

Actions on Sports

ASEAN  
JAPAN



*Gender Equality*

**ASEAN-Japan Actions on Sports:  
Gender Equality**

**Report of Results**

# Content

## 1. Project Details

Background and Purpose .....	1
Issues and Needs of Target Countries/Regions and Target Domestic Populations/Regions .....	1
Project period and progress of the fiscal year .....	2
Implementation Structure .....	3

## 2. Purpose and outline of the project in this fiscal year ..... 4

## 3. Implementation Report

Project 1	
Strengthening collaboration and strategic planning with the ASEAN Secretariat .....	5
Project 2	
Participation in the IWG World Conference on Women & Sport and Creation of Presentation Opportunities in Collaboration with the ASEAN countries .....	6
Project 3 : Follow-up to the Thai Government Action Plan	
Project 4 : Follow-up for Young Women’s Leadership in Thailand	
Workshop outline .....	10
Project 3	
Follow-up to the Thai Government Action Plan “Workshop for Sports Organizations/Entities Personnel” report .....	12
Project 4	
Follow-up for Young Women’s Leadership in Thailand “Workshop for Young Women Leaders” report .....	14

## 4. Results for current FY and expectations for the next year and beyond ..... 16

This report summarizes the results of the FY 2022 Post-Sport for Tomorrow Project “Gender equality through sports project” implemented by Juntendo University as a re-commissioned project of the Japan Sport Council (commissioned project by the Japan Sports Agency).

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# 1. Project Details

## Background and Purpose

Addressing gender issues is one of the most important issues in international cooperation through sports. At the 2017 International Conference of Ministers and Senior Officials Responsible for Physical Education and Sports (MINEPS) VI held by UNESCO in Kazan, Russia, the “Kazan Action Plan” was agreed upon and the role of sports in achieving SDGs Goal 5 “Gender Equality” was also highlighted. In light of these international trends, the Japanese government has strengthened its cooperation with the Association of Southeast Asian Countries (ASEAN) and at the 1<sup>st</sup> ASEAN-Japan Ministerial Meeting on Sports held in 2017, it was agreed that four areas including “improving the rate of women’s participation in sports” would be given priority. In addition, in 2019, the Japan-ASEAN Women’s Sports Conference was launched in conjunction with the 2<sup>nd</sup> ASEAN-Japan Ministerial Meeting on Sports. A framework for policy dialogue for Japan to cooperate in promoting gender equality through sports in ASEAN countries was also established.

In response to these movements, the ASEAN-Japan Workshop on Promoting Gender Equality in Sports was held on August 10th to 13th, 2021 during the Tokyo 2020 Olympic and Paralympic Games (below, the “Tokyo 2020 Olympics”), sponsored by the Japan Sports Agency and the ASEAN Secretariat, funded by JAIF (Japan-ASEAN Integration Fund). This workshop, which was held to promote gender equality in sports, aimed to achieve the following two objectives:

- Develop an action plan for ASEAN countries to promote the participation of women and girls in sports in the ASEAN region
- Provide life skills and leadership training through sports to empower young women in ASEAN countries

Seventy people selected from 10 ASEAN countries participated online, with the Japanese Center for Research on Women in Sport at Juntendo University used as the broadcasting hub. With a view to developing women’s sports in the ASEAN region and the realization of gender equality in society through sports, government officials from ASEAN member countries, members of the Women’s Sports Committee of the National Olympic Committee (NOC) and young women sports leaders gathered online to engage in lively discussion. Participants from each country examined the action plan.

The workshop consisted of two sessions: (1) A session for policy makers (Policy Makers Workshop) and (2) a session to foster young women sport leaders who have the potential be leaders of future generations (Young Women Workshop). The purpose of (1) was to develop a policy-level action plan to improve the participation rate of women in sports, taking into account the cultures and contexts of each country. After identifying issues for each country and discussing necessary strategies and initiatives, the participants created a feasible action plan. At (2), 29 next-generation leaders who are active in sports, held sessions focusing on advocacy skills (proposing policy based on analysis of social issues) and leadership skills. While learning about the tools and skills needed for advocacy, the participants simultaneously created an advocacy plan.

This project is the result of these various initiatives. In order for the sporting world to further promote gender equality in ASEAN countries, the following five objectives were implemented for this project:

- (1) Promoting further collaboration between ASEAN countries and Japan
- (2) Promoting an international understanding of gender equality in sports
- (3) Following up on the action plan laid out at last year’s workshop
- (4) Developing next-generation leaders from the sporting world who promote gender equality in each country
- (5) Globally communicating the gender equality initiatives being implemented by Japan and ASEAN

## Issues and Needs of Target Countries/Regions and Target Domestic Populations/Regions

**Countries and regions: Brunei Darussalam, Cambodia, Indonesia, Lao PDR, Malaysia, Myanmar, the Philippines, Singapore, Thailand, Viet Nam**

At the (1) session for policymakers at the abovementioned workshop, policymakers from ASEAN member countries discussed practical action plans and established the foundation for future policy discussions in their respective countries. The following four issues were brought to the fore through discussions:

- Lack of participation by women at all levels of sport, particularly in leadership positions
- Lack of awareness and understanding of the social value for women participating in sports
- Lack of opportunities for women to develop skills and abilities
- Lack of gender equality policies in governments and municipalities

In response to the above issues, the following four approaches to problem-solving have been established as the key aims of this project:

- (1) Following up on government action plans
- (2) Nurturing young women leaders
- (3) Providing leadership training
- (4) Communicating internationally and cooperating with international organizations

These approaches are intended to facilitate the promotion of gender mainstreaming in each government’s sports policy, the provision of training for women to become more active in the sporting world, and the reform of social awareness that will enable women to find value in engaging with sports.

# 1. Project Details

## Project period and progress of the fiscal year

Project period: From October 14<sup>th</sup>, 2022 through February 28<sup>th</sup>, 2023

### Progress of the fiscal year



## ASEAN-JAPAN Workshop on Promoting Gender Equality in Sports Workshop Outline

**Official Name :**  
 ASEAN-JAPAN Workshop on Promoting Gender Equality in Sports

**Date :** August 10<sup>th</sup> – August 13<sup>th</sup>, 2021

**Formality :** Online

**Co-organizers :** ASEAN Secretariat, Japan Sports Agency

**Partners :** UN Women Japan Liaison Office  
 UN Women Indonesia and Liaison to ASEAN

**Implementing Agency :**  
 Japanese Center for Research on Women in Sport (JCRWS) at Juntendo University

**Main Invited Lecturers :**  
 Dr. Guylaine Demers of Canada, winner of the 2020 IOC Women and Sport Award (Americas Region), Dr. Lombe Mwambwa of the University of Zambia, representative of NOWSPAR, which supports the empowerment of women through sports.

