

# GENDERED LANDSCAPE

INTEGRATED ACTION PLAN LA ROCHELLE/



The Communauté d'Agglomération de La Rochelle (CdALR) (*population 174,277*) is a public institution for intermunicipal cooperation located on the French Atlantic coast. The territory is made of 28 cities, the main one being the city of La Rochelle (*home to 77,205 inhabitants*).

The local authority has competence over many domains, including land planning, economic development, employment and higher education, energy and environment, risk prevention, ecological resilience, urban policy, social housing, and mobility and transport.

When the GenderedLandscape applications for phase 1 and 2 were delivered, the topic of gender was not specifically addressed in any part of the institutional structure of CdALR though interest in and political commitment to gender issues had been increasing in the area over the last decade or so.

In January 2010, CdALR became a signatory of the CEMR Charter. During the last executive mandate, an elected representative of CdALR was appointed to ensure equal opportunity in access to services in the La Rochelle Urban Community.

At the new executive turn in July 2020, an elected representative was appointed for gender equality and was recently elected President of the AFCCRE (French agency of CEMR) commission for gender equality in local life.

In December 2020, a roadmap was presented to the Community Council, which includes 5 axes:

- 1 / to fight against suffering from discrimination;
- 2 / to reduce gender stereotypes;
- 3 / to improve work-life balance;
- 4 / to foster and promote a culture of equality;
- 5 / to develop gender proficiency at CdALR.

In April 2021, an agent was assigned to the mission, and a budget, accordingly. Currently, an action plan aiming at integrating gender equality into public policies -within CdALR and on the territory- is being built and should be adopted before the end of the year. This action plan will include the thematic dimension chosen by CdALR in GenderedLandscape.

### AN ATTRACTIVE AND GROWING TERRITORY...

The CdALR's attractiveness is demonstrated by not only its demographic growth but also the relative immobility of its residents, due to great living conditions in the area but also its dynamic and growing labour market.

Important sectors include construction, maritime industry, hotels and catering, and the service sector. The local labour market is made up of a large percentage of small and micro-sized companies. The larger employers in the area are mostly public sector entities such as the city and regional administrations, the university and the hospital, but also Alstom (train construction), Solvay (chemical industry) and Léa Nature (natural and organic food, nutrition, household and beauty products) in the private sector. The local labour market is also characterized by a lower proportion of management employees compared to the national average (15% of the workforce as compared to 18% in France as a whole).

### ... BUT RECRUITMENT DIFFICULTIES ENCOUNTERED BY LOCAL EMPLOYERS.

On our territory, important economic sectors are in need of manpower (construction, digital, nautical), very little sought after by men and even less by women.

There is an existing implementation plan (les Assises de l'Emploi, managed by the Employment and higher education direction of CdALR) which aims at increasing the employment rate at a territorial level and solving the mismatch between offer and demand in the labour market. In order to tackle this challenge, the plan has both dedicated personnel and funding, as well as specific assistance on indicators at the Observatory of CdALR.

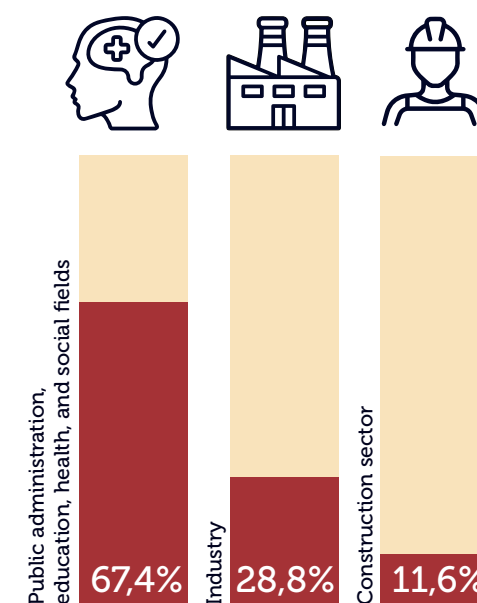
In order to boost the action and considering that an Urbact Local Group was almost already on track and ready for the topic (the stakeholders working in the framework of les Assises de l'Emploi), the local authority decided to take up the issue as part of the URBACT GenderedLandscape project and explore the trail of incorporating a gendered perspective to rebalance the labour market and increase female employment rates overall.

### EMPLOYMENT OF WOMEN AT THE LOCAL LEVEL: A RATE SIMILAR TO THE NATIONAL LEVEL AND A CLASSIC SECTORAL SEGREGATION

In December 2021, 7,927 unemployed women were registered and looking for work (52% of the local unemployed):

- 50 % for more than a year (3,969 women)
- 72 % having a diploma equal or higher than the baccalaureate (5,267 women)\*<sup>1</sup>

