



# GenderAlp!

## Instruments and Strategies for Gender Mainstreaming in Regional Development (EFRE)

Symposium on Good Practices in  
Gender Mainstreaming  
July 26 2011  
Friedel Schreyögg



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## Key Questions for the design of GenderAlp!

- The bulk of gender mainstreaming tools are suitable for the analysis of person related services. Which procedures, courses and processes of implementation are suitable for spatial planning and economic development?
- Which tools for the implementation of gender mainstreaming in regional planning and regional development exist? What are the experiences?
- How can the implementation of Gender Mainstreaming improve the economic and regional development of the Alpine space?
- How can the requirement of an gender impact assessment in economic development schemes and for public subsidies support the implementation of Gender Mainstreaming?



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**Lead partner:** Land Salzburg

- Lead partner-Consortium:  
Office for Women's Affairs and Equal Opportunity
- Spatial Planning
- Business Development/  
Tourism/Energy

## Facts & Figures

### ■ Interreg IIIB Alpine Space

■ period 2005 -2007

■ **budget:** € 2,3 Mio. - 50% ERDF Funds, 50% partner cities and regions

■ **partners:** 12 partner cities and regions from **Austria, Italy, Germany, France, Slovenia** + 12 cities and regions with observer status

### Objectives:

■ **practical tools** in **gender planning** and **gender budgeting** to decision-makers in politics and administration

■ **network of administrations** exchange of experience and **best-practice examples** on gender mainstreaming implementation

■ communication of results of **regional projects** within project framework and transnational



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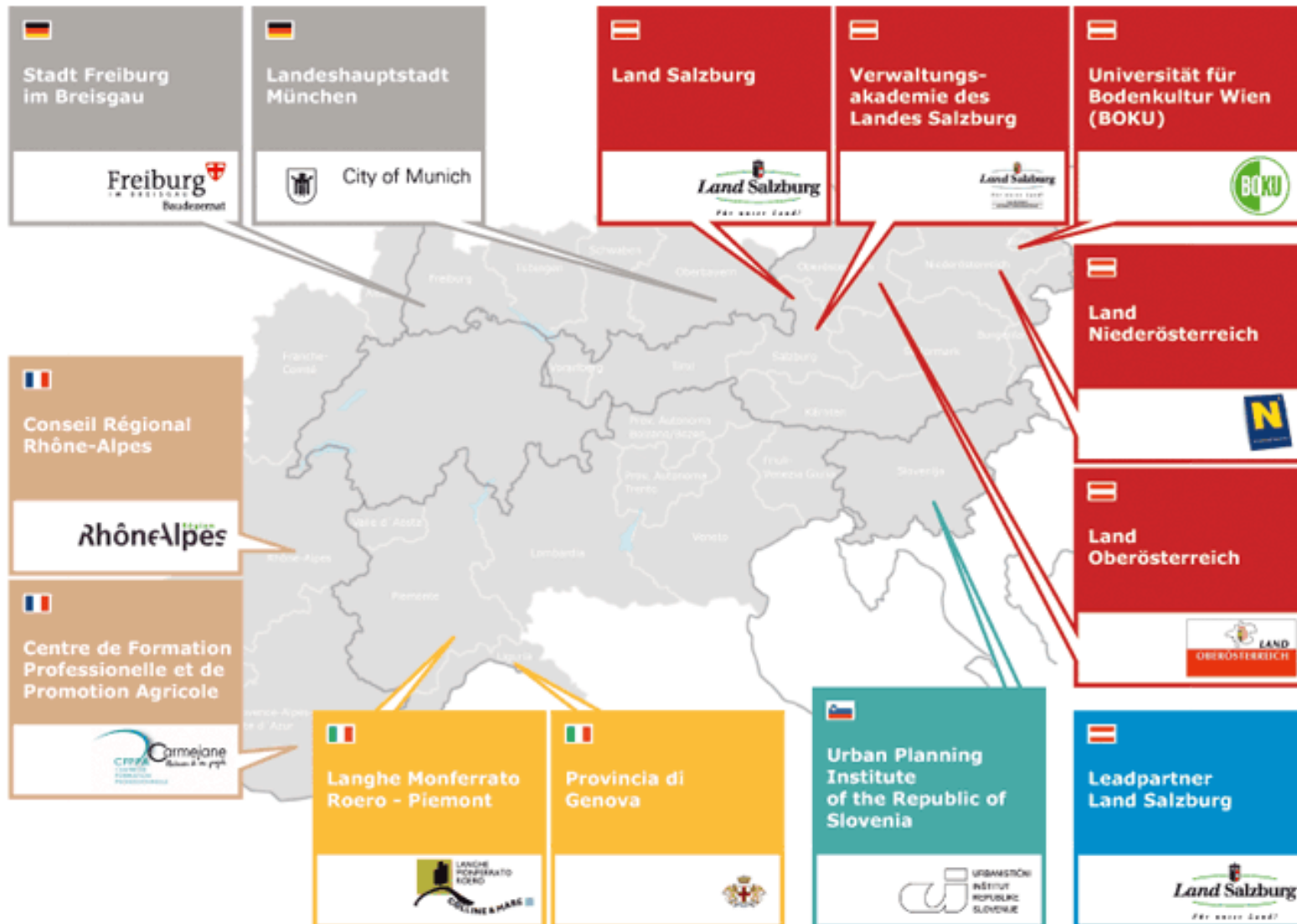