### The purpose of "ASEAN-JAPAN Workshop on Promoting Gender Equality in Sports"

- (1) Develop an action plan for each ASEAN country to promote women's participation in sports in ASEAN
- (2) Implementing life skill-leadership training through sport and planning the empowerment of young women in ASEAN countries

**Target countries: 10 ASEAN countries**

**Participants: about 60 participants**

#### [Policy Makers]

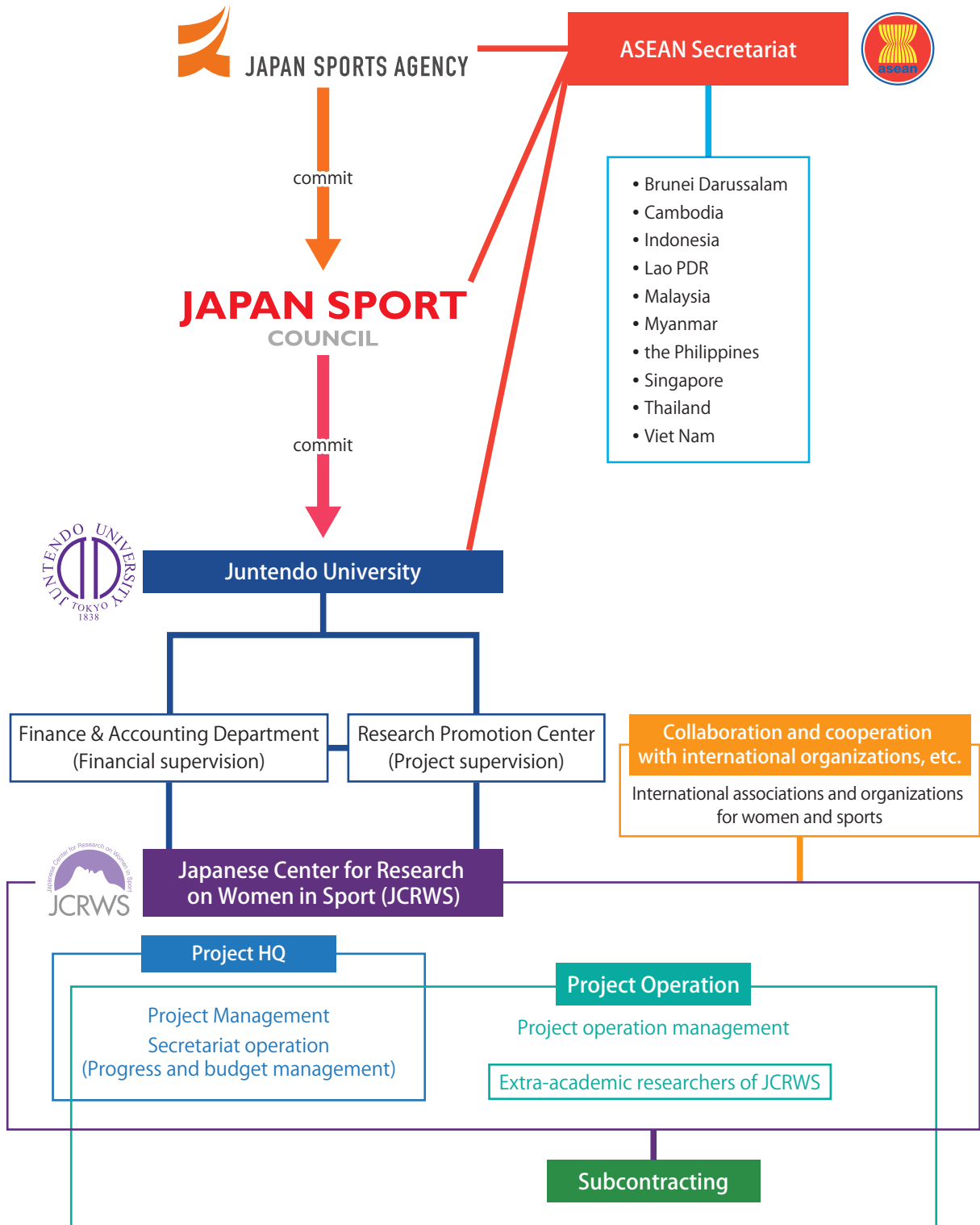
- Central government representative: 1 from each country
- Local government representative: 1 from each country
- Chairperson or representative of the Women and Sports Commission of each NOC: 1 from each country

#### [Young women sport leaders]

- Women (18-25 years old) from ASEAN countries: 2 from each country
- ASEAN members of UNESCO's Youth Task Force on Sports for SDGs: 5
- 2 students will attend from Juntendo University in Japan

\*Participants attend online, taking care to ensure that each country is well-prepared according to the situation (infectious diseases, security, etc.) in each country during the implementation period.  
 \*This project is supported by JAIF (Japan-ASEAN Integration Fund) through the Government of Japan

# Implementation Structure



## 2. Purpose and outline of the project in this fiscal year

Based on the abovementioned issues visualized in the 2021 workshop and the problem-solving approach to these issues, this fiscal year's project implemented the following four projects:

### **Project 1: Strengthening collaboration and strategic planning with the ASEAN Secretariat**

Collaboration with the ASEAN Secretariat, which coordinates the 10 Southeast Asian countries, is essential in implementing projects in a coordinated manner among the countries. While ensuring fairness and access to information on priorities in each country, the Secretariat gains advice on how to formulate a strategy plan, and how to develop and proceed with the project. The secretariat was also involved in coordinating with each country.

More specifically, cooperation with the ASEAN Secretariat was strengthened through regular and irregular meetings as well as daily emails. Consultations regarding the content of the plan were also carried out. Furthermore, in October 2022, we participated in a meeting (Third ASEAN Plus Japan Meeting on Women and Sports) held in Thailand where the governments of the 10 ASEAN countries gathered. We presented the plans for this project to each country's government and received advice. The Sport for Tomorrow (SFT) project provided a great opportunity to communicate to the government officials in attendance that Japan is continuously supporting ASEAN countries.

### **Project 2: Participation in the IWG World Conference on Women & Sport and Creation of Presentation Opportunities in Collaboration with the ASEAN countries**

One representative from each of the 10 ASEAN countries and two representatives from the ASEAN Secretariat participated in the 8<sup>th</sup> IWG World Conference on Women & Sport, held in New Zealand from November 14<sup>th</sup> to 17<sup>th</sup>, 2022. In addition, we negotiated with the IWG secretariat to obtain a timeslot to conduct group presentations. Of the 10 ASEAN countries represented, one representative country and the ASEAN Secretariat presented on the results of the abovementioned "ASEAN-JAPAN Workshop on Promoting Gender Equality in Sports", as well as presenting on the initiatives and challenges related to women's sports in each country. On-demand and online participation and information sharing were available for all 10 countries. The project involved communication with various sports leaders, including government officials, experts, those in sports-related fields, athletes and coaches from around the world to promote international cooperation in Japanese sports and women's sports policy in anticipation of the Tokyo 2020 Olympics.

In addition, participants from the 10 ASEAN countries were asked to prepare participation reports and share the content thereof with relevant organizations in their own countries. Evaluation monitoring was conducted by submitting the reports. Throughout the conference, officials from the 10 ASEAN countries and the ASEAN Secretariat learned about approaches to gender equality in sports in their own countries and throughout Southeast Asia. It was a good opportunity for participants to encounter a variety of good examples from around the world.