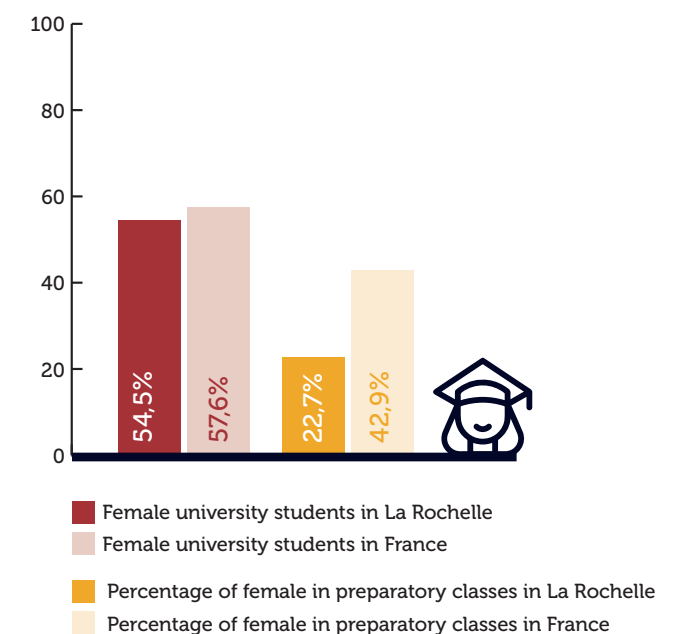
Besides, La Rochelle's labour market demonstrates national typical sectoral segregation, with women employed predominantly in the public administration, education, health, and social fields (67,4%). In industry, women represent a share of 28,8% and in the construction sector, they represent a share of 11,6% of the employees.\*<sup>2</sup>



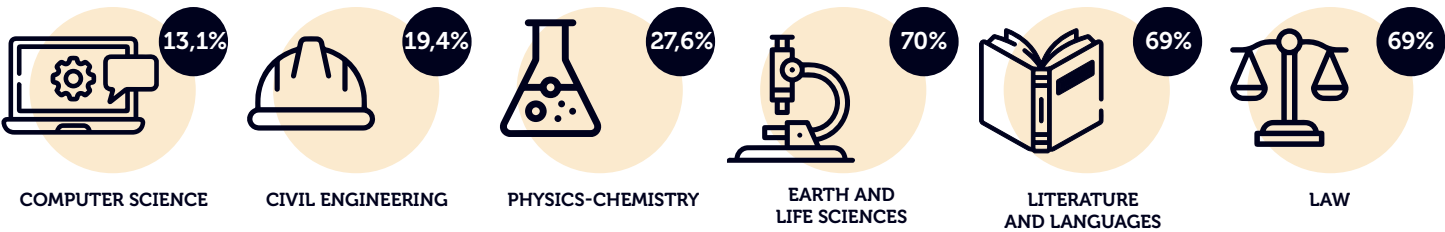
### A CLOSE LOOK AT LOCAL EDUCATION AND GIRL'S ORIENTATION MIGHT PROVIDE CLARIFICATION AND BE PART OF THE SOLUTION

Indeed –and this issue is also hosted by the Employment and higher education direction of CdALR- La Rochelle boasts a large proportion of students among its population (15,000). In addition to the (public) university (which main specialities are aligned with the needs and DNA of the territory, i.e. sustainable development, coastline, digital...), La Rochelle is also home to 19 "high schools" where students can receive three to five-year tertiary degrees in management, technical fields such as engineering, and construction & sustainable building, mathematics, digital...

The gender disaggregated data for the region regarding the labour market and training and education demonstrate some surprising trends. The level of school enrolment for girls between the ages of 15 and 17 decreased between 2011 and 2016 from 97,2% to 95,1%, while enrolment for boys of the same age group remained more or less constant during this period. Furthermore, while school enrolment for women aged 18 to 24 increased between 2011 and 2016 (62% to 63,3%), men's enrolment for this age group and period increased at a much stronger rate (59% to 63,7%)\*<sup>3</sup>. This trend is even more noticeable in university enrolment statistics. In the 2020-2021 academic year, 54,5% of university students in La Rochelle were female, compared with 57,6% in France as a whole. The statistics for preparatory classes of selective postgraduate schools are surprising: only 22,7% of students in this type of training are female in La Rochelle, compared with 42,9% in France as a whole\*<sup>4</sup>.



So not only are young women leaving school earlier, but also the growth rate for tertiary education enrolment for young women is lagging behind men and their enrolment rates in university and selective training programs are lower (in the case of training programs, significantly lower) than the national averages. The reason for these statistics is unclear, but it could be a matter of financial, social, and psychological (confidence) influences.



WHAT ABOUT GIRLS’ ORIENTATION IN HIGH SCHOOL AND IN HIGHER EDUCATION?

It seems like the absence of women in technical and scientific sectors on our territory begins in high school and in higher education.

At the high school level, the gender distribution is more homogeneous in the general courses than in the technological and professional courses.

While in the general courses, the proportion of women varies between 53,7% and 56,3%, it is only 9,4% and 4% when it comes to scientific and/or technical courses. Conversely, women are overrepresented in the medical and social technology fields (79,7% and 91,8%, first and final years of the program). This trend is similar to the national trend\*<sup>5</sup>.

In higher education, women are underrepresented in technical and scientific courses, despite a high success rate at the baccalaureate.

In 2020, 13% of women were enrolled in the CESI School of Engineering and 20% in EIGSI.

At the University of La Rochelle (where women represent a share of 57%), a strong gender imbalance is also observed at the Bachelor’s degree level, depending on the program. This is illustrated by a minority of women in computer science (13,1%), civil engineering (19,4%) and physics-chemistry (27,6%) and a majority in health, earth and life sciences (70%), literature and languages (69%) and law (69%)\*<sup>6</sup>.

