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**GRAZ STELLT  
GLEICH!**



**Second Gender Equality Action Plan “House Graz”  
Valid as of autumn 2015**

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## 1. Introduction

The second Gender Equality Action Plan provides the framework for the further implementation of policies on gender equality in the “House Graz”. Content-wise, the new Gender Equality Action Plan seeks to adapt itself gradually to the thematic areas and indicators specified by the Observatory of the Charter in Brussels to avoid unnecessary duplication.

Early in 2014, the European Commissions assigned the Observatory of the Charter the pilot project “Development of Indicators to Measure the Implementation of the Charter”. The project was realised in 2014, involving national experts (for Austria, the Unit Women & Equality of the city of Graz was nominated). The crucial question when developing appropriate indicators has always been: Are we really measuring the right things? And: At what level is the comparison at the European level a fair one? Another key issue is: How can all parties involved manage and process the indicators?

### Structure and Indicators – Observatory of the Charter

In the first part, six horizontal indicators are queried. The possible answers are in each case: yes/no/I don't know or not responsible. Examples:

\*) The existence of a formal obligation on the part of the local authorities to ensure gender equality in the following realms of politics: Equal participation of women and men in political and civilian life; in public procurement and awarding of contracts; employment; education; etc.

\*) The availability of gender-specific data at local level in all areas covered by the Charter.

In the second part, 69 basic indicators and optional indicators are listed as specified in the 30 articles in the nine defined areas of action of the Charter (democratic responsibility, political role, general framework for gender equality, the role of employers, public procurement and awarding of contracts, the role of service providers, planning and sustainable development, the role of the regulatory authority, town twinning and international co-operation). Concrete figures are only requested for 13 indicator.

For all other indicators, the possible answers are: yes/no/I don't know or not responsible or always/regularly/occasionally/never.

The evaluation of the indicators has shown that the “existence of ...” is one of the essential indicators proving that the implementation of the Charter is in progress. In comparison, the Graz Gender Equality Action Plan – as shown in the enclosed evaluation – included too detailed indicators, and not all of them turned out to be meaningful/appropriate.

Since we do not intend to adopt a two-pronged approach in working with the indicators and since the city of Graz has every interest in improving their quality – in co-operation with the Observatory –, the future indicators will be adjusted step-by-step to the EU guidelines.

Further adjustments will be made in coordination with the “Observatory of the European Charter for Equality of Women and Men in Local Life” The evaluation period will be two years.

The Gender Equality Action Plan will continue to be structured according to the seven fields for action set out in the Charter:

- **work, employment and business**
- **eliminating gender stereotypes**
- **education**
- **health and social security**
- **equal access to public services and funding**
- **safety, security and protection from violence**
- **promoting internal equality**

## **2. Impact Orientation of Gender Equality Management**

The city of Graz and its holdings are aware of their broad responsibilities in implementing the equality of women and men at all levels and in all socio-political areas.

The management guideline “House Graz” of 23 September 2010 states that, in developing their strategies, the administrative departments shall follow the principle of impact orientation. This means that the available financial resources shall be invested based on the principle of the greatest possible efficiency and cost-effectiveness. By applying it consistently in the House Graz it should be guaranteed that the ever scarcer economic resources will be used with a focus on tasks of key priority.

Impact-oriented implies that managing starts at the policy aims which are geared to achieving a desired effect (purpose) in the society. It is incumbent upon administration to provide – with the financial means available (liquidity) - the services (success) in the best possible way so as to achieve the intended effect (purpose).

Efficiency targets are defined as generally not being achievable by one entity alone, but are influenced by many factors. They do not merely describe the performance of a service, but a purpose beyond that. Since efficiency targets are multicausal, the key criterion for assessment is the trend.

Apart from specific strategic (impact) targets, there are also “cross-sectional issues” which must always be taken into account as “secondary effects” notwithstanding all technical considerations on impact. One such cross-sectional issue is the equality of women and men at all levels and in all socio-political areas. The gender-sensitive perspective must thus be incorporated into all sectors of administration and their affiliated entities as well as into all fields of action.

