GenderAlp!

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

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

**Lead partner:** Land Salzburg

- Lead partner-Consortium: Office for Women's Affairs and Equal Opportunity
- Spatial Planning
- Business Development/Tourism/Energy
This project is supported by the European Union Programme for Employment and Social Solidarity PROGRESS (2007-2013).
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?“
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
- **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

Implementation in Administrations
- **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

Gender Budgeting
- **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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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**
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

• Collection of gender training methods
• Set-up of a network to co-ordinate the know-how and competences of GenderAlp! partners for trainings

www.genderalp.at
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
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

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

... in Slovenia

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

**www.genderalp.si**
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
**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
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
Examples: Modes of data collection

- **Provinca 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
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
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 gendercompetence.net

- gendercompetence.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
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 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:
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... reports, details, documents, processes, pictures, contact, ....

www.genderalp.at
www.genderbudget.it
www.genderalp.si
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