FIAS

FOSTERING INCLUSIVE ACTION SPORTS

THE FIAS FRAMEWORK

The FIAS Framework is underpinned by rigorous qualitative, academic research from the University of Bristol. Key findings:

- Mountain biking is dominated by men and can have a masculine and inaccessible image for women+. Women+ mountain bikers can report feeling like imposters, and that their ways of participating lack validity.

- Men tend to be the gatekeepers of mountain biking. Women+ introduced to the sport via men can feel they are expected to uphold cultural ideals that were defined by men.

- There are insufficient women+ role models and leaders in mountain biking.

- Research also finds that women+ are under-represented in current mountain biking media and marketing, particularly women+ of different ages and from different ethnic backgrounds, and that diverse ways of participating are lacking. Women+ consume, curate and create alternative stories via social media.

- The relaxing, nurturing and supportive experiences of riding with other women+ in dedicated groups help women+ to develop confidence and progress in the sport and is important for women+ to help shape mountain biking culture, but proactive efforts to foster integration and broadscale cultural shift are needed.

For further details on the research process and findings see the full framework **here**.

What does the Framework do?

The FIAS Framework is designed to tackle persistent gender inequality in mountain biking (MTB) through cultural transformation. It is designed to underpin the strategic focus of key organisations in mountain biking.

A set of resources are available to help organisations explore, through co-creation, what the FIAS Framework means for them.

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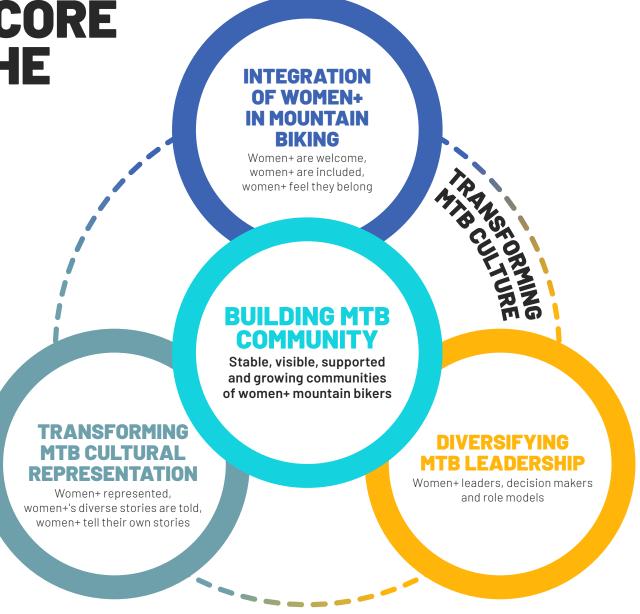
WHAT ARE THE CORE ELEMENTS OF THE FRAMEWORK?

1. Building strong, sustainable and growing communities of women+ mountain bikers is at the heart of the FIAS Framework.

However, continued cultural transformation also requires strategic programmes across three pillars that:

2. Foster integration of women+ into MTB culture, e.g. through participation in events, communities and the workforce.

3. Support women+ into positions of leadership in MTB, e.g. in industry, advocacy and policy;

4. Continue to support the transformation of cultural representation of MTB, e.g. through media and marketing.

INTEGRATION OF WOMEN+ IN MOUNTAIN BIKING
Women+ are welcome, women+ are included, women+ feel they belong

TRANSFORMING MTB CULTURE

BUILDING MTB COMMUNITY
Stable, visible, supported and growing communities of women+ mountain bikers

TRANSFORMING MTB CULTURAL REPRESENTATION
Women+ represented, women+'s diverse stories are told, women+ tell their own stories

DIVERSIFYING MTB LEADERSHIP
Women+ leaders, decision makers and role models

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BUILDING COMMUNITY:

Communities of women+ mountain bikers that:
- Are local, visible and welcoming
- Offer opportunities for women+ to feel they belong in mountain biking
- Offer opportunities for moving from recruitment to rider to leader.

What we need
- **SUPPORT CATALYSTS WITH RESOURCES**
- **SUPPORT GROWTH AND SUSTAINABILITY, ie. PATHWAYS FROM RIDER TO LEADER**

INTEGRATION OF WOMEN+ IN MTB:

Mixed gender events, clubs and communities can take active steps to ensure women+ feel involved, included and welcome. Proactive effort is required to ensure women+ feel that mountain biking culture:
- Is open rather than gender-segregated
- Offers a culture for women+ to belong on their own terms
- Is a 'sport' they can influence and shape

What we need
- **PROACTIVE PLANNING OF INCLUSIVE SPACES, PLACES, PEOPLE, EXPERIENCES**
- **NO TOLERANCE FOR MISOGYNY & REWARD/RECOGNITION FOR GOOD PRACTICE**

DIVERSIFYING MTB LEADERSHIP:

Encouraging and supporting women+ into positions of leadership in MTB will positively shape the trajectory of mountain biking culture, i.e:
- More women+ mentors, tutors and trainers, leaders, coaches
- More women+ decision makers in policy, sport, industry and trail management

What we need
- **UNDERSTAND WOMEN+'S EXPERIENCES**
- **PROACTIVELY TACKLE BARRIERS AND PROVIDE SUPPORT AND OPPORTUNITIES FOR WOMEN+.**

TRANSFORMING MTB CULTURAL REPRESENTATION:

A more diverse representation of women+ in mountain biking media and marketing will
- Challenge established narratives, contribute to the sport's inclusive culture and play a part in recruiting women+ and girls as participants by showing that a range of participatory approaches and styles are valid.

What we need
- **PROACTIVELY TELL DIFFERENT STORIES AND DIVERSIFY THE STORYTELLERS**
- **SUPPORT AND REWARD A TRANSFORMATIVE APPROACH BY MARKETING AND MEDIA**

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