URBACT KNOWLEDGE HUB **PRESENTS**

GENDER EQUAL CITIES

in partnership with

URBACT enables cities to work together to develop sustainable solutions to major urban challenges, through networking, sharing knowledge and building capacities of urban practitioners. It is funded by the European Regional Development Fund and EU Partner and Member States since 2002.

URBACT Knowledge Hub presents:

GENDER EQUAL CITIES

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" It has been an honour to collaborate with inspiring women across Europe to share knowledge on how we work towards the long term goal of gender equality. Rather than offering ready-made solutions, this report offers a starting point: a trigger for the right questions to be posed. It reaffirms that Gender Equal Cities must continue to be addressed and communicated as a fundamental question of justice: an equal right to the city for all. "

Sally Kneeshaw

FOREWORD

Gender equality is a prerequisite for the well-being of citizens and the prosperity of cities. It is a fundamental right that is enshrined in both international and European treaties, and in the United Nations' 2030 Sustainable Development Agenda. Gender equality is also a catalyst for better policy-making, and local governments have a crucial role to play in further driving this change.

Although we have come some way in the past few decades, there is still a lot to be done to achieve gender equality for all women. Despite being over 50% of the population, women are underrepresented at almost every level of governance: only 15% of European mayors are women. Besides, women continue to be paid 16% less than men, to take up more unpaid work, and to experience gender-based violence at home and on the streets. This reality stands against the fundamental values and principles of the EU, especially the principles of solidarity and fairness which cohesion policy embodies.

We, European decision-makers, have the responsibility to foster fairer cities, where people are no longer faced with gender-based violence or injustice.

In this endeavour, the URBACT report on Gender Equal Cities is truly inspirational and useful. It points out where improvement needs to be made and identifies best practices for local authorities to make the best use possible of EU funding, in particular the European Regional Development Fund, which directly supports gender equality through the implementation of the European Pillar of Social Rights. This report also shows that cities are already driving transformative change, and that local government has crucial leverage in taking gender equality policies forward.

After reading these pages, I trust that you will be as inspired and galvanised as I am to continue fighting for true and concrete gender equality across European cities.

CORINA CREȚU
European Commissioner for Regional Policy.

INTRODUCTION

Despite the leaps and bounds made over the past century, it is clear there is still a long way to go to achieve global gender equality. Inequality still impacts the way women and girls travel, work, play and live in urban environments. Recently, movements such as #TimesUp and #MeToo have brought a renewed awareness of women's voices and gender power dynamics. But what does this have to do with the city? What do we know about the urban dimensions of gender-based inequalities? How can cities deliver on the European Union (EU) Fundamental Rights and the United Nations (UN) Sustainable Development Goals (SDG)[1], to empower women and girls?

Gender Equal Cities is an initiative from the URBACT Knowledge Hub raising awareness of gender-based inequalities at a local level and highlighting how cities can take action. It brings together the knowledge of women active in the URBACT community and beyond.

By reaching out to cities, participating in EU events and facilitating expert exchange, URBACT translated existing knowledge into clear, actionable recommendations, highlighting the experience of European frontrunners. The work has been enriched by a close partnership with the Council of European Municipalities and Regions and the results of their European Charter for Equality of Women and Men in Local Life.

Gender Equal Cities shows how creating space for women's voices, needs and capacities is a necessary step towards building thriving cities. The report themes mirror city departments and sectors, providing practical guides for professionals who work both in specific policy-areas and across sectors. It is relevant for citizens and citizen organisations too, to help them inspire and support their local administrations.

48% **52%**
In the EU 52% of the population are women…

but only 15% of the mayors in EU cities are women

85% **15%**

Women continue to be paid
16% less than men
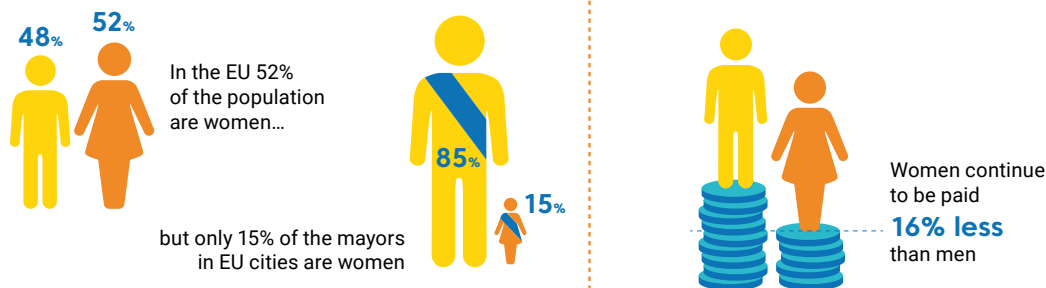
The 2030 Agenda for Sustainable Development aims to achieve **gender equality and empower all women and girls.**
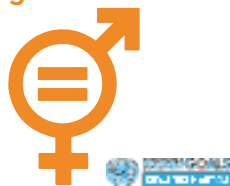
Only **34.4%** of the EU self-employed

and **30%** of start-up entrepreneurs
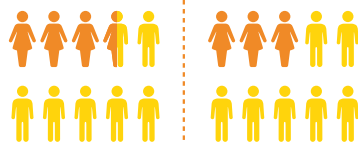
are women

Men are more likely to make a **single destination journey by car,** whereas women generally use **public transportation to do multiple journeys in one day,** because they combine employment and care duties.

WORK

WORK
MARKET
SCHOOL

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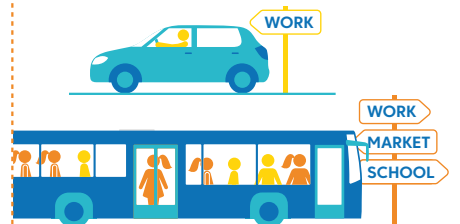
1   United Nations (2015), 'Sustainable Development Goal 5', available at: https://sustainabledevelopment.un.org/sdg5

HOW TO USE THIS REPORT

This URBACT report is designed to inform and inspire policy makers to take action in their cities. Gender equality is a cross-cutting issue, to be integrated into many aspects of the city's work. To make the information as accessible as possible, the content is broken into 6 key themes and sub-themes.

These are key areas where cities can work towards gender equality. They reflect regional and global priorities as outlined in the **Council of European Municipalities and Regions' Charter for Equality** [2], as well as some of the 12 areas of the **Urban Agenda for the European Union** and targets included in **Sustainable Development Goals 5** and **11**.

Each of these sections provide some context and tangible actions to take against inequalities. Case studies of good practice, highlighted on the map on the following page, illustrate how gender equality is actively addressed by cities all over Europe.

All of the data in this report is cited and fact-checked. The views expressed here are of the authors and not necessarily those of URBACT and of the institutions mentioned.

The case studies were sourced from a combination of first-hand accounts, URBACT networks, good practices and examples from the CEMR Observatory.

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REPRESENTATION AND PARTICIPATION

2
GOVERNANCE

3
ECONOMIC EQUALITY

4
PUBLIC SERVICES

5
PLANNING AND PUBLIC SPACE

6
MIGRANT INTEGRATION

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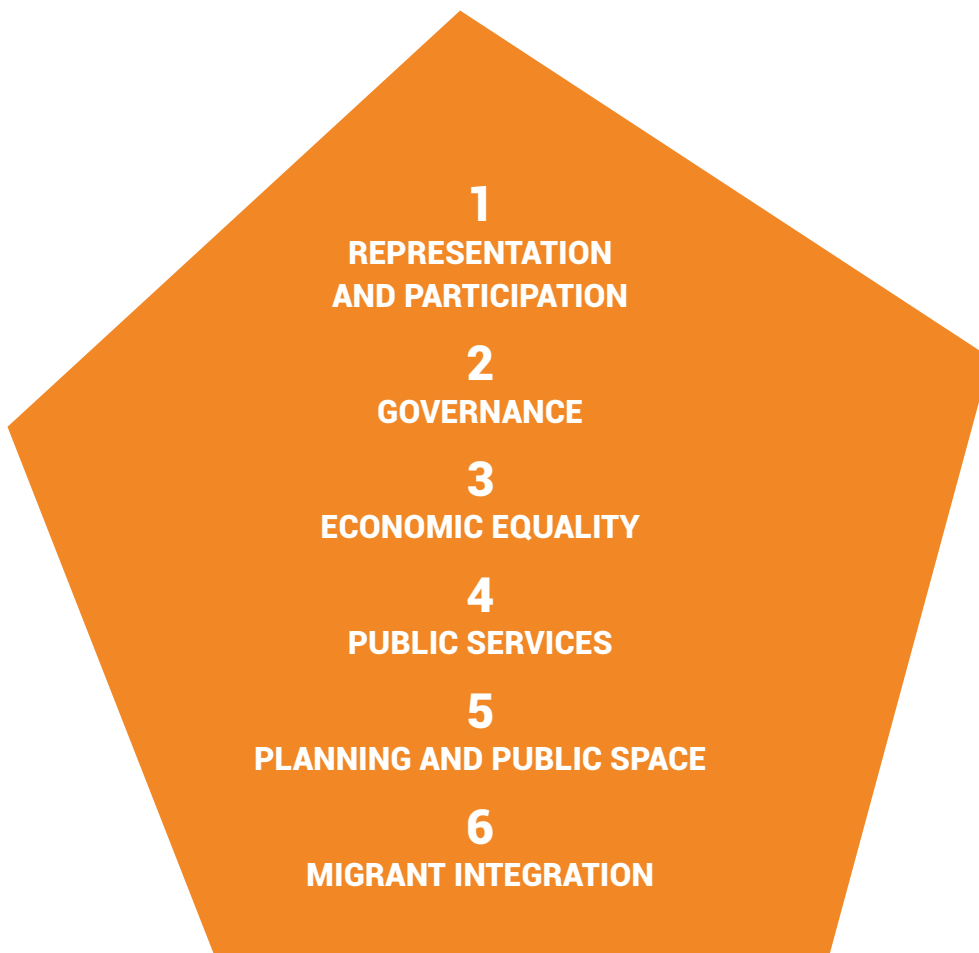
2   CEMR (2006), 'The European Chart for Equality of women and men in local life', available at: http://www.ccre.org/docs/charte_egalite_en.pdf

MAP OF CASE STUDIES AND Q&A
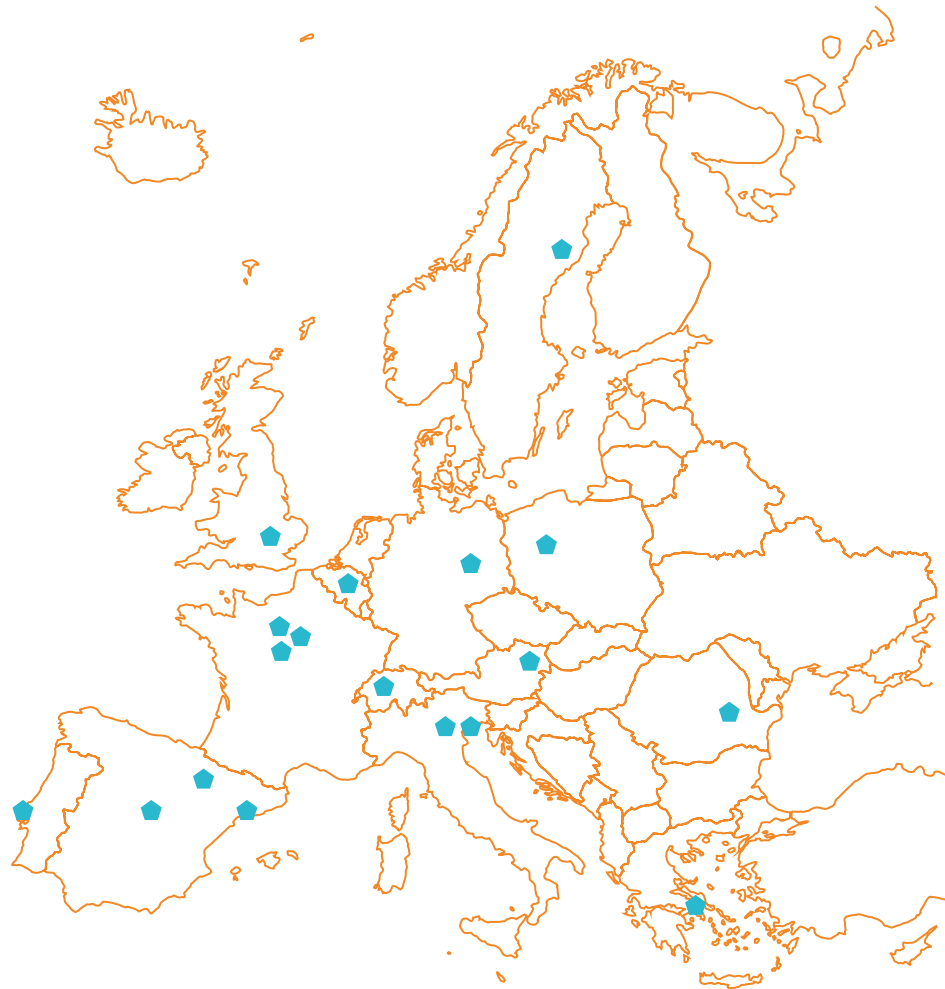
Sustaining women's representation in the Basque country, Spain