# GenderAlp!

Spatial Development for Women and Men



## International

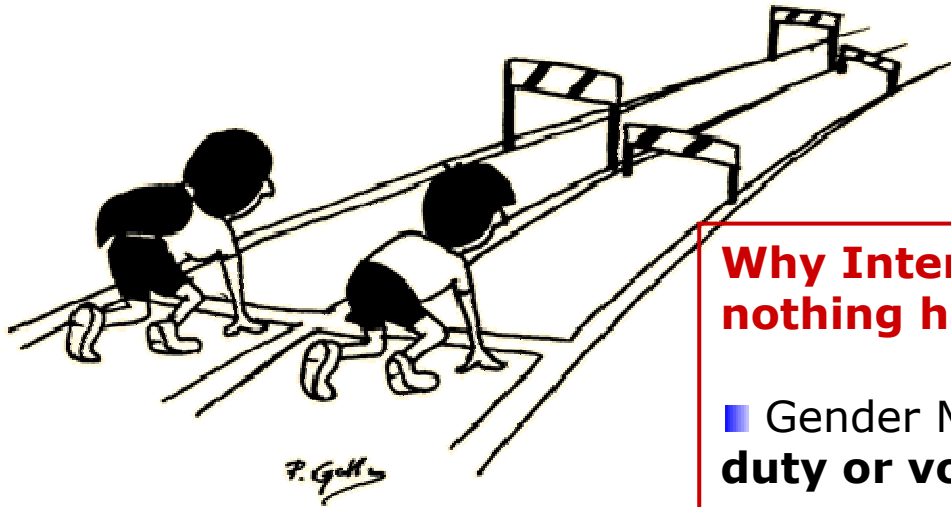


# GenderAlp!

Spatial Development for Women and Men



International



P. Goll

**By administrations for administrations!**

## Why Interreg IIIB? or „What happens when nothing happens?“

- Gender Mainstreaming in regional development: **duty or voluntary-exercise?**
- rare presence of gender-sensitive projects in Interreg IIIB
- gender mainstreaming is a strategic project with high relevance for **quality of regional development**
- **GM in EFRE** or „What happens when nothing happens?“