### **Project 3: Follow-up to the Thai Government Action Plan**

The circumstances for women in each country are influenced by culture, society and religion; thus, priority gender issues vary from country to country. In order to implement effective gender projects, it is essential to plan projects with government officials while meeting the individual needs of each country. Thus, as a follow-up to the abovementioned ASEAN-JAPAN Workshop on Promoting Gender Equality in Sports, a collaborative project was conducted based on the action plans on women's sports policies created by the governments of each country at the workshop. Considering the advice from the ASEAN Secretariat and the situation in each country, Thailand was selected as the target country for this project. In response to the needs and wishes of the Thai government, a follow-up workshop was held over a period of two days in collaboration with an international network of organizations that promote gender equality in sports internationally and organizations that train women sports leaders, as well as domestic experts on gender and sports.

### **Project 4: Follow-up for Young Women's Leadership in Thailand**

As with Project 3, a workshop on empowerment of women through sports was held for young women leaders in Thailand. A program was devised in cooperation with the Thai government, that includes perspectives such as Sport for Development (SfD) which specializes in domestic gender issues. Experts from global and Japanese networks also collaborated.

# 3. Implementation Report

## Project 1

### Strengthening collaboration and strategic planning with the ASEAN Secretariat

#### General Report

In order to implement the project with the 10 ASEAN countries, it is necessary to approach each country while trying to reach a consensus as a community among the countries. An important part of this approach is the position played by the ASEAN Secretariat, which coordinates the 10 ASEAN countries. The ASEAN Secretariat is like a bridge connecting the 10 ASEAN countries with our host organizations. As outlined in the above-mentioned project overview, various communication tools have been used to work together on a daily basis since the start of the project. Juntendo University proposed the concept and planning details for each project to the ASEAN Secretariat and while receiving consultations from them, working to build consensus with each country. It was also possible to build an indispensable foundation for the implementation of each project, such as recruiting participants and facilitating requests for collaboration from ASEAN countries when conducting workshops.

More specifically, opinions and ideas were exchanged on a daily basis, including discussions on the selection of representative countries for participation in the 8<sup>th</sup> IWG World Conference on Women & Sport, follow-up on post-event issues submitted by participants in each country, and decisions on which countries will host follow-up workshops will be held in this FY and discussions on the content of these workshops.

#### Report on the Presentation of the Project Overview at the Japan-ASEAN Women's Sports Meetings (Thailand)

On October 27<sup>th</sup>, 2022, the project management leader, Aya Noguchi (Assistant Professor, Faculty of Health and Sports Science, Juntendo University) participated in the Third ASEAN Plus Japan Meeting on Women and Sports and Fifth ASEAN Plus Japan Senior Officials Meeting on Sports (5<sup>th</sup> SOMS+Japan), Phuket, Thailand. She presented to the government officials of each country, regarding the results of the abovementioned workshop – the ASEAN-Japan Workshop on Promoting Gender Equality in Sports – as well as the future five-year plan, which was agreed upon by the participants.

It was a significant achievement to facilitate face-to-face conversations between government officials from each country at the intergovernmental meeting, where a consensus was reached on the project plan. Furthermore, participants had the opportunity to exchange opinions with the government of Thailand, as a candidate for the first follow-up country for the workshop held in 2021. Participants also exchanged opinions with government officials and those in sports-related fields in Singapore, Malaysia and the Philippines, conducting hearings on sports policies and issues related to women in each country. Participating in face-to-face intergovernmental meetings was a meaningful opportunity to exchange opinions with people involved in sports organizations in each country.



# 3. Implementation Report

## Project 2

### Participation in the IWG World Conference on Women & Sport and Creation of Presentation Opportunities in Collaboration with the ASEAN countries

#### Local Participation Report

The 8<sup>th</sup> IWG World Conference on Women & Sport was held in Auckland, New Zealand on November 14<sup>th</sup> to 17<sup>th</sup>, 2022. In the Project to Promote Gender Equality through Sports (below, the “Project”), participants gained an understanding of discussions on global sports and gender equality, created networks with diverse experts and professional organizations, and supported participation in the IWG Conference of ASEAN countries as an opportunity to disseminate the progress and outcomes of the Project to international sports and gender experts.

The conference began with a video message from New Zealand’s Prime Minister, Jacinda Ardern, with approximately 1,200 on-site participants and approximately 500 online participants over the course of four days. More than 220 exciting sessions were offered by approximately 500 international speakers and prompted many collaborations.

#### Group presentation

On the third day of the conference, the following group presentations entitled “Promotion of Gender Equality in Asian Sports in the Wake of the Tokyo 2020 Olympics” were made together with officials from the Japan Sports Agency, the ASEAN Secretariat, the government of Thailand and ASEAN countries. Approximately 20 participants who gathered at the venue exchanged opinions.

A total of 90 minutes of group presentations were conducted in two parts. Ms. Aya Noguchi, the project management leader for this project, served as the moderator and began with an overview of the project.

Participants shared the results of the Sport for Tomorrow project, which is the background of this project as well as the ASEAN-JAPAN Working on Promoting Gender Equality in Sports project, held during the Tokyo 2020 Olympics. The Japan Sports Agency’s independent budget and project plan based on that budget were presented with regard to the project.

#### <Session 1>

Ms. Midori Anami, Specialist for the Promotion of Women’s Sports, Japan Sports Agency, shared the Japanese government’s policy on “Gender Equality in Sports”. Referring to the Tokyo 2020 Olympics as “the most gender-equal Games in history”, Ms. Anami discussed Japan’s women’s sports policy from multifaceted perspectives, including the development of top-level women leaders and leadership development, sports for people with disabilities, and physical education in schools.

As a Senior Officer in the Youth and Sports Division of the ASEAN Secretariat, Ms. Larasati Indrawagita provided information on “ASEAN WE SCORE Break records, make history!” which was implemented to improve the rate of women’s sports participation in ASEAN countries. She also presented the ASEAN Secretariat’s project to promote gender equality through sports, which the Secretariat is working on in cooperation with other countries, to appoint women athletes who are active in their countries as ambassadors. She echoed the sentiments of the ambassadors of each country saying, “Sports can be a platform for promoting gender equality and women’s empowerment”.

#### <Session 2>

Dr. Niwat Limsuknirun, Director General of the Department of Physical Education of the



Ms. Aya Noguchi



Ms. Midori Anami



Ms. Larasati Indrawagita



Dr. Niwat Limsuknirun



Thai Ministry of Tourism and Sports, presented on the mainstreaming of gender in the Thai government’s sports policy. The Thai government emphasized “sports for all” and Dr. Limsuknirun expressed his desire to “provide all citizens with opportunities to interact with sports on a daily basis through activities such as marathons and gymnastics”. He also presented information on sports in Thailand where women actively participate including taekwondo, weightlifting, volleyball, and kickboxing.

In the latter half of the session, Government officials in Brunei shared their experiences at the 2021 workshop. They provided information on how measures are being implemented to promote women’s participation in sports.

At the end of the session, participants at the venue expressed positive comments on the project. As an organization implementing this project, Dr. Etsuko Ogasawara, Director of the Japanese Center for Research on Women in Sport at Juntendo University, thanked the speakers and participants for the workshops held in 2021 and the success of this session. In addition, officials from Women Sport International, the Japan Women’s Professional Soccer League, .WE League, and the Asia-New Zealand Foundation expressed their desire to work together to develop a partnership between ASEAN and Japan.

**Result of the IWG Conference**

On the final day of the conference, the IWG Conference Secretariat presented the “Call to Action” and 11 young women leaders nominated from various countries read statements calling for action. Among them, young people who participated in this project from Japan were also selected. This was a valuable opportunity to achieve one of the objectives of this project, which is to nurture the development of young Japanese global talent who will be responsible for promoting gender equality in sports.