Equality has been achieved if all structures and decision-making processes are designed in such a way that neither women nor men are discriminated against or given preferential treatment in the choice of their lifestyles and in the distribution of power, resources and employment (definition of the Council of Europe, 1998) due to their gender.

Equality is anchored in the Austrian Constitution as a national objective and has thus also to be considered at least as a “secondary effect (or secondary purpose)” when defining an efficiency target.

A typical example for this approach is “gender budgeting”, for which “gender impacts” would be a more appropriate term. The intent is to make visible the (“secondary”) effects of gender mainstreaming in the planned and actual financial streams in all departments.

The Gender Equality (Action) Plan of the city of Graz and its holdings aims to ensure that all steps towards implementation follow the same strategy and thus achieve an overall result. In pursuing this aim, it is of vital importance that the responsibility for reaching the equality targets as defined in the individual fields of action do not reside with one entity, but that all areas of administration and their affiliated entities also consider these (equality) targets when setting their (efficiency) targets and formulate their own efficiency targets in such a way that their achievement triggers, in addition, positive (“secondary”) effects in gender mainstreaming.

The gender-sensitive perspective must thus be incorporated into all sectors of administration and their affiliated entities as well as into all fields of action. Equality policies are thus an integral part of each and every action and cannot be treated as a disintegrated element of another project. Equality is an integral part of management action and therefore a clear managerial task.

### 3. Strategic Target Corridor

*“Vision”*

All products and services provided by the city of Graz and its participations are designed to satisfy the different – albeit equal – needs of all its citizens.

Internally, all processes and procedures are designed so as not to allow any structural discrimination against any group.

*What do we want to achieve?*

The Equality Action Plan of the city of Graz and its holdings ensures that gender mainstreaming is not an empty buzzword. Concrete measures of implementation warrant that everything we do is guided by the needs of all of our citizens.

*What is our objective?*

All products and services as well as all processes and procedures are geared towards equality. It all starts with a thorough analysis, which is followed by concrete guidelines for implementation. The attainment of the objective is continuously monitored based on indicators and key figures.

*What will have been accomplished when everything has been realised?*

Traditional gender roles lose their importance. Partners of the city of Graz and its holdings (beneficiaries of subsidies, contractors, service providers, consultants, ..... ) are obliged, to the same extent as we are, to respect the principle of Gender Mainstreaming. Our products and services are designed to meet the requirements of our citizens. Diversity is a gain!

### *Objectives*

- Executives are aware of their responsibilities regarding the implementation
- Equality is an integral part of our everyday action.
- Equality targets have been defined for all sectors.
- Indicators and key figures allow the implementation to be verified.

## **4. Fields of Action**

### **4.1. Field of Action “Employment, Work and Business”**

#### **Equality objective 1:**

**The city of Graz creates and environment which supports the equal access of women and men to the labour market and promotes better reconciliation of work and private life.**

**Measure 1a)** Childcare services for children up to the age of 0 to 15

**Indicators:** Level of service for children between 0 and 3 years of age  
Level of service for children between 3 and 6 years of age  
Level of service for children between 6 and 15 years of age  
Average opening hours

**Measure 1b)** Support for social institutions which offer (amongst other things) up-skilling measures for re-entrants into the labour market

**Indicators:** Number of social institutions/organisations supported

#### **Equality objective 2:**

**The city of Graz promotes the equal access of women and men with a migration background to the labour market.**

**Measure 2a)** Support for associations/institutions/projects which offer labour-market measures for female and male migrants

**Indicators:** Number of associations/institutions/projects supported

#### **Equality objective 3:**

**The city of Graz encourages the integration of a gender perspective in labour-market policy measures for disadvantaged groups.**

**Measure 3a)** Support for associations/institutions which offer services for the second and third labour market for disadvantaged women and men

**Indicators:** Number of associations/institutions supported

**Measure 3b)** Active co-operations with the relevant stakeholders (e.g. Employment Service Austria, Chamber of Commerce, Chamber of Labour)

**Indicators:** Regularly/seldom/never  
Listing of examples

**Measure 3c)** Active participation in potential EU projects aimed at (further) developing labour-market policies

**Indicators:** Yes/no

Listing of examples

**Measure 3d)** The city of Graz, in its own purview, takes measures to ease the access of (multiple) disadvantages target groups to the labour market.