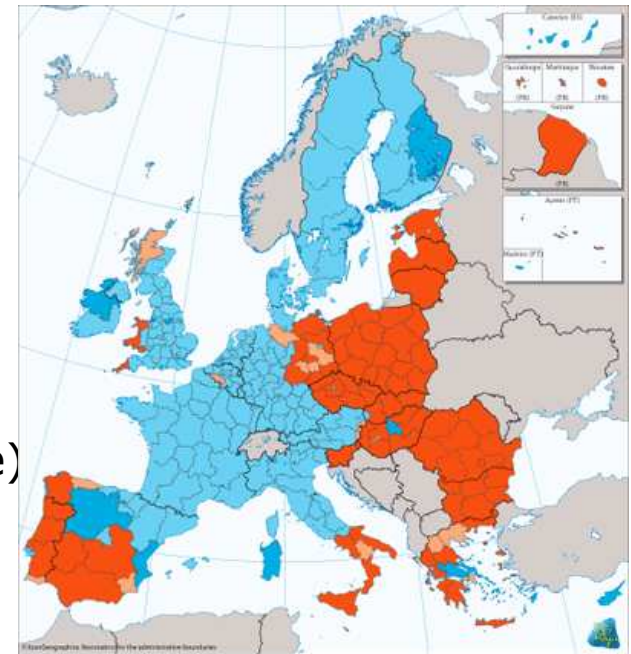
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## The Benefit of Gender Mainstreaming in EU-structural funds!

- **44% of EU-budget „competitiveness & cohesion“ EFRE (€ 382 billion)** – highly efficient field for GM implementation (2007 – 2013)
- Structural funds deal with topics with **high relevance to requirements of women and men**
  - Traffic
  - Mobility
  - Infrastructure
  - Start-ups
  - Qualification // Innovation // Research
  - Site-optimization
  - Lisbon Strategy – labour market targets (65% women’s labour market participation rate)
  - Regional development in rural areas
  - Measures for service-orientation of businesses



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## GenderAlp! Activities & Focus

### Gender Planning

### Implementation in Administrations

### Gender Budgeting

#### ■ Austria

- Gender Criteria for regional planning
- site-optimization
- guidelines
- implementation in regional management
- local level (Lengau)

#### ■ Germany

- participation processes in regional planning
- light railway design

#### ■ Slovenia

- regional analysis of Slovenian and legal framework

#### ■ France

- regional action plan focus employment policies

#### ■ France

- training for decision-makers

#### ■ Austria

- implementation in planning departments
- business park development
- regional managements
- local level (BOKU)
- training for decision-makers
- guidelines

#### ■ Italy

- gender budgeting network
- implementation region Liguria

#### ■ Germany

- Training for product manager
- implementation in planning department

#### ■ Slovenia

- sensitisation and training internal and external planners

#### ■ Austria

- analysis of regional budget (health, sports, education)
- indicators, methods regional development programmes
- analysis subsidies instruments
- set-up standard process

#### ■ Italy

- network
- lobbying
- re-classification of regional budget
- analysis on local level
- Focus public transport & labour market

#### ■ Germany

- analysis city budget tourism, start-ups, labour market
- participatory budget



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# GenderAlp!

Spatial Development for Women and Men

International

## Regional projects and activities ....

### ... in Austria/1

- **Gender=Quality Criteria** for Spatial Planning
- **Indicators & Instruments** for Gender Budgeting in Regional Development
- **Guidelines** for industrial zones and business parks
- GenderCompetence Network [www.gendercompetence.net](http://www.gendercompetence.net)
- indicators and gender goals for policy areas of **sports, health and education**
- Gender analysis of public subsidies
- Standard process for gender budgeting in administrations (Länder)

Gender criteria and instruments for regional development programmes „**GenderFair Regional Development**“

Implementation of Gender Mainstreaming into spatial planning programme „**Gender Criteria for Requirement-oriented Spatial Planning**“

Gender-sensitive access at enlargement of two sites - **industrial zones/business park**



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### Regional projects and activities ....

