



European Union
European Social Fund

Leverage from
the EU
2007–2013

Gender Competence Development In Valtava Development Program

How do we make gender mainstreaming work
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TYÖ- JA ELINKEINOMINISTERIÖ
ARBETS- OCH NÄRINGSMINISTERIET
MINISTRY OF EMPLOYMENT AND THE ECONOMY

Valtava Program

National gender equality ESF program 2008-2013, "Valtava"

- gathered 20 GE projects in different regions together under the targets of promoting gender equality and gender mainstreaming
- coordination project = support structure for the projects in the Ministry of Employment and the Economy (MEE) 2,5 person-years
- each project had targets and contents of their own, prerequisites: 7 different targets from which they had to put at least one into action



”Support structure”: what support ?

Project manager: negotiations with the projects; expert opinions for funders

Support structure in MEE applies:

- Training and consultation (“gender training”) for projects and their funders 2+1 days, in small groups, tailor made in context of trainees’ work
- Common seminars for projects
- Open seminars in regions

- Compendium of good practices in former GE projects from 80s until now
- Content Analysis of the current ESF programs and project plans from gender perspective



Support structure applies...

- Handbook on gender mainstreaming in projects and customer services
- Standard for GM in ESF in cooperation with European network
- Support structure started 2011 to provide services for the ESF Managing Authority (MA) > prolonged 2014
 - Services tailor made for preparing the next ESF period



Factors of successful training

(Gender) Training should

- be tailor made for needs of trainees > basic or advanced, which context?
- be "obligatory" not voluntary
- contain "soft" and "hard" sections, feelings /attitudes and facts
- gender equality should be "business as usual" > competence and capacity building is needed
- be long lasting, in several training periods, individual exercises
- make learning possible (compare training that is more information exchange!)
- have additional supportive measures like consultation, coaching, toolkits,



Challenges of gender training

- Diversity of trainees (may be also opportunity > right training methods!)
- Commitment and example of top management
- Gender seen as "separate" issue / factor
- Trainers only women > "women's issue"
- Gender Equality only seen as matter of calculating heads (amount of men and women)
- Gender neutrality > gender blindness



Thank you!

Websites of MEE and Valtava:

www.tem.fi/valtava

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