should have 20% of women in their two boards after three years, and 40% after six years⁸¹.

All these laws had an impact on the increase of women’s representation in politics and also on the improvement of the status of women in professional life.

Table 1- Percentage of women in boards or executive positions in companies which still don't respect the 2011 law

	Boards of directors	Executive Committee	Managers and engineers
EDF	16,6 %	12,5 %	24,0 %
LVMH	17,6 %	6,7 %	62,0 %
Capgemini	14,3 %	7,1 %	27,5 %
Alcatel-Lucent	15,4 %	8,3 %	21,2 %
Renault	10,5 %	20,0 %	17,0 %
Lafarge	17,6 %	10,0 %	19,0 %
Veolia environnement	11,1 %	0,0 %	27,6 %
Solvay	13,3 %	0,0 %	35,0 %
Vinci	16,6 %	0,0 %	17,0 %
Technip	27,3 %	0,0 %	17,0 %
STMicroelectronics	11,1 %	0,0 %	23,0 %
EADS	0,0 %	0,0 %	Unknown

In % in 2012 / Source : Challenges

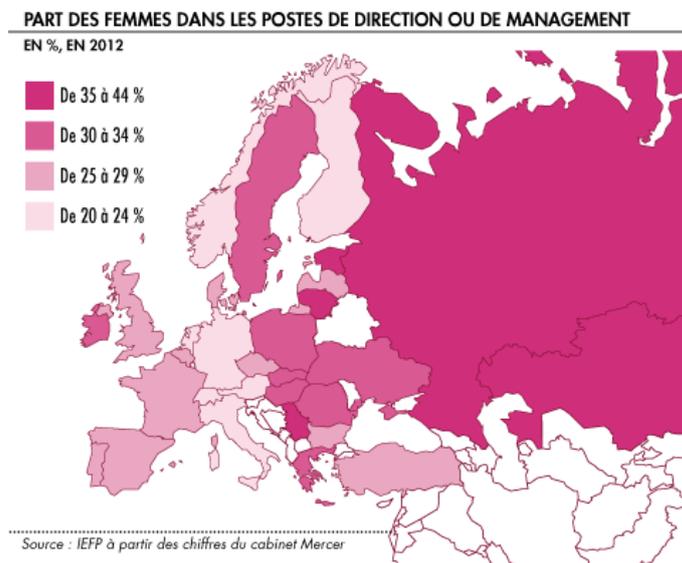


Figure 3 - Percentage of women in executive positions

Above you can see the evolution of the representation of women in supervisory boards and boards of directors in the companies listed in CAC 40 (main stock index of NYSE Euronext Paris). Even if in 2012, the objective of 2014 was reached, there are still some companies from the CAC 40 which didn't respect the law and didn't have any woman in the Executive

⁸¹ (Vie Publique, 2012)

Committee. In 2012, 28% of executive positions were taken by women in France: a figure which indicates that France has still progress to make compared to its European neighbours. While studies show that representation of women allows a better performance of the companies, it's still difficult to go against a strong culture of masculine domination in business.

In political life, women have been more present. In the figure below, you can see clearly the increase of number of women in the French National Assembly, revealing the impact of quotas for women and laws.

