

Gender Equality – The Key to Success

Handy and Helpful Hints at Gender Equality in External Communications

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1 Introduction

Gender Mainstreaming affects everybody. For more than 15 years, the Austrian government has dedicated itself to bringing about de facto equality for women and men. This publication aims to help incorporate gender mainstreaming into administrative thinking and activities. It contains practical information and tips on how to take account of the gender perspective in events, meetings, reports, publications, language, publicity work and public procurement.

It takes awareness, knowledge and competence to communicate in a gender-sensitive way and implement gender mainstreaming in all areas and activities according to political and legal stipulations in Austria. Therefore, this guide deals with gender mainstreaming in publicity work and external communications. It addresses civil service staff in particular, yet, also organisations from the private sector in general. Moreover, it was used in the course of the Austrian Presidency of the Council of the European Union in 2018.

2 Good to Know

Gender Mainstreaming and Gender Budgeting

Gender Mainstreaming means to incorporate a gender perspective into all areas of politics and decision-making in order to achieve gender equality at all levels in society.

In 1998, the Council of Europe published the following definition of gender mainstreaming:

“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 all stages, by the actors normally involved in policy-making.”

In 2000, Austria introduced a gender mainstreaming obligation. Subsequently, the Council of Ministers of the Austrian government adopted five resolutions by which the government committed it-self to implementing a gender mainstreaming strategy in order to bring about an egalitarian society and de facto equality of women and men.

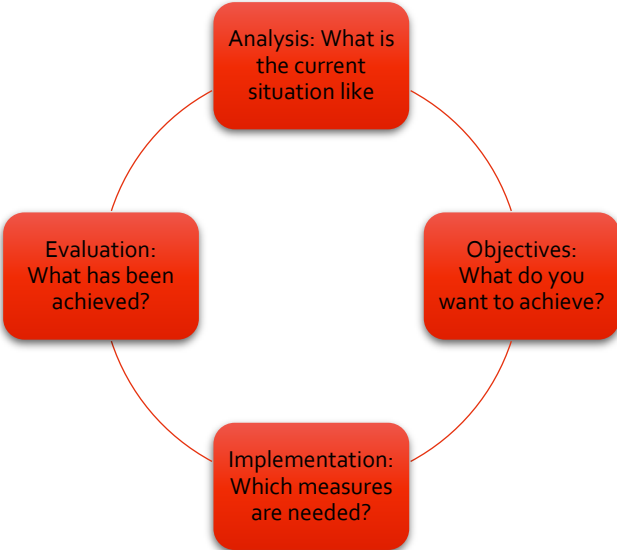
Gender budgeting – the application of gender mainstreaming in budgeting – plays a special role in gender mainstreaming. Stipulations on gender budgeting were enshrined in the Austrian legislative framework in 2009: As a consequence, art 13 para 3 of the Federal Constitution of Austria obliges public authorities at federal, provincial (*Länder*) and municipal level to aim at the equal status of women and men in their budgeting, whereby the Federal Budget Law 2013 (*Bundeshaushaltsgesetz 2013*) comprises detailed rules for implementation at federal level: Accordingly, the line ministries must formulate gender equality objectives, measures and (performance) indicators when drafting their budget.

Table 1: Strategies for Gender Equality

Promotion of Women	Gender Mainstreaming	Gender Budgeting
Measures aiming at effective equality of women and men	Taking account of effects on women and men in all kinds of planning and decision-making	Gender equitable budgeting
Equal treatment laws (for the federal public sector and for the private sector), strategies for the promotion of women	Federal Constitution, government resolutions	Federal Constitution, Federal Budget Law, Government Resolutions

A very popular way to define compulsory gender equality objectives, which are both concise and measurable, is based on the four phases of analysis, definition of objectives, implementation and evaluation.

These four phases do not constitute a closed process, though; they are not set in stone either. Rather, an evaluation may be followed by another analysis (or even more) in order to ensure further development and so on.



Analysis: What is the current situation like? Objectives: What do you want to achieve? Implementation: Which measures are needed? Evaluation: What has been achieved?