CHALLENGE TACKLED IN LA ROCHELLE: INCORPORATING A GENDERED PERSPECTIVE TO REBALANCE THE LABOUR MARKET AND INCREASE FEMALE EMPLOYMENT RATES OVERALL. AN ISSUE THAT OPENED THE WAY TO MANY OTHERS...

La Rochelle Urban Community’s URBACT Local Group Coordinator is the director of Employment and higher education direction at CdALR.

As stated above, CdALR brought together a wide range of relevant stakeholders who were already used to working together in the framework of Les Assises de l’Emploi. Additional ones joined the ULG to form a group of -around- 20 people. Unfortunately, a few of them could attend each of the 11 ULG that were organised since November 25th 2020 (first ULG), mostly virtually due to the sanitary situation.

\*1 Pôle Emploi, décembre 2021  
\*2 Taux de féminisation des emplois (salariés et non-salariés). Source: INSEE, RP 2018  
\*3 Taux de scolarisation – Source: INSEE, RP 2011 et 2017  
\*4 Effectifs étudiants – Années 2020-2021 – Source: Ministère de l’Education nationale, de l’Enseignement supérieur et de la Recherche  
\*5 Source: DEPP, Ministère de l’Education Nationale, de la Jeunesse et des Sports – Année 2020  
\*6 Source: Ministère de l’Enseignement supérieur, de la Recherche et de l’Innovation, Parcoursup 2020

HOW WE WORKED

The participants used a SWOT (strengths, weaknesses, opportunities, threats) analysis to examine the current situation. Actions already implemented were also listed, whether they were meant to enforce gender equality or to be re-oriented / re-customized to tackle the challenge.

At the same time, the Observatory regularly shed light on the situation of women in relation to various issues.

Rather unanimously, the stakeholders had the initial challenge to include a strong educational and training dimension.

Two thematic objectives were defined as work areas and a pilot action was chosen through a vote among several propositions.

The 2 objectives which should be achieved through the Integrated Action Plan are as follows:

- 1 / Increase the number of girls and women in scientific and technical fields (ante and post-baccalaureate)
- 2 / Increase female’s employment in technical, scientific, digital and industrial sectors

A third objective, qualified as cross-cutting, will help maintain the topic of gender equality vivid and supplied in figures and statistics thanks to the work of the Observatory, the action plan for gender equality plus communication targeted actions.

This third objective will rely on one action (see description in the IAP): the creation and follow-up / monitoring of a gender equality barometer.

This yearly-updated dashboard with collectively chosen indicators will help the local authority and the ULG partners steering their gender equality policies thanks to the monitoring of result indicators.

As already indicated, this document will become the “cornerstone” for teaching and employment in the conurbation’s future action plan for gender equality in the following public policies: town and community space planning (mobility), economy, higher education and employment, city policy and housing, cultural and sports equipment management.

In this respect, all of these actions developed in accordance with the SDGs clearly show their interaction working in favour of different public policies.

Here is the list of the stakeholders:

- The departments of Employment & higher education and Strategy and territorial cooperations at CdALR,
- The women’s rights delegate to the prefect,
- Pôle Emploi (Public body in charge of employment),
- DIRECCTE (the regional state service in charge of economy, competitiveness, consumption, and employment),
- Departmental information centre on women’s and family law (CDIFF),
- The human resources department of the Atlantic Port,
- Chamber of Commerce and Industry of La Rochelle (+ Chamber of Trade),
- The association ‘elles bougent’ (‘Women on the move’), which promotes women in technical and engineering fields,
- The CNRS (National Research Center),
- Representatives from professional organizations (construction sector),
- The C.L.E.E. = Comité Local École Entreprise (Local Schools and Businesses Committee)



**GOVERNANCE OF THE GENDER EQUALITY ACTION PLAN**

A technical committee and steering committee were created in June 2021 to translate the roadmap into actions. The technical committee has brought together the main actors of public policy with colleagues from the Observatory, as well as actors in communication, HR, European projects and institutional management for inclusivity from all the municipalities in the conurbation.

These two bodies meet twice or three times a year.

The steering of the action plan resulting from the GenderedLandscape project will be integrated into this governance.

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ACTION 1 TITLE :

WORKPLACE GENDER BALANCE WEBINAR

/ Short Description :

Proposal of webinars dedicated to certain employment sectors on the territory experiencing staff shortages, with a presentation of the professions from the angle of a workplace gender balance. Aimed at schoolchildren, students, employees or job seekers retraining. Live (day) or replay, with two formats:

- 30 minutes on a single profession/sector
- One hour with a sector and several professions presented

For this latter format, the following will be presented:

- the professions
- the companies recruiting these skills
- the profiles sought
- the training paths to access employment

The interventions will be provided (ideally) by young professionals, having undergone recent training (on the job, student, work-study or retraining), who will give personal accounts of their pathways. The first part will focus on presenting the professions of the Grand Port Maritime of La Rochelle (somewhat male dominated) with testimonials from female representatives.

A one-hour format is envisaged, with the presentation of several professions and pathways.