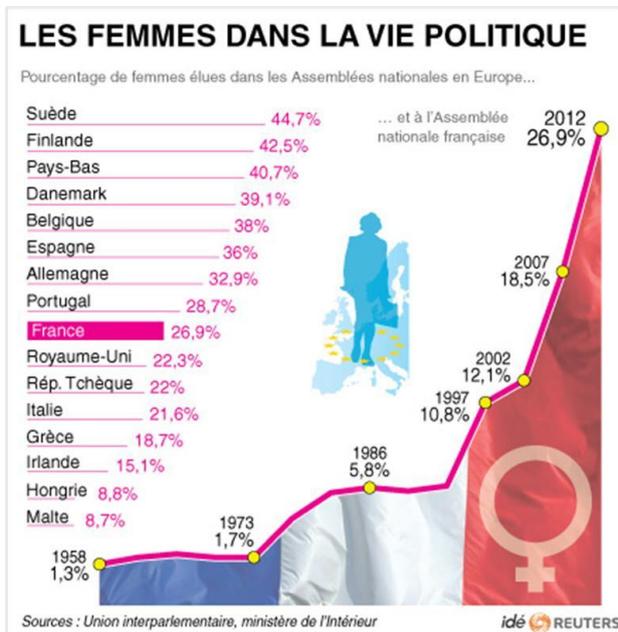
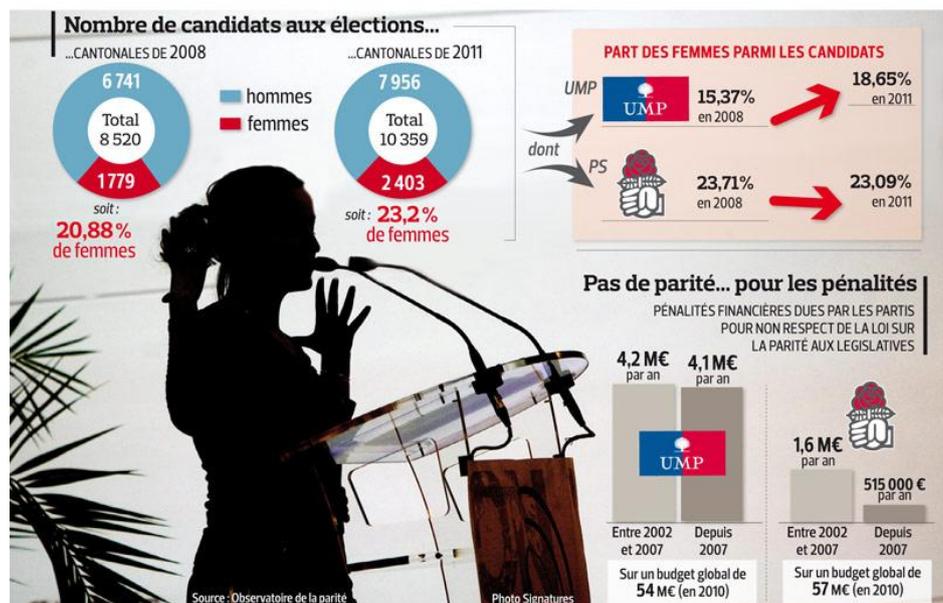


Figure 4 - Women in political life

- Percentage of elected women in National Assembly in Europe in 2012
- Percentage of elected women in National Assembly in France from 1958 to 2012

Figure 5 - Women and politics in France (2008-2012)

- Number of candidates in cantonal elections
- Percentage of women among candidates
- Financial sanctions for political parties which don't respect parity law at general elections



In the figure 4, few women are candidates for the cantonal elections but we observe an low increase of the percentage. Within French political parties, parity law of 2000 is still now so respected. The left-wing party (PS) and the right-wing party (UMP) are the less exemplary, with 18.65% and 23.09% of women in 2011 respectively. The Green party submits 36% of female candidates and the Communist party 31%⁸². In the far-right party, the leader is now a woman, Marine Le Pen. She is a strong character of the political life nowadays.

C. Quotas in French sport

As quotas for women seem to have helped the women to take part into politics or high positions in business, they could also be a solution in sport.

Management – Executive positions

Legislative quotas have been used for allowing women to participate in governing bodies.

Recently, the Council of State repealed a text in the sport Code about representation of women in sports federations. Indeed, this text mandated sports federations to assign to each sex “a number of seats in proportion to the number of eligible licensees” within their directions. As we saw in a previous part, some sports are done essentially by women and other by men. There are inequalities of practice. Then, this law could improve the representation of women in certain sport, such as swimming, basketball or volleyball federations, but also have negative impacts. They could reduce the possibility of representation of women in football federation for example, and transfer the discrimination of men, notably in gymnastics federation.

The bill about gender equality, supervised by Najat Vallaud-Belkacem (Ministry of Women’s Rights) and Valérie Fourneyron (previous Ministry of Sports) has been adopted by the National Assembly on the 28th of January in 2014⁸³. The article 19 was related to the **adjustment of the representation of women in the ruling body of federations**. Now, if each sex represents more than 2% of licensees, the federations should contain at least 40% of seats for each sex. For the others, they should contain at least 25% of the minority sex. The withdrawal of their ratification (approval/homologation) will be a sanction for federations which don’t follow the rules, a sanction fraught with consequences. Some federations have already reacted, such as the president of the motor sport federation, Jacques Bolle, explaining that this law was discriminatory and that federations should be managed by themselves following the identity of the sport. Other testimony against quotas of women in

⁸² (Lombard & Ducros, 2011)

⁸³ (Le Monde.fr, 2014)

sports management can be heard on the website of BFMTV. Sarah Pitkowski, consultant for RMC Sport (radio and TV) and former tennis female champion, asserts that this system could “pull down the fact of integrating women in certain functions of sport” and “by taking women just because they are women, they will not be relevant⁸⁴”. She explains also that this positive discrimination might also one day come back as a boomerang. Quotas for women bring also a decrease of credibility of women. She prefers to support dispositions which allow girls and women to get access to sport, and she extols the recognition of volunteer status because many mothers are volunteers and follow their children throughout their sports activities. Many of them invest a lot in clubs as a volunteer. If the recognition is done, then the figures of representation of women will change.