Successful gender mainstreaming is not limited to analysis and planning, but it also comprises implementation and evaluation of measures. According to this line of reasoning, the line ministries must take account of the divergent interests and needs of women and men in any and all of its activities. This includes, yet is not limited to, projects, events, public procurement, publicity work and external communications.

More often than not, a few small measures may have a large effect, such as changing the language by explicitly addressing both, women and men, collecting statistical data disaggregated by sex and age, or appointing an equal share of women and men to boards, in working groups etc.

Gender equality is a transversal subject. Therefore, it ought to be considered and reflected in any and all activities of the state – also those related to the Austrian EU presidency of the Council of the European Union.

LEARN MORE ...

- Website: www.imag-gmb.at
- Blog: blog.imag-gendermainstreaming.at

3 Handy Information and Hints

Events

Gender-sensitive event management (planning and organisation) respects the different needs of women and men of different ages and with different job and family duties. In order for women and men to have equal access to and equal opportunities in an event, their distinct realities must be taken account of (e.g. with regard to time and duration of or childcare during the event).

Events, meetings, etc. should leave a lasting positive impression. If the measures taken are communicated in a positive way, others will feel invited to copy them and you have taken an important step towards successfully gender mainstreaming your event.

CHECKLISTS

ADVERTISING AND INVITATION

- Take care to address women and men equally. Use gender-inclusive and gender-neutral language in your documents (invitation, event documentation etc.) and on your website.
- Make sure to avoid any form of discrimination and stereotyping (particularly in your illustrations and figurative language)
- Try to actively encourage women and men to participate, notably in non-traditional and innovative fields for them which are dominated by the other sex, e.g. by providing tailored information materials, promoting the event in a particular way and getting into contact with the responsible bodies
- Inform your team, guests, participants and the wider public about your efforts with regard to gender-sensitive event management (media relations, comments in the information booklet or event announcements)
- Make women and men visible in the invitation by adding their full names
- Offer childcare services throughout the event and say so in your invitation
- Inform people early about your event so that those with care responsibilities can prepare for it
- Schedule the event in a way that women and men with family responsibilities can participate
- Check your e-mail distributor on the share of male and female invitees

EVENT ORGANISATION AND MANAGEMENT

- ❑ Take care that the number of female and male members of the organising board is equal and give everybody the same opportunity to participate and share their views (in order not to promote traditional gender roles and patterns)
- ❑ Ensure gender balance among stakeholders (speakers, hosts, panels, people involved in preparatory work)
- ❑ Instruct the host to allocate the same amount of speaking time to everybody and to use gender-inclusive or gender-neutral language. Ask for their gender competence when selecting your host.
- ❑ Make sure that your hosts and speakers act in a gender-inclusive way; e.g. via female speakers or contributions from women or by allocating the same amount of speaking time to everybody
- ❑ Use gender-inclusive or gender-neutral language throughout the event
- ❑ Check your venue on accessibility/reachability by public transport in order to avoid any problems related to transport/travelling
- ❑ Use gender-neutral or gender-inclusive signposting on your venue
- ❑ Make sure that access routes have sufficient lighting and signpost the way to public transport stops in a clearly visible way throughout the event

FOLLOW-UP

- ❑ Use gender-inclusive or gender-neutral language for your event documents and information material
- ❑ Make women and men visible in the event documents and information material by adding the full names of speakers, participants and panellists.
- ❑ Share your experiences with gender-sensitive hosting/event management with others

ADVICE

Take care that your venue can be reached by foot, bicycle or public transport. By doing so, you reach out to women in particular as they are more likely to walk, take the bike or public transport than men and are more reluctant to go by car.

LEARN MORE ...

- Leitfaden zur gendersensiblen Durchführung von Veranstaltungen und Workshops, RTD Programme (www.bmvit.gv.at)
- Handbuch Gender Mainstreaming – leichtgemacht, City of Vienna (www.wien.gv.at)
- Auf einen Blick! Leitfäden und Checklisten für Gender Mainstreaming und Gender Budgeting (www.imag-gmb.at)

Boards, Working Groups and Judging Committees

Gender balanced boards, working groups, judging committees etc. play an important role in measures striving for gender equality, for more often than not they are characterised by a disproportionate number of male members.