/ Stakeholders :

- The Urban Community, Employment and higher education direction (programme of the “Assises de l’Emploi” employment conference)
- The HR Department of the Grand Port Maritime de La Rochelle
- Partner players in orientation: CIO (information and orientation centre), “Mission Locale”, ERIP (regional space for local information)
- Companies and training organisations concerned
- Young people in companies, training organisations and CFAs (apprentice training centres)
- Players in professional transition (APEC - executive employment association, Cap Métiers, Atouts Compétences - weekly e-newsletter from Cap Métiers on orientation, training and employment in New Aquitaine)

/ ACTION Owner :

Cap Métiers Nouvelle Aquitaine (logistics, preparation, facilitation)

/ Links to Strategy :

Promoting, acculturating and disseminating gender balance through presentations of jobs in the region that are male dominated with testimonials from women and, conversely, female dominated jobs with testimonials from men.

/ Finance & Resources :

No cost: Cap Métiers Nouvelle-Aquitaine - main operator - has the materials, the method and the know-how. The contributors are volunteers (companies, training organisations, employees/students for the testimonials).

/ ACTION Readiness :

Prepare content, approach to the academic world and communication.

/ Risks :

“Establish” these webinars with players in employment and National Education, through an optimal and targeted dissemination of information, for appropriation by all the audiences concerned.

ACTIVITIES SUMMARY : STEPS: 3 MONTHS OF IMPLEMENTATION

ACTIVITY	DATES	OUTPUTS	RELATED ACTIVITIES	PROBLEMS /CONCERNS
Preparation (identification of testimonials, participants)	D-2 months			
Dissemination of information in the ERIP of the employment area of La Rochelle / Schools	D-1 month			<ul style="list-style-type: none"><li>• Get the National Education to adhere to this system, for schoolchildren</li><li>• Get teachers on board for regular screening of these webinars, even in replay</li></ul>
Registration	D-1 month	<ul style="list-style-type: none"><li>• Number of registrations (LiveStore and Cap Métiers agenda)</li></ul>		
Technical rehearsal with all players	D-15 days			
All remotely	D-Day	<ul style="list-style-type: none"><li>• Number of live log-ins (target : 50 at least)</li><li>• Number of replay views (target : 1,000 at least)</li></ul>		Pay careful attention to “Live” session log-ins

ACTION 2 TITLE :

“PASSERELLE” FAIR / POST-BACCALAUREATE ORIENTATION FAIR

/ Short Description :

For more than 25 years, this two days post-baccalaureate fair has been organised every January, in close collaboration with its long-standing partners (among which La Rochelle Urban Community that owns one of the 140 stand). Its objectives are to allow high-school students to meet up with the different establishments and learn more about them, discover sectors and professions, discuss with career advisors to refine/ guide their career path, but also to obtain practical information on student life, attend roundtables and discuss their jobs with professionals. In 2022, the fair gathered 9,000 visitors. The aim of the action will therefore be to take advantage of this event to promote scientific and technical fields to young girls. In particular, it will be a question of hosting –free of charge- the “Elles Bougent” association on the stand of the Urban Community in order to organise conferences and/or roundtables promoting the employment and training of women in the sectors mentioned. A vocational field will be identified each year. The outcome of the action will be monitored as follow :

- Achievement indicators:
  - Number of interviews carried out by the “Elles Bougent” association for the stand
  - Number of participants in roundtables/conferences
  - Number of replay viewings on the site at +3 months
- Result indicator:
  - Questionnaire/follow-up of students who left their contact details at the stand for feedback within 3 to 5 months on their career path decisions.

/ Stakeholders :

- The “Elles Bougent” association
- Business representatives
- The CLEE (local schools and businesses committee)

/ ACTION Owner :

La Rochelle Urban Community

/ Finance & Resources:

- Cost for the Urban Community: €17,000
- Communication budget (ante and post-event to promote replays on the “Passerelle” website - to be pooled with general communication on the event)
- Additional action cost: HR time by volunteers from the “Elles Bougent” association
- Mobilisation of the CdALR (higher education officer) in the Steering Committee to establish the interface.

/ Links to Strategy:

A very large and “captive” audience to promote scientific and technical fields orientation to young girls.

/ Risks:

That the action goes unnoticed because of too many events organised on the fair. Suggested solutions: a guaranteed visibility on the “Passerelle” fair website and replay of roundtables/conferences.

/ ACTION Readiness:

The action will be implemented at the January 2023 “Passerelle” fair.

ACTIVITIES SUMMARY : STEPS: 8 MONTHS OF IMPLEMENTATION

ACTIVITY	DATES	OUTPUTS	RELATED ACTIVITIES	PROBLEMS /CONCERNS
“Passerelle” Steering Committee	May 2022	To validate the action and the vocational field selected for the 2023 edition		
Search for companies and sponsors from the “Elles Bougent” association	From September to December 2022	To intervene during the fair		
“Passerelle” Steering Committee	September / October 2022	Finalisation and presentation of the action		
Information and communication strategy	September / October 2022	A progressive communication, through identified media and a proper information spread through the high-schools		Communication by the Urban Community, its partners and local association networks + information ahead of the event from local high-school teachers
Implementation of the action	January 2023			



ACTION 3 TITLE :

WORKPLACE GENDER BALANCE HACKATHON

/ Short Description :

Our pilot “small scale” action consisted in getting secondary-school pupils (2 classes of 30, divided into 10 mixed groups of 6) to reflect on workplace gender balance and access to so-called traditionally male professions. The action took place over one day (9 a.m. to 4 p.m.), on Friday, 11 March 2022. Pupils (aged 13) were asked to come up with corrective actions, one would be selected for subsequent implementation as part of the action plan. This year, the pilot was organised by the Urban Community in partnership with the CLEE (local schools and businesses committee). For the annual recurrence, the event will be included in a dynamic educational calendar, in conjunction with the teachers.