### ... in Austria/2

Gender Mainstreaming in spatial planning on **local level** – students' seminar, implementation in Lengau(OÖ)



Gender-sensitive **regional development** in Steyr-Kirchdorf

- Analyses of **regional subsidies**
- Analyses of regional budget in the fields of **health, sports and education**



**OBERÖSTERREICH**

- collection of gender training methods
- set-up of a **network** to co-ordinate the know-how and competences of GenderAlp! partners for trainings



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## Regional projects and activities ....

### ... in Italy

- Gender Budgeting Network
- Promotion Plan for Lobbying at political and administrative decision makers
- Gender Budgeting analysis on regional and local level

- Implementation and management of Italian local administration network for the promotion of gender budgeting
- Application of **gender balance** in an urban and a rural area by a gender-sensitive analysis of public **expenses and incomes**
- Impact of local mobility and traffic patterns on the access of women and men to the labour market



Implementation of pilot projects concerning gender budgeting at a **local level** in Cuneo



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## Regional projects and activities ....

### ... in Germany

- Gender Planning in **public transport**
- Gender indicators & goals in start-ups, labour market measures and tourism
- **training and sensitisation** measures/modules
- **Participation** methods

Gender-sensitive analyses of three selected fields of the city budgets: **labour market** measures, **tourism**, subsidies for **start-ups** – as a show-case for Gender Budget analysis



Landeshauptstadt  
München  
**Referat für Arbeit  
und Wirtschaft**

Implementing gender mainstreaming in urban and regional administrations focussing on spatial planning (**light-rail extension**)

**Freiburg**   
IM BREISGAU  
Baudezernat

### ... in Slovenia

Implementation of Gender Mainstreaming strategy into **spatial planning policies; analysis & sensitisation**

 URBANISTIČNI  
INŠTITUT  
REPUBLIKE  
SLOVENIJE

[www.genderalp.si](http://www.genderalp.si)



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## Regional projects and activities ....

### ... in France

- **Training** modules
- implementation of GM in **administrative structures** of Région Rhône-Alpes
- **Best-Practice Database** and project website

- implementation of a **database** of best-practice examples related to gender planning and gender budgeting,
- management of **project website** [www.genderalp.com](http://www.genderalp.com)

- development of **training modules** and methods on gender mainstreaming, gender planning and gender budgeting for decision makers in administrations and politics
- regional action plan for gender planning



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## GenderAlp! Results

### Gender Planning

- gender mainstreaming guarantees planning quality
- gender equality goals
- clear standards & criteria
- anchoring in legal framework
- gender competence in decision-making bodies

### Implementation in Administrations

- gender mainstreaming in development in human resources
- tailor-made concepts for trainings
- political commitment
- by-laws for implementation, guidelines
- good examples, experiences

### Gender Budgeting

- Gender Budgeting Network
- Promotion Plan for lobbying at political and administrative decision makers
- Gender Budgeting analysis on regional and local level
- gender equality goals and indicators for regional development, health, sports, education, start-ups, tourism, labour market



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## Success factors for the good results of GenderAlp!

- contract period of three years
- time-phased practical projects
- efficient and competent preparation and organization by the Lead-Partner
- diverse approaches in the different projects of the partners
- continuous experience exchange– network meetings half year term
- synergetic effects through the connection of experiences with varied approaches to procedures, courses and processes of implementation of gender mainstreaming
- Sufficient funding was a chance to realise innovative and demanding projects



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## GenderAlp! Experiences & Recommendations ...