Appointing an equal number of male and female members to boards is not only a question of equality and democracy, but also research has shown that their work will improve and have a more lasting effect if women and men are represented to the same degree. Mixed groups have proven to be more creative and reach more appropriate decisions.

In order for all representatives of a board to participate in the best possible manner, meeting schedules and arrangements must take account of family responsibilities.

CHECKLISTS

APPOINTMENT AND REPRESENTATION

- When fully (re-)appointing committees, boards etc., make sure they are gender-balanced
- Ensure gender-balanced participation of women and men in working groups and programmes
- Appoint women to “technological” boards like for instance in the fields of construction, architecture/planning/settlement, finances or Human Resources.
- Take care that there is an equal number of women and men holding management positions
- Make sure that the share of women and men is balanced among hosts, speakers, experts etc.

EVENT ORGANISATION AND MANAGEMENT

- Schedule dates for meetings early and in conformity with regular working hours. Try to fix dates and times during core working hours. If possible, avoid meetings before 9.00 a.m. and after 4 p.m.
- Include an agenda in your invitation in order to increase transparency and make it possible for the invitees to figure out when their presence is duly needed
- Inform your invitees of the start and the intended end of your meeting and stick to your plans
- Ensure that women and men alike are charged with interesting / high quality activities or tasks

- Make records of any conclusions reached during your meeting so that absent persons may still take note of the most important points

MEETING AGENDA

- Consider that women and men engage in different discussion behaviour (women tend to be more reluctant to say something and take less speaking time)
- Adopt a results-driven approach during meetings
- Create an atmosphere where women and men feel welcome to participate and contribute
- Use gender-inclusive and gender-neutral language throughout any oral or written communication (e.g. presentations, on boards and in working groups etc.)

ADVICE

Very often, traditional gender roles are upheld in meetings: Rid yourself of any stereotypes by having men get the coffee and women take care of the technological equipment

LEARN MORE ...

- [Gleichstellungsorientiertes Personalmanagement](http://www.imag-gmb.at) (www.imag-gmb.at)
- [Praxishandbuch Gender Mainstreaming. Konzept. Umsetzung. Erfahrung](http://www.lrsocialresearch.at) (www.lrsocialresearch.at)
- [Charta Vereinbarkeit von Familie und Beruf](http://www.bundeskanzleramt.gv.at) (www.bundeskanzleramt.gv.at)
- [Auf einen Blick! Leitfäden und Checklisten für Gender Mainstreaming und Gender Budgeting](http://www.imag-gmb.at) (www.imag-gmb.at)

Facts and Figures

Women and men are attributed different social roles that are consistent with a special set of traits and duties. Most of them are the result of stereotypes, assumptions, prejudice and tradition. They neither encourage constructive, result-driven policies nor do they entail efficiency in the administration and civil service. Therefore, figures should be collected and interpreted in a sex-disaggregated way on the one hand and according to further categories on the other (age, ethnic origin, education etc.). This provides a differentiated picture according to target groups and makes political and administrative work more effective. Also, substantive data helps crush stereotypes and assumptions and raises awareness for gender equality.

Sex-disaggregated data on the realities of women and men is key to successful gender mainstreaming and gender budgeting. It is a pre-requisite for evaluation, both in order to define measurable objectives and to assess any results retrospectively.

CHECKLISTS

DATA COLLECTION

- Make sure to collect, display and interpret data in a sex-disaggregated way, and by using qualitative and/or quantitative methods
- Justify your choice of data and communicate any underlying gender equality objectives openly
- Scrutinise applications for research grants for gender competence
- Exclude gender effects on your mode of data collection (e.g. the sex of the interviewer might distort the way people will answer highly sensitive questions)
- Check if other features, such as age, education or family status matter and ought to be collected

INTERPRETATION AND PRESENTATION OF DATA

- Separate your results for women and men, e.g. by tabulating separately or by using another column
- Use values which allow for direct comparison, yet, interpret them separately
- Make sure that the values for women are not conceived as a subset of the whole (e.g. "out of which ...women") as this would construe the results for men as the norm and specific issues would remain invisible

- Increase the validity of your data by classifying it according to sub-groups (age, income, type and scope of occupation, ethnic origin, way of living etc.)