/ Stakeholders :

- The CLEE (local schools and businesses committee)
- National Education
- Sponsor of the day and speakers (professionals in the world of business, career guidance or employment)
- Members of the ULG

/ ACTION Owner :

La Rochelle Urban Community

/ Finance & Resources:

- Person time for the preparation of the action, its coordination and for the liaison officers, on D-Day (one liaison officer per group of 6 pupils to facilitate exchanges and output)
- Room rental costs
- The recruitment of a facilitator for the day
- Meal expenses (participating children and adults)
- Purchase of teaching materials
- Rental of video and hi-fi equipment

/ Links to Strategy:

Increase the number of girls and women in scientific and technical fields (ante and post-baccalaureate).

/ Risks:

Getting ideas, “material” at the end of the day which you can hardly make much. Several key points are thus to be looked at carefully.

/ ACTION Readiness:

Easy – though heavy - to organise, with the lessons learnt from the pilot.

ACTIVITIES SUMMARY : STEPS: 6 MONTHS OF IMPLEMENTATION

ACTIVITY	DATES	OUTPUTS	RELATED ACTIVITIES	PROBLEMS /CONCERNS
Choice of voluntary classes + composition of the action's Organising Committee	D-6 months			A clear definition / explanation of what is expected from the day is necessary
Mobilisation of teachers + choice of service providers (facilitator, catering, room, etc.)	D-4 months			Prior preparation of pupils by teachers is necessary and must be discussed with the latter
Preparation of the facilitation process and co-construction	D-3 months			<ul style="list-style-type: none"><li>• To reach this audience, which is big on social media, series and influencers, new communication channels must be used (the importance of role models)</li><li>• A dynamic, high-paced facilitation, tailored to the age of the target audience and its ability to concentrate, which allows the production of actions and oral expression</li></ul>
Finalisation of the logistics organisation	D-1 day			
Qualitative evaluation of the action by the pupils	D+1 week	Questionnaires		
Assessment of the impact of the action on the orientation decisions of pupils	D+x months	Questionnaires		



Schedule for the pilot (11 March 2022)

Day sequenced in several steps (apart from “breaking the ice” and “release” moments):

- Presentation of some figures/statistics on the gendered distribution of training courses and jobs
- Testimonials (including Isabelle Autissier, first woman to have completed a round-the-world sailing competition)
- Several workshops / working sessions:

1 – What are the criteria that make you choose a career path?

2 – What are the jobs that are attractive to you? From your point of view, are these jobs equally accessible to girls and boys?

3 – Why do you think it so (state the different reasons of this lack of accessibility)? How to fight against these identified causes?

4 – What would encourage your orientation towards a job of an economic sector? How to promote a job?

5 – Your ideas for these jobs:

- Computer scientist (for girls)
- Military / Police (for girls)
- Lawyer / Notary (for girls)
- Cosmonaut (for girls)
- Criminal police expert (for girls)
- Bricklayer and construction jobs (for girls)





ACTION 4 TITLE :

# PRESENTATIONS IN SECONDARY SCHOOLS OF PROFESSIONS LINKED TO THE WORKPLACE GENDER BALANCE (HACKATHON ACTION)

/ Short Description :

Action derived from the Small Scale / Pilot Action. Though the pupils rated the Workplace gender balance Hackathon day fairly positively (6/10) in the questionnaire they completed the week following the event, the output from the 10 groups of pupils was, on the whole, not particularly innovative and reflected the feeling that gender was not an identified problem. However, the pupils regretted their lack of information about professions (original, new, different, etc.) and training. So this lack was transformed into action for subsequent implementation as part of the action plan. The idea: once a month for 1 hour, a profession is presented to secondary-school pupils (aged 11 to 14). The professions will be either unknown, or emerging and/or will promote the place of women in technical, scientific and digital professions. The medium can be chosen from video, a Q&A session and a testimonial from a company and/or employee of the territory (by women for a male dominated profession and vice versa). A summary sheet is available to pupils and teachers.

/ Stakeholders :

- The Job Ambassadors of the New Aquitaine Region (<https://www.ambassadorsmetiers.fr/>)
- Directorate of the Academic Inspectorate
- Headteachers
- The main teachers
- Cap Métiers Nouvelle Aquitaine / ONISEP / CIO
- The CLEE (local schools and businesses committee)
- The Urban Community of La Rochelle to support and promote this action

/ ACTION Owner :

The Education Authority that can rely on the Job Ambassadors of the New Aquitaine Region, people qualified to talk about the professions: this network puts professionals in touch with people seeking guidance and/or who are retraining, in order to allow the sharing of experiences and extend the range of possible choices. This network is intended to be open to all professions and sectors.

/ Finance & Resources:

No financial cost for the ambassadors and for the establishment.

/ Links to Strategy:

The objective is to combat stereotypes about the professions usually occupied by women and envisaged by young girls (= education, justice, health, social, commerce and services, etc.) and to include young boys in this process of reflection.

/ Risks:

- Ensure a recurrence
- The respect of this dedicated time over the long term
- The choice of professions from a gendered perspective

/ ACTION Readiness:

All is to be built.

