Gender Mainstreaming in Europe

SEVEN EXAMPLES

Gender Mainstreaming in Europe
– Seven examples

Text: Olle Andersson Brynja
Graphic design: Ylva Werlinder/Emily Ingvarsson
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Gendering the flagships!

The European Community of Practice on Gender Mainstreaming (gendercop.eu) and The Swedish Thematic Group on Equality (temalikabehandling.se) are pleased to present this folder of examples of European Social Fund projects working with gender mainstreaming.

This project folder is presented at a conference - Gendering the flagships - held in Brussels on the 20th of June 2012. The aim of this conference is to increase the understanding of how Gender Equality is fundamental in order to meet the objectives of the EU 2020 strategy.

The purpose is to explore the flagship themes from a gender perspective, showing how gender equality is a fundamental aspect for sound and sustainable economic and social development. It sets out to increase the know-how on how a gender perspective can be applied by sharing research and examples of initiatives challenging notions of gender neutrality, in particular with relevance to three out of seven Flagship initiatives within the EU 2020 Strategy:

- An Agenda for New Skills and Jobs
- Youth on the Move
- The European Platform against Poverty

In the preparation for the next Structural Funds period, integrating a gender perspective is essential in order to meet the objectives of the EU 2020 strategy in a way that supports development towards a more gender equal society. Increasing the understanding of how both economic growth and the current European crisis have a different impact on women and men, will strengthen the quality of the implementation of the flagship priorities funded by the European Social Fund (ESF) and other Structural Funds.

www.gendercop.eu
www.temalikabehandling.se

Who are we?

About the Thematic Group on Equality

The Thematic Group on Equality is one of the European Social Fund's five national thematic groups in Sweden. We seek to ensure that knowledge about equal rights and opportunities, gained from European Social Fund projects, is made available to the labour market's actors.

We do so by analysing, systematising and disseminating project results. The aim in this is to secure a more long-term impact than can be achieved by individual projects.

About the European Community of Practice on Gender Mainstreaming

The European Community of Practice on Gender Mainstreaming is a community dedicated to integrating the gender dimension into the European Social Fund programmes (2007-2013) and the next funding period in relation to the EU 2020 strategy.

The goal is that gender mainstreaming shall be an integral part of future ESF management at the end of the network's lifespan – from planning, programming, implementing to monitoring and evaluation.

Participants in the network are ESF Management Authorities/Intermediary bodies in Sweden (Lead Member State), Austria, Belgium (Flemish and Walloon Regions), the Czech Republic, Estonia, Finland, France, Germany, Greece, Italy, Poland, Portugal and Spain. The network is funded by the European Commission.

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THEMATIC GROUP ON EQUALITY

THE EUROPEAN COMMUNITY OF PRACTICE ON
GenderMainstreaming

Seven projects gendering the EU 2020 flagships...

1

Employment Plan for Vulnerable Groups

Combatting unemployment, discrimination and social exclusion in Spain

How does your project relate to the EU2020 flagship New Skills and Jobs?

75% of people participating in social programmes of the Spanish Red Cross are at risk of poverty or exclusion. Unemployment affects to 64, 18% (SRC Social Vulnerability Report. 5th April 2012). The Spanish Red Cross is implementing an Employment Plan for Vulnerable Groups co-financed with ESF since year 2000. The Plan main objective is to contribute to the social inclusion of citizens with strongest difficulties in social integration through specific employment programs. Our methodology is based in individual itineraries trying to equip people with the right skills for the jobs.

How have you implemented a gender perspective in the project?

We have followed a double strategy: on one hand we have implemented gender perspective from the design of the project to the evaluation, including management (e.g. objectives and targets disaggregated for men and women within all the measures implemented, staff training, gender indicators etc); on the other hand we have implemented Positive actions (specific projects for women: career diversification, activation projects etc).

How do you perceive that a gender perspective have affected the results of the project?