**Indicators:** Number of measures

Target groups reached

#### **Equality objective 4:**

**The city of Graz promotes career choices of young people beyond traditional role models – in particular the widening of the spectrum of jobs for girls and young women.**

**Measure 4a)** Support for associations/institutions/projects which encourage girls and young women to choose atypical professional careers

**Indicators:** Number of associations/institutions/projects supported

**Measure 4b)** Active co-operations with the relevant stakeholders (e.g. Employment Service Austria, Organisations, Companies, Chamber of Commerce)

**Indicators:** Number of co-operations

Regularly/seldom/never

#### **Equality objective 5:**

**The city of Graz is actively combating the inequality in the payment of women and men for comparable work (gender pay gap / gender pension gap).**

**Measure 5a)** Measures/co-operations related to gender pay gap / gender pension gap

**Indicators:** Number of measures taken / co-operations entered

#### **Equality objective 6:**

**The city of Graz promotes co-operation with companies which are active in implementing gender mainstreaming in their structures.**

**Measure 6a)** Support for and participation in networks which integrate gender mainstreaming into their activities in the world of work

**Indicators:** Number of participating companies

Number of networking meetings

Number of measures/activities taken

#### **Equality objective 7:**

**The city of Graz promotes the increase in the share of women in gainful employment which covers their vital needs.**

**Measure 7a)** Support for associations/institutions which offer special services for women on their path towards gainful employment which covers their vital need

**Indicators:** Number of institutions/associations/measures supported

## **4.2. Field of Action “Combating Gender Stereotypes”**

#### **Equality objective 8:**

**The city of Graz and its holdings acknowledge their responsibility in combating gender stereotypes in all their activities.**

**Measure 8a)** Taking measures which counteract gender stereotypes both internally and externally.

**Indicators:** Number of measures

**Measure 8b)** Taking action to initiate measures against sexist advertisement

**Indicators:** Number of measures

Number of cases

### **Equality objective 9:**

**The city of Graz and its holdings use a gender-impartial (making both sexes visible) and gender-sensitive (no reproduction of gender roles) language in its internal and external communication.**

**Measures 9a)** (Re-)wording of internal and external documents as well as in internet and public appearances (leaflets, folders, reports, ....)

**Indicators:** Level of implementation

Guideline on the use of gender-equitable and gender-sensitive language and on non-discriminatory pictorial language

### **Equality objective 10:**

**The city of Graz counters actively the gender-specific attribution of skills.**

**Measure 10a)** Promotion of measures which counter gender-specific attributions of skills

**Indicators:** Number of measures/projects

### **Equality objective 11:**

**The city of Graz promotes gender-sensitive kindergarten education which actively counters restricting gender roles.**

**Measure 11a)** Taking measures in the city's kindergarten facilities (public and private ones)

**Indicators:** Number of measures

### **Equality objective 12:**

**The city of Graz encourages gender-sensitive youth work and takes an active part towards achieving a gender-democratic coexistence of the next generations.**

**Measure 12a)** Support for institutions/projects which implement appropriate measures

**Indicators:** Number of supported institutions

**Measure 12b)** Support for institutions/projects which seek to achieve gender democracy in particular in school social work

**Indicators:** Number of institutions/projects supported

## **4.3. Field of Action "Education"**

### **Equality objective 13:**

**The city of Graz and its holdings acknowledge their responsibility in providing education which takes equally into account the needs of girls and boys and of women and men without reproducing stereotyped roles.**

