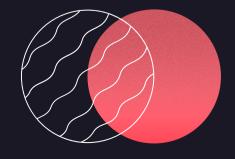


What is a good practice?

"It is an initiative that represents the solution to a need, generates sustainable development, has experience and consolidation over time, is sustainable over time, is replicable"



What is a good practice?

Evidences of success

Resources needed

Difficulties encountered

Potential for learning or transfer

Levels of development and transfer

Differences by topics



Why can't I do it?

We need to read and understand our reality

Understand our barriers and our challenges

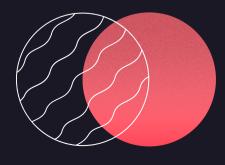
Know our strenghts, weaknesses, opportunities, threats (SWOT)

Know our differences with the good practice

Know in which position/situation we are in relation to that practice

It's a Match!

Similar challenges	
We already have some experience on the field	
We count on similar resources	
We consider it adaptable to us	
We would like to learn more	



Gender budgeting [Vienna, Austria]



Vienna, the capital of Austria, is a pioneer for gender mainstreaming in urban planning¹⁴. The city has one of the longest legacies of gender-sensitive planning: the Gender Mainstreaming Office opened in 1992, the city has had a binding commitment to gender mainstreaming since 2000, and gender budgeting has been embedded in their Constitution since 2006.

What does this look like in practice? <u>Vienna has a Gender Budgeting Unit</u> that works with the finance department to oversee the annual budget across the many departments of the city: each of Vienna's 23 districts does their own budgeting. The head of the Department of Gender Budgeting is responsible for creating an annual report pulling together individual gender budgeting reports received from all departments. Since its inception in 2006, every department has to demonstrate its commitment to gender equality.

The most important challenge for Vienna in implementing gender budgeting was raising awareness among city staff to convince them that this new topic was valuable. Another challenge was to improve the quality of city-wide data, for example by collecting gender disaggregated data. Vienna created workshops for department leaders but also for staff on the ground defining objectives and measures in which the reasons for gender mainstreaming and gender budgeting are outlined, tested and role-played. Staff also receive ongoing support through a network on gender budgeting and three yearly meetings to exchange views and network with multipliers.

The Swedish Association of Local Authorities and Regions (SALAR) Guide to Gender-Responsive Public Procurement [Sweden]

The question at the heart of gender-responsive public procurement is: do services, buildings and goods meet the needs of people of all genders? In Sweden, as in all Member Sates, national legislation, influenced by European legislation, sets the legal framework for public procurement. In 2022, SALAR published a Guide to Gender-Responsive Public Procurement¹⁶ after its member organisations expressed a need for more support.

Applying a gender lens to procurement has often meant considering the supply chain. However, the SALAR guide emphasises that public procurement is also concerned with local labour market conditions, for example whether the working conditions of suppliers meet legal requirements and the role procurement policies can play in addressing sectorial gender imbalances.

The guide also highlights the gender equality aspect of publicly funded goods and services, such as do goods and services benefit all residents equally? Applying a gender analysis to its new uniforms, the Swedish Armed Forces for example were able to commission uniforms with a good fit for a range of body types and sizes. In municipal housing projects, a gendered lens could mean superintendents and other staff undergo mandatory gender-based violence awareness training in order to respond appropriately to these situations.

The methodology of the guide and accompanying checklist is transferable to anyone working in the EU. However,

"it is difficult for someone not trained in gender analysis to do this work, so we need combined competencies in this work." says Magnus Jacobson, Gender expert and Communication Strategist at the SALAR.

He points to a best case example from 5 municipalities in the South of Sweden that combined procurement offices to finance a gender and sustainability specialist.

Changing the face of advertising [London, England]

2018 marked 100 years since some women won the right to vote for the first time in the United Kingdom (UK). To mark this occasion the Greater London Authority (GLA) launched a cross-sectoral campaign for gender equality in the city entitled 'Behind Every Great City'. As part of the campaign, only artwork by women was displayed on London's vast underground system. A statue of Millicent Fawcett, one of the suffragettes who secured the right for women to vote in the UK, was erected in Parliament Square. It is the first and only statue of a woman in the square. The GLA also commissioned research²¹ into whether or not women, and particularly women of colour, felt represented on billboards across the city. The qualitative and quantitative data revealed a resounding dissatisfaction on the part of many women about the sexualised or stereotyped portrayal of their lives in advertising. So, to incentivise change, the GLA ran a competition called The Women We See.

Advertising companies submitted campaigns designed around challenging gender stereotypes, increasing diversity and creating more positive and inclusive campaigns that represent the real London. The prize? Free advertising on the tube, the world's most expensive advertising space! This is a great example of how the city can use its control or influence of the public transport network's extensive advertising space to transform public attitudes.



O7 / Cuentan que cuando a María Pérez le prohibieron casarse con la persona de la que se había enamorado, se escapó de su casa escondiéndose en una cueva cerca de San Miguel donde permaneció hasta que su padre accedió a sus deseos. Muchas generaciones de ibenses conocen este lugar como 'la Cova de la tia Masoga', su apodo, y el de la familia.

O7 / Conten que quan a Maria Pérez li van prohibir casar-se amb la persona de la qui s'havia enamorat, es va escapar de la seua casa amagant-se en una cova prop de Sant Miquel on hi va romandre fins que son pare va accedir als seus desitjos. Moltes generacions d'iberudes i iberuts coneixen el lloc com 'la Cova de la tia Masoga' el seu sobrenom i el de la seua família.









FOTOGRAFÍA: VICENTE SATOCA



















https://urbact.eu/html-20220603052649-Urbact-Gender-Equal-Cities/data/document.pdf