Consulting women about sports facilities in Ramicu Sarat, Romania

Training young Roma women to be spokespeople, Bologna, Italy

Q&A with Mayor's Proxy for Equal Treatment in Poznan, Poland

Gender mainstreaming in Vienna, Austria

Gender responsive budgeting in Ixelles (Brussels), Belgium

Ensuring equal pay in Bern, Switzerland

Q&A with Gender Equality Officer Umeå, Sweden

Being a gender equal employer in Sweden

Deconstructing gender stereotypes in communications in Cascais, Portugal

Supporting women entrepreneurs in Barcelona, Spain

Shared care platforms in Venice, Italy

Housing for single mothers in Villiers-le-Bel, France

Gender neutral playgrounds in Trappes, France

Education to end gender based violence in the Basque country, Spain

Standing up against sexual harassment in Paris, France

Q&A with gender planning expert in Vienna, Austria

Prioritising women's safety in Madrid, Spain

Changing the face of advertising in London, England

Integrating women migrants in Berlin, Germany

Q&A Vice Mayor of Athens on migrant inclusion, Greece

GENDER EQUALITY : MYTH BUSTING

Even with the best of intentions, gender stereotypes are so deeply ingrained, it is sometimes hard to move on and adjust the collective conscience. We are all guilty of at least some of them so these statements are as much for discussions with others as for self-reflection.

Here are a few examples of classic myths and their realities.

"That's the national government's job"

Cities can connect with national, regional and global agendas on gender equality. International frameworks are key, but cities themselves are well-positioned to champion change at a local level. With services closest to the daily lives of citizens, they are capable of redressing the situation. They have significant powers to shape the daily lives of the women and men who live in them. URBACT strongly believes in the power of cities to drive change.

"That's a woman's job"

Creating a gender equal city is everyone's responsibility and to everyone's benefit. For the sake of fairness, it must be a priority for everybody working within the city's administration. In fact, male allies are needed now more than ever to speak out about gender inequality and influence others - for example refusing to speak on all male panels.

"Gender Equality is a cross-cutting issue"

This is actually true. Gender dynamics affect all aspects of citizens' lives. However, sometimes it can mean the issue is side-lined or can result in box-checking exercises, as opposed to truly transformative action. It is also crucial that attention paid to gender does not exclude other inequalities, including those based on race, sexuality or ability. We must always be thinking about gender equality, but we can never only think about gender. It is difficult but it doesn't mean we shouldn't even start. We can figure it out together, as long as we pay attention.

"We already have Gender Equality"

Some might ask if this is still a worthy topic and point out that it is no longer the 1960's. But, despite coming on leaps and bounds in the past few decades and, while women are now far more equally engaged in society, a quick glance at statistics shows this is not enough. With as many as a third of women reporting sexual harassment and an ever present gender pay gap, this is not what equality should look like today. There is still so much work to be done to achieve genuine parity!

"We can do that after…"

Gender equality is often considered as an afterthought, or something the city can work on once it has solved the 'real problems' like air pollution or poverty. The fact is that the 'real problems' are cause and consequence of inequality, because women and men experience urban life differently and disproportionately. Factoring in gender from the outset is proven to make projects more efficient and successful because they include all members of society and target groups most in need. For example Umeå has calculated that if men used public transport as often as women, they would achieve more significant CO_2 reductions than by converting an entire fleet into electric buses.

"What about men ?"

Unfortunately it is women who experience the majority of gender-based inequality, so it is the case that righting these wrongs requires focusing on reducing exclusion, discrimination and unfair treatment by lifting women up and standing up against injustice. However, gender is not a synonym for women and is absolutely not a zero sum game. Men have a gender too which sees them often coerced into fulfilling traditional roles, or feeling the need to be strong or silent. A gender equal city is one where no one is forced to live in a certain way because of their gender. A world in which we are all more equal is better for everyone.

1

REPRESENTATION
AND PARTICIPATION

Cities are the level of government closest to people. Their actions and services have direct consequences on everyday lives. It follows that when the city's own decision-making bodies are fully representative, the interests and experiences of multiple groups are included. Women and men of different ethnic groups, socio-economic backgrounds, abilities and sexualities and non-binary people all bring valuable real-life experiences to local politics. New research undertaken by European Commission DG Regio and DG Joint Research Centre, recently presented in the Committee of the Regions #EuropeForHer conference, shows that a more equal share of women in power is linked to better government, and female achievement boosts GDP (Gross Domestic Product). Additionally, representation creates a ripple effect: women and minority groups are more likely to become politically active, vote in elections and raise their voices when they feel represented. The equal representation of women and men at all levels of local governance is both a democratic imperative and a direct pathway to *better* urban policy and more engaged communities.

In the European Union,
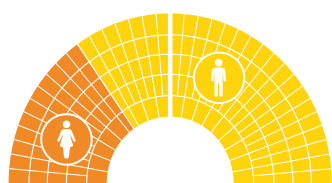
28.6% of regional assembly members are women
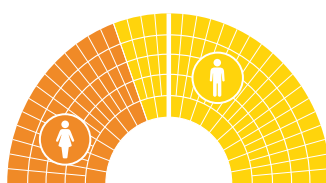
36% of municipal council members are women
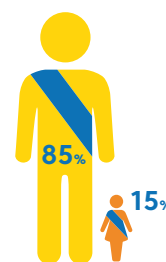
and only
15% of mayors are women.

Source: 'The situation of gender equality at local and regional level in Europe'[3]

Parity in formal representative structures is one of the most important things a city can do to create gender equality. But local democracy is also guaranteed through informal representation, participatory processes and public consultation and these require sensitivity to gender. A gender equal city is one that constantly asks itself questions about who is empowered to contribute to decision-making. Who has a seat at the table and is that enough ? Which voices are not being heard ? How can representation and knowledge gaps be filled?

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3   European Commission (2015), written by CEMR Local & Regional Europe, ICF international and Universidad del Pais Vasco, 'The situation of gender equality at local and regional levele in Europe', page 29, available at: http://www.ccre.org/img/uploads/piecesjointe/filename/CEMR_Situation_of_gender_equality_at_local_and_regional_level_in_Europe_Final_report_2015_EN.pdf

1.A GETTING WOMEN IN

In a Europe where just 15% of mayors are women, with some Member States (such as Greece and Romania) having as little as 2-4% women mayors[4], it is clear that political representation in local life continues to be a barrier to gender equality. Women currently make up 28.6% of elected representatives at the local level[5], with little improvement in the last decade. Even when equal representation of women and men is reached; there is a tendency for women to carry portfolios for socio-cultural policy, while men continue to be overrepresented in high profile policy areas like economy and finance. This has implications for their respective budget and responsibilities and replicates gendered divisions of labour.

So, what is being done to change the way local government looks and acts in Europe ? A growing number of initiatives are decreasing barriers to entry and encouraging women and girls to run for office at all levels, as well as to sustain them once elected.

"It's not only a matter of 50/50 representation; it's also about a matter of which positions do women and men take at different levels."

Mihaela Onofras
Project Manager, European Association for Local Democracy

"Everything is designed and structured from the male point of view. Sometimes, even though a woman is in charge, there has been no suggestion that she can go about in a different way."

Gemma Cernua
CEO Ellas Deciden[6]

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4   European Commission (2015), written by CEMR Local & Regional Europe, ICF international and Universidad del Pais Vasco, 'The situation of gender equality at local and regional levele in Europe', page 29, available at: http://www.ccre. org/img/uploads/piecesjointe/filename/CEMR_Situation_of_gender_equality_at_local_and_regional_level_in_Europe_ Final_report_2015_EN.pdf

5   Ibid, page 30

6   Ibid, page 35.

The Association of Basque Municipalities (EUDEL) Welcome Manual for Women Elected Officials

In Spain, the Basque Institute for Women (Emakunde) has been tackling underrepresentation of women with a combination of bottom up and top down approaches, as an effective way to ensure women not only participate equally in local politics, but stay in office and change the way it works.

In Spain local elections disallow more than 60% of either gender to be put forward, ensuring the minimum participation of 40% women. This law also sanctions non-complying parties by disallowing them to run for election. The Basque case demonstrates that quotas work when it comes to getting women into local government: all three provincial governments, as well as all local authorities have balanced representation. Quotas are sometimes deemed controversial as they suggest that just having women in the room is enough. In reality, changing the structures of governance to make quotas unnecessary is the ultimate goal, but temporary intervention is needed to change the status quo. Although women do not always represent women's interests in government, their presence in critical mass increases the visibility of varied perspectives.

In spite of this progress, even in the Basque Country only 25% of mayors are women, demonstrating that quotas alone are not enough. Women may still feel intimidated or unprepared to run for office or struggle with harassment or traditional ways of working once they are elected. That is why Emakunde, in partnership with EUDEL (the Association of Basque Municipalities) launched the Virginia Woolf Basqueskola programme[7] in 2012 for the empowerment of women politicians. The programme aims to incentivise and support women to go into local politics and to change the ways of working. It includes mentoring, training and networks of support for women to share the successes and challenges of serving in local office. Specifically, the 'Welcome Manual for Women Elected Officials[8]' looks at new ways of decision-making and doing politics that move away from the traditional norm, encouraging women not just to be in politics, but to change the ways politics is done. For instance to change the hours of work and avoid decisions being made informally in small groups over dinner or a social gatherings at which women may not be comfortable or even invited.

CASE STUDY

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7   Virginia Woolf Basqueskola, see at: http://www.virginiawoolfbasqueskola.eus/

8   Virginia Woolf Basqueskola (2015), publishe by EUDEL and EMAKUNDE, 'Thinking about politics: welcome manual for women elected officials', available at: http://www.eudel.eus/destacados/basqueskola/files/2016/01/guia-mujeres-electas_EN.pdf

1.B GETTING WOMEN HEARD

Getting women into governance structures is crucial. But, before and even when parity is achieved, there is still much that can be done. All local politicians have a responsibility to represent the interests and experiences of women by involving and listening to different groups, through, for example, women's advisory boards, commissions, councils and consultations that are open to the needs and opinions of women and girls in the city. Thought needs to be given to the location, culture, language, timetable and design of these participatory activities to be inclusive and welcoming to women or girls, including those with additional needs, such as caring responsibilities, or lack of confidence.

CASE STUDY

Consultation to increase women's presence in public sports spaces in Ramicu Sarat, Romania

Sports for Women in Urban Places[9] (SWUP) has been working in partnership with the European Association for Local Democracy[10] (ALDA) to highlight why women may feel uncomfortable using public sports facilities, taking action to make these spaces more inclusive. By undertaking a comprehensive review[11] in multiple cities across Europe (using quantitative data as well as focus groups and interviews) they exposed a disproportionate use of sports facilities by men, leading to poorer life quality and increased health problems among women. However, in Ramicu Sarat, participatory interviews with women revealed easy and inexpensive measures to take to improve the situation:

- Advertising or informing women through networks they use including social media.
- Using images of women to advertise the facilities, so that they can project themselves in the space.
- Sharing encouraging slogans and messages suggesting sports are not just for men.
- Building equipment to meet all sports and fitness needs: for example bikes or stepper machines, as well as weight-lifting equipment and dance fitness or running clubs, as well as football.
- Women-only times to help them feel more comfortable.
- Taking into account women have different health needs and may need to bring children with them.[12]

These measures demonstrate that often it is as simple as consulting women about their needs, wants and interests in the city with women-only and women-friendly participation processes.

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9   Sports for Women in Urban Places (SWUP), see at: http://www.swup-project.eu/

10 Association for local Democracy (ALDA), see at: http://www.alda-europe.eu/

11 Mulier Institut, SWUP (2018), co-financed by the ERASMUS+ Programme of the EU, 'Toward gender equity in urban outdoor sport spaces', available at: http://www.swup-project.eu/wp-content/uploads/2018/08/3-Towards_gender_equity_in_European_outdoor_sports.pdf

12 Ibid, page 28.

Training young Roma women to represent their communities, Bologna, Italy

In 2015 Bologna Municipality, partner in URBACT network ROMA-Net, launched a public media campaign to counter discrimination against Roma, Sinti and Camminanti communities. Anna Stankovic, a 21-year-old Serbian Roma woman, was amongst 3 young people supported to talk about their lives, to show that Roma, Sinti, Camminanti and Gagè people are all 'normal people doing the same things as everyone else'.