ADVICE

Let your results reflect the realities of the lives of women and men and policy issues relating to gender, such as the distribution of paid and unpaid work or leisure time.

LEARN MORE ...

- Gender Statistics, Statistics Austria (www.statistik.at)
- Leaflet "Gender Index" (www.imag-gmb.at)
- Resolution of the Ministerial Council of Austria of 6 September 2011, Sex-disaggregated data collection in reports, studies and publications by the ministries (www.imag-gmb.at)
- Leitfaden für geschlechtergerechte Statistik, Provincial Government of Lower Austria (data.noe.gv.at)
- Gendersensible Statistik: Lebensrealitäten sichtbar machen, City of Vienna (www.wien.gv.at)

Reports

Let gender equality be an integral part of reporting. Make sure that it is considered throughout the compilation of your report and that any results and findings are disaggregated by gender and portrayed in a gender-sensitive way. In this regard, it is important to make visible any hidden discrimination, gaps in participation and unintended stereotyping or adherence to traditional role patterns in the respective field of interest. When compiling reports, papers or other products consider figures and findings on the discrimination and disadvantages of women in society and address any potential gender-related impact.

CHECKLISTS

PLANNING

- Try to come up with gender-related issues in your field of interest when planning your report
- Find out to which degree your field of interest concerns women and men and how measures in this field might affect them (e.g. as to leisure time, mobility, labour, education, health, family etc.)
- Investigate what the reality of traditional women's areas (e.g. care work, nursery education) looks like for men and if there is any discrimination
- Check if your public authority/ministry/the government has formulated any gender equality objectives with regard to your field of research/interest
- Ask for the use of gender-neutral (figurative) language and figures when requesting information or contributions from other departments
- If you contract out any reporting activities, take account of gender equality aspects in public procurement procedures
- Conceive your questionnaires in a way that the results can be disaggregated by sex

DESCRIPTION/PRESENTATION OF RESULTS

- Consider potential gender issues when dealing with your research subject; address the different realities for women and men
- Use information, examples and quotes which represent the interests of women and men. Quote both, female and male experts, refer to women and men in your examples and point to practical and societal implications
- Include facts and figures on the social discrimination of women and also allude to specific problems that predominately concern men

- ❑ Check your report on gender-disaggregated presentation before finalising it (texts, tables, figures)
- ❑ If appropriate, include suggestions for measures to promote gender equality
- ❑ Check if gender equality was considered in the interpretation and assessment of your results
- ❑ Make sure your report uses gender-inclusive or gender-neutral language and that any images and graphical material used are in conformity with the principles of gender equality. Avoid re-constructing obsolete role patterns, stereotypes and expressions of depreciation in your pictures of women and men

INTRODUCTION AND CONCLUSION

- ❑ Use your introduction to point out how gender equality has been considered in your report
- ❑ Underline that the principles of gender mainstreaming have been applied in your report
- ❑ If appropriate, make suggestions on how to improve gender equality

ADVICE

Structure your report according to gender equality principles in the planning phase. By way of example, you may include a chapter on different health issues for women and men in different life situations in your health report, a chapter on the grants or subsidies awarded for female and male start-up founders in your economic report, or a chapter on the effects of climate change on women and men in your environmental report.

LEARN MORE ...

- Leitfaden "Gender Mainstreaming", Provincial Government of Vorarlberg (<http://www.vorarlberg.at>)
- Gender Mainstreaming im Berichtswesen (www.bmfsfj.de)

Publicity Work and External Communications

Gender-sensitive publicity work takes account of the different situation of women and men of distinct target groups. PR activities include gender equitable planning and report compilation, leaflets, websites and other products. Besides print media (brochures, leaflets, and expert and press articles) its range of products comprises campaigns (posters, advertisements), websites, films, audio products or electronic magazines or newsletters.

Publicity work sends out messages. Therefore, its instruments of expression – mostly text, image and sound – must take account of gender equality. The (non-)use of gender-inclusive or gender-neutral language or images has considerable effects on how something will be perceived.