Medias and sport

In 2013, the former Ministry of Sport, Valérie Fourneyron, declared that the **decree TSF (Télévision Sans Frontières)** will be extended if the European Commission accepts it.⁸⁵ The decree TSF lists all the sports manifestations which have to be broadcast in the television in free channels, even if an TV operator bought the rights. The new project is to propose more feminine events on the television: add 7 feminine events about women’s football and women’s rugby.⁸⁶

Christine Kelly doesn’t think that quotas for the broadcasting of women’s sport would be necessary⁸⁷. She is now in charge of questions of sport in the Medias [?] at the Conseil Supérieur de l’Audiovisuel (CSA – Higher Audiovisual Council). The mission of the CSA is to “guarantee the liberty of audiovisual communication in France⁸⁸”. Two of its responsibilities are to ensure the respect of all different points of view and also to be watchful as for the representation of the diversity of the society in all the Media.

Forcing TV channels to broadcast a match with poor conditions (dilapidated field, empty tier of seats, low lighting) would be counterproductive. She praises the trust and the cooperation between the CSA, sports clubs and Medias. All together they have to move forward. TV and radio channels need to find their interests in broadcasting women’s sport. A quota which impels the creation of TV channels specialized in women’s sport, would not help the cause of women’s sport. Indeed, it will strengthen the resistance.

⁸⁴ (Pitkowski, 2014)

⁸⁵ (Pécout, 2013)

⁸⁶ (French Ministry of Women's Rights, 2013)

⁸⁷ (Sportandbiz.com, 2014)

⁸⁸ (Conseil Supérieur de l'Audiovisuel, n.d.)

Even though, since the beginning of 2014, the CSA has received more tasks from the government. Besides its duty to supervise the representation of women's sport in the Media, it has now to **supervise the comments** about women's sport and its personalities. Indeed, now any words which go against the respect of the both sexes will be sanctioned. The first warnings have already started. In March 2014, two French commentators of the Sochi 2014 Winter Olympic Games had said inappropriate and misogynous words against some female athletes: they were talking about their physical aspect⁸⁹. The TV Channel received then warnings from the CSA: it was the second after similar words in another programme. Christine Kelly has explained after this incident that the sanctions were following three steps:

- Warnings from the CSA
- Formal notice
- Fines and/or suspension of the authorization of broadcasting.

Wages

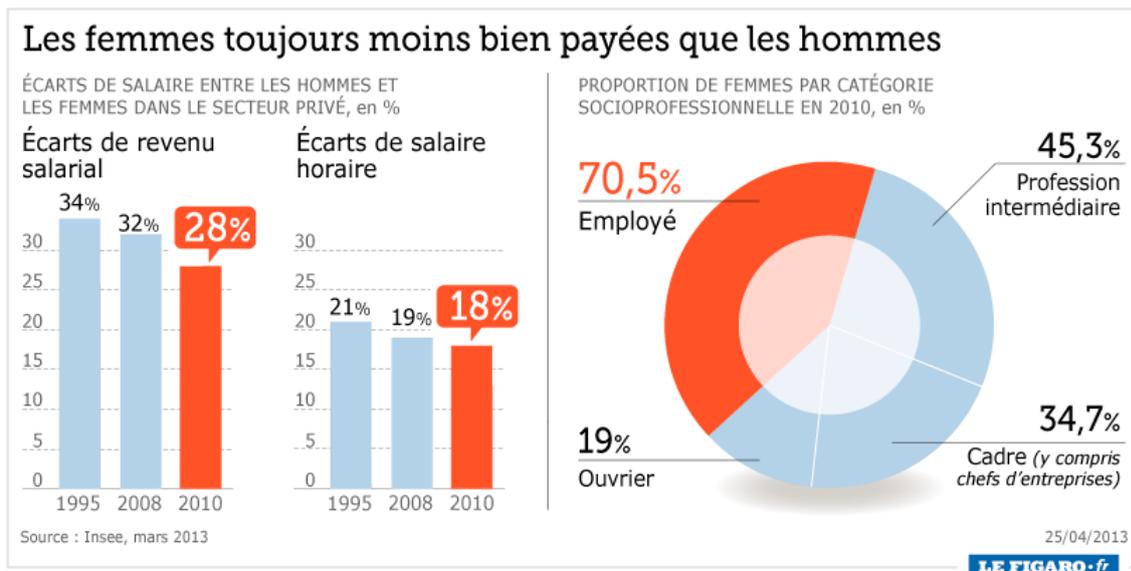


Figure 6 - Wage gaps between men and women in the private sector (%)
 Percentage of women per socio-professional group in 2010 (%)