Ms. Machi Orime, who is involved in this project, said, “It was an opportunity to think about gender equality in sports from various perspectives and to consider gender equality in Japan from a bird’s eye view in the context of international movements”. Ms. Sae Hashimoto, who was involved in the 2021 workshop, also commented, “It was very meaningful not only to listen to the sessions but also to have discussions with participants from around the world who are working on gender equality every day”. It was clear that this conference was a great inspiration for these two young people.

The four days of learning at the World Conference on Women & Sport served as a valuable asset for participants to consider the next steps toward the development of women’s sports in their own country and a further boost to this project.



Discussion connected the venue and online participants



Dr. Etsuko Ogasawara



“Call to Action”

**Participant Report 1: Ms. Larasati Indrawagita**



Senior Officer  
Education, Youth  
and Sports Division  
ASEAN Secretariat

By participating in the 8<sup>th</sup> IWG World Conference on Women & Sport in Auckland, New Zealand, I was able to broaden my perspective on inclusive sports and learn new approaches based on my experience with projects in other regions, including successful cases in Japan, the United States, the Middle East, and North Africa. It is a great honor to announce the results of the ASEAN #WeScore campaign under the project to promote gender equality through sports. We hope that countries in the Southeast Asia region will deepen cooperation to enhance the role of women and girls in sports over the next few years through participation in related organizations and sports federations, thereby leading to the establishment of an ASEAN Community and strengthening ASEAN-Japan relations.

**Participant Report 2: Ms. Midori Anami**



Senior Specialist for  
Women’s Sports  
Japan Sports Agency

Through the 8<sup>th</sup> IWG World Conference on Women & Sport, we gained a lot of awareness and inspiration. We also reaffirmed the significance and importance of exchanges of information and opinions among stakeholders in various positions across regions. In particular, this conference was a valuable and honorable opportunity to be able to report on the efforts of the Japan Sports Agency in relation to women’s sports in Japan, and for Japan to work together with the ASEAN Secretariat and ASEAN countries. In the future, under the framework of the Japan-ASEAN Sports Cooperation, we will work together to promote the participation of women through sports in the Asian region.

# 3. Implementation Report

## Project 2

### Participation in the IWG World Conference on Women & Sport and Creation of Presentation Opportunities in Collaboration with the ASEAN countries

#### ■ Online Participation Report

##### Indonesia:

After participating in the 8<sup>th</sup> IWG World Conference on Women & Sport (below, the IWG Conference), a workshop was held to help women and athletes recognize the importance of sport. It is possible to become a leader and policy maker in the sports world, working not only professionally but also in other fields. By putting in the effort, we can improve our lives and enjoy our sport even more.

I felt that the Sports Development Pyramid mentioned by Thailand was also useful for our country as a means to promote women's participation in sports. Indonesia also has many initiatives to promote women's participation in sports, but in order to implement the action plan set forth in the 2021 ASEAN-JAPAN Workshop on Promoting Gender Equality in Sports, we feel that further support is needed from key organizations, local governments, environmental studies, and other stakeholders, and that it is also necessary to build understanding between stakeholders and women. This is because there are still minor ideas and doubts towards women in sports. We intend to communicate with sports organizations to explain the importance of gender equality for women in sports.

##### Cambodia:

We felt that Japan and Thailand have achieved remarkable results in applying policies regarding the strengthening of women in sports. In particular, we thought that the "Video Project to Raise the Recognition of Women's Sports" announced by the Japan Sports Agency could also be implemented in our country. By creating an entertaining video that will attract people's attention to the promotion of women's sports, we can raise awareness about women athletes and encourage them to work to promote their sport.

The challenges in implementing the action plans and policies set forth in the 2021 ASEAN-JAPAN Workshop on Promoting Gender Equality in Sports are the lack of awareness and involvement of women in sports in our country, limited budget and facilities, social norms and traditions. However, we will work to implement and update the action plan and policy by incorporating the knowledge and concepts gained from participating in the IWG Conference into the action plan and policy developed at the 2021 workshop, and by involving national stakeholders in working to make it happen in an appropriate way.

##### Singapore:

Through our participation in the IWG Conference, I was reassured that there are plenty of good examples in the world from which we can learn, and that we can more smoothly and easily gain the endorsement from stakeholders by working from the inspiration that exists around the world to apply it to our environment. The Women in Sport Committee (WSC) team under the Singapore Olympic Committee (SNOC) is in the process of drafting a white paper to launch gender equality policies for women in sports, and since we felt stuck in terms of gender quotas, the session was very interesting to learn about good practices in gender quotas. In addition, the knowledge gained from this participation was shared with the WSC in an internal WSC quarterly meeting on November 25<sup>th</sup>, 2022 and in a separate online session opportunity that included Sport Singapore and CoachSG participants.


##### Thailand:

We thought that each country's efforts could be applied to its own country. In particular, we realized that countries are promoting gender equality in all sports activities based on the IOC's philosophy, "Sports is one of the strongest platforms for promoting gender equality and empowering women and girls". In this project's session "Promoting Gender Equality in Sport in Asia", a lot of useful data from Asian countries were reflected upon, which left a lasting impression on me. Through my participation in the conference, we gained many skills and knowledge on how to address gender issues in sports policy from an international perspective.

While women's social roles have been concentrated on housewifery and men on labor, we believe that increasing opportunities for women and girls to engage in physical education and sports will promote stronger social integration and help overcome prejudices against women and girls that contribute to their social vulnerability.

##### The Philippines:

Data show that the number of female sports participants in the Philippines is lower than that of men, and that the number of female coaches is also noticeably smaller. Increasing female coaches and officials in promoting gender equality will help create a safe sporting environment for all. The IWG Conference helped us to take a broader view of gender issues and to better define the path to gender equality that we need to take. All the sessions I attended were impressive and will be helpful in planning for



women's success in the future. In particular, the fact that women are given responsibility will be an important means of demonstrating their competence and trustworthiness.

The information, insights and good practices presented at the conference will be applicable to the Philippine Sports Commission's Women's Program. We would like to revisit and re-evaluate the action plan and policies developed at the ASEAN-JAPAN Workshop on Promoting Gender Equality in Sports in 2021 and align them with the insights gained at this conference.

#### **Brunei Darussalam:**

It is necessary to understand the importance of gender equality in all sporting situations, and equal and fair opportunities should be provided to all in sports education, awareness, and participation. Women still do not play many important roles in ASEAN's sports world. With the support of the Japanese government, we feel that now is the time for member states to work together to cooperate.

The most memorable presentation was "Women-led Ecosystems to Reduce Barriers in Sports". We need to think about how we can ensure a strategic pathway for women to be able to play a larger role in coaching and other professions, sports organizations and governing bodies.

In Brunei, there are still no specific policies related to women's sport. Therefore, when women try to take the initiative in male-dominated sports, policy reform takes time. However, we feel that the IWG Conference has had a significant impact on my work for women's sport in my country.

