
EQUAL

Development Partnership

„Quality Development Gender Mainstreaming“

Structure

- ▶ **Overall coordination**
 - Financial responsibility (waff Programm Management)
 - Projekt management (abz.austria)
 - Responsible for content (abzwien.akademie, ARCO)
 - Evaluation (Institute for Avanced Studies)

- ▶ **5 subprojects (modules)**

- ▶ **Action 3** (abz.austria)
 - Public relations, dissemination and networking / thematic network
 - Sustainability
 - Platform

Structure – TNC and national thematic network

- ▶ **Transnational cooperation ‘Pro(e)Quality’**
 - Development of transnational products with DPs from Germany, Poland, Portugal and Slovak Republic

- ▶ **National thematic network**
 - **Topic:** What are criteria for labour market instruments to promote equality effectively?
 - **Participating DPs:** Quality Development GM, Pop Up Gem, Parental Leave and Career

Rationale

- ▶ **Basic idea** of this DP is the quality development of Gender Mainstreaming.

- ▶ **Aim and challenge** of this DP is
 - to analyse and develop GM as a strategy
 - to analyse and further develop GM instruments
 - to set up a national knowledge management in the field of GM

Rationale

▶ Situation of GM in Austria at present

- At lot of training and implementation processes are carried out – the „Gender market“ is rather large.
- Instead of aiming at substantial structural change processes often stay on the surface. The effects often remain unclear as there are no valied measuring systems for equality.
- Gender training in many cases focuses only on personal sensitisation of participants without considering considering structures and functional roles.
- Transferable approaches and know-how from other fields (e.g. quality development) are not really taken into account and used.
- Valied indicators and testing systems for equality are needed and need to be developed.

Rationale

Leading questions:

- ▶ What is **“good” Gender Mainstreaming**? What are important quality criteria?
- ▶ What are **“intelligent” quality criteria** for the implementation of GM and equality-oriented measures in institutions and organisations?
- ▶ How can existing inequality and the **progress of equality** in institutions and organisation be measured?
- ▶ How can the strategy of Gender Mainstreaming become effective in Austria on a **high level of quality**?

Integrated approaches (how is the DP working?)

Involved players:

- ▶ **Operative** partners develop models, design and lead GM development projects

with

- ▶ **Strategic** partners (representatives of public institutions, organisations and companies) who accompany the work of the DP on a professional and strategic level

This guarantees:

**networking, intense exchange,
knowledge management**

Objectives

- ▶ **Development of reference systems** to measure, the quality of the introduction, realisation and results of equality measures
- ▶ **Realisation of pilot projects** aiming at assuring quality of GM in public tender processes, organisational development, training and consulting.
- ▶ To develop **GM quality standards** and test them in different fields of application.
- ▶ To disseminate the results of this DP on the **European level**.

Activities – Module 1

„Gender Theories and Indicators“

Partners:

- ▶ abzwien.akademie (Module leadership)
- ▶ Institute for Advanced Studies
- ▶ Gender and Diversity in Organizations (Vienna University of Economics and Business Administration)
- ▶ Federal Chamber of Labour

Activities – Module 1

Gender Theories and Indicators

- ▶ **Aim:** to analyse the **current theoretic discourses** on gender theories, gender concepts as well as the implication of gender theory models for GM and to make them useful for **practical application**
- ▶ **Critical reflection of different GM concepts** as well as a design of consistent **indicator and measuring systems** as a basis for gender analyses.
- ▶ The working method is characterised by **input reflection loops** with other modules at the beginning of the project and at crucial points during the duration of the project.

Activities - Module 2

„GM in promotion and awarding“

Partners:

- ▶ Socioeconomic Research Institute (Module leadership)
- ▶ Vienna Employment Promotion Fund
- ▶ Employment service Lower Austria (strategic partner)
- ▶ Women´s department of the local government of Carinthia (strategic partner)

Activities - Module 2

„GM in processes of public tender“

- ▶ **Three pilot projects are carried out with public institutions**
 - Lower Austrian employment service
 - Vienna Employment Promotion Fund
 - Local government of Carinthia

- ▶ **Objective: To develop exemplary and general concepts**, which allow GM to be implemented in program planning, in calls for tenders and in the selection of awarding or promotion processes

Activities - Module 3

„Quality Development GM for Organisations“

Partners:

- ▶ ARCO – Art of Consulting (Module leadership)
- ▶ Atelier Unternehmensberatung Hutyra & Schermann OEG (management consulting)
- ▶ Frey Akademie

Activities - Module 3

„Quality Development GM for Organisations“

- ▶ Analysis and extension of common **quality management systems** in regards to their usability for the implementation of GM and the review of equality in organisations. Discussion and adaptation of **ratio systems** and **benchmarks** as reference values for equality.
- ▶ Review of the adapted systems and the newly developed quality standards in one or two selected organisations in the non profit, profit or administration field.
- ▶ Redesign of quality systems on the basis of the results of the evaluation of these pilot projects.

Activities - Module 4

„Advanced training of executives, GM delegates, consultants, trainers“

Partners:

- ▶ Prisma – center for education management (Module leadership)
- ▶ Nowa – network for vocational education
- ▶ Dr. Günter Essl KEG

Activities - Module 4

„Advanced training of executives, GM delegates, consultants, trainers“

- ▶ Development and design of **learning concepts and advanced trainings** for GM. The focus is on the one hand on the competences that need to be trained and on the other hand on the processes of learning.
- ▶ Advanced trainings are developed and carried out for **different working and occupational fields** as well as for **different functions** (delegates, executives, consultants, trainers, experts...).
- ▶ Quality criteria are elaborated and defined for the development as well as for the implementation of educational and training concepts.

Activities - Module 5

„Quality assurance in GM consulting and gender training“

Partners:

- ▶ abz.austria Opportunities for Women - Chances for the Economy (Module leadership)
- ▶ Solution – social research & development

Activities - Module 5

„Quality assurance in GM consulting and gender training“

- Design of a **web-based market analysis**, which - for the first time – gives a detailed view on Austrian consulting and training offers in the field of Gender Mainstreaming.
- **Development of quality criteria** for GM consulting and gender training in different professional fields in a „**discourse of consultants**“, which meets 8 times.
- **Set up of a networking structure** (e.g. umbrella organisation) which is suitable for the long-term implementation of quality criteria and which is joined by many consultants. Potential contractors should be assisted in their search for qualitative GM consulting and gender training offers.

Structure - Platform

Participants:

- ▶ GM delegates and women´s representatives of institutions
- ▶ Personnel managers
- ▶ Other persons who apply or intend to apply GM in their field of work

Structure - Platform

Objectives of the platform:

- ▶ **Presentation of results** of the DP
- ▶ Reflection of results against the background of the **practical experience** of the participating persons
- ▶ Reflection of the **implementation** of GM in organisations
- ▶ Platform as **sounding board** in regards to sustainability

Organisation:

- ▶ Platform takes place once every three months in different Austrian cities