Initially the work did show better results working with men than women (better employability). After implementing gender approach, we have changed these results. In addition, we verify increasing awareness in staff, more degree of sensitization in society and employers. Gender Perspective is one of the main

strategies of the Spanish Red Cross Employment Plan for Vulnerable Groups. We have designed tools that allow us to do better diagnosis and to increase our capacity to fight against poverty and exclusion.

Regarding gender issues: What impact and effects can you see, and which effects have been dependent on an integrated work with gender?

Related with Spanish labour market gender gaps, our contribution reduces inequalities in accessing the labour market and diminishing barriers for self-employment. We also achieve greater stability in employment for women. We try to combat horizontal segregation and feminization of part time jobs, but we need to develop more efforts in both areas.

Up to the moment we feel that we are reaching good indicators in satisfying practical gender needs but our challenge is to satisfy strategic gender needs.

Cruz Roja Española

Country: Spain
Organization: Spanish Red Cross
Flagship: European Platform against Poverty and Youth on the Move
Contact: Goretti Urrutia Ayerdi, gua@cruzroja.es
Read more at: www.cruzroja.es/empleo
www.tecorrespondenoscorresponde.org
www.enrealidadnotienegracia.org

2

Ida - Vuelta

Increasing labour possibilities for young people in Galicia, through transnational experiences

How does your project relate to the EU2020 flagships?

Providing young people in situations of disadvantage a transnational experience, a complementary qualification, to increase their competences and serve like vocational guidance and linguistic learning through training placements in companies. We pretend to increase the competences of young unemployed people, improving their labour possibilities in the near future.

How have you implemented a gender perspective in the project?

We pay especial attention to gender balance in terms of participants. In relation to what way was equality between women and men addressed, we can present some interesting data: 134 young people have participated in IDA project since 2009 to May 2012, 45% of them are women.

In Galicia the transport of the participants is provided by a company of discretionary transport composed by rural women drivers. The practice companies are run by enterprising women of rural areas. The youth sports associations are also led by women.

How do you perceive that a gender perspective have affected the results of the project?

One key learning of this experience is to offer a fresh start for young women and men with very complicated socio-economic backgrounds. Women participation is always a priority in terms of assuring a balanced participation. The choice of the

sectors of training practice is determined by the skills of the youngsters according to job opportunities and not only by the gender of the participants. It contributes to improve the source skills of all the youngsters.

Regarding gender issues; What impact and effects can you see, and which effects have been dependent on an integrated work with gender?

Balanced participation of young women of rural areas in the transnational mobility. Equal participation of young rural women in traditionally male professions (gardens maintenance, transport, horses care) and vice versa (hotel trade, graphic design, administration).

PAIDEIA galiza fundación

Country:	Spain
Organization:	Fundación Paideia Galiza
Flagship:	Youth on the Move
Contact:	Guillermo Vergara, paideia@paideia.es
Read more at:	www.paideia.es

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Iwood

Developing the Swedish wood industry towards new skills and jobs

How does your project relate to the EU2020 flagship New Skills and Jobs?

The wood and furniture industry has the potential for large growth, wood is in demand. The industry realized that a multitude of people with different skills, experiences, background and gender would bring new skills and development to the industry. Growth would in turn create more jobs. The Iwood project was born.

How have you implemented a gender perspective in the project?

Industry leaders have been educated in, and inspired by, the possibilities a gender mixed workplace can offer. Training and inspiration has been provided by both gender equality experts and by peer industry leaders.

Women are being invited exclusively to the industries for information. A model for the Process of Competence Management is being developed, which is gender assured in all steps.

How do you perceive that a gender perspective have affected the results of the project?

The introduction of the gender perspective into the wood and furniture industry is one of the main tools in the project and crucial to reach the aim of growth and development! Opening up the wood sector for new groups of employees, e. g. women, brings in return new skills and experiences to the companies, and a win-win situation is created.

Regarding gender issues: What impact and effects can you see, and which effects have been dependent on an integrated work with gender?