#### **Viet Nam:**

"IWG 2022 PROGRESS REPORT SUMMARY" impressed us with its presentation of past and current issues that are needed to propose solutions for gender-related sport actions, plans and strategies. In implementing the action plan defined in the 2021 ASEAN-JAPAN Workshop on Promoting Gender Equality in Sports, the challenge we face daily in our own countries is that ideas and initiatives for women's participation in sports are not considered a priority. The IWG Conference showed that gender equality and equity in sport are being emphasized and that women are making progress in sports and physical activity. To capitalize on the learnings from the conference, we believe that further efforts are needed to promote women's participation in sports and empower young women through sports, including holding seminars, workshops, and conferences on women's sports, creating learning opportunities for women involved in sports, and supporting gender equality training opportunities in all sports fields.

#### **Malaysia:**

The Japanese government's presentation was very interesting and covered a wide range of topics, including the establishment of child-friendly facilities and the My Sport Menu app. We felt that with the "Sports Career Support Consortium", we could further review the content of a similar program in Malaysia. Thailand's presentation was also very impressive, and we thought it could be implemented in our own country.

We are announcing "the Action Plan for Women's Sports", which is applicable from 2021 to 2025. This Action Plan guides the implementation of various types of programs that currently target women of all ages. The Ministry of Youth and Sports and the Ministry of Women, Family and Community Development also support women of all ages to engage in sports under the 2009 National Women's Policy. Our main challenge is to ensure that we have the necessary number of female coaches and referees. We would like to further enhance the program based on the learnings from the IWG Conference, as well as incorporate new ideas that fit Malaysia's situation in the future in the "National Action Plan for Women" that has already been formulated in Malaysia.

#### **Myanmar:**

We are focusing our attention on the project "Leadership Training for Young Women" in this project. As a developing country, we need to empower young women for the future of gender balance in sports. We also need to study the statistics in the country to promote women's participation in sports.

It is very difficult to apply that which is applied to developed countries, to our developing country, but Finland's presentation "Unlocking the Secret of Equality in Sports" was very interesting and gave us a lot to learn in solving our country's problems.

Myanmar women actively participate in social activities such as sports volunteers. However, the development of sports policies regarding women has been slow, and the biggest challenge is capturing the interest of policy makers. Since evidence-based statistical data is essential, we would first like to conduct a survey and examine barriers to sports participation.

#### **Lao PDR:**

Listening to the presentations from Japan and Thailand, I realized that all sports activities are very important to increase the number of female sports participants in the future. Another impressive session was the "session asking about the accessibility of sports for girls and women in the region", which made us want to improve facilities and accessibility to promote women's participation in sports in our country.

In Laos, the number of women playing sports is limited. Women in sports do not have many opportunities to improve their knowledge and skills. The small number of female athletes is due to the fact that girls have to help their parents to do household chores and do not have family support. The learnings from the IWG Conference were very useful to share with the sport sector and to develop an action plan to increase the number of women in sport in the future and adapt it to sport policy.

# 3. Implementation Report

## Project3: Follow-up to the Thai Government Action Plan Project4: Follow-up for Young Women's Leadership in Thailand Workshop outline

### [Dates]

- 1) Follow-up to the Thai Government Action Plan  
**Workshop for Sports Organizations/Entities Personnel**  
January 29<sup>th</sup> – January 30<sup>th</sup>, 2023
- 2) Follow-up for Young Women's Leadership in Thailand  
**Workshop for Young Women Leaders**  
January 31<sup>st</sup> – February 1<sup>st</sup>, 2023

### [Location]

Supachalasai Meeting Room at the National Stadium, Bangkok, Thailand

### [Organizer]

Japanese Center for Research on Women in Sport, Juntendo University

### [Co-Organizer]

Department of Physical Education Ministry of Tourism and Sports (Thailand)

### [Participants]

**Workshop for Sports Organizations/Entities Personnel: about 30 participants**

-Sports professionals involved in sports for all and in the promotion and development of sports

-School sports professionals

-Media related to sports

**Workshop for Young Women Leaders: about 30 participants**

-Sports leaders between the ages of 13 and 22

## Lecturer Profiles

### [Lecturers]



**Dr. Niwat Limsuknirun**  
Director General – Department of Physical Education Ministry of Tourism and Sports  
Addition to the extensive background in physical education, he has also supported in hosting multiple national and international sporting competitions including multiple Asian Games and World Championships. He also simultaneously holds multiple positions with various international sporting organizations.



**Dr. Rieko Yamaguchi**  
Professor – Josai University  
She specializes in sports psychology, women's studies, comparative gender theory and sports culture theory. She has conducted research in various topic around sports and gender while also publishing in the field of women and sports. She also holds the position of Vice Chairperson of the Japanese Association for Women in Sport (JWS).



**Ms. Miki Morimoto**  
Director of Social & Community Impact, Asia Pacific – Nike  
She has worked with multiple international entities upon graduating from the UK in law. She currently leads strategizing the partnership with local communities and their needs. She uses the Nike brand to promote and advocate for the importance of play and sports for children in the society.



**Ms. Aya Noguchi**  
Assistant Professor- Juntendo University Faculty of Health and Sports Science  
After playing football professionally in over three countries, she has been involved in Sport for Development and Peace projects with various NGOs and sports organizations where she developed and utilized her expertise in Sport and Development and Sport and Gender and Sexuality.



**Ms. Yuiko Inoue**  
Co-Director – Sport for Creating Pathways Japan (S.C.P. Japan)  
Former semi-professional football player, who has played in the US and has represented Japan at the U17 Women's World Cup in 2008. After retiring, she has been involved with Japan International Cooperation Agency (JICA) as a volunteer as well as the Japan Football Association (JFA) before she joined S.C.P. Japan where she mainly oversees the Barça Foundation Project in Japan.



**Ms. Yuki Shigenami**  
Director – Sport for Creating Pathways Japan (S.C.P. Japan)  
She played football at the highest women's football league in Japan while simultaneously obtaining a kindergarten teacher Type 1 license. Upon retiring, she became a kindergarten teacher and obtained a childcare qualification to extend her work. At S.C.P. Japan, she oversees the activities-based education program and public relations.

### [Talk show guest athlete]



**Capt. Pawina Thongsuk**  
Weightlifting Gold Medalist  
She won the gold medal at the 2004 Athens Olympic Games with 122.5 kg snatching and 272.5 kg total in the 75 kg category. In 2005, she also won the World Championship in the 63 kg category.



**Capt. Chanatip Sonkham**  
Taekwondo Bronze Medalist  
A taekwondo practitioner, who won the bronze medal at the 2012 London Olympic Games in the under 49 kg weight class. Additionally, she won bronze medals at the 2010 Asian Games and at the Asian Taekwondo Championships in 2010 and 2012 and a gold medal at the 2013 World Championship.



**Dr. Etsuko Ogasawara**  
Executive Director – Japanese Center for Research on Women in Sport.  
Currently a professor of sport management at Juntendo University Graduate School of Health and Sports Science. After working as a swimming coach at Chukyo University and National Institute of Fitness and Sports in Kanoya, she received her doctorate in sports management from Ohio State University. In 2006, she co-chaired the International Women's and Sport Working Group (IWG) Conference in Kumamoto and is also a Global Executive Member of IWG (Asian Representative).