Anna was empowered to represent the views of her community in on-going urban forums. She received communications training and personal support to become a spokesperson. She was subsequently interviewed on the local radio station, participated in press conferences, and talked about her life at a City Festival and in an URBACT Brussels event.

"I know I did my best, that I took a small step towards the elimination of prejudice and stereotypes that still exist in a society that continues to judge us without having any knowledge of who we are."

Anna Stankovic
Spokesperson for Serbian Roma women

"We created a working platform. It's called network for equality for people and towns committed to gender equality, to pushing and to creating policy, which will take into account gender equality"

Marta Mazurek
Mayor's Proxy for Equal Treatment,
Mayor's Cabinet, City of Poznan, Poland

Q&A with **MARTA MAZUREK**,
Mayor's Proxy for Equal Treatment,
City of Poznan, Poland

Women's Council in Poznan

Can you tell us about what you do?

Absolutely! I am a women's rights specialist and work as the mayor's Proxy for Equal Treatment. I advise the mayor of Poznan on how new and existing policies may impact different marginalised groups in the city, including women. Our mayor is very supportive of gender equality and eager to create change.

Do you represent the views of all women in Poznan?

I don't think it would be possible for anybody to represent the views of all women simply because our experiences and opportunities vary. I have been cooperating with different groups of women and invited women to debate on different issues. I also co-founded a nation-wide local government network for equality, reaching out to other cities in Poland to share knowledge about gender equality policies.

2018 marks 100 years since Polish women achieved the right to vote, but there are still a lot of problems for women in our cities. I strongly believe we can help at city level. To celebrate the centenary the city hall has launched a municipal online platform for Poznan women to share their stories, One Poznan[13]. It's all about getting women active in the city, having their voices and experiences heard so that we create a city for everyone.

Why do you think gender inequality is still a problem ?

Women as a group have been discriminated against for centuries and what is happening today is the result of historical negligence.

Earlier last year I counted the streets in Poznan which were named after historical figures. It turned out that out of almost 500 streets only 38 were named to honour women. So I launched public debate and inspired female city councillors to make up for this injustice. As a result 26 new streets were named after women in 2018.

It's a very visible achievement! Now people are walking along those streets celebrating women's achievements throughout history.

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13 One Poznan, see at: http://onepoznan.pl/

2

GOVERNANCE

UN Habitat describes urban governance as "the enabling environment that requires adequate legal frameworks, efficient political, managerial and administrative processes to enable the local government response to the needs of citizens."[14] These very processes used to design, finance, implement and monitor urban policies have implications for gender equality. So how can gender be factored into urban governance in a way that better responds to all citizens' needs, supports achievement of the Sustainable Development Goals and creates a fairer city for all?

In the following sections we illustrate some of the most important governance mechanisms, levers and processes that local authorities have at their disposal to impact on gender equality.

2.A MAINSTREAMING

Gender mainstreaming is increasingly common practice internationally. It means the process of assessing the implications for women and men of any planned action, including legislation, policies or programmes, at all levels and in all sectors. But, what does it actually *mean* when we talk about gender mainstreaming ?

The first step of gender mainstreaming is evaluating existing policy and collecting data related to possible impact on different groups and genders. With this knowledge, it is possible to alter policy across the city so that it benefits the majority, or even design separate policies for women and men, so that multiple needs are met. Although gender mainstreaming doesn't necessarily challenge the way gender operates in the city, it can improve the everyday lives of citizens substantially.

Snow clearance in Umeå, Sweden

Umeå: Sweden's snow success story. When the snow begins to fall in October, the city council clears it from the streets and pavements. By collecting data about transportation and employment patterns, the city determined that women are most likely to be the first people to use the roads in the morning as they go out to care-taking roles, often on bikes. The city council therefore directed the roads department to clear the snow from the bike lanes first, not the roads. This doesn't mean the roads will not be cleared, it just means that paying attention to gender enables the city to prioritise needs and services in the correct order.

Source: Umeå City Council

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14 UN Habitat, see at: https://unhabitat.org/governance/

Gender mainstreaming in Vienna

Vienna is exemplar for gender mainstreaming in urban planning. The city has one of the longest legacies of gender-sensitive planning with the Women's Office opening in 1992 and the gender mainstreaming (which means the implementation of gender as a cross sectional issue) starting in 2005.

What does this look like in practice? Today there are gender experts and multipliers all over the city. Gender is integrated into the city's strategies and all public space designed and built by the city is done so with gender in mind. The outcome is an urban landscape that benefits everyone: parks are lit effectively to provide safety and access; social housing is architecturally designed with flexibility for different family situations; pavements are wider for parents and the elderly; street crossings are longer and pedestrians are prioritised.

As a frontrunner, the City of Vienna is keen to share its experience with other cities across the world and has published two guides ('Gender Mainstreaming Made Easy'[15] and 'Gender Mainstreaming in Urban Planning and Development'[16]) providing practical advice. They also offer explicit tools and tips, including gender-sensitive language, data collection and advice on how to avoid gender-mainstreaming becoming a catch-all buzzword. The latter guide also focuses explicitly on how to achieve gender mainstreaming in an era of austerity and limited resources. In fact, Vienna's city officials believe gender-sensitive planning is efficient as it better targets resources for those in need.

2.B BUDGETING

The CEMR European Charter for Equality defines gender budgeting as follows: "Gender budgeting is an application of gender mainstreaming in the budgetary process. It means conducting a gender-based assessment of budgets, incorporating a gender perspective at all levels […] and restructuring revenues and expenditures in order to promote gender equality." [17]

The process is *not* about increasing budget expenditure or creating a new, separate budget for women. It is an integration of gender-sensitive priorities taking into consideration the principle of equality between women and men from the very start.

Budgeting for gender equality at local level takes on increasing importance in an age of pan-European austerity. The lasting impacts of the economic crisis and austerity measures have put pressure on public services that women depend on more than men. A European Women's Lobby report from 2012[18] shows that austerity has led to the privatisation of care, limited women's integration into the labour market, and compromised women's safety and economic independence. Gender budgeting gives us a tool to highlight how cuts in services impact women and men disproportionately and seeks to redress this.

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15 Stadt Wien, 'Gender Mainstreaming Made Easy', available at: https://www.wien.gv.at/menschen/ gendermainstreaming/pdf/gender-mainstreaming-made-easy.pdf

16 Stadt Wien, 'Gender Mainstreaming in Urban Planning and Development', available at: https://www.wien.gv.at/ stadtentwicklung/studien/pdf/b008358.pdf

17 CEMR (2006), 'The European Charter for Equality of women and men in local life', available at: http://www.ccre.org/ docs/charte_egalite_en.pdf

18 European Women's Lobby (2012) 'The price of austerity - The impact on women's rights and gender equality in Europe', page 2, available at: https://www.womenlobby.org/IMG/pdf/the_price_of_austerity_-_web_edition.pdf

Gender-responsive budgeting in Ixelles, Brussels

Source: URBACT network Procure[19]

The Municipality of Ixelles, a signatory of the European Charter for Equality since 2016, is the first in Brussels to put in place gender-responsive budgeting. There are three categories of expenditure in the Ixelles budget: Neutral, Gendered, Genderable.

The neutral category refers to internal functioning and expenditures that do not have a gender dimension like office equipment and rental, water and energy consumption. The gendered category refers to the funding of specific actions aimed at promoting gender equality for example, grants for gender mainstreaming training, the salaries of civil servants active on gender or diversity. The genderable category are expenditures that directly or indirectly affect people and may have a differentiated impact on women and men, girls and boys. This may include investments in sports infrastructure, public lighting or recruitment services within the local administration.

Since introducing this process, the municipality has begun recruiting more women into so-called masculine occupations, such as the waste management and street lighting sectors. They also started recruiting more men in so-called feminine trades, like early childhood education and care. In addition, budget has been allocated to redevelop public parks to make them accessible to everyone.

"We have to look at the investments that the city is making because when we invest in public spaces in the city, we invest with our tax payers' money so we cannot create cities and spaces that only meet the needs and interests of certain groups."
Viviane Teitelbaum
Ixelles City Councillor

19 URBACT network Procure, see at: https://urbact.eu/procure

2.C PROCUREMENT

"Every year, over 250 000 public authorities in the EU spend around 14% of GDP on the purchase of services, works and supplies. In many sectors such as energy, transport, waste management, social protection and the provision of health or education services, public authorities are the principal buyers."[20] This statistic shows the spending power of public authorities. Public procurement is a lever that all local governments can use to bring about economic, social and environmental benefits that, in turn, will have a positive impact on the city and its local economy. So, what is the potential for gender equality in procurement?

At the most fundamental level, cities that outsource basic services have an obligation to ensure that the legal requirements to promote equality between women and men are passed on and carried out by the provider. In relation to public procurement, where these obligations are not passed on, there are opportunities to embed gender equality into the procurement cycle.

Gender equality could become a core component of procurement strategy, much in the same way that creating jobs or reducing carbon emissions is becoming. In order for this to happen it needs to be thought about at the commissioning stage, so people who are designing services think about how gender equality can be embedded into tender documents, in decision-making and monitored as part of service delivery.

Obstacles in implementing equality requirements in procurement include lack of political will or fear of complaints from private companies. Solutions are for local administrations to raise awareness and build technical capacity with help, for instance, from model equality-clauses and women's organisations.

CASE STUDY

Ensuring equal pay in supply chains in Bern, Switzerland

The capital of Switzerland, Bern (signatory of the CEMR European Charter for Equality since 2007), has put in place an action plan that promotes equal pay in all public procurement contracts. Suppliers of goods and services to the city are required to provide proof of equal pay and submit to random checks. This is part of the wider city plan to guarantee equal pay across the municipal administration.

The city is also using several innovative tools to monitor and implement equal pay of their suppliers. Firstly, they have commissioned a self-check software tool accessible to all service-providers. The software program enables employers (local and regional government included) to enter salary data for their organisation to identify and evaluate gender wage disparities. It is an easy and free way for suppliers to find out if their salary practices respect equality between women and men, as well as a transparent way for the city to ensure equal pay in its procurement contracts. This is also a great example of how technology can help the collection of data in the pursuit of gender equality.

Secondly, the City of Bern is signatory to the federal charter for wage equality in the public sector[21]. This tool launched by the Federal Office for Equality of Women and Men seeks to reduce the gender pay gap. Signatories commit to regularly monitor equal pay within the public administration, entities close to public authorities, public contracts and subsidies. This combination of smart technology and high level political will is proving a winning formula to reach equal pay in Bern.

20 European Commission, 'Public Procurement', see at: http://ec.europa.eu/growth/single-market/public-procurement/

21 Charter for equal pay in the public sector, see at: https://www.ebg.admin.ch/ebg/en/home/topics/work/equal-pay/public-sector-commitment/charter-equal-pay-public-sector.html

Gender disaggregated data is key to combatting inequality. In order to understand the gender dimension of the city, it is necessary to be able to see and interpret real differences, for instance in pay, household income, family structure, business ownership, housing tenure, use of services, such as public transport, health, education and more. There is no clear picture of how much gendered data is available at city level across the EU. However those cities that have effective systems in place to gather and make use of gender data from multiple sources, (eg statistics, consultation and observation) are in a better position to make strides towards equality.

Data and knowledge gaps not only relate to different policy areas, but also to experiences and needs that often go unrepresented, or are invisible with standard data collection methods. How much is really known, for example, about how a transgender woman, a sex worker or an undocumented migrant navigate the city ? Bringing their needs into the policy making evidence base is part of creating a fairer city.

Digitalisation brings the potential for new technology, data collection and analysis to improve services and liveability for city dwellers and new opportunities to learn and act in favour of gender equality. The smart city agenda and platforms using open data technology carry both risks and potentials for women and girls. At the EU level, men represent over eight in ten workers in STEM (science, technology, engineering and maths) occupations[22]. This lack of diversity in the digital workforce means that women's input is missing from the design and coding of tech solutions. An important part of making cities more equal is looking at how technology is impacting on urban life through smart cities and intelligent communities.

Q&A
with **LINDA GUSTAFSSON**, Gender Equality Officer, City of Umeå, Sweden

Umeå's data driven approach

What is Umeå doing for gender equality ?

Umeå has, for a long time, had a goal on gender equality: to create conditions for women and men to have equal power to shape society, as well as their own lives. We have also had a gender equality committee and a gender equality officer since 1989. In the last couple of years we have worked on planning the city as well as the infrastructure and mobility, and how to integrate gendered power relations into urban planning. We are now working on building new infrastructure targeted at young women, as well as improving the accessibility and inclusion of existing projects.