The awareness and competence raising activities have lead to a huge interest from industry and authorities, and a willingness to act. Companies are organizing gender awareness activities on their own initiative. Employers who expected CV´s from a few men, suddenly get overwhelmed by CV´s from both men and women in response to job adds. None of this would have happened without focused work with gender.

IUC trä

Country:	Sweden
Organization:	IUC Trä (Industrial Development Centre for the wood industry)
Flagship:	New Skills and Jobs
Contact:	Benitha Lindgren, benitha.lindgren@iuctra.se
Read more at:	www.iwood.nu

Romi.net

Combatting social exclusion while working with access to IT among Roma women

How does your project relate to the EU2020 flagships?

Our project is directly related to the flagship "European platform against poverty and social exclusion":

- to promote the active inclusion in society and the labour market of the most vulnerable groups
- to overcome discrimination
- to promote the integration of Roma

How have you implemented a gender perspective in the project?

The facilitators are women; the users are also women; gendering IT: information technologies are a field in which women are traditionally excluded. The link between poverty and gender was considered and combating stereotypes about Roma women.

How do you perceive that a gender perspective have affected the results of the project?

Developing activities targeting Roma women means facilitating their empowerment and their personal and social advancement and their active participation in socio-cultural areas, freeing them from their dual marginalization, i.e. as women and as Roma.

Regarding gender issues: What impact and effects can you see, and which effects have been dependent on an integrated work with gender?

Fostering the incorporation of the Roma women into the information society has an impact in the community at many levels, including employment, education, leisure, culture. The access to IT by Roma women is changing gender roles within

the Roma community, and stereotypes against Roma. Our project also applied a dual approach on poverty and Roma inclusion:

- Specific measures targeted for Roma living in poverty.
- Taking into account the needs of Roma in the general policies, facilitating access to Roma to welfare State services (housing, education, healthcare, etc.). Full inclusion in the regular services. Including gender perspective on Roma issues, and on general policies/services regarding poverty.

Facts:

1) 20 Roma women trained as facilitators on IT (schools of informatics).
2) 5 access points to information technologies (IT).
3) More than 200 Roma women were trained on IT, internet, Office programs, emailing, networking, looking for a job, and computers in 15 cities of Spain.
4) Transfer of the methodology into other projects of FSG on employment and education (2008-2012) and to policy makers.

30 AÑOS
Fundación Secretariado Gitano
TRABAJANDO JUNTOS POR UNA SOCIEDAD MÁS JUSTA PARA TODOS

Country:	Spain
Organization:	Fundación Secretariado Gitano
Flagship:	European platform against poverty and social exclusion
Contact:	Javier Sáez, javier.saez@gitanos.org
Read more at:	www.gitanos.org

Apprentice 2.0

Battling unemployment among young women and men in Värmland

How does your project relate to the EU2020 flagships New skills and Jobs as well as Youth on the move?

We help young people who have not completed their upper secondary school certificate. Not all employers demand this certificate. Perhaps a course resulting in a forklift competence is what is needed to make a young person employable. Of course, the majorities of young people have achieved their upper secondary school certificate but still need specialized courses and training during their apprenticeship in order to make them fully employable.

Your project implemented a gender perspective, how come?

We have worked with the gender perspective all the time. The importance of gender grows all the time and is perhaps bigger now, but we have worked with implementing a gender perspective throughout the whole project. When we started to look at the statistics according to gender, we saw that the distribution between men and women was unequal. This made us work with how the resources were implemented and distributed in the project and also it started a more focused work on gender equality towards our working partners and apprentices. The statistics became an eye-opener.

How do you perceive that a gender perspective have affected the results of the project?

The gender perspective has definitely affected the results of the project. Slowly but surely, we are seeing more young women migrating into male-dominated trades and professions, and also that they are being given more specialized

courses and training. We consider this to be a result of the way we have trained our apprentices and working partners in questions of equality in order to preempt inequality. We ensure that all job advertisement is gender neutral. We also encourage all employers to think in a gender neutral way by challenging traditional gender choices.