It is important to critically deal with language and images in order to eliminate any sort of discrimination and promote gender equality. Publicity work can add to existing gender stereotypes and re-inforce them or it can eradicate them.

CHECKLISTS

- Publish interviews and quotes from women and men
- Provide examples of real life or daily activities of women and men
- Present a woman's and a man's performance as of equal importance; e.g. by listing female and male experts, by interviewing them and referencing them
- Point out how something affects women and men differently, yet, without portraying women as victims. Men can be victims or in need of help, too
- Endorse diversity and differences with your examples by using different groups of age, occupation or ethnicity
- Avoid any form of depreciation through male or female gender stereotypes and generalisation
- Address changing and modern gender roles, e.g. reconciliation of work and family life and how it also affects men in their role as fathers or sons, or women in management positions or male-dominated jobs
- Don't reconstruct hierarchies for women and men. Put them on the same level
- Present women actively: as interview partners, in quotes and images
- Use sex-disaggregated data

ADVICE

- Put yourself in the shoes of the other sex when writing something and wonder what the text would do with them/you
- Make successful female persons (scientists or chemists and so on) visible and create role models by presenting their work or research results

LEARN MORE ...

- "Ich Tarzan – Du Jane?" Frauenbilder – Männerbilder. Weg mit den Klischees!, ÖGB (www.mitgliederservice.at)
- Blickpunkt Gender – Ein Leitfaden zur Mediengestaltung, Büro für nachhaltige Kompetenz (www.b-nk.at/leitfaden-blickpunkt-gender/)
- Gendersprache – Tipps für die Öffentlichkeitsarbeit (gender-mainstreaming.rlp.de)
- Gender Mainstreaming bei Maßnahmen der Presse- und Öffentlichkeitsarbeit, Federal Ministry for Federal Affairs, Senior Citizens, Women and Youth of Germany (www.bmfsfj.de)

Language

Language raises awareness and creates reality. Oral and written language affects how we perceive things or how we construe gender. Also, it transports images. By way of example most readers would automatically think of chairmen, salespersons or statesmen as men, while nurses and mid-wives are almost exclusively perceived as female. Language does not only reflect social reality but it also shapes our way thinking and the way we act. Not least, it is a powerful instrument with which it is possible to reinforce or change social structures.

In order to break gender stereotypes with language rather than adding to them, it is necessary to avoid any gender bias and use gender-sensitive, gender-neutral or gender-inclusive language. Therefore, it is vital to address both, women and men alike or use neutral language. It is not sufficient to just include one sex in an appellation (by using the male form or biased terminology for in-stance). This applies to, yet is not limited to, the use of language in handouts, forms, leaflets, documents, papers, invitations, intranet and internet texts, event advertising, folders, posters and films.

By using gender-inclusive or gender-neutral language in all your forms of oral and written communication you set an example and underline the significance of gender equality in your organisation, both on the inside and on the outside.

International, European and national institutions endorse the use of gender-sensitive, neutral and inclusive language. Take for instance the UNESCO resolution on sexist language (1987), the Council Recommendation on the Elimination of Sexism from Language (1990) and the Resolution by the Austrian Council of Ministers on the use of gender-sensitive language (2001).

WAYS OF SAYING THINGS IN A GENDER-INCLUSIVE OR GENDER-NEUTRAL WAY

- Use gender-neutral terminology or do not make gender visible – chairperson, spokesperson, police officer; use they (also in singular)
- Address both, women and men – actresses and actors; boys and girls; women and men; scientists; both, women and men; he/she... (in German: Binnen-I or similar forms of addressing both, women and men [e.g. StudentInnen, TeilnehmerInnen, MitarbeiterInnen, der / die BewerberIn])

CHECKLISTS

- Scrutinise your internal and external documents (reports, brochures, certificates, circulars, forms, protocols, newsletters etc.) for gender-inclusive or gender-neutral language
- Use gender-inclusive or gender-neutral language on your front page as well as on any website
- Make contributions from women visible, e.g. by indicating the authors' first names
- If possible, add a gender-specific indicator to titles, functions and abbreviations
- Avoid figurative language that conveys stereotypes, e.g. "the old man and his nurse"
- Don't use sexism and discrimination in language or portray men as superior
- Don't say things in a way that women are viewed as a less important, e.g. by using brackets
- Don't reproduce stereotypes or outdated proverbs
- Don't use a general clause saying that words importing the masculine gender shall include females

ADVICE

Be creative in order to guarantee gender neutrality and readability at the same time:
Instead of "the help of a doctor" say

⇒ "medical help"

LEARN MORE ...