**Measure 13a)** In their offers, the city libraries respond equally to the need of female and male users.

**Indicators:** User analysis

**Measure 13b)** Support for projects/institutions which take specific measures to counteract stereotypes roles.

**Indicators:** Number of projects/institutions supported

**Measure 13c)** Co-operation with relevant stakeholders (educational institutions, schools, etc.)

**Indicators:** Yes/no

Regularly/seldom/never

### **Equality objective 14:**

**The city of Graz promotes the equal access of girls and boys with a migration background to education.**

**Measure 14a)** Support for institutions/projects which integrate the gender perspective for children with a migration background

**Indicators:** Number of institutions/projects supported

#### **Equality objective 15:**

**The city of Graz encourages the equal access of elderly people to education.**

**Measure 15a)** Support for institutions/projects which adopt special policies for this target group

**Indicators:** Number of institutions/projects supported

#### **4.4. Field of Action “Health and Social Security”**

#### **Equality objective 16:**

**The city of Graz takes into account gender-specific aspects in all matters related to health.**

**Measure 16a)** Inclusion of gender-specific measures in occupational health-care management

**Indicators:** Number of measures

**Measure 16b)** Support for institutions/projects which take into account gender medicine

**Indicators:** Number of institutions/projects supported

**Measure 16c)** Support for institutions/projects which offer specific health services for women

**Indicators:** Number of institutions/projects supported

#### **Equality objective 17:**

**The citizens find themselves in an environment which suits their specific needs.**

**Measure 17a)** Support for institutions/projects which include gender-specific needs in their measures

**Indicators:** Number of institutions/projects supported

Number of measures

**Measure 17b)** Integration of a gender perspective into measures related to public space (e.g. urban development/planning, greening projects, lighting, design of parks and playgrounds)

**Indicators:** Number of measures taken

Number of equality targets defined

Listing of examples

#### **Equality objective 18:**

**The city of Graz takes measures to ensure the equal participation of citizens facing difficult social circumstances in all areas of societal and social life.**

**Measure 18a)** Support for measures which enable equal participation of (multiple) disadvantaged male and female citizens in all sectors of societal and social life)

**Indicators:** Number of measures supported

Number of persons reached

**Measure 18b)** The city of Graz takes account of gender and diversity criteria in its health mission statement.

**Indicators:** Yes/no/partially

#### **4.5. Field of Action “Equal Access to Services and Funding”**

#### **Equality objective 19:**

**The city of Graz and its holdings direct all their products and services towards equality and thus also take into account factors of multiple discrimination (education, origin, social status, ....).**

**Measure 19a)** Integration of gender and diversity goals into the strategic control tool – the Balanced Score Card – of all departments

**Indicators:** Yes/no

**Measure 19b)** All products and services provided by the city of Graz are aimed at ensuring equality (impact orientation).

**Indicators:** Documentation of the gender and diversity perspectives in planning projects

Formulated gender-sensitive efficiency targets

**Measure 19c)** Holiday and leisure activities are planned and offered with due consideration for the specific needs of girls and boys.

**Indicators:** Listing of examples of activities

Number of girls and boys participating

**Measure 19d)** In the granting of social transfers, equality criteria are considered by paying particular regard to multiple discriminations.

**Indicators:** Submission of awarding criteria  
Number of cases  
Services for special target groups

**Measure 19e)** Preparation of a catalogue of criteria to take account of the special needs of women and men in all planning and building projects, including public spaces (parks, playgrounds, public transport stops, ... ..)

**Indicators:** Listing of the criteria  
Degree of implementation

**Measure 19f)** Multilingual and barrier-free information is provided to the population in the respective fields of action.

**Indicators:** Degree of implementation  
Listing of examples

**Measure 19g)** Measures are taken within one's own purview to eliminate structural handicaps affecting special target groups.

**Indicators:** Target groups addressed  
Number of measures  
Listing of examples

### **Equality objective 20:**

**The city of Graz tries to make sure that public funds are allocated equitably – gender budgeting/impact orientation.**

**Measure 20a)** Subsidy schemes take account of the Charter on Human Rights.

**Indicators:** Yes/no/partially

**Measure 20b)** The city's independent Court of Auditors includes gender and diversity performance in its audits if required.