Above you can see that there are still a big wage gap between men and women in general. The sport field is not spared. Many bills have been proposed but wage gaps are still present. In sport, it will be difficult to fight against this by reinforcing these bills. Indeed, wages are related to the composition of the revenues of sports structures. About traditional jobs (managers and employees in clubs or federations), there should be some brackets or an average for all kind of jobs. In 2012, in France, a basic manager earns on average 3,202€ per month; a secretary 1,594€ per month, a commercial 3,770€ per month. For players, it's more difficult to fix brackets. Indeed, a player's wage is based on his performance, his age,

⁸⁹ (Haushalter, 2014)

his position, his career, his nationality. The value depends also on the desire of the club to obtain him and the negotiations between player and club, and possibly his manager. Paul Le Guen, the head coach of the national men's football team of Oman and a well-known international football manager, said, during his intervention at the drawing of lots for the 3rd round of French Cup Point P for the Business Schools in April 2012, that he doesn't understand the effervescence around the wages of certain players, such as Cristiano Ronaldo. By this, he meant that the wage of certain players can be shocking for the public, but this is the market which leads to these values. A player is considered as a product in other words. We have not to forget also that many professional sports are related with the international, so it would be complicated to impose a maximum wage to players in France. This will lead to less interesting championship with the departures of many players abroad. Nevertheless, for each sport, the professional clubs should at least create a minimum wage for players and recognize its players as professional. The same thing should be done also for the player in national teams. Federations should recognize their status and allow them having some rights relative to their status.

Development of women's team

Since 2011, we heard a lot that the government would publish a **reform** to fill gaps in football⁹⁰. Indeed, these one would force each club in national divisions of football to have a feminine section. If this happens, there would be many protestations from football clubs. It's a pity anyway to arrive to this kind of steps for improving gender equality.

Besides, in 2013, all federations should prepare a **feminisation plan** in order to allow women to participate in management but also attract more girls to do their sports. At the end of 2013, 49 federations had already sent it. Even if at the beginning it seems as a legislative approach, some federations are now feeling it more as a volunteer quota. Indeed, it's also the interest of federations to attract more women. The government is currently thinking to condition more the state subventions to sports clubs or federations. Indeed, if one of these entities doesn't want to play the game for feminizing the sport, it would lead to a cut of state subventions. But the government doesn't want to come to this type of warnings for this issue.

As a conclusion for this approach, I will say that ratifying laws would not be the solution. Even if at the beginning, it can lead to an increase of the representation of women in federations and in clubs, the credibility of women will be weakened and then the

⁹⁰ (Foot d'Elles, 2014)

discrimination will be still present. Actors inside the sports need to propose volunteer quotas or measures to allow women participating in sport and improving gender equality.

9. Conclusion

Women' sport has faced many inequalities, from well before the XIX° century. The society has been male dominated for centuries and as a result stereotypes about the role of women and their hobbies are firmly rooted. Some actions have started to change perceptions and attitudes. Legislated quotas have been used, as well as other types of legal interventions. Targeted activities in schools or in sports associations allow girls discovering other sports than usually practised by them. Performance of several national women's teams has a great impact on the Media and leads to develop the credibility of female athletes. The demand for women's sport is growing as well as the implementation of structures that facilitate women's participation in sports. Women's sport is not so attractive still for sponsors or federations, but things are changing.

Mary Wollstonecraft wrote a book in 1792 named *Vindication of the Rights of Women* and explained that "people are the product of social conditioning and domination. Men are obviously stronger but have the same abilities and traits of character"⁹¹. All actors related to sports industry needs to fight against stereotypes, culture, behaviours...: meaning institutions (government, federations, districts, CSA), sports associations, the Media, the educational system, parents, companies, sports shops, and players. For developing women's sport, we need the commitment of everyone. Using the AIDA Model from Marketing, we need to develop awareness, interest, desire and action about women's sport. The two first concepts are the key points, and some entities have launched some operations to develop the mediatisation of women's sport.

I will conclude with a word from Isabell Bachor, a German football player at Bayern Munich Football Club, during the audiovisual report: "Women's football will never reach men's football". But it doesn't mean that women's sport could not bring something to each person in France.

⁹¹ (Crane & Matten, 2007)

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