ENGLISH

- [Examples on how to say things](http://www.servicegrowth.net) (www.servicegrowth.net)
- [UNDP Principles](http://www.jm.undp.org) (www.jm.undp.org)
- [Guidelines on Gender-Neutral Language](http://unesdoc.unesco.org), UNESCO (1999) (unesdoc.unesco.org)
- [Priority Gender Equality Guidelines](http://www.unesco.org), UNESCO (www.unesco.org)
- [Guidelines on Gender-Sensitive Language](http://www.unescwa.org) (www.unescwa.org)

GERMAN

- [Legistische Leitlinien 1990](http://www.bundeskanzleramt.gv.at) (www.bundeskanzleramt.gv.at)
- [Ministerratsbeschluss vom 2. Mai 2001](http://www.bmgf.gv.at), Geschlechtergerechter Sprachgebrauch in allen Ressorts (www.bmgf.gv.at)
- [Council of Europe \(1990\): Recommendation No. R \(90\) 4 of the Committee of Ministers to Member States on the Elimination of Sexism from Language](http://rm.coe.int) (rm.coe.int)
- [Auf einen Blick! Leitfäden und Checklisten für Gender Mainstreaming und Gender Budgeting](http://www.imag-gmb.at) (www.imag-gmb.at)
- [Geschlechtergerechter Sprachgebrauch, Empfehlungen und Tipps](http://www.bmgf.gv.at) (www.bmgf.gv.at)
- [Leitfaden zur sprachlichen Gleichstellung von Frauen und Männern](http://www.bmvit.gv.at) (www.bmvit.gv.at)
- [Fair und inklusiv in Sprache und Bild](http://www.wu.ac.at), University of Economics Vienna (www.wu.ac.at)

HOW TO SAY THINGS IN A GENDER-NEUTRAL WAY IN FRENCH

LANGAGE NON SEXISTE

- You may address both, women and men, just as in any other language; also, you may resort to neutral ways of saying things
- It is possible to add information pointing to the masculine or feminine gender by using brackets, slashes etc.
- There are different guidelines and recommendations for francophone countries

LEARN MORE ...

- [Guide Pratique](http://www.haut-conseil-egalite.gouv.fr), France (www.haut-conseil-egalite.gouv.fr)
- [Guide de formulation non sexiste](http://www.unige.ch), Suisse (www.unige.ch)

Figurative Language

Images, above all photographs, are never completely neutral. By choosing an image, the part of an image or the person(s) to be displayed, you will also choose what or who is displayed.

Therefore, it is necessary to be careful with regard to the message you (want to) send: What is the relationship between women and men like, how are the persons presented, in which environment, etc.

By choosing your images carefully, you will avoid stereotyping of gender roles. Make sure to use your images in a gender-sensitive way and represent both genders in a differentiated and equitable way.

CHECKLISTS

- Depict women and men at the same level in your illustrations (e.g. who is sitting in the front, who is standing, who is in the background etc.)
- Show persons at full length, their portraits, and extracts of pictures
- Only use images, where women and men are displayed in a balanced manner; make sure they are at the same level and are both actively doing something (e.g. talking and listening). Also pay attention to their clothing
- Don't display women and men in traditional roles (stereotypes); i.e. show women in management positions or technological occupations and men with care jobs
- Depict women and men in different situations in their work and family life, e.g. man doing domestic work or women at the computer
- Use unconventional examples (men on paternity leave, female general directors etc.)
- Depict role models in typical and atypical fields in order to make women and men, boys and girls identify with them (female football players and male ballet dancers, male hairdressers, female surgeons and male nurses)

ADVICE

Gender-sensitive figurative language does not mean alternating pictures of women and men. Instead, the female and male genders have to be presented at the same level without reproducing stereotypes. Also, it is important to create a link between the image and the text; i.e. the image should underline what is said in the text.