**Indicators:** Yes/no/partially  
Listing of the current situations as observed in regard to gender and diversity performance and/or recommendations

**Measure 20c)** Linking of the procurement process to gender aspects in all calls for tender by the city of Graz

**Indicators:** Degree of implementation in the procurement of services  
Degree of implementation in construction tenders and requests for proposals  
Degree of implementation in supply contracts

**Measure 20d)** Development of criteria to include gender and diversity criteria in the promotion of business and tourism

**Indicators:** Degree of implementation

**Measure 20e)** Support for women who want to become self-employed or wish to setup a business

**Indicators:** Number of measures supported

## **4.6. Field of Action "Safety, Security and Protection from Violence"**

### **Equality objective 21:**

**The city of Graz and its holdings take account of the differences between women and men as regards their need for safety and security and regarding the extent to which they are affected by violence in all planning and building projects.**

**Measure 21a)** Catalogue of criteria to take account of the special needs of women and men in all planning and building projects, including public spaces (parks, playgrounds, public transport stops, ....)

**Indicators:** Listing of criteria  
Measures implemented

**Measure 21b):** Measures taken by the city in its own purview which respond to the safety and security needs of its citizens

**Indicators:** Number of measures taken

### **Equality objective 22:**

**The differences between women and men in dealing with crises, in accepting assistance and in gender-sensitive preventive work to avert crises are taken into consideration.**

**Measure 22a)** Support for institutions/projects/measures which offer sender-sensitive and gender-specific services

**Indicators:** Number of institutions/projects/measures supported

## **4.7. Field of Action “Internal Gender Equality”**

### **Equality objective 23:**

**It is the declared objective of all organisations to ensure equality between men and women in the access to all positions and at all levels of hierarchy.**

**Measure 23a)** Implementation of Gender Impact Assessment

**Indicators:** Degree of implementation of GIA

**Measure 23b)** Active PR campaigns, targeted information to other institutions in order to motivate women to apply for a job with the municipal fire brigade

**Indicators:** PR measures

Number of female applicants in relation to the total number of applications

### **Equality objective 24:**

**Increasing the share of women in managerial positions is actively pursued.**

**Measure 24a)** Awareness raising campaigns among persons involved in the recruitment of staff

**Indicators:** Number of measures taken

### **Equality objective 25:**

**Measures to reduce the income gap between male and female employees are implemented**

**Measure 25a)** The city of Graz undertakes, on a voluntary basis, to draw up income reports; included are all holdings with more than 150 employees.

**Indicators:** Drawing up of income reports every other year

**Measure 25b)** If underrepresented in managerial positions, female employees receive special support to optimise their career development if required.

**Indicators:** Measures taken

**Measure 25c)** Women’s mentoring is used as an active tool to increase the share of women in managerial positions.

**Indicators:** Degree of implementation

### **Equality objective 26:**

**Models to improve reconciliation of work and family life are designed for both women and men.**

**Measure 26a)** Number of part-time employment models for women and men

**Indicators:** Number of women and men working part-time in relation to the total number of part-time employees

**Measure 26b)** Measures to promote paternity leave

**Indicators:** Concept

Number of males on paternity leave

**Measure 26c)** Management functions can also be carried out in part-time working schemes

**Indicators:** Number of executives working part-time

**Measure 26d)** Enabling contacts to be maintained and further training opportunities during maternal/paternal leave

**Indicators:** Development of a concept specifying the requirements

Degree of implementation

### **Equality objective 27:**

**The city of Graz and its holding incorporate GM into measures to maintain and promote the good health of their employees.**

**Measure 27a)** Occupational healthcare management includes gender-specific aspects (e.g. addiction prevention).

**Indicators:** Number of specific measures taken

**Measure 27b)** Gender-sensitive conflict management (guideline) and deployment of conflict mediators with adequate gender competence

**Indicators:** Number of measures taken

**Equality objective 28:**

**The city of Graz and its holdings enhance gender competence and train their employees accordingly in order to create a solid basis for the monitoring and controlling of all implementation measures.**

**Measure 28a)** Specific further training units are offered on an ongoing basis as needed.

**Indicators:** Number of training units