ACTIVITIES SUMMARY : STEPS: 3 MONTHS OF IMPLEMENTATION BEFORE THE END OF THE SCHOOL YEAR, FOR THE NEXT

ACTIVITY	DATES	OUTPUTS	RELATED ACTIVITIES	PROBLEMS / CONCERNS
Mobilisation of the education authority	D-3 months		Decision on pilot secondary schools	Key meeting. Agreement on assessing the action with monitoring indicators: <ul style="list-style-type: none"><li>• Achievement indicators: number of secondary schools and classes mobilised, number of professions presented, number of Ambassadors mobilised.</li><li>• Result indicators (qualitative): at the end of the year, pupils are asked to fill out a questionnaire saying what they feel about these presentations (usefulness, new insights, openness to possible new professions, etc.)</li></ul>
Mobilisation of spotted establishments and educators, especially teachers and the main career advisors in charge	D-2 months			Quality of the partnership with the profession information specialists, CIO (information and orientation centre), ONISEP (national office for information on teaching and professions) and the ‘Cap Métiers info centre for New Aquitaine)
The secondary schools contact the network of Job Ambassadors for a recurring visit of 1 hour per month the next school year	D-1 months		Agreement on the choice of schedules / mobilisation of one or more classes / professions	
Starting of the activity	September new school year			

ACTION 5 TITLE :

# CNRS (FRENCH NATIONAL CENTRE FOR SCIENTIFIC RESEARCH) EXHIBITION, PORTRAITS OF WOMEN SCIENTISTS

/ Short Description :

As part of a comprehensive CNRS / La Rochelle Urban Community convention, a chapter is devoted to the promotion of research professions for women. To operationalise this common will of the CNRS and the Urban Community, a CNRS exhibition featuring 8 portraits of female researchers in comic book format has been created.

The challenge is to highlight the research professions exercised by women and raise the awareness of young girls and boys by opening up the field of possibilities. Following an initial installation between 7 March and 9 June 2022 in La Rochelle city centre at the headquarters of the Urban Community, a travelling version of the exhibition will be made available to the municipalities of the urban area and to interested schools. Local associations will help welcome the public and facilitate the visits. The exhibition is primarily targeted to an audience of high-school students, but also their parents and teachers.

/ Stakeholders :

- The National Education Authority
- The exhibition’s host structures (media libraries, schools, etc.)
- The University of La Rochelle
- The local association sector (for hosting and facilitating visits)

/ ACTION Owner :

CNRS and La Rochelle Urban Community

/ Finance & Resources:

- Production of panels and transport of rigid printed panels: €2,000
- Set-up (by the municipal services for the first installation)
- Communication and facilitation

/ Links to Strategy:

Increase the number of girls and women in scientific and technical fields (ante and post-baccalaureate).

/ Risks:

Careful attention must be paid to the visibility of the exhibition (sufficient communication and proper facilitation are requested).

/ ACTION Readiness:

The panels are ready to travel and the action to be implemented. The panels will, for certain, be exhibited at the Passerelle orientation fair in January 2023.

ACTIVITIES SUMMARY : STEPS: 6 MONTHS OF IMPLEMENTATION

ACTIVITY	DATES	OUTPUTS	RELATED ACTIVITIES	PROBLEMS / CONCERNS
Choice of exhibition places and dates	D-6 months		Contact academic partners to get their support; communication and interface with the co-development group “Egalité en territoire rochelais” / “Equality in the La Rochelle area” (new network initiated by the University of La Rochelle), and with the 28 municipalities of the urban area. Analyse the number of requests to host the exhibition	
Communication and information plan	D-4 months			
Dedicated mail to headteachers	D-2 months			
Installation and inauguration	Month of the 1st installation	Qualitative and quantitative assessment: number of visits organised and number of visitors + what audience and what impact (questionnaire at the end of the exhibition)		

**ACTION 6 TITLE :****SUPPORT SYSTEM FOR WOMEN  
IN DIFFICULTY****/ Short Description :**

In the employment area of La Rochelle, women jobseekers are generally more numerous than men (14.3% of women and 13.8% of men) and their numbers are up over the past year (+1.1% without any activity or in reduced activity, +4.8% in reduced activity). To date, the service offer from Pôle Emploi (French employment agency) is insufficient to solve certain problems primarily affecting women: single mothers, women of foreign origin, “permittentes” (alternating salaried employment/unemployment), recipients of minimum social benefits, etc. These women are also exposed to hardship linked to over-indebtedness, lack of mobility, childcare difficulties, health problems, digital exclusion, housing issues and domestic violence, etc. Within a Pôle Emploi agency in the La Rochelle urban area or on the occasion of community outreach meetings an advisor will devote herself exclusively to monitoring 80 women over 25 years of age. The approach will be centred on the return to lasting employment, with the rapid elimination of peripheral obstacles, by mobilising partners (social, training) and employment centre services (mobility assistance, childcare assistance for single parents and driving licence assistance). Particular attention will be paid to accessing occupations traditionally reserved for men and to focusing on gendered occupations.

The personalised support will initially run for 6 months, renewable once if necessary, with a maximum duration of 12 months, and with the possibility of maintaining this support during periods of employment and / or training. The assessment of the activity will consist, mainly, in 2 indicators:

- considering the number of women joining and leaving the procedure;
- the number of positive exits: training leading to qualifications, long-term contracts (permanent contracts, or long-term fixed-term contracts, etc.).