Therefore, texts and images should be planned in collaboration with the authors, photographers and editors.

LEARN MORE ...

- Leitfaden für geschlechtergerechtes Formulieren und eine diskriminierungsfreie Bildsprache, City of Vienna (www.wien.gv.at)
- Leitfaden für diskriminierungsfreie Sprache, Handlungen und Bilddarstellungen (www.tuwien.ac.at)

Public Procurement

Public procurement law is an instrument to guarantee effective and transparent competition. Furthermore, the state's decisions on how to procure have a lasting effect on society at large. Therefore, public procurement law is also an instrument to promote women and gender equality. It is important to encourage companies to take gender equality measures. The promotion of women and gender equality is in line with competition law and it is incumbent upon the state to meet the objectives that have been formulated in this regard.

This is underlined by the Austrian State objectives enshrined in the Federal Constitution of the Republic of Austria as well as by the Federal Public Procurement Law according to which procuring authorities may take into account aspects concerning the promotion of women and gender equality.

Some line ministries have published circulars on the promotion of women and gender equality in public procurement: They oblige companies to present or implement certain measures to promote women and gender equality if they are awarded a contract below EUR 100,000 whose term exceeds or is equal to 6 months. The number of measures to be chosen differs according to company size. Also, prove must be given halfway through the term.

CHECKLISTS

GENDER EQUALITY MEASURES TO BE TAKEN BY COMPANIES:

Employment and Career Advancement

- Plan to increase the share of women in middle and high-ranking
- Balanced selection processes
- Increase of the share of female apprentices

Qualification

- Special education and training measures for women
- Reservation of seats for education or training measures financed by the company for women; at least in the amount of their share among staff
- Universal access to all kinds of education and training measures independent from work hours per week
- Balanced trainer teams

Reconciliation of Work and Family Life

- Flexible working times
- Teleworking
- Part-time arrangements for leadership and management positions

- Promotion of parental leave and part-time work models for fathers

□ Structural Measures

- Further education and training on gender equality, notably for managers, persons involved in apprentice training and HR staff
- Appointment of Officers for Women's Affairs or Women's Committees
- Mentoring Programmes
- Compilation and regular updates of plans for the promotion of women

ADVICE

- Pay attention to gender-sensitive planning and formulate the description of the subject-matter adequately; e.g. by demanding that data is collected and interpreted in a sex-disaggregated manner when tendering out studies
- Make sure to include gender equality criteria, social or other criteria of social relevance in your tender

LEARN MORE ...

- Rundschreiben und Verpflichtungserklärung zur Frauen- und Gleichstellungsförderung in der Direktvergabe (www.imag-gmb.at)
- Resolution of the Council of Ministers of 6 September 2011, Berücksichtigung von Genderaspekten bei Förderungen und öffentlicher Auftragsvergabe (www.imag-gmb.at)
- Handbuch zur betrieblichen Gleichstellung "Frau + Mann gleich fördern = gewinnen!", City of Vienna (www.wien.gv.at)

4 Legal and Political Basis for Gender Equality

United Nations

- **Convention on the Elimination of all Forms of Discrimination Against Women (CEDAW)** Austria ratified the Convention in 1982. The first four articles of the Convention have been enshrined in the Austrian Constitution.
- **Optional Protocol to CEDAW**
Option to submit individual complaints after exhaustion of domestic remedies at national level; ratified in 2000
- **Platform for Action and Beijing Declaration adopted in the course of the Fourth World Conference on Women in Peking 1995:** a programme aiming at full equality for women. 189 states have committed themselves to bringing about gender equality in all areas of society and to protect the rights of women.