What is the most important step cities can take towards gender equality ?

Collecting data disaggregated by gender and other dimensions of exclusion. You have to understand what kind of city you're living and working in: what kind of people live here, their needs and wants, where they work, how they spend their free time, and how much money they have. You have to understand the city to really make gender equality work in your city. Not every solution is relevant to every city, but the approach is relevant to all cities. In Umeå, as in all of Sweden (and in the rest of the world) we know that women as a group make less money than men as a group. We know that women are more responsible for

22 Work indicators in the EU, see at: https://eige.europa.eu/gender-equality-index/2015/domain/work

"Umea has for a long time had a goal working with Gender Equality from the city council, and the goal is to create conditions for men and women to have equal power to shape society as well as their own lives."

Linda Gustafsson
Gender Equality Officer, Umeå, Sweden

the unpaid housework and we know that they have a greater tendency to work part time. We know that women and men work in different places - for example, more women are employed by the public sector and men by the private sector. We know this affects the time of day you work. All of this allows us to design projects and policy based on the interests and needs of women and men in our city, but without the data we would be running blind. When we create a public space we need to have an understanding of how women and men, boys and girls perceive public space. We know that women are more fearful, and feel unsafe in public spaces - more than men do. That means that we have to have that under-standing when we create a public space. We know that girls tend to stop using playgrounds at an earlier age than boys do. All of this data enables us to take action against these dispar-ities and make Umeå a better place for all.

What can other cities learn from the Swedish model ?

For me, there are two things that are important: first of all: long term plans. Next year Umeå is going to celebrate 30 years of actively working on gender equality - And we've seen results!

It's not a quick fix, it's not something that you do one time and then you're done. You have to be sustainable in your work. It's obvious in a city like Umeå that if you work long term and actively on something you're going to get results. Secondly, every time there is a new project on sustainability or mobility, we integrate an understanding of how this will affect women, men, boys and girls in the city. We ask:

Whose problem are we going to solve with this ?

To do this we rely heavily on the statistics and data we have on the differential impacts on women and men, integrating them from the start in all new initiatives and services. It's so crucial that this process is part of the planning, not a rushed afterthought. This is the biggest lesson: integrating gender from the outset for meaningful and successful projects.

2.E EMPLOYMENT

In many European cities local government is a significant employer, which gives it the opportunity to lead by example on gender equality. The city's own human resources policy can cultivate gender equal workplaces: from parental leave to equal pay and sexual harassment reporting frameworks and training.

Public employers often have one of the most visible divisions of labour, in that women often work on education or culture, while men are more prevalent in financial or transport related teams. This, along with the underrepresentation of women in senior roles and unequal parental leave arrangements, plays a part in unequal pay within local administrations. Actions to address these imbalances in the workforce are addressed in the following section (3 Economic Equality).

CASE STUDY

The Swedish Association of Local Authorities and Regions (SALAR): Gender equality from an employer's perspective
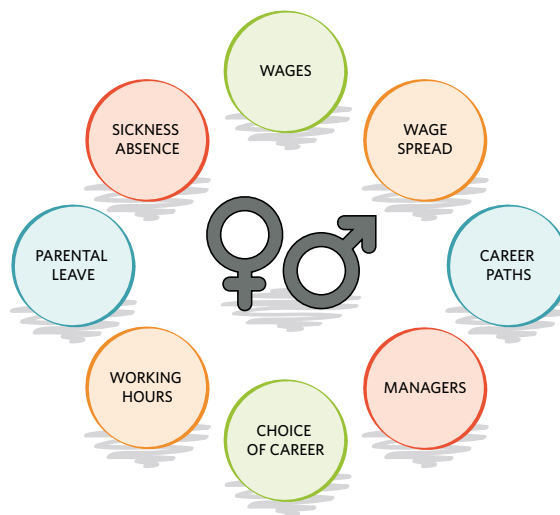
Source: SALAR's gender equality programme from an employer perspective

Sweden is famed for its approach to gender equality and Swedish cities are no exception to this. The Swedish Association of Local Authorities and Regions (SALAR) has captured nationwide examples in a guide to overcoming gender inequality in the workplace. It begins with a comprehensive review of the Swedish labour market that revealed a high percentage of women in Swedish local government, and a need for more flexible working hours to balance caring responsibilities and sick leave.

Some of the key factors for gender equality from an employer perspective include:

- the importance of equal and progressing wage scales for women and men;
- equal career progression opportunities including prioritising women's engagement at senior levels;
- deconstructing career stereotypes by working with students and young people;
- implementing flexible full-time work schedules and shared parental leave.

The SALAR report refers to evidence of better productivity as result of these policies.

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23 SALAR (2017) 'Gender equality from an employer's perspective', page 21, available at: https://webbutik.skl.se/bilder/artiklar/pdf/7585-517-2.pdf

2.F COMMUNICATIONS

Local authorities have communication teams tasked with providing up-to-date information on public services, taxes, regulations, planning laws, new initiatives, elections, rights and much more, to a variety of audiences. Both online and in print, these resources rely on visual graphics and descriptions to convey information which risk portraying women and men in stereotypical roles. Whether it be women represented as fulfilling care or domestic chores, while men perform physical labour or scientific work, the words and images the city uses are in danger of reinforcing out-dated ideas about the family, workplace and what it means to be a man or a woman. On the other hand, with well-conceived guidance these images and messaging can instead represent the diversity of the city, the contributions of women and men in positive ways, that instils a sense of civic pride and belonging.

Municipality communication training in Cascais, Portugal

AS MULHERES E OS HOMENS SÃO MUITO PARECIDOS, EMBORA PAREÇAM MUITO DIFERENTES

FORMAÇÃO

GÉNERO E COMUNICAÇÃO II

FORMADORA: SILVANA MOTA RIBEIRO

31 OUTUBRO E DATA EM JANEIRO A CONFIRMAR
9H30 ÀS 16H30
CASA SOMMER

To counter potential stereotyping the Municipal Council of Cascais, has rolled out training to all staff in their communications team on how to avoid reproducing traditional gender roles in digital and print materials.

The full-day training taught employees about how their content could reinforce out-dated ideas about gender, as well as making some groups feel uncomfortable or unrepresented. The training was very practical and included a comprehensive review of all materials distributed by the City Council in order to replace problematic images and reframe the language to be more egalitarian.

FOCUS

3

ECONOMIC EQUALITY

Making sure that women have equal access to economic resources and benefit equally from opportunities and growth is recognised as a vital contribution towards gender equality and sustainable development. It improves the life chances of women and increases the potential they represent for creating better cities. Closing gender gaps at global and local levels requires action for decent jobs and equal pay, the creation of enabling infrastructure through investment in public services, changes to business practice and development of gender sensitive policy.

UN Habitat affirms that cities are the main creators of economic wealth, generating over 70%[24] of the world's Gross Domestic Product (GDP). Most industries and businesses are located in or within immediate vicinity of urban areas, providing city residents with job opportunities. It follows that women have more opportunities for gainful employment and economic equality in cities. A truly gender equal city takes account of both paid and unpaid labour and equality of spare time as part of this agenda.

Given that many of the factors determining economic structure are beyond the control of local government, what are the possible actions for cities? How is the social and regulatory infrastructure supporting women's economic empowerment? How can cities understand and influence the way gender is operating in their local labour markets?

Much can be done at a local level to harness women's potentials and reduce inequalities. This does not necessarily mean to seamlessly integrate women into the current labour market but also to rethink current practices to make it a fairer, safer and more humane one, letting both men and women enjoy fulfilling lives with space for professional and personal development. Actions related to pay gaps, labour market organisation, participation and segregation, entrepreneurship and work-balance are described here.

Source: Pexels

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24 UN Habitat, see at: https://unhabitat.org/urban-themes/economy/

3.A EQUAL PAY AND GENDER PAY GAPS

Despite equal pay legislation in almost all European member states, the persistent wage gap across Europe[25] gives women less purchasing power and independence than men.

The causes include labour market segregation, creating differences in earning potential, and lower levels of participation, due to women taking up the majority of care duties for children or the elderly. A career break and thus being paid less while on leave is often followed by taking a step back on the career ladder and struggling to get into senior positions. Known as the glass ceiling phenomenon, it perpetuates unequal pay and women's underrepresentation in high-level jobs. However, motherhood is not the only cause of unequal pay. Women who are not mothers are also paid less and struggle to reach management positions.

Cities committed to equality can work to minimise their internal pay gap. They can also incentivise other employers in the city to do the same, for instance through information campaigns, procurement and supply chains.
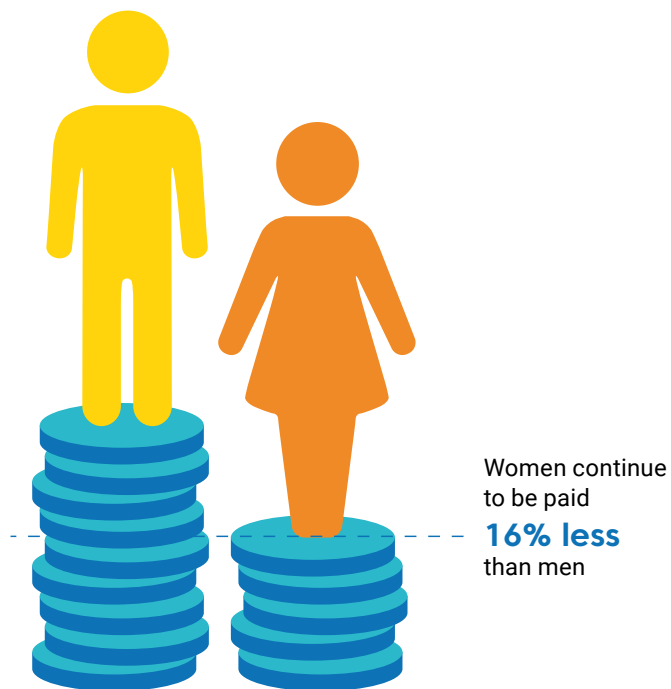
Women continue
to be paid
16% less
than men

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25 Eurostat (2018), 'Newsrelease: Women in the EU earned on average 16% less than men in 2016', available at: https://ec.europa.eu/eurostat/documents/2995521/8718272/3-07032018-BP-EN.pdf/fb402341-e7fd-42b8-a7cc-4e33587d79aa

3.B LABOUR MARKET PARTICIPATION

The European Commission has recognised that equal access to economic resources is a prerequisite for achieving economic growth, prosperity and competitiveness. The target that 75% of the population aged 20-64 are to be employed by 2020[26] will be impossible to achieve without a focus on women's gainful and meaningful participation.

In all EU countries, men are overrepresented in the labour market whilst women have higher rates of unemployment and are often tasked with unpaid work forcing them into part-time, low-paid or precarious labour including informal roles or zero-hour contracts[27].

When it comes to staying outside the labour market because of family obligations, the shares for men and women differ widely. For persons aged 25-49, only 0.6% of the men were economically inactive for this reason in 2016 whereas the corresponding percentage for women was more than 17 times higher, i.e. 10.4%[28].

"For too long gender inequalities have been limiting women's economic opportunities and we now have proof that gender equality is crucial for the entire economy."

Virginija Langbakk,
European Institute for Gender Equality
Director

This lower rate of employment and earnings has a knock-on effect on poverty of older women in the form of the pension pay gap[29]. In most countries care work is not taken into account when calculating pensions. Certain groups of women are particularly vulnerable, including those with low education and skills levels, lone parents, migrant women, women of colour, and those with disabilities.

Understanding the gender dimensions of the local labour market and participation levels of women and men across sectors can help cities work with local employers to address shortages and gaps.

Only **34.4%** of the EU self-employed

and **30%** of start-up entrepreneurs
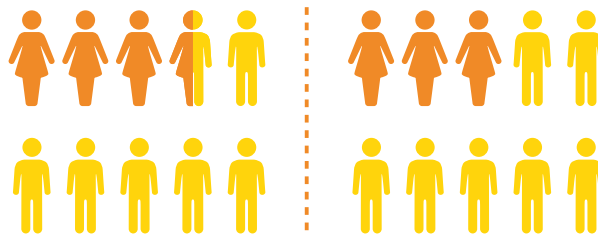
are women

26 Eurostat (2018), 'Newsrelease: Women in the EU earned on average 16% less than men in 2016', available at: https://ec.europa.eu/eurostat/documents/2995521/8718272/3-07032018-BP-EN.pdf/fb402341-e7fd-42b8-a7cc-4e33587d79aa

27 Ibid.

28 Eurostat (2017), 'Labour market and Labour force survey (LFS) statistics', available at: https://ec.europa.eu/eurostat/statistics-explained/index.php/Labour_market_and_Labour_force_survey_(LFS)_statistics

29 European Gender Institut for Equality (EIGE) (2015), 'Gender gap in pensions in the EU', available at: https://www.eige.europa.eu/sites/default/files/documents/MH0415087ENN_Web.pdf

3.C LABOUR MARKET SEGREGATION

The EU economy as a whole has an uneven concentration of women and men in studies and at work. These disparities mean that parts of the labour market have more men and others more women, and this trend has consequences, especially in the ICT and care sectors. This persistent gender segregation leads not only to earnings differentials, but also reduced talent pools, untapped potential and unfulfilled career aspirations. Narrowing the gender gaps in both sectors will create fairer economic growth.