### [Representative of Host Organization]

## Workshop Schedule

	January 29 <sup>th</sup>	January 30 <sup>th</sup>		January 31 <sup>st</sup>	February 1 <sup>st</sup>
	Workshop for Sports Organizations/Entities Personnel			Workshop for Young Women Leaders	
8:45	8:45 ~ 9:00 <b>Opening Remarks</b> Dr. Niwat and Dr. Ogasawara	8:45 ~ 9:00 <b>Announcements</b>	8:45	8:45 ~ 8:55 <b>Opening Remarks and Announcements</b> Dr. Niwat and Japanese Representative	8:45 ~ 9:00 <b>Announcements</b>
9:00	9:00 ~ 9:30 <b>Reflecting on the 2021 workshop</b> Lecturer: Ms. Aya Noguchi	9:00 ~ 9:45 <b>Sports for Development and peace (Gender issue)</b> Lecturer: Ms. Aya Noguchi	9:00	8:55 ~ 9:10 <b>Icebreaker</b> Lecturer/Facilitator: Ms. Yukiko Inoue, Ms. Yuki Shigenami	9:00 ~ 9:20 <b>Activity</b> Lecturer: Ms. Yukiko Inoue, Ms. Yuki Shigenami
10:00	9:30 ~ 11:00 <b>Gender Issues in Sports</b> Lecturer: Dr. Rieko Yamaguchi	9:45 ~ 10:30 <b>Sports and Media</b> Lecturer: Dr. Rieko Yamaguchi	10:00	9:10 ~ 9:30 <b>Introduction of Empowerment</b> Lecturer: Ms. Aya Noguchi	9:20 ~ 10:00 <b>Safeguarding/ Sexual harassment</b> Lecturer: Ms. Yuiko Inoue
11:00	11:00 ~ 11:15 Break	10:30 ~ 10:45 Break	11:00	9:30 ~ 10:30 <b>Who's the BOSS of your body?</b> Lecturer: Dr. Rieko Yamaguchi	10:00 ~ 10:15 Break
12:00	11:15 ~ 12:30 <b>Discussions on Gender Issues in Thailand</b> Lecturer: Dr. Niwat Limsuknirun	10:45 ~ 12:00 <b>Sports and Media (Groupwork)</b> Lecturer: Dr. Rieko Yamaguchi	12:00	10:30 ~ 10:45 Break	10:15 ~ 11:30 <b>Safeguarding/ Sexual harassment</b> Lecturer: Ms. Yuiko Inoue
13:00	12:30 ~ 13:30 Lunch	12:00 ~ 13:00 Lunch	13:00	10:45 ~ 12:00 <b>Empowerment (Activity)</b> Lecturer: Ms. Yuiko Inoue, Ms. Yuki Shigenami	11:30 ~ 12:30 Lunch
14:00	13:30 ~ 15:00 <b>Why don't girls do sports?</b> Lecturer: Ms. Miki Morimoto	13:00 ~ 14:00 <b>Role models and female athletes</b> Lecturer: Dr. Rieko Yamaguchi	14:00	13:00 ~ 13:15 <b>Icebreaker</b> Lecturer: Ms. Yukiko Inoue, Ms. Yuki Shigenami	12:30 ~ 12:45 <b>Icebreak Activity</b> Lecturer: Ms. Yuiko Inoue, Ms. Yuki Shigenami
15:00	15:00 ~ 15:15 Break	14:00 ~ 14:15 Break	15:00	13:15 ~ 14:15 <b>Role models</b> Lecturer: Ms. Miki Morimoto	12:45 ~ 14:00 <b>Workshop on how to use your voice to change the society</b> Lecturer: Ms. Miki Morimoto
16:00	15:15 ~ 16:15 <b>Safeguarding and Sports</b> Lecturer: Ms. Aya Noguchi	14:15 ~ 14:25 Break	16:00	14:15 ~ 14:25 Break	14:00 ~ 14:10 Break
		14:15 ~ 16:15 <b>Groupwork and Group Presentation on next steps to promoting gender equality in sports</b> Facilitator: Ms. Aya Noguchi		14:25 ~ 16:00 <b>Talkshow with Capt. Pawina Thongsuk and Capt. Chantip Sonkham</b> Moderator: Ms. Aya Noguchi	14:10 ~ 15:40 <b>Presentations from the youth to utilize their voices for gender equality in sports</b> Facilitator: Ms. Miki Morimoto
		16:15 ~ 16:30 <b>Closing Remarks</b> Dr. Niwat and Dr. Ogasawara			15:45 ~ 16:15 <b>Closing Remarks</b>

# 3. Implementation Report

## Project 3

### Follow-up to the Thai Government Action Plan “Workshop for Sports Organizations/Entities Personnel” report

#### Day 1 (January 29<sup>th</sup>)

The opening of the first day for sports professionals included an address by Dr. Niwat Limsuknirun, Director of the Department of Physical Education, Ministry of Tourism and Sports, Thailand and Dr. Etsuko Ogasawara, Director of the Japanese Center for Research on Women in Sport, Juntendo University, the organizer of this workshop. Dr. Ogasawara thanked the organizers for making the workshop possible, saying “I hope the workshop will be a meaningful opportunity to deepen understanding of gender equality through sports”.

The first speaker, Ms. Aya Noguchi, Assistant Professor at Faculty of Health and Sports Science, Juntendo University, provided recollections of the 2021 ASEAN-JAPAN Workshop on Promoting Gender Equality in Sports that was held online. She explained that the Japanese government plans to follow up on the Action Plan and provide leadership training over the next five years, and that Thailand is the first country to do so.

Dr. Rieko Yamaguchi, Professor at Faculty of Business Administration, Josai University, spoke on the subject “Gender Issues in Sports”. The Global Gender Gap Report, which covers 146 countries around the world, ranks Thailand at 79<sup>th</sup> place and Japan at a lowly 116<sup>th</sup> place, showing that there is still deep-rooted gender discrimination in society. She illustrated this by referring to recent news and her own experiences. She explained the importance of not only improving the status of women, but also considering issues in men themselves and between men, as well as the generation gap, in order to achieve gender equality.

Dr. Niwat presented on the subject of “Discussions on Gender Issues in Thailand”. Then, Ms. Miki Morimoto, a director at Nike, a major sports manufacturer, took the podium on the topic “Why don’t girls do sports?” Ms. Morimoto pointed out that the problem with the low sports participation rate among girls is that they generally “don’t have fun”, citing reasons such as the lack of sports that suit them and the fact that they are less likely to feel comfortable playing sports as they grow older. In the second half of the session, the participants moved outside the venue to think about the reasons why Thai girls do not play sports in a group discussion format and presented their ideas.

At the end of the first day, Ms. Noguchi gave a lecture on “Safeguarding and Sports”. Safeguarding refers to organizational efforts to prevent violence and other human rights violations so that all people can participate in sports in a safe and secure manner. She explained the importance of safeguarding vulnerable people as an organization to protect them from human rights violations. In the second half of the session, Dr. Yamaguchi took the stage again. She discussed the problem of sexual violence in Japan, including voyeurism, and stressed that in addition to sexual violence itself, the problem of secondary damage to victims is also serious. Finally, Ms. Noguchi concluded the session by saying “In the sports world, victims may not even be aware of the damage. We need to recognize this and ensure that there is a safe and secure environment in the first place”.