Regarding gender issues: What impact and effects can you see, and which effects have been dependent on an integrated work with gender?

We have found that, when we mention it, employers are more open to integrating young men into female dominated work places, than vice versa. Our statistics show that more and more employers are open to integrating young women into male-dominated places of work. We are now working harder, with both employers and female apprentices, to get young women into the more expensive specialized courses and training. In this way more young women have got apprentice positions and have also been able to participate in the more expensive specialized courses and training.

Region Värmland

Country:	Sweden
Organization:	Region of Värmland
Flagship:	New Skills and Jobs & Youth on the Move
Contact:	Maria Lindeberg, maria.lindeberg@regionvarmland.se
Read more at:	www.regionvarmland.se projektlarling

W&M – a Woman and a Man

Challenging hazardous working-life stereotypes in Pomerania

How does your project relate to the EU2020 flagships New skills and jobs?

Thanks to our project idea – men learned and trained so called female business skills. Now the men in the project also can take into consideration so called female professions when looking for job. Women learned and trained so called male business skills. Now they can also take into consideration so called male professions when looking for job. When breaking the stereotype effects and risks, more jobs stay open to all people, regardless of gender. Also, people work to evelop more personal skills and competences.

How have you implemented a gender perspective in the project?

There were four trainings dedicated only to work on gender issues: gender stereotypes and contemporary leader-which appeared in both modules. Other trainings were also using the gender perspective; gender dimension was seen in hand-outs, presentations, case studies, and Polish language.

How do you perceive that a gender perspective have affected the results of the project?

After having participated in the project, participants changed their attitude towards gender seen as business competence. Participants started to use feminised language and are more resistant to stereotype hazard. Participants also gained innovative skills related to diversity management and got prepared to promote gender equality in workplace and at home.

Regarding gender issues; what impact and effects can you see, and which effects have been dependent on an integrated work with gender?

In projects related to gender equality issues the most important are so called soft results – changes of attitudes, of way of thinking and acting. W&M project has achieved this goal. Participants say that they react when someone act under stereotypical thinking. They have detected, discussed and verified existing gender stereotypes. Now they feel aware of them. They have improved their relationships with their male or female bosses. Participants are still active on our Facebook profile called W&M Office.

Facts:

48 men and 48 women trained androgenic business skills and English divided in 3 editions, during 174 days of workshops, between April 2010 and December 2011.

Country:	Poland
Organization:	Gdansk Foundation for Management Development (GFKM)
Flagship:	New skills, new jobs
Contact:	Dorota Kucharska, d.kucharska@gfkm.pl
Read more at:	www.kim.efs.gfkm.pl

Ways to Future

Better opportunities for unemployed women and men in the City of Gothenburg, borough of Majorna

How does your project relate to the EU2020 flagships New skills and Jobs?

Ways to Future aims at advancing the creation of new skills and jobs by preventing and fighting social exclusion. Our major concern is men and women having work capacity but that remains unable to get into the labour market. The costs of that mismatching are very high to society so we focus on the development of innovative methods that provide men and women better opportunities to become self-sufficient.

Why did your project implement a gender perspective?

Ensuring equal conditions is a prerequisite to achieve sustainable development in the labour market. Our systematic work with gender mainstreaming aims at ensuring that women and man have equal access and equal capacity to influence their situation regarding self-sufficiency.

How do you perceive that a gender perspective have affected the results of the project?

According to the facts that our work with gender equality offers, we find that there is a before and after introducing a gender perspective: more women are referring to our project than before. Our participants are more satisfied with their project participation than before. More women are on job training than before. The participating social workers are starting to work actively with gender equality.

Regarding gender issues; What impact and effects can you see, and which effects have been dependent on an integrated work with gender?

Given the facts of our work with gender equality we are able to point out some significant effects: all goals are statistically disaggregated by sex and give us a good base for analysis. We now focus on individual needs, not on gender. The project provides greater selection of activities that contribute to self-sufficiency. Finally, our main work method “The stairs model” is gender equality certified.