These challenges need concerted action at all levels of government and across sectors and stakeholders. Cities have certain levers they can use to contribute, for instance in business support, skills training, schools and careers services. Given that gender stereotypes are the motion force behind segregation, influencing subject choices and career aspirations for girls and boys from a young age plays an important role. The European Association for Local Democracy, ALDA, has developed guidance for careers advisors to help dismantle gender perceptions of work, and encourage young people to pursue wider studies and aspirations, irrespective of their gender.

"We know that job segregation, which is a contributing factor to the gender pay gap, starts in the early years. It starts with someone handing a doll to a girl and a toy truck to a boy"

Siobhán McKenna
Senior Policy Advisor, Greater London Authority

"Our education team has worked really closely with schools because we know that job segregation starts in the early years. We're working with schools and youth organisations to make sure that all young people know their options, whether it is encouraging girls and young women into STEM subject and careers, our boys and young men into the caring professions. They need to know that is gendered and that there's opportunity for everyone in London."

Siobhán McKenna,
Senior Policy Advisor
for the Greater London Authority

3.D ENTREPRENEURSHIP

Small and medium size enterprises are the backbone of the EU economy. In 2016 SMEs employed 93 million people, accounting for 67% of total employment in the EU-28 non-financial business sector. Start-ups are crucial to both equality and growth. In the EU women constitute 52% of the total population, but only 34.4% of the EU self-employed and 30% of start-up entrepreneurs.

Local economies need to tap into women's creativity and entrepreneurial potential to maximise both equality and growth. When establishing and running a business, women may face challenges such as: limited access to capital and technology, a lack of networks and knowledge resources, limited access to information, discriminatory legal and policy obstacles to business ownership and development as well as difficulty reconciling business and family concerns. To address this imbalance many cities have developed specialist support for female entrepreneurs to support them in overcoming these barriers.

Lidera in Barcelona

Source: Barcelona Activa

Barcelona Activa is the local development agency of Barcelona City Council, and was a partner in the URBACT BoostINNO network.[30] Its mission is to drive economic policy and local development in order to promote an improved quality of life for citizens, fostering employment and enterprise, and supporting small-sized companies. In 2016 it launched Lidera[31], the latest in its 30-year history of programmes supporting the creation and growth of women-led business and promoting women to senior roles. With a budget from the ERDF Operational Programme Catalonia the initiative has trained over 1000 women in skills development, business support and networking. It aims to close both the entrepreneurship gap (women and men's at 6% and 7.9% respectively in Catalonia) and the pay gap, in part by encouraging more women and girls into higher paid science and technological sectors. Its 'Nenes, dones i ciència: Girls, Women and Science[32]' inspiration campaign raises the profile of opportunities for women. Lidera's impact is strengthened by collaborating with a network of over 100 women's organisations, from migrant groups to professional women's associations. An information campaign around the city is seen as integral to transforming attitudes, business culture and breaking the glass ceiling.

CASE STUDY

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30 URBACT network BootINNO, see at: http://urbact.eu/boostinno

31 Lidera, see at: https://www.youtube.com/watch?v=Lh0Tuwly-gE&feature=youtu.be

32 'Nenes, dones i ciència: Girls, Women and Science', see at: https://www.youtube.com/watch?v=iNG4w_kslbc

3.E WORK LIFE BALANCE

The European Institute for Gender Equality index shows how gender inequalities in time used for housework and care of dependent family members (children, the elderly and people with disabilities) and social activities (leisure activities and volunteering) are persistent and this is most intense in families with young children[33]. The status of women's working life is affected by those responsibilities.

Profound structural changes are needed to labour markets if women are to be encouraged in work. This requires the transformation of work organisation and working time flexibility. Well-designed family leave can send a signal that both men and women can take career breaks when they have a child and that doing so does not signal a lack of ambition or commitment.

Cities can act in support of this change in a number of ways. As an employer they can lead by example with family-related leave and flexible working arrangements, avoid a long hours culture and introduce career advancement and mentoring for women. They can send the message that work life balance is not just a women's issue, and that men are equally involved, as in the seven city pilot described below. Crucially cities can ensure good quality, accessible and affordable services, across care, mobility, housing, to enable men and women with care responsibilities to balance them with employment.

Venice Horizon 2020 Families Share

Venice is in a network of seven cities across Europe in the Horizon 2020 Families Share project[34] to design technology that fosters gender equality through care-sharing networks. The partner cities are co-designing an online platform with parenting communities, to self-organize and share time and resources for childcare. Mostly during school holiday periods, parents meet up and set rotas for free play weeks and summer camps. As care tasks are typically on women's shoulders, the project aims to actively engage fathers and raise awareness of this imbalance. While highlighting how public childcare services are increasingly subject to public spending cuts, local authorities are giving families free access to schools and public spaces for the Families Share activities. The seven participating cities are: Venice, Hamburg, Bologna, Trento, Budapest, Kortrijk and Thessaloniki.

FOCUS

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33 European Institut for Gender Equality, 'Gender Equality Index', available at: https://eige.europa.eu/gender-equality-index/2015/domain/time

34 Families Share, see at https://www.families-share.eu/

4

**PUBLIC
SERVICES**

Public services delivered by cities have a huge impact on the quality of their citizens' daily lives. The range of services varies across Europe, but generally includes planning and regeneration; economic development and business regulation; housing; public transport; education, health, family and children's services; social and elder care; culture, leisure, parks, sports, libraries; as well as infrastructure such as water, waste, energy, recycling. Many local authorities have specific services for victims/survivors of gender-based violence, and most cities have close partnerships with other public services such as health and police.

A comprehensive understanding of how gender limits or improves citizens' experiences of public services, based on robust data, is therefore an integral part of building a gender equal city.

Key examples here include housing, transport and support for victims of gender based violence.

4.A HOUSING

The scope of local government responsibilities for housing varies across the EU, and this is a policy area in which cities are operating within regional and national frameworks which may limit the ability to control or influence at local level.

Cities may be responsible for:

- Building new houses and neighbourhoods and securing investment to do so.
- Maintaining and refurbishing housing stock and neighbourhoods.
- Allocating social housing.
- Combatting homelessness.
- Improving energy efficiency.
- Regulating the housing market.

Housing is a major factor in urban poverty affecting women. Women with low incomes are disproportionately present as heads of households, either in single-parent families or, due to their higher life expectancy rates, as individuals living alone at pensionable age. For example, in the UK, a 2017 survey found that 63% of those claiming housing benefit are women and only 39% of private tenancies were taken out by women[35]. This suggests that women, particularly poor women and lone parents, are more reliant on social housing than men, often due to being the primary carer for children. Marginalised women are also likely to be impacted by lack of secure or good quality housing and familial breakdown resulting in temporary or precarious accommodation. The Urban Agenda of the EU Partnership on Housing has found that women, and especially low-income and vulnerable groups of women, are more likely to experience or fall into energy poverty due to inaffordability[36].

Many European cities face housing challenges around supply and affordability, due to a number of factors including changing property markets, lack of public investment and displacement from growing tourist economies. The gendered impacts need to be better understood and addressed, with disaggregated data and analysis. When families are priced out of the city, rent is under-regulated and private tourist accommodation takes over, it is possible that women, who traditionally have fewer assets and income, tend to be disproportionately affected.

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35 Women's Budget Group (2017), 'Housing and Gender', see at: https://wbg.org.uk/wp-content/uploads/2017/11/housing-pre-budget-nov-2017-final.pdf

36 Urban Agenda for the EU, Housing Partnership, available at: https://ec.europa.eu/futurium/en/node/1710

Housing for single mothers in Villiers-le-Bel, France

Villiers-le-Bel is a suburb north of Paris, France with a relatively high population of low-income families, migrants and single mothers. A city survey established that single mothers were struggling with their housing situation, able to afford only one-bedroom flats on a single income. The mothers were sleeping in the main room, while the children had the bedroom. The lack of privacy was having a negative effect on the lives and mental health of these women, so the city commissioned women architects to design apartments (with the same amount of space and crucially, the same rent) allowing single mothers and their children to have their own space.

The new housing promotes equality and enhances women's wellbeing through comfort, safety and community. Privacy is prioritised by ensuring that even within the footprint of a one-bedroom apartment there are alcoves or partitions creating personal space for both mothers and children. The buildings are also designed so women do not become socially isolated, as this can be both cause and consequence of domestic violence. By creating shared spaces like laundry rooms, gardens and kitchens the project hopes to create a sense of community and support amongst families. Finally, the architects ensured all outdoor spaces, including parking and gardens, are well-lit and open so that everybody feels safe coming home at night. These small design adjustments help create a sense of wellbeing and community for all inhabitants, particularly single mothers.

4.B TRANSPORT AND MOBILITY

Efficient and sustainable transport systems are vital parts of city infrastructure, ensuring that all citizens can move around the city to work, school, home and leisure activities. However, studies from the European Parliament[37] and CIVITAS[38] show that women and men move about the city in very different ways. Men, in general, are more likely to make single destination journeys in cars - i.e. from home to work. Women, in general, use public transport more to make multiple journeys in a day. Researchers[39] have suggested this is because women are often combining employment and care duties, so in an average day they might make trips from home to school, to work, to the shops, back to school, to the park and home again. Men are more likely to travel during peak times. This has an impact on how long journeys take, how much they cost and how efficient they are.
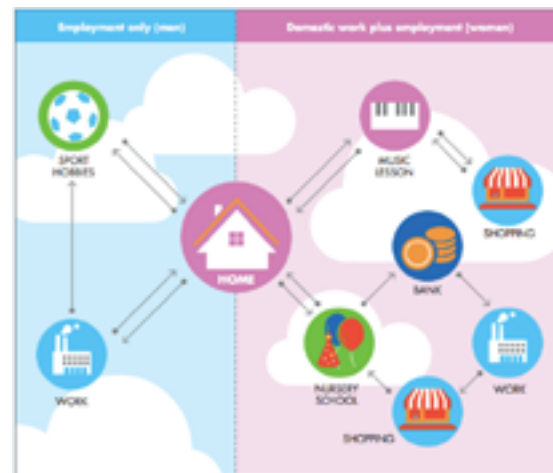
Source: CIVITAS

Transport planning has, in the past, prioritised roads over other modes of transport and fare structures around commuting. However, innovations in urban mobility, documented by

37 European parliament, Directorate General Internal Policies of the Union (2006) 'Women and Transport', available at: http://www.europarl.europa.eu/meetdocs/2004_2009/documents/dv/tran20060912_womentransportstudy/tran20060912_womentransportstudy.pdf

38 CIVITAS (2018), 'Gender equality and mobility: mind the gap', available at: https://civitas.eu/sites/default/files/civ_pol-an2_m_web.pdf

39 Novick, N. (2014), 'Book Review: Fair Shared Cities: The Impact of Gender Planning in Europe' [review of the book 'Fair Shared Cities: The Impact of Gender Planning in Europe' by Inés SánSanchez de Madariaga, I., Roberts, M.] in LSE Review of Books, available at: https://blogs.lse.ac.uk/lsereviewofbooks/2014/01/25/book-review-fair-shared-cities-gender-europe/

URBACT[40], give preference to softer modes, reduction of car use, (and therefore emissions) and increasing modal share of trains, buses and trams; walking, cycling, shared and on demand services enabled by new technology. This trend connects more with the quality of public space and makes mobility more affordable, accessible and safer for women, girls and those with limited mobility. Through Sustainable Urban Mobility Plans cities are finding ways to make public transport more appealing. For instance in Helsinki, Finland not only is all public transport entirely accessible it is also free for anyone with a pram.

However, buses, trains and trams can often be danger zones for sexual harassment, disproportionately affecting women. Similarly, transport hubs, like trains stations and bus stops, are parts of the city where women feel vulnerable after dark. The ability to plan routes, for example through apps and real time information is an important method of securing safe movement around the city, especially for groups that may feel targeted, such as trans or Muslim women. Not having safe and affordable transport available may restrict women's access to other important services, further limiting their participation in professional and community life.