From left, Dr. Niwat Limsuknirun, Dr. Etsuko Ogasawara



Dr. Rieko Yamaguchi



Ms. Miki Morimoto



Ms. Aya Noguchi

#### Participant interviews

##### Dr. Suwanna Silpa-archa

International Skating Union - Council Member and Thailand Olympic Committee

I am glad that the Japanese government is thinking of the women of Thailand and has come to share their experiences with us. I will use what I have learned here to combine my experiences with those of you in Japan to come up with something useful for Thai society and gender equality. The problems that Thailand has may not exist in Japan, and the problems that Japan has may not exist in Thailand. However, I hope we can combine our respective knowledge and experience to improve it.

## Day2 (January 30<sup>th</sup>)

The second day began with a review of the previous day's workshop. The first lecture was by Ms. Noguchi on "Development and Sports (Gender)". The presentation provided an easy-to-understand overview of how sports as a tool can help with social and gender issues, with examples.

Next, Dr. Yamaguchi gave a lecture on the topic of "Sports and Media". In Japan, in particular, the media focuses a lot on the appearance of girls and women athletes (whether they are smiling, etc.), and the accompanying problem of skinny women. She also highlighted the problem of the small number of female employees in major newspapers, television, and other media outlets, and the fact that few of them are executives. In the second half, the group discussion was divided into men and women to discuss the media in Thailand. Participants found that there is media bias in Thailand as well, such as broadcasting men's sports but not women's. Dr. Yamaguchi said, "I'd like people to think about how to utilize the media to further develop sports in the future".

Next, Ms. Morimoto gave a lecture on "Role Models and Female Athletes". She explained that familiar role models are important for people who play sports, and gave a real-life example of Nike's emphasis on creating a "her-ness" for individual female athletes. As familiar role models, she introduced children's center staff members who implement the JUMP-JAM program and athletes who focus on racism protests and LGBTQ awareness activities, explaining the importance of just "being yourself".

Participants then engaged in group work. Under the title "Next Steps to Promoting Gender Equality in Sports", the participants discussed in depth the factors contributing to issues that inhibit women's participation in sports, and discussed ways to resolve these issues. For example, the quality of instructors was cited as a problem for girls' lack of motivation to exercise. There were many occasions when perspectives unique to sports and government officials were discussed, for example by citing policies and budgets for instructor training as a solution to this issue.

With this, the two-day workshop came to an end, and Dr. Niwat and Dr. Ogasawara took the stage for closing remarks. Dr. Niwat closed with an acknowledgment, "I have been involved in the sports field for over 30 years and it was great to hear so many opinions, including some I didn't know. Thank you for choosing Thailand as your first country".



Participants concentrate lecture so as not to miss a single word



Motivated by engaging in group discussions, participants



A representative will present what was summarized in the group discussion



Questions were actively asked during the lecture during the session

### Participant interviews

**Ms. Rungkarn Sangthongsakullerd**  
The Gymnastics Association of Thailand

I would like to thank ASEAN-Japan and the Department of Physical Education, Ministry of Tourism and Sports of Thailand for making this workshop possible. I learned about gender equality in sports and how to increase women's participation in sports. In sports, we learn how to follow the rules, how to win and lose, how to use our time efficiently, and how to gain confidence, all of which have the power to enable us to be happy in society. In the future, I hope we can nurture talent and reduce social issues by creating opportunities for sports participation from an early age.

### Participant interviews

**Dr. Praphinwit Pokard**  
Thailand National Sports University

Learning and practicing are two different dimensions. I learned that there may be hidden issues that we are not aware of, such as gender awareness and the importance of the media. There is also still the issue of gender, and we must be more aware of this issue. We at Sports University will pass on the lessons we have learned to the children at sports schools, including our students. They will go on to become model athletes for Thailand. We would like to share the knowledge learned in this workshop to further disseminate and raise awareness.

# 3. Implementation Report

## Project 4

### Follow-up for young women’s leadership in Thailand “Workshop for Young Women Leaders” report

#### Day1 (January 31<sup>st</sup>)

The workshop for girls was rich in activities throughout. Ms. Noguchi of Juntendo University and Dr. Niwat Limsuknirun of Department of Physical Education Ministry of Tourism and Sports, continuing from the previous day, took the stage to address the audience on the first day. Ms. Noguchi said “At the Tokyo 2020 Olympics, we held a workshop with ASEAN countries. I’d like to thank everyone for their efforts in organizing this follow-up workshop in Thailand”.

The workshop started off with an icebreaker. After the instructors and staff members introduced themselves to the girls, a self-introduction game was played to create a friendly atmosphere.

Ms. Noguchi took the podium first with a presentation titled “Introduction of Empowerment”. She emphasized that “empowerment” is a process by which people in vulnerable positions in society acquire the ability to make choices, and that, for example, in order for women to have social status and authority, social change is also necessary in addition to the improvement of their own abilities. She explained that empowerment begins with taking care of oneself, so it is important to define one’s own purpose and act toward it.

Next, Dr. Yamaguchi of Josai University gave a further lecture on empowerment themed “Who’s the BOSS of your body?” Citing examples of sexual victimization and secondary victimization in Japan and around the world, she encouraged both men and women to be courageous and speak up if they are victimized. She also sees “girlishness”, which is excessively imposed by society and the media, as a problem. She concluded by stating that the answer to the question posed at the beginning of the lecture is “I am”. In other words, your body is your own and you must protect it.

This was followed by an empowerment activity. Participants moved outdoors, freed from masks, and enjoyed recreational games where they worked together toward a goal and played soccer with their own added rules for everyone to enjoy equally. The session was summarized by Ms. Yuiko Inoue, former soccer player and co-director of S.C.P. Japan, a general incorporated association, who was in charge of this session, saying, “You can learn the skills needed to make a difference in society through simulated experience in the field of sports”. Participants were active, vocal, and got moving in a relaxed manner.

The afternoon started again with an icebreaker. The first speaker was Ms. Morimoto of Nike. The talk, titled “Role models”, was adapted from the previous day’s “Workshop for Sports Organization/Entitles Personnel”, and was geared toward girls.

The first day concluded with a talkshow featuring weightlifting gold medalist Capt. Pawina Thongsuk and taekwondo bronze medalist Capt. Chanatip Sonkham. Ms. Noguchi served as facilitator. Capt. Pawina began lifting weights at the age of 14 on the advice of her P.E. teacher and won a gold medal at the 2004 Athens Olympics. Since 80% of the competitors were men, she thought she could be a pioneer if she started. Capt. Chanatip started Taekwondo when she was in the first grade of junior high school, when she saw and admired the athletes. She admires the seniors and keeps in touch with them even after she retired from the sport. Both women were adamant that the training environment during their working years was strict and that there were no problems due to sexual abuse or cultural differences with foreign instructors. Regarding her success in competition, Capt. Pawina said that the secret to her success was her love of competition, serious training, and encouragement from her mother and mentors, and she sent a message to the audience to relax and work on their skills without worrying about winning or losing. “Believe in yourself”, Capt. Chanatip said, “Don’t stick to the winners, but explore various pathways. I will always support you”, bringing courage to the participants.