**/ Stakeholders :**

- CIDFF (information centre on the rights of women and families)
- La Rochelle Urban Community
- DDDFE (departmental delegation for women’s rights and equality)
- Other institutional or social partners (CAF - family benefits fund, Departmental Council, OPH - public housing authority, social centres, structures for integration through economic activity, networks of nurseries, temping agencies, business clubs, etc.).

**ACTIVITIES SUMMARY :**

ACTIVITY	DATES	OUTPUTS	RELATED ACTIVITIES	PROBLEMS / CONCERNS
Selection of women			In order to guide beneficiaries towards this portfolio, advisors will be able to target women who are victims of : <ul style="list-style-type: none"> <li>• Gender stereotypes / representations</li> <li>• Situations of burnout or harassment in the previous job</li> <li>• Isolation or domestic violence</li> <li>• Discrimination in employment</li> <li>• Mobility difficulties</li> <li>• Insufficient training or qualifications</li> <li>• Difficulties in accessing the labour market</li> </ul>	
Joining the procedure		Individual diagnostic interview and action plan		
Personalisation of contact methods	At least one per month with the advisor		<ul style="list-style-type: none"> <li>• Establishment of groups open to all beneficiaries: time for convivial exchanges, centred on the needs expressed by the participants, or on themes defined by the advisor</li> <li>• An interview with an occupational psychologist will be systematically offered. Issues of violence against women, situations of burnout or harassment could be explored</li> <li>• Interventions by partners or employers</li> </ul>	
Visits to and immersion in companies				

**/ ACTION Owner :**

Pôle Emploi (French employment agency)

**/ Finance & Resources:**

The salary of an advisor fully dedicated to the implementation of this action over the trial period, from 1 March 2022 to 31 December 2023.

**/ Links to Strategy:**

Specific, comprehensive and reinforced support to allow women to enter or return to lasting employment.

**/ ACTION Readiness:**

The official start of the action was recorded on 8 March 2022, International Women’s Day, in the presence of members of the ULG and the prefecture. The trial period will last until 31 December 2023.

**ACTION 7 TITLE :****LOCAL ECONOMY  
OPEN DAYS****/ Short Description :**

Within the framework of the “Assises de l’emploi” (employment conference), it will be a matter of mobilising about fifty companies which will open their doors to registered participants so allowing their sectors of activity and their professions to be discovered through visits, presentations of professions, the organisation, needs and testimonials. Companies volunteering will have to promote male-dominated professions to women. The target audience is jobseekers, people undergoing vocational retraining, students, high-school students and key influencers (career advisors, teachers, etc.). The action will be assessed as follow, thanks to a post-event survey:

- Result indicator:
  - changes in opinion about a job or a company;
  - the desire to apply to the companies visited;
  - the actual applications received by the companies.
- Achievement indicator: number of companies and number of participants.

**/ Stakeholders :**

- CMA (Chamber of trades and crafts)
- CCI (Chamber of commerce and industry)
- CLEE (local schools and businesses committee)
- University of La Rochelle
- CIO (information and orientation centre)
- The ERO (regional orientation space) for the employment area of La Rochelle
- The “Mission Locale”
- CPME 17 (SME confederation for Charente Maritime)
- The “Elles Bougent” (Women on the move) association

**/ ACTION Owner :**

La Rochelle Urban Community / “Assises de l’emploi” (employment conference led by the Employment and higher education direction)

**/ Finance & Resources:**

- The digital registration interface for businesses and the public (free software WeezEvent)
- Management of this interface: 0,1 FTE for the registration opening phase
- Communication campaign: €5,000
- A team of young people from the “Mission Locale” (within the framework of the CEJ or youth engagement contract) to assist the working group in contacting the pre-registered companies, identifying the contents and developing the communication kit for the general public
- Investment in business networks (CMA - Chamber of trade and craft industries - and CPME 17 - SME confederation for Charente Maritime)
- Action coordination time (from the preparation to the evaluation)

**/ Links to Strategy:**

To discover local professions and sectors of activity that are traditionally male dominated, and seeking labour and skills, from the angle of their accessibility to women (deconstructing stereotypes and common beliefs, changing recruitment methods and working conditions – hours, mobility, services, etc.).

**/ Risks:**

- Health situation (COVID): 3 postponements of the date / risk of partners dropping out
- Time-consuming operation that requires dedicated HR
- Mobility of people to visit the companies

**/ ACTION Readiness:**

Action to be implemented on the 20, 21 and 22 October 2022 (a Thursday, a Friday and a Saturday to allow everyone to attend).