Making use of gendered data on transport, understanding diverse needs and listening to unheard voices in mobility planning can raise awareness of fear-based navigation and create gender responsive services.
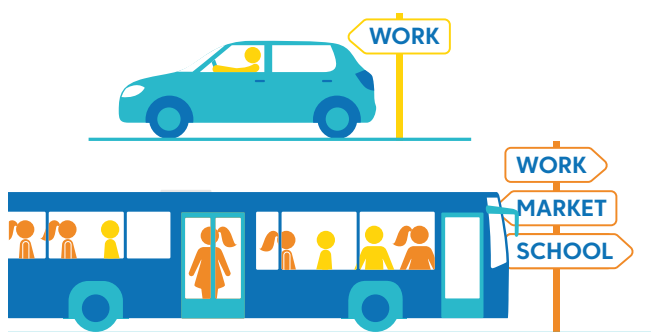
Men are more likely to make a **single destination journey by car,** whereas women generally use **public transportation to do multiple journeys in one day,** because they combine employment and care duties.

CASE STUDY

Anti-harassment campaign Paris 2018

In 2017, Thomson Reuters named Paris as the most dangerous megacity in Europe for women.[41] Parisian women's groups have been vocal about high levels of sexual harassment particularly on public transport[42]. So, in the summer of 2018 commuters boarded their trains in Paris to be greeted by an attention-grabbing campaign. The visuals plastered across the walls of trains and buses showed women feeling threatened by predators depicted as animals such as wolves and sharks. The idea was to convey the real sense of fear women feel. This is part of a widespread movement to stop sexual harassment in Paris. As well as an awareness raising campaign, the Mayoral office has also sponsored a helpline and geo-location service to report harassment and seek assistance. In September 2018 a bill was passed that means that those caught harassing people on the streets by cat-calling or wolf-whistling can be fined on the spot.

40 URBACT (2013), 'How Cities Can Motivate Mobility Mindsets', available at: https://urbact.eu/sites/default/files/import/general_library/19765_Urbact_WS5_MOBILITY_low_FINAL.pdf URBACT (2013), 'How Cities Can Motivate Mobility Mindsets', available at: https://urbact.eu/sites/default/files/import/general_library/19765_Urbact_WS5_MOBILITY_low_FINAL.pdf

41 Thomas Reuters Foundation (2017), 'The World's Most Dangerous Megacities for Women', available at: http://poll2017.trust.org/

42 Willsher, K. (2018) 'They just don't see us as human: women speak out on France's harassment problem', The Guradian, available at: https://www.theguardian.com/world/2018/aug/03/they-just-dont-see-us-as-human-women-speak-out-on-frances-harassment-problem

4.C DOMESTIC VIOLENCE AWARENESS, SUPPORT AND PREVENTION

In 2014 a major survey by the European Fundamental Rights Agency found that a third of women in Europe report having experienced some form of physical or sexual abuse since the age of 15 including domestic violence, stalking, harassment and sexual assault[43].

Although this issue most often sits within the national government's remit many cities offer assistance to survivors/victims of abuse by providing shelter and refuge and supporting organisations offering specialised assistance to survivors.

Actions to raised awareness at city level include:

- cultivate a zero-tolerance attitude towards harassment in public space,
- prohibit sexualised stereotypes of women in public advertising
- educate men and boys about stereotypes and violence.

Taking actions in the public sphere can help make the urban environment more welcoming to women, as well as contribute to changing unhealthy dynamics that may lead to violence in the private sphere.

The city can also play a part in creating a social infrastructure that empowers citizens to know how to help women and men they suspect of being involved in violence.

Source: UN Women[44]

Education to end gender-based-violence in the Basque country

EUDEL (The Association of Basque Municipalities) in cooperation with the three district councils have a goal: to abolish gender-based-violence for the next generation. To do this they are engaging young people in dialogue about the unhealthy attitudes and dynamics within romantic relationships that can escalate into intimate partner violence, as well as promoting a zero-tolerance attitude to sexual harassment in public space. The campaign named, Beldur Barik or No Fear[45], started in 2006 and today hosts an annual festival and boasts a strong social media presence. The teaching modules are available online and their core aim is to engender a more equal and respectful culture. The focus is often on teaching boys about male behaviours and masculine norms, as opposed to teaching women where to turn if they need help.

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43 Sedghi, A. (2014) 'Violence against women: what the EU-wide survey tells us', The Guardian, available at: https://www.theguardian.com/news/datablog/2014/mar/05/violence-against-women-european-union-physical-sexual-abuse

44 UN Women, see at: http://www.unwomen.org/en

45 Beldur Barik, see at: http://beldurbarik.org/es

5

PLANNING AND PUBLIC SPACE

Public spaces are where the public life of the city is played out and civic identity is defined. A city that is attractive and accessible to everyone offers better quality of life for residents, visitors and conditions for long-term economic growth. Evidence shows that women and men exhibit different behaviours in public space, based on gender norms. Urban planning, design, and place-making have gender perspectives and a city's physical structure can either reflect and amplify existing societal inequalities or conversely create more equal environments.

There are well-documented positive impacts, for example in Vienna, of taking gender and diversity into account in planning urban environments in order to improve accessibility, security and to influence socialisation and integration. These benefits can be achieved at all levels from master-planning to simple place-making interventions using the 'Lighter, Quicker, Cheaper'[46] approach, when low cost, community led projects make better use of shared space.

URBACT networks on place-making, City Centre Doctor and RetaiLink, have used place analysis and observation tools in order to design more equal spaces. The results included new infrastructure such as better lighting, green areas and new types of seating, as well as co-created social activity, festivals, cultural, food and sports events in high streets, parks and city centres that are inviting to all community members. Other examples include:

- Husby Stockholm[47] – A feminist approach to urban planning is bringing fresh ideas
- Aspern SeeStadt Vienna[48] - Building awareness of gender sensitive design and co-creating with women, girls and diverse communities.
- Genre et Ville, France[49] - Animating public spaces with activity that encourages citizens of all ages, genders, ethnic groups to enjoy, linger and share.

Source: Umeå City Council

5.A PLANNING

The principles of universal design can help to create places that are well-loved and well-used by people of all walks of life, of a mix of ages, genders, abilities, religions, socio-economic classes and ethnicities. Neighbourhood or city zones that have a mix of residential and commercial uses, green spaces, good public transport connections, public services such as health, schools, and care facilities address the needs of all citizens including women. As seen in other cases here, community infrastructure and social spaces reduce women's isolation and empower women and girls to participate.

46 Project for Public Spaces, 'Lighter, quicker, cheaper transformation of public spaces', available at: https://www.pps.org/article/lighter-quicker-cheaper

47 Kentish, B. (2017) 'Swedish suburb redesigned to be 'more feminist', Independent, available at: https://www.independent.co.uk/news/swedish-suburb-husby-stockholm-redesigned-more-feminist-urban-planning-gender-a7669411.html

48 Aspern, Die Seestadt Wiens, available at: https://www.aspern-seestadt.at/en

49 Genre et Ville Plateforme d'Innovation Urbaine, available at: http://www.genre-et-ville.org/

"Vienna realised very early that there is a strong connection between the quality of everyday life and the physical structure of a city, so we started to occupy ourselves about public space"

Eva Kail
Gender Planning Expert, City of Vienna, Austria

Q&A

with **EVA KAIL**
Gender Planning Expert,
City of Vienna, Austria

Vienna has a reputation for gender-sensitive planning – how did you get started ?

The City of Vienna realised very early that there is a connection between the quality of everyday life and the physical structure of a city, and that this looks very different if you are a woman or man. The first thing we did was run a big survey of the parks in our city. This data made us realise we had a huge problem: girls from the age of 13 and onwards disappear from the parks, while boys continue to play and socialise well in to their teenage years and beyond. It seemed that this was in large part because the parks had been designed predominantly by men to meet their interests and needs. So we undertook six model projects: four of them with participation models involving the girls themselves to redesign parks across Vienna. As well as redesigning the infrastructure of the park itself, we also employed play-workers to encourage children to use the space differently and held 'girls-only' times on sports pitches. The evaluations of the projects suggest it had been really successful and, today, Vienna's garden department has stringent gender sensitive park and playground design guidelines to adhere to when designing and maintaining parks.

What has been the impact of mainstreaming in your housing projects ?

One of our most successful examples of real mainstreaming was with housing because we started with model projects. Frauen-Werk-Stadt[50] is still the biggest housing project development by female architects focusing on everyday lives. It was a competition, and this proved that if we apply a gender lens you really achieve high quality. For example, normally no architect thinks about secondary rooms as primary issue or where is the garbage room located or is the cellar big enough ? And, this was so successful, from the satisfaction levels of the people who moved there that politicians invited us, as gender planning experts, to be part of the quality assessment for subsidised housing. Because Vienna is a federal state, it also gives considerable housing subsidies, and so this was really gender mainstreaming. To be part of the decision about big budgets was the best support for gender issues because then the whole planning community became very attentive as they realised we have some influence in judging the projects.

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50 Stadt Wien, Frauen-Werk-Stadt, available at: https://www.wien.gv.at/stadtentwicklung/alltagundfrauen/wohnbau.html

5.B LEISURE SPACES

Parks and leisure spaces are integral to quality of life in the city, vital for greening, clean air, community, play, exercise, stress reduction and for physical and mental health. However, evidence shows that women, men, boys and girls use public leisure spaces in different and often disproportionate ways. Parents, often mothers, may spend more time in playgrounds and libraries, while men and young boys might dominate sports and play spaces.

Studies[51] demonstrate that girls tend to disappear from play spaces earlier than boys due to self-consciousness, intimidation and even fear of harassment. As a consequence of gender stereotypes young men might also feel less comfortable going to quieter spaces, like public libraries. Girls' and boys' perceptions of public space unquestionably impact their presence and participation.

Many cities are using a combination of small design changes and soft measures to democratise the way women, men, boys and girls use spaces. For example, in Sweden[52] having women-only times at sports facilities has been proven to increase women and girls' presence during all hours. Similarly, better lighting in public parks means women feel comfortable after dark and modular seating allows for groups to share the space in innovative ways.[53]

CASE STUDY

Reorganising the playground in Trappes, France

Source: Le Monde

Gender is something that we, as human beings, learn as part of our socialisation into the world. Play environments and toys in the early years of development therefore have a large role in, conventionally, teaching boys to be competitive, stoic and sporty and girls to be dutiful, modest and graceful. So, the city of Trappes is investing in playground redesign as a way to deconstruct gender stereotypes and the inequalities they manifest in adult life.

In the past three years the town has partially redeveloped over a dozen school playgrounds to promote gender diversity in play. Researchers[54] noticed that boys often take up central space in the playground, usually a football pitch, while girls are relegated to the corners. This also means that often un-sporty boys and overweight children who do not want to play football feel unwelcome. The redesign prioritises gender neutral colours, toys and multiple 'worlds' as opposed to one central part. There are many spaces for creativity, drama and engaging with nature, as well as playing sports and active games.

The idea is that children are able to choose the way they play without the pressure of conforming to stereotypes.

51 Urban Sustainability Exchange, 'Gender-sensitive park design at Einsiedlerpark and St. Johann Park', available at: https://use.metropolis.org/case-studies/gender-sensitive-park-design

52 Backstrom, A., Nairn, K (2017) 'Skateboarding beyond the limits of gender? Strategic interventions in Sweden', Leisure Studies, 37:4, 424-439, DOI: 10.1080/02614367.2018.1462397, availabel at: https://www.tandfonline.com/doi/full/10.1080/02614367.2018.1462397

53 Urban Sustainability Exchange, ibid.

54 Bouanchaud, C. (2018) 'Dans les cours de récréation, les filles sont invisibilisées', Le Monde, available at: https://www.lemonde.fr/societe/article/2018/09/16/dans-les-cours-de-recreation-les-filles-sont-invisibilisees_5355861_3224.html

Source: Plan International

Women and girls have the right to be and to feel safe in the city. But all too often they have to adjust their lives, expectations, and routines in order to just feel safe. There is a well evidenced disconnect between perceptions and reality of safety. Safer Sweden research showed that fear of being a victim is generally 10-15 percentage points higher in women than men and 50% of women reported feeling unsafe in vulnerable areas[55].

Gendered violence doesn't just affect women: the reality is that men are in fact more often victims of violence and robbery in public space, but women are more often victims of sexual abuse. This underlines how often it is women's internalised fears that affect their perceptions of and behaviour within public spaces. Fear of and actual attack and harassment is heightened amongst certain women: women of colour who face danger due to racism, as well as sexism, LGBTQ+ women confronted with homophobia and transphobia and Muslim women at risk from Islamphobic aggression.