Göteborgs Stad
Majorna-Linné

Country:	Sweden
Organization:	City of Gothenburg
Flagship:	New Skills and Jobs
Contact:	Henrietta Nyberg, henrietta.nyberg@majornalinne.goteborg.se

Gender mainstreaming - what is it?

One of the most used definitions for Gender Mainstreaming derives from the Council of Europe (1998):

"Gender mainstreaming is the (re)organisation, improvement, development and evaluation of policy processes, so that a gender equality perspective is incorporated in all policies, at all levels and at all stages, by the actors normally involved in policymaking."

The European Commission defines Gender Mainstreaming in this way:

"Gender mainstreaming is the integration of the gender perspective into every stage of policy processes – design, implementation, monitoring and evaluation – with a view to promoting equality between women and men.

It means assessing how policies impact on the life and position of both women and men – and taking responsibility to re-address them if necessary.

This is the way to make gender equality a concrete reality in the lives of women and men creating space for everyone within the organisations as well as in communities – to contribute to the process of articulating a shared vision of sustainable human development and translating it into reality."

A few words about us

The Thematic Group on Equality is one of the European Social Fund's five national thematic groups in Sweden. We seek to ensure that knowledge about equal rights and opportunities, gained from European Social Fund projects, is made available to the labour market's actors.

Our principal issues:
- Methods for equal treatment in working life
- Skills enhancement relating to all grounds of discrimination
- Gender mainstreaming
- Accessibility for people with disabilities

The Thematic Group on Equality is run by the Working Life Forum in cooperation with the Public Employment Service, the Equality Ombudsman, the Swedish Disability Federation, the Swedish Agency for Disability Policy Coordination, Linköping University, the Swedish Trade Union Confederation, the Swedish Federation for Lesbian, Gay, Bisexual and Transgender Rights, Proffice and Swedbank.

Read more about us at: www.temalikabehandling.se/in-english

Coordinator: Marcela Mella-Rinderud, marcela.mella-rinderud@arbetsmiljoforum.se, +46 (0)70-833 58 59

Project manager: Anette Sjödin, anette.sjodin@arbetsmiljoforum.se, +46 (0)76-941 22 40

THE THEMATIC GROUP ON EQUALITY IS RUN BY:

The Working Life Forum

The Working Life Forum (Arbetsmiljöforum) is a media and education company that targets both the private and the public sector. It aims to be a leading forum for information, knowledge and debate in pursuit of a sustainable working life.

The Working Life Forum is responsible for:
- The journal Du&jobbet
- Training programmes
- WorkingLife theme days
- A network for working life activists

Read more at *www.arbetsmiljoforum.se* and *www.duochjobbet.se*

Arbetsmiljö forum

THE THEMATIC GROUP ON EQUALITY IS FUNDED BY:

The Swedish ESF Council

The Swedish ESF Council (ESF-rådet) is a government agency under the Ministry of Employment, responsible for administering European Social Fund and European Integration Fund activities in Sweden.

The Social Fund is the prime EU instrument for creating more and better jobs in Europe.

In Sweden, over SEK 12 billion is being invested during the period 2007–2013 to help women and men enhance their skills and improve their employment prospects.

Read more at *www.esf.se*

EUROPEISKA UNIONEN
Europeiska socialfonden

Quick guide to gender mainstreaming!

Gender equality is the goal.
Gender Mainstreaming is the strategy to achieve this goal.

- **Gender Equality** means:
  that structures and decision-making-processes neither privilege nor discriminate women or men because of their gender roles, regarding the distribution of resources, and their possibilities to choose their individual way of living.
- **Gender Mainstreaming** is often described as:
  an action to observe and to take into account the social inequalities between women and men at all times and in all areas. Every planned action to do so is assessed for its gender specific implications and is designed in a way that promotes equality between women and men.

This folder shows seven examples of European Social Fund-projects working with gender mainstreaming. Open it to learn more!

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