From left, Capt. Pawina Thongsuk, Capt. Chanatip Sonkham



Participants expressing joy with their bodies after scoring a goal



From left, Ms. Yuki Shigenami, Ms. Yuiko Inoue



Enjoying outdoor activities seemed to relieve some of the tension

#### Participant interviews

##### Ms. Phattarawadee Chakbodin

Thailand National Sports University

I was very impressed with this workshop. It was very meaningful to hear and learn from the diverse opinions and experiences of the Thai participants and the Japanese team. The physical activities were very interesting, and the soccer field activity was especially enjoyable. From now on, I want to create more opportunities for children and women to participate in sports, communicate the importance of good health, and increase sports participation rates.



## Day2 (February 1<sup>st</sup>)

The second day started with physical activities. Ms. Yuki Shigenami, director of S.C.P. Japan, led the event and created a friendly mood with fun movements using a ball.

In the first lecture, Ms. Inoue took the stage. She presented the topic of safeguarding to the young participants in an easy-to-understand manner. Right from the beginning of her lecture, Ms. Inoue carefully explained the importance of rules such as valuing equal relationships and not criticizing others to ensure safety and security. She explained safeguarding in sports, saying that organizations should work on “awareness”, “prevention”, “reporting”, and “response”, and that individuals should know their rights and threats and act accordingly.

The 54 Conventions on the Rights of the Child were also presented using games. The participants were informed that all forms of violence, discrimination, unfair treatment, etc. that threaten the rights of children must never be tolerated, and based on this, each group considered what dangers there are in the field of sports. The girls who participated shared stories based on their experiences, such as harassment and violence from coaches, and adults favoring only certain individuals or teams. Ms. Inoue urged participants to “talk to someone when you cannot face the situation alone”.

The afternoon began with activities again. After exercising to music, Ms. Morimoto led a workshop on “How to Use Your Voice to Change the Society” In the group presentations, all participants made presentations on topics including gender barriers such as differences in size and ability, and solutions such as changing the rules accordingly and creating more sports that men and women can play together. Regarding barriers such as differences in culture and values, solutions found in education, including awareness-raising through influencers and social media, and through holding the workshop itself. The workshop was a valuable opportunity to think about and share what approaches are available to address various barriers. “Make yourself your own ally” Ms. Morimoto concluded, “If we then question the rules and mechanisms, I think we can find solutions”, she encouraged.

This marked the end of the workshop for girls. Each of the lecturers greeted the participants and expressed their impressions and appreciation. Ms. Noguchi and Dr. Niwat took the stage for the closing session. “We also learned a lot about Thailand”, said Ms. Noguchi, concluding the two-day workshop, “We hope you will do your part to help Thai women enjoy sports more”.



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Respond to the speaker's call to raise hands



Group work around a desk



The individuality of each group could be seen in the presentation scene

### Participant interviews

**Mr. Thanadon Songraksa**

Srinakharinwirot University

I am a college student and I have the opportunity to do a range of activities in my department. In the future, I hope to use the knowledge I have gained about gender equality in this workshop to provide more activities that women can participate in and support equality through sports that women can also enjoy participating in. There may be some women who are still worried, but I want them to feel safe and comfortable participating. I think everyone can enjoy the sport, regardless of gender, because we are all human beings.

# 4. Results for current FY and expectations for the next year and beyond



## ■ Results for current FY

Since FY2022 was the first year of the project and the start date was in October, it had to be implemented in a short period of time. However, I believe that we were able to implement a meaningful project as a solid foundation for the next four years.

First of all, it is a great achievement that the project was carried out in close cooperation with the ASEAN Secretariat. It was very important to strengthen cooperation with the ASEAN Secretariat as we proceeded with our five-year project plan. With the ASEAN Secretariat acting as a liaison with each country, it was emphasized that each program itself was implemented within the framework of the ASEAN-Japan Ministerial Conference on Sport, and we believe that Japan's support for the 10 ASEAN countries became more visible. When contacting each country individually, we were able to consult with the ASEAN Secretariat on the best method of communication with each country, which facilitated communication.

Another achievement this year was the sharing of the five-year plan at the ASEAN-Japan Senior Officials Meeting on Sports and the ASEAN-Japan Women in Sports Meeting, where it was approved. Having received approval for our business plan made it easier to implement follow-up projects in each country in the future.

As the first country to implement the follow-up, we consider it a great achievement that the project was realized in line with the action plan set forth at the 2021 ASEAN-JAPAN Workshop on Promoting Gender Equality in Sports with the government of Thailand. The leadership of the Thai government, which chairs the ASEAN-Japan Ministerial Meeting on Sports, in overcoming various challenges and implementing the event despite the short time available, was a great source of confidence. We believe that the other nine countries that will follow will have a concrete idea of what to expect when they hold workshops in their countries.

The actual follow-up workshop was a program on viewing sports from a gender perspective, the use of role models to increase women's sports participation, and human rights violations and sexual harassment found in sports settings that can be a marginalizing factor for women and girls to participate and continue in sports. In particular, I felt that sports officials in Thailand have not had much of a "gender perspective" on sports in the past. Although we have had perspectives on quantitative equality, such as sports participation rates, the number of men and women competing in athletic events, the number of female leaders, and the number of medals won, I felt that the reality of how female athletes are represented in the media, structural gender inequality, and harassment has not been made visible.

Through this follow-up workshop, it was meaningful that we were able to look at sports from a gender perspective, look at things that have been taken for granted until now from a critical perspective, and create time to talk with each other. The workshops for young women leaders also provided an opportunity to think about issues that had not been discussed in sports before, such as the Convention on the Rights of the Child and sexual harassment. Furthermore, it was clear from the post-program questionnaire that the inclusion of group discussions was a factor in the participants' willingness to participate.

The 8<sup>th</sup> IWG World Conference on Women & Sport in November 2022 was attended by officials from the Thai government and the ASEAN Secretariat, providing an opportunity to disseminate the efforts of ASEAN countries at an international conference. The Southeast Asian government initiatives were very unique compared to presentations from other regions. The presentations from the Thai government and the ASEAN Secretariat provided a good opportunity to disseminate examples of initiatives in the Asian region, as there were few participants from Asia and Africa at the conference.

## ■ Expectations for the next year and beyond

This time, we supported online participation in the 8<sup>th</sup> IWG World Conference on Women & Sport for all 10 countries. It was unfortunate that the timing of the presentation of this project was not at the best time for Southeast Asian countries due to the short period of time between the project contract and the November meeting, the last minute confirmation of the presentation time from the IWG secretariat, and the time difference. Fortunately, we were able to guarantee the participation of each country through on-demand viewing, but we also realized that our understanding could be deepened by actually visiting the site, interacting with the participants, and experiencing the atmosphere of the international conference. We believe that it is necessary to continue to take advantage of opportunities for international conferences such as this to disseminate information about the project and the efforts of governments around the world.

Being able to conduct a follow-up workshop with the Thai government made us realize the difficulties of implementing projects with Southeast Asian governments, but by holding the workshop together with government officials, the participants were highly motivated and engaged. On the other hand, when many of the sports policies are funded by the government, we found it difficult to critically examine the sports field and find issues with some aspects. We believe that we can only do this because we are business partners outside of Japan, setting up a place that guarantees the psychological safety of participants and their freedom to speak freely. We felt that Japan needs to communicate more deeply with the follow-up host countries so that Japan's position can be an advantage in promoting gender equality through sports in ASEAN countries.

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## **ASEAN-Japan Actions on Sports: Gender Equality Report of Results**

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