Public places dominated and controlled by men create anxiety for women. Measures to counteract this can include organising social activities that are welcoming to women, playgrounds, better lighting, easy access to public transport, commerce, markets and parks. There are many initiatives where women in a community reclaim space by organising to gather, socialise and make their presence felt. On public transport safety can be enhanced by good levels of staffing, information, Wi-Fi connectivity and the ability to plan journeys effectively.

City solutions in the form of campaigns, Night Safety Charters[56] and Safety Walks as in Turku, Finland[57] - where the city worked collaboratively with women's groups, parents associations, businesses, residents to discuss how they feel about the environment and what could be done to improve it and make it safer – are good examples of action for change. Local authorities can make sure there are transparent reporting procedures, trusted by women, and data collection about safety hotspots.

Some policy makers may be unaware of the extent and level of these fears and the amount of thought women and girls put into staying safe in the city. Including women's voices in urban and mobility planning is therefore key to creating better environments for all.

"We know that it is really good that there is safety for women, that the streets have enough light, that there is an attitude in the neighbourhood that supports girls and women, but we can't only link violence to these safety initiatives. We need to eradicate violent behaviour and we think that this is possible." [58]

Manuela Carmena
Mayor of the City of Madrid

55 Kneeshaw, S. (2018) 'Gender sensitive public space? Placemaking and spatial justice through the perspective of gender', URBACT, available at: https://urbact.eu/gender-sensitive-public-space-placemaking-and-spatial-justice-through-perspective-gender

56 Greater London Authority, Women's Night Safety Charter, available at: https://www.london.gov.uk/what-we-do/arts-and-culture/24-hour-london/womens-night-safety-charter

57 Baltic Urban Lab, Interreg Central Baltic, financed by the European Regional Development Fund, 'Safety walks for citizens in Turku', available at: https://www.balticurbanlab.eu/goodpractices/safety-walks-citizens-turku

58 Garnham, J. P. (2018) 'Making a 'Safe' City Safer for Women: Lessons from Madrid', Citylab, available at: https://www.citylab.com/equity/2018/08/making-a-safe-city-safer-for-women-lessons-from-madrid/566510/

Madrid safety campaign in response to the the wake of the Wolf Pack incident

The city of Madrid has introduced a safety campaign spurred in part by an incident during the famous celebrations of San Fermín, in Pamplona, Spain, two years ago. Five men, who infamously referred to themselves as La Manada (Wolf Pack) raped an 18-year-old woman and videoed it. After they were found guilty of sexual abuse, and not the more serious crime of sexual aggression, which includes rape, thousands of women headed to the streets to protest.

Madrid reacted by creating 'puntos violetas', violet-coloured stands placed at neighbourhood parties and celebrations, as well as during music festivals. At the stands, any person that is feeling unease or unsafe can come seeking refuge. A 'No means no' campaign was launched and sessions were organised in schools to educate young people. The city set up eight 'Equality Spaces' where people can find information on how to promote better relationships and stop gender violence. Finally the 'Neighbourhoods for Good Treatment' campaign launched to encourage better, more respectful treatment of women and distributed signs and door hangers for businesses and homes to signal that these are safe spaces[59].

Partnering with Monash University in Melbourne, Australia and Plan International, Madrid is also taking part in Free to Be[60], an online project where women can pinpoint areas where incidents have occurred, using maps and crowdsourcing. This initiative gathers data to improve the situation in compliance with Sustainable Development Goals 5 and 11: making cities inclusive, safe, resilient and sustainable[61]. It also hopes to change perceptions and stereotypes, making social change with the proactive participation of young women. This is also a good example of how new technologies are providing the tools for safer cities (see section 2D on digitalisation and data.)

CASE STUDY

59 Badcock, J. (2018) 'Spain 'wolf pack' case: Thousands protest over rape ruling', BBC, available at: https://www.bbc.com/news/world-europe-43915551

60 Birkwood, S. (2018) 'City girls digitally map safety with Free to Be', Plan International, available at: https://plan-international.org/news/2018-04-17-city-girls-map-safety-free-to-be

61 United Nations (2015), Sustainable Development Goal 11, see at: https://sustainabledevelopment.un.org/sdg11

5.D ART AND REPRESENTATION

Who and what is represented in public space sends a message to all the population about what is valued. Often, we see that the majority of statues are of men as leaders, artists, thinkers, conquerors. Many roads are named after men. The women who are celebrated in public space tend be saints, queens or handmaidens. These visual and symbolic representations in public space perpetuate gendered stereotypes and can have the effect of promoting fixed ideas about what women and men can or can't be. Many cities[62] are taking action to redress this, to celebrate their urban 'her-stories', to bring visibility to the contributions of women with street names, statues, plaques and women-led festivals. These demonstrate how art and culture are powerful tools for inclusion when they include expressions from all communities.

opracowanie: ZGiKM GEOPOZ, luty 2019 r.

Source: City of Poznan

ulice:
1. Badowskiej-Muszyńskiej Jadwigi
2. Dobrzyńskiej-Rybickiej Ludwiki
3. Dulębianki Marii
4. Dzierżykraj-Morawskiej Janiny
5. Fink Idy
6. Gruchmanowej Moniki
7. Iwańskiej Alicji
8. bł. Karłowskiej Marii
9. Luboińskiej Florentyny
10. Memoraty Anny
11. Papuszy
12. Puffke Emmy
13. Sawickiej Olgi
14. Sieciechowiczowej Lucyny
15. Sławskiej-Lipczyńskiej Olgi
16. Swinarskiej Marii
17. bł. Szymkowiak Marii Sancji
18. Wojtulanis-Karpińskiej Stefanii
19. Wołynki Stefanii
20. Żylińskiej Jadwigi

skwery:
21. Kaweckiej Antoniny
22. Sendlerowej Ireny
23. Świętosławy Sygrydy
24. Trzech Tramwajarek
25. Zamoyskiej Marii

rondo:
26. Błeńskiej Wandy

0   2   4 km

Streets that have been named after women in Poznan, Poland

62 Elka, S. (2018) 'Streets in Brussels are being re-named - with residents' suggestions', World Economic Forum, available at: https://www.weforum.org/agenda/2018/08/beer-chips-and-historic-women-inspire-new-brussels-street-names/

Changing the face of advertising in London

The Women We See project set out to examine how women are portrayed compared to men in the London advertising landscape

Lack of gender diversity relates strongly to other missing aspects of diversity

"Public advertising cannot be turned off, or as easily ignored."

26% of women feel adverts in the city are relevant to them

75% believe public adverts should show London's diversity

Source: 'The Women We See: Experiences of Gender and Diversity in Advertising in London's Public Spaces' (2018)

UCL

2018 marked 100 years since some women won the right to vote for the first time in the United Kingdom. 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[63]'. As part of the campaign only artwork by women was displayed on London's vast underground system to inspire young artists and put the spotlight on diverse creatives. 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 research[64] 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[65]: 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.

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63 Greater London Authority (2017) 'Mayor: 'Behind Every Great City is equality, opportunity & progress', available at: https://www.london.gov.uk/press-releases/mayoral/mayors-new-campaign-to-drive-gender-equality

64 Greater London Authority (2018) 'Women we see', available at: https://www.london.gov.uk/sites/default/files/2018_women_we_see.pdf

65 Greater London Authority, 'The Women We See: gender and diversity in advertising', available at: https://www.london.gov.uk/about-us/mayor-london/behindeverygreatcity/women-we-see
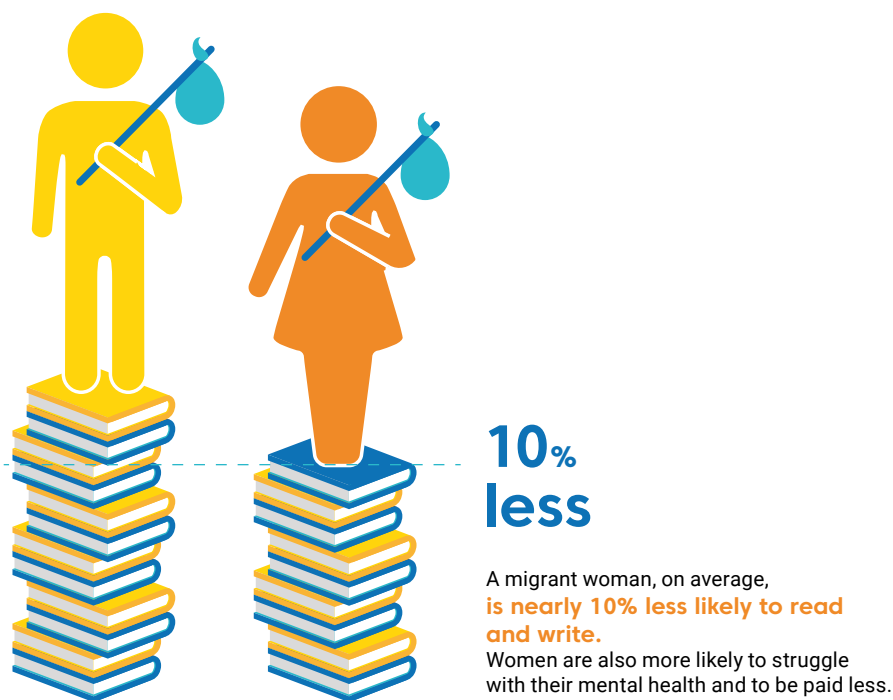
Winner of the 'Women We See' campaign

6

**MIGRANT
INTEGRATION**

The last decade has seen significant changes in the nature and pattern of migration flows into and within the EU. Cities are often the ultimate destination, thanks to the opportunities and networks they offer. For many local authorities facing incoming migration strategies include promoting economic integration, reducing the risk of social exclusion; improving educational achievement of second and third-generation migrants and combatting the rise of racist and xenophobe movements.

Women and men migrants are likely to face different and gendered challenges : while men may have difficulty getting paid work due to discrimination, women, particularly mothers, can find it hard to integrate. For example, the URBACT Arrival Cities network[66] reported that migrant women often face additional hurdles to integration for a number of reasons, including their racial and religious identities[67].

10%
less

A migrant woman, on average,
is nearly 10% less likely to read and write.
Women are also more likely to struggle with their mental health and to be paid less.

According to the European Network of Migrant Women[68] (ENW) a migrant woman, on average is nearly 10% less likely[69] to read and write, more likely to struggle with her mental health and to be paid less. She is also more likely to bear a heavier load than men in balancing work and caring responsibilities. ENW have developed women-centred ways of working that include gender-awareness sessions with staff and volunteers, as well as the development of women-centred case studies, engagement in discussions about the complexities that women migrants might experience and practical, achievable solutions for some of their challenges. These range from the provision of sanitary products to trialling inspirational tools encouraging women to explore career and learning options beyond gender stereotypes. Of course, for undocumented migrants, refugees and asylum seekers these gendered challenges increase exponentially and cities have a responsibility to consider gender in their response to supporting vulnerable refugees and asylum seekers as well as migrants.

66 URBACT network Arrival Cities, see at: https://urbact.eu/arrival-cities

67 Ibid.

68 Migrant Women Network, see at: http://www.migrantwomennetwork.org/

69 The World Bank, 'Literacy rate, adult female (% of females ages 15 and above)', available at: https://data.worldbank.org/indicator/SE.ADT.LITR.FE.ZS

"The city of Athens set up a working group to properly consult refugee and migrant women on their specific needs and interests in the city so that hopefully we can design policies that will help them."

Maria Stratigaki
Vice Mayor for Solidarity, Welfare and Equality, Athens

Q&A
with **MARIA STRATIGAKI**,
Vice Mayor of Athens,
Greece

Maria, could you introduce yourself and your responsibilities?

I come from Athens and I am the Vice Mayor for Solidarity, Welfare and Equality. I am one of six vice mayors out of ten in total who are women in Athens. The city council is leading the way on representation of women: currently 40% of councillors are women and that rises to 60% in my party. Part of my job is to look out for the safety of women in the city including looking after the shelter for women who are survivors/victims of domestic abuse - something that is still a big problem. The number of visitors to the shelter is increasing because of the many refugees arriving over the last few years. Many of these women seem to be facing sexual violence during their journey or in camps once they arrive in Athens. Thanks to international funding, we are support-ing them.

Do you think the refugee situation in Athens is gendered?

Absolutely, we have many families of men, women and children arriving, but we are seeing that many women are facing violence in camps and also struggling to integrate into society if they receive asylum. The camps are mainly the responsibility of national and international bodies but we are supporting them where we can and providing refuge for women in our city shelters. At the end of 2019 the international funding will disappear, so it will be hard for our social services to keep up with the demand, but we recognise that these women need help. I have personally learnt a lot from the URBACT Gender Equal Cities exchange about how to do more with less.

What kind of support do refugee women need?