**ACTIVITIES SUMMARY : STEPS: 12 MONTHS OF IMPLEMENTATION**

ACTIVITY	DATES	OUTPUTS	RELATED ACTIVITIES	PROBLEMS / CONCERNS
Choice of dates for the 3 days and organisation of a Technical Committee	D-12 months			
Preparation of specifications for this event and pre-identification of potentially interested companies	D-10 months			
Choice of interface for registering companies + general public	D-7 months			
Mobilisation of a group of young people followed by the “Mission Locale” to collect the content of the companies’ proposals (presentation, immersion)	D-6 months			The management of registrations and the collection of content are key steps
Finalisation of registrations for companies (about 50)	D-4 months			
Communication campaign targeting the general public	D-2 months			The mobilisation of the public including key influencers ahead of the operation is a key step
Registration of the general public	D-1 months			
Evaluation and feedback time	Day and Day + 1 month	Survey		



ACTION 8 TITLE :

# CREATION AND FOLLOW-UP / MONITORING OF A GENDER EQUALITY BAROMETER

**/ Short Description :**

Building and monitoring a dashboard of gendered statistics for the metropolitan area (with data comparisons in France and Region Nouvelle-Aquitaine), regarding the issues of training and employment with a specific focus on the deprived neighbourhoods. This yearly-updated dashboard with collectively chosen indicators will help the local authority and the ULG partners steering their gender equality policies thanks to the monitoring of result indicators. A specific / thematic focus will be made every year.

**/ Stakeholders :**

Three departments of La Rochelle Urban Community should be involved in the process:

- Employment and higher education direction
- Housing and urban policy
- Communication

The data will be collected from open sources:

- INSEE (for census and wages)
- Pôle Emploi (for job seekers)
- French Ministry of Higher Education, Innovation and Research (for post-baccalaureate orientation)
- French Ministry of Education, Youth and Sport (for secondary education orientation)

ACTIVITIES SUMMARY : STEPS: 10 MONTHS OF IMPLEMENTATION

ACTIVITY	DATES	OUTPUTS	RELATED ACTIVITIES	PROBLEMS / CONCERNS
Choice / selection of indicators and agreement of a dissemination list of stakeholders on the metropolitan area	Current	Data		
Integration of the data into a dashboard for a meaningful reading	Summer	Dashboard		
Choice of the specific / thematic focus (depending on the meaning of the data collected)	Summer	Specific / thematic focus		
Delivery of the raw material to the Communication department for a layout	September/ October			
Presentation of the gender equality annual report + the separate publication with data at the last executive assembly of the year	December	Annual gender equality report + separate publication		
Sending to the stakeholders list + dissemination on the La Rochelle Urban Community website and newsletter	December / January Y+1	Annual gender equality report + separate publication		

**/ ACTION Owner :**

La Rochelle Urban Community, the Strategy and territorial cooperations department (data territorial Observatory and gender equality civil servants)

**/ Links to Strategy :**

This cross-cutting action aims at working deeply on the awareness raising and change of mindsets. It will address both our GenderedLandscape policy challenge and support the gender equality roadmap in its “reducing the stereotypes” axis and challenge. It will provide knowledge of the annual existing situation in order to identify and adapt the corrective actions to be implemented.

**/ Finance & Resources :**

La Rochelle Urban Community (effective dedicated working time / staff costs for all the departments, especially Strategy and territorial cooperations and Communication). Finance may be spent on the externalisation of the layout if the Communication department decides not to handle it internally.

**/ ACTION Readiness :**

Currently under development for a first dissemination at the end of year 2022. The decision was made to include these data on a separate publication in our gender equality annual report that needs to be ready for adoption during the last executive assembly each year (December).

**/ Risks :**

- Extra workload
- Gender equality being a delegation, not a compulsory competency of La Rochelle Urban Community, the political and administrative part will need to be ensured.

URBACT - GENDERED LANDSCAPE :

## INDICATORS TO BE INTEGRATED IN THE BAROMETER

Thematics	Indicators	Sources	Update period
Population & Households	Population by age group and gender	INSEE, RP	Annual in July
	Population of 15 year olds or more by SPC and gender		Annual in July
	Single-parent families made up of single women		Annual in July
Education Degrees	Enrollment by gender and age group	INSEE, RP	Annual in July
	Highest degree obtained by gender		Annual in July
Secondary and higher education	Share of girls by field of study in vocational high schools	DEPP, MENJS DEPP, MENJS MESRI, Parcoursup MESRI, Parcoursup	Yearly
	Share of girls by field of study in general and technological high schools		Yearly
	Share of girls who applied for a course by type of course and detailed course		Yearly
	Share of girls admitted to training by type of course and detailed training		Yearly
Labour force and employment conditions	Activity rates by age group	INSEE, RP	Annual in July
	Employment rate by age group		
	Working population by sex and by SPC		
	Employment status and condition of 15 years or older by gender		
Wages	Share of part-time employees by gender	INSEE, Bases Tous salariés, fichier salariés au lieu de résidence.	Yearly
	Rate of feminization of jobs by status and sector of activity (at the place of work)		
	Average net hourly wage by SPC		
	Salary gap W/M by SPC		
	Average net hourly wage by age group		
Unemployment	W/M wage gap by age group	Pôle Emploi-Dares, STMT	Yearly
	Female unemployment rate		
	Unemployed by age group		
Focus on deprived neighbourhoods	Unemployed by seniority	Diffusion sur INSEE, Fiches QPV (INSEE, RP / Pôle Emploi Dares)	Yearly
	Unemployed by level of qualification		
	Population by age and gender		
	Enrollment by gender of 15-24 year olds		
	Highest degree obtained by gender		
	Female employment rate		
	Share of precarious jobs among employed women		
	Female unemployment rate		
	Unemployed by age group		
	Unemployed by seniority		
	Unemployed by level of qualification		

# elles font des sciences...



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une action soutenue par



Communauté d'Agglomération de La Rochelle