European Union

- Treaty Establishing the European Economic Community (**TEEC**, 1957/58)
 - **Art. 119 para 1:** *Each Member State shall in the course of the first stage ensure and subsequently maintain the application of the principle of equal remuneration for equal work as between men and women workers.*
- Treaty on European Union, **TEU** (Lisbon, 2009)
 - **Art. 2:** *The Union is founded on the values of respect for human dignity, freedom, democracy, equality, the rule of law and respect for human rights, including the rights of persons belonging to minorities. These values are common to the Member States in a society in which pluralism, non-discrimination, tolerance, justice, solidarity and equality between women and men prevail.*
 - **Art. 3 para 3 (2):** *[...]It shall combat social exclusion and discrimination, and shall promote social justice and protection, equality between women and men, solidarity between generations and protection of the rights of the child [...]*
- Treaty on the Functioning of the European Union, **TFEU** (Lisbon, 2009)
 - **Art. 8:** *In all its activities, the Union shall aim to eliminate inequalities, and to promote equality, between men and women.*

- **Art. 10:** *In defining and implementing its policies and activities, the Union shall aim to combat discrimination based on sex, racial or ethnic origin, religion or belief, disability, age or sexual orientation.*
- **Art. 157:** *Enshrines the principle the principle of equal pay for women and men for equal work or work of equal value.*
- **Charter of Fundamental Rights of the EU (2009)**
 - **Art. 21:** *Any discrimination based on any ground such as sex, [...] or sexual orientation shall be prohibited.*
 - **Art. 23:** *Equality between women and men must be ensured in all areas [...]*

Legal Basis in Austria

- **Federal Constitution**
 - **Art. 7 para 1:** *All nationals are equal before the law. Privileges based upon birth, sex, estate, class or religion are excluded. [...]*
 - **para 2:** *The Federation, Länder and municipalities subscribe to the de - facto equality of men and women. Measures to promote factual equality of women and men, particularly by eliminating actually existing inequalities, are admissible.*
 - **para 3:** *Official designations can be applied in such a way as to indicate the sex of the officer holder. The same holds good for titles, academic degrees and descriptions of occupations.*
- **Reform of the Federal Budget Law (Bundesverfassungsgesetz , Federal Gazette BGBl I No. 139/2009)**
 - **Art. 13 para 3:** *Federation, provinces and municipalities have to aim at the equal status of women and men in the budgeting.*
 - **Art. 51 para 8:** *In the management of the federal budgets the principles of striving for efficiency, in particular also under respect of the goal of equal treatment of women and men, transparency, efficiency and a true picture of the financial situation of the Federation as much as possible are to be respected.*
 - **Art. 51 para 9 (1):** *[...] the measures for an administration striving for efficiency, in particular also under respect of the goal of equal treatment of women and men;*
- **Federal Budget Law (Bundeshaushaltsgesetz 2013, BHG 2013)**

Resolutions of the Ministerial Council of Austria

- 11 July 2000: Establishment of the **Inter-Ministerial Working Group on GM/GB (IMAG GMB)**
- 3 April 2002: Approval of a **Working Programme for GM**
- 9 March 2004: Increased application of GM, e.g. inclusion of a gender perspective in all budget policy measures and implementation of projects
- 5 March 2008: Guidelines on GB and on GM as mandatory tools for the adoption of laws and GB; **integration of GB in all activities of the public administration**
- 6 September 2011: **Sustainable implementation of GM in 5 key areas:** Structural affairs, data collection disaggregated by gender, public procurement, further education and training

5 Stay on Track

1. Facts and Figures

Gender Index: www.imag-gmb.at > [Gender Mainstreaming](#)

2. Talks

Event Series: www.imag-gmb.at > [Service](#)

3. Blog and Newsletter

- Information on the Website: www.imag-gmb.at
- Blog Gender Budgeting: blog.imag-gendermainstreaming.at
- Newsletter: www.imag-gmb.at > [Service](#)

4. Practical Information

- Database of gender equality projects: www.imag-gmb.at > [Gender-Projects](#)
- Publications, guidelines: www.imag-gmb.at > [Service](#)

Contact / Managing Board of the Inter-Ministerial Working Group Gender Mainstreaming/Budgeting

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Media owner, publisher, editor:

Federal Chancellery of Austria

Federal Minister for Women, Family and Youth

Division III – Women and Equality

Minoritenplatz 3, 1010 Vienna

Editorial: Federal Chancellery, Department III/1 – Gender equality and legal matters

Fully accessible version of the document: Division III

Vienna, October 2018

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