Most of the time it's the same support that all women might need, but taking into account their particular and sometimes traumatic experiences. They need access to housing and income. They need support if they are abused on the street or in their home and they need to be respected as equal members of society. We have set up a working group to properly consult refugee and migrant women on their specific needs and interests in the city so that hopefully we can design policies geared more specifically to them. Most of the women refugees being Muslim, adds difficulty to their integration in the Greek society.

Case study: District Mothers 'Stadtteilmütter' – Berlin

Neukölln in Berlin is one of three city districts with the highest concentration of migrants, home to a population of 20-25% non-German nationals. In some communities the traditional gender norms mean that men go out to work upon arrival and women and children stay in the home. In these cases migrant women can face challenges like isolation and disorientation. Arriving in a new city, without knowledge of the local language and culture can make seemingly simple tasks like enrolling children in school or accessing medical advice daunting. However, migrant women form networks of familiarity and friendship in their communities to share local knowledge. These informal bonds are often beyond the reach of the cities' integration strategy but in Berlin the local authority is working with these women to educate and inform.

With money from the European Regional Development Fund Neukölln's job centre has been identifying 'District Mothers'[70] and training them in 10 topics about the city including day nurseries and the German educational system, bilingual education, children's rights, preventive healthcare, sexual development and education, physical development, German media, nutrition, addiction prevention, and household safety. After 200 hours of training over 6 months, these women then visit families in their local network for 10 x 2 hour sessions sharing knowledge about the city in native languages. Women in the families are often then recruited as future District Mothers ensuring the sustainability of the project and its extensive reach. To date over 400 migrant women have been enrolled in the programme and it is a good example of how women and the city can work together to secure better integration.

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70 Humanity in Action, see at: https://www.humanityinaction.org/knowledgebase/35-stadtteilmutter-approaching-integration-through-education-in-berlin-neukolln

CONCLUSIONS

PILLARS FOR GENDER EQUAL CITIES

At the heart of the URBACT Programme is a commitment to integrated and participative approaches to sustainable urban development, and these approaches represent the best way to design and anchor gender equality actions. From the examples presented in this report it becomes clear that four additional pillars underpin the Gender Equal City.

Intersectionality

This report refers a lot to the different experiences of women and men in the city. Poor women, women of colour, migrant women, LGBTQ+ women and disabled women and men experience different, multiple, over-lapping discrimination and disadvantages, based on the different elements of their reality and subsequent marginalisation. For example, a heterosexual white woman's experience of the city will be different from that of a black woman or a gay man.

The term itself "intersectionality" was coined by Professor Crenshaw in 1989[71] and encapsulates the theory that the overlap of various social identities, as race, gender, sexuality, and class, all contribute to specific types of systemic oppression and discrimination. Taking an intersectional approach to gender equality that addresses power relationships helps to actively tackle all forms of discrimination. This means engaging with complexity, consciously seeking out hidden voices, developing nuanced understanding and solutions and questioning our own privilege and position in the power structures.

Multi-level governance

Much of the advice in this report is targeted at city-level administrations, policy-makers and planners while bearing in mind the challenges of multi-level governance. Different legal, socio-political and cultural contexts operate at local, regional, national and EU level and the complexity of the interplay between them cannot be ignored.

In the case of gender the UN Sustainable Development Agenda offers new opportunities to accelerate progress by holding cities accountable for cultivating equality. In order to harness their power, local governments can translate the targets into action, using tools like the CEMR's Charter for Equality to make them accessible for citizens, to remove language or jargon barriers and apply their messaging to local policy.

Integrating hard and soft measures

Integration of hard and soft measures is valid also for gender equality actions. Infrastructure and built environment projects can be complemented with information campaigns, skills development, leadership training, animation, co-creation, programming of social and cultural actions. For example, redesigning a park, is a brilliant step, but if there is no active co-creation with gender in mind, or animation to bring communities together, the redesign's impact will be reduced.

Working with civil society and gender experts

Recognising the particular expertise that women's networks and gender experts can bring to the table across policy areas is a fundamental requirement for gender sensitive policy making. There are NGOs and associations in cities across the EU that are made up of and work closely with women from all backgrounds, socio economic groups and ages. Likewise, many universities and research agencies with gender departments or expertise can contribute with supporting knowledge. These groups are uniquely positioned to articulate needs and feed into urban development to make it more impactful.

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71 Crenshaw, K. W. (1994) 'Mapping the Margins: Intersectionality, Identity Politics, and Violence Against Women of Color' in Fineman, M. A., Mykitiuk, 'The Public Nature of Private Violence', available at: https://www.racialequitytools.org/resourcefiles/mapping-margins.pdf

City level actions

This report gives examples and practical steps to take across key urban policies. But achieving gender equality requires time, resources, expertise and culture change and most crucially an initial lens through which cities are viewed.

Gender mainstreaming only becomes meaningful when the culture of an organisation is transformed so that it becomes an automatic reflex for staff and elected representatives across all departments to think about equalities in their work from its inception. Rather than ticking a checklist, staff have a deeper understanding of, and commitment to optimising solutions for women and the most vulnerable. This is a slow, deep process, supported by awareness, training, openness to citizens, and political vision at the highest level. There may be some quick wins along the way, and these are important as proof of concept and to sustain momentum, but there are no quick fixes. It will take disruption of norms and systematic change in the long term to arrive at the Gender Equal City. And because our identities are so complex and our society is changing so fast, this requires a constant process of learning, reflection and experimenting.

The URBACT Gender Equal Cities work has demonstrated that there are many tools, evidence and cases to inspire, but there are also many gaps in information, skills and attitudes. Data shows variations in the status of gender equality in different parts the EU, so considering context is crucial. For example whilst countries like Sweden have been working on gender equality for decades, cities in other parts of the EU may now only be picking up this important work. Even in countries like Sweden, the struggle to ensure gender equality is on going. It's crucial that we transfer best practice from advanced cities, celebrate small victories and push for high-level action and support simultaneously.

A lack of good local data makes it a challenge for cities to design appropriate and specific policies. Collecting disaggregated data is important in order to address imbalances, and the progress made by cities like Umeå and Vienna shows what can be done with the right evidence in place.

What became clear in compiling this report, and in relation to this challenge of culture change, is the vital role of building the capacity of policy makers and planners to become more aware of how gender plays out in the city.

What do policy makers and planners need to move forward with the gender equality agenda?

Exchange
There is real value in spaces where those working on gender can share openly about the successes and challenges of promoting equality in cities.

Honesty
Open and difficult dialogues that are respectful of different perspectives are key. We need to be able to recognise our own privilege and listen without judgement.

Awareness
More input is needed from the lived experiences of women who suffer the most marginalisation, to bring their needs to the fore.

Communication
We need to continue to identify, capture and share why gender equality is important and what actions can drive change.

What is central and non-negotiable is that Gender Equal Cities must continue to be addressed and communicated as a fundamental question of justice: an equal right to the city for all.

Given URBACT's reach into over 500 cities across Europe, it is in a unique position, to advocate for gender equality as just this – the way to create fairer cities - to shine the spotlight, to win hearts and minds and convince European city leaders to commit to further action.

ABBREVIATIONS & DEFINITIONS

Abbreviations

EU The European Union

CEMR The Council of European Municipalities and Regions

UAEU The Urban Agenda for the European Union

SDGs The United Nations Sustainable Development Goals

ENMW European Network of Migrant Women

EWL European Women's Lobby

EIGE European Institute for Gender Equality

Definitions

GENDER Gender refers not to our biological sex as male or female, but to our socialisation as either woman or man. Our gender often impacts our behaviour and thus the ways we move around, interact and exist in the city. It is associated with the behavioural expectations established around what it means to be masculine or feminine.

GENDER MAINSTREAMING Mainstreaming a gender perspective is the process of assessing the implications for women and men of any planned action, including legislation, policies or programmes, in any area and at all levels. It is a strategy for explicitly making the concerns and experiences of women, as well as of men, an integral part of design, implementation, monitoring and evaluation in all political, economic and societal spheres, so that women and men benefit equally, and inequality is not perpetuated.

EQUAL PAY Means that men and women in the same employment performing equal work must receive equal pay.

GENDER PAY GAP Is a measure of the difference between men and women's average earnings across an organisation or the labour market. It is expressed as a percentage of men's earnings.

WHO'S WHO?

URBACT

URBACT enables cities to work together to develop sustainable solutions to major urban challenges, through networking, sharing knowledge, and building capacities for urban practitioners. It is funded by the European Regional Development Fund and Partner and Member States of the European Union since 2002.

URBACT helps cities to develop pragmatic solutions that are new and sustainable, and integrate economic, social and environmental dimensions.

The URBACT Knowledge Hub brings together good practices and lessons learned from cities to share with all professionals involved in urban policy throughout Europe. The Gender Equal Cities work programme was launched in March 2017, based on good practices in URBACT-funded cities. It looks into the ways in which city policymaking impacts on women and men differently, and provides some concrete examples on how cities can take action to reduce, or eliminate, gender-based inequalities.

URBACT.EU

The Council of European Municipalities and Regions

The Council of European Municipalities and Regions (CEMR) represents the interests of Europe's local and regional governments and brings together the national associations of local and regional governments from 41 European countries. It promotes the construction of a united, peaceful and democratic Europe founded on local self-government, respect for the principle of subsidiarity, the participation of citizens and exchange between elected representatives.

In order to promote gender equality at the local and regional level, CEMR launched the European Charter for Equality of Women and Men in Local Life in 2006 . The Charter is both a political document and a practical instrument. It encourages local and regional governments to make a public commitment to equality and to implement its principles. The Charter proposes concrete methods for how equality of women and men can be pursued in different fields of competences: political participation, employment, public services, urban planning, etc. Today, over 1 700 local and regional governments in 35 European countries have signed the Charter, and many continue to develop action plans in their local contexts.

CCRE.ORG

The Urban Agenda for the EU

The Urban Agenda for the EU was launched in May 2016 with the Pact of Amsterdam. It represents a new, multi-level working method promoting cooperation between Member States, cities, the European Commission and other stakeholders in order to stimulate growth, liveability and innovation and to identify and successfully tackle social challenges. Twelve thematic partnerships are in place, with a brief to identify scope for better regulation, better knowledge and better funding.

Several of these Partnerships have taken note of the gender dimension of their policy areas.

The Poverty and Migrant Integration Partnerships have addressed gender, homelessness and representation.

The Jobs and Skills Partnership's Action Plan includes a commitment to pilot a Talent Office, exploring changing labour market needs, and testing the European Pillar of Social Rights (EPSR).

The Partnership on Public Procurement report reinforces that cities have to build in their capacity for gender equality to become part of the strategic thinking around how procurement is leveraged.

The Housing Partnership Action Plan includes systematic collection of gender-disaggregated data on the gender-energy-poverty nexus in housing, in order to enable a more strategic approach to underlying challenges that perpetuate energy poverty among women (specifically the most vulnerable).

URBACT participates in all of the Urban Agenda Partnerships, as well as to the steering group of Member States and European Commission representatives. This report will be presented to them as part of URBACT's contribution to the cross-cutting issue of gender equality and to urge the partnerships to take the recommendations on board.

WWW.EC.EUROPA.EU/FUTURIUM/EN/URBAN-AGENDA

Further reading on Gender Equality and Cities

CEMR (2005)
Towns for Equality Report
http://www.ccre.org/img/uploads/piecesjointe/filename/town_for_equality_2005_en.pdf

CEMR (2006)
The European Charter for Equality of Women and Men in Local Life
http://www.ccre.org/docs/charte_egalite_en.pdf

CEMR (2015)
The Situation of Gender Equality at Local and Regional Level in Europe
http://www.ccre.org/img/uploads/piecesjointe/filename/CEMR_Situation_of_gender_equality_at_local_and_regional_level_in_Europe_Final_report_2015_EN.pdf

PLAN INTERNATIONAL (2018)
Unsafe in the city: the everyday experiences of girls and young women in the city
https://plan-international.org/unsafe-city

SÁNCHEZ DE MADARIAGA, I. & ROBERTS, M. (2013)
Fair Shared Cities: The Impact of Planning in Europe. Routledge: New York and London.

10 **ACTIONS** TO KICK START GENDER EQUAL CITIES

Sign
the European Charter for Equality of Women and Men in Local Life

Work
towards 50/50 representation in local governance

Protect
services that support women and men who have experienced gender-based violence

Check
that municipal spending addresses equally the needs of all citizens

Collect
disaggregated data to underpin policy, service design and budget decisions

Use
the city's leverage to promote gender equality in procurement, supply chains and grant funding

Commit
to diversity in participation, communication and representation

Create
public spaces that are safe and inviting for everyone

Narrow
the administration's pay gap

Mainstream
gender across all departments and from