- Regional Development programmes are not gender neutral
- A precondition for implementing Gender Mainstreaming is establishing a target group focus in structure policy relevant activity fields of administration
- to identify the target groups of a programme or a measure, an infrastructure project is essential for the analysis of the impact of policies on women and men
- Check which information and data on an area and its inhabitants are available and up-to-date, providing gender differentiated knowledge on the needs of the target groups and to which policy they might respond
- National statistics are a good data base, but for small units like villages or an urban district they are too wide-meshed, to specify the target groups require additional information
- The GenderAlp projects tested different modes of additional data collection



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## Examples: Modes of data collection

### ■ **Provincia di Genova:**

project: increase the low labour-force participation rate of women in a village with a high percentage of commuters, gender oriented analysis of the itinerary and schedule of public transport, result: public transport connected the village with industrial sites – not with service sector sites

### ■ **BOKU** (University of Natural Resources and Life Sciences, Vienna)

Project: improving quality of life in rural zone for women and men  
Prerequisite for planning is understanding the place. BOKU uses as an instrument a promenade with a data entry form, one task is to keep an eye on the situation of women

### ■ **Land Niederösterreich**

Project: Enlargement of the business park in Wolkersdorf

1. Workshop with women of Wolkersdorf , goal: collect the local know-how and establish a female working group
2. Workshop with the working group, goal: gather information about needs and wishes of women



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## GenderAlp! Experiences & Recommendations ...

- 1. gender competence** of political and administrative decision-makers and experts is vital for successful implementation of gender mainstreaming
- 2. Further qualifications** are of advantage
  - Gender mainstreaming strategy use instruments of structured organizational change like New Public Management, executives and employees with knowledge and experience in change management facilitate the implementation of GM
  - For the analysis of the current situation and of target groups the responsible employees need basic knowledge in interpretation of statistical data
- 3. Not a new finding, but nevertheless pivotal for the implementation of gender mainstreaming: the **commitment of the executives** and the support of government and parliament**



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## Sustainability of GenderAlp!:

### The GenderCompetence network

- The experience gathered through 32 projects in the GenderAlp network and the best practice database – background for the institution of gendercomptence.net
- gendercompentence.net is an integral part of the Verwaltungsakademie Land Salzburg - further education academy of the administration
- Expert trainers with practical focus offer their know how to implement gender mainstreaming in local government, gender budgeting and gender planning



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http://www.gendercompetence.net/ - Microsoft Internet Explorer

Datei Bearbeiten Ansicht Favoriten Extras ?

Zurück Suchen Favoriten

Adresse <http://www.gendercompetence.net/> Wechseln zu Links



Land Salzburg  
Für unser Land!  
Interreg III B

Home Trainings Trainer Links Contact

### By administrations for administrations - Gender goes public!



The network GenderAlp! Competence is a cooperation association of the » 12 partner cities and regions that work in the project "GenderAlp! Spatial Development for Women and Men" over the three years 2005-2007 at questions concerning **spatial development and public budgets** from the viewpoint of equal opportunity between women and men.

Because more equal opportunity means a better quality of life, improved **quality of location** for businesses and people, increased **competitiveness of the regions** and increased employment!

We want to pass on the experience we gathered through 32 regional projects in the GenderAlp! network and our best-practice data-base to everyone who can apply this knowledge effectively in their daily work.

Within the network GenderAlp! Competence, practical-minded and competent » **trainers** offer their know-how for the implementation of » **Gender Mainstreaming** in administration, » **gender budgeting** and » **gender planning**.

Our » **offerings** include:

#### Topics

- » Gender Mainstreaming
- » Gender Budgeting
- » Gender Planning

#### External Links

- » GenderAlp! Austria
- » GenderAlp! International
- » Land Salzburg
- » Alpine Space Programm
- » GenderAlp! Slovenia
- » GenderAlp! Italy

Start <http://www.genderco...> 98% 13:14



... reports, details, documents,  
processes, pictures, contact, ....



[www.genderalp.at](http://www.genderalp.at)

[www.genderbudget.it](http://www.genderbudget.it)

[www.genderalp.si](http://www.genderalp.si)

[www.gendercompetence.net](http://www.gendercompetence.net)

[e-mail:frauen@salzburg.gv.at](mailto:frauen@salzburg.gv.at)

[e-mail:info@friedel-schreyoegg.de](mailto:info@friedel-schreyoegg.de)



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