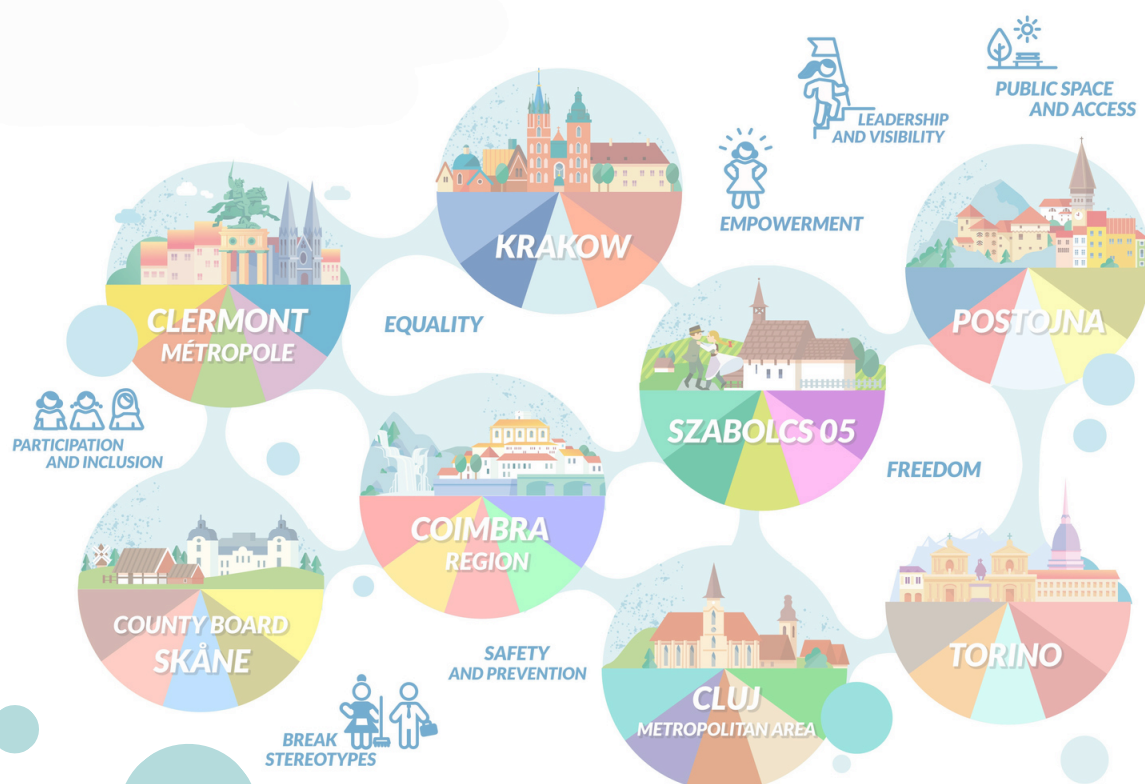


RECIPES FOR SUCCESS in gender equality implementation



Introduction

For nearly a quarter of a century, gender equality has been enshrined in EU law. Yet implementation at the local level remains uneven. Gender is often treated as a niche concern rather than recognised as a cross-cutting issue that shapes every policy field. Municipal efforts to deliver equality are frequently hampered by gaps in knowledge and data, the absence of dedicated staff, limited political backing, and at times, both active and passive resistance.

The URBACT FEMACT-Cities Action Planning Network (2023–2025) set out to address this persistent implementation gap. Bringing together cities from across Europe, the network pursued a twofold mission: to strengthen the delivery of gender equality measures locally, and to foster innovation and knowledge exchange across a wide range of shared policy challenges.

To achieve this, the network developed a tailored curriculum that examined both the drivers and the barriers to successful implementation — from planning and data collection to political support and institutional capacity. Knowledge was shared not only between partner cities but also through examples of pioneering practice from beyond the network. The aim was to empower local actors to advance gender equality in concrete, practical ways, focusing not only on the “what” but also the “how” of local implementation.

This publication brings together eleven examples of effective, real-world implementation that demonstrate how gender equality can be embedded into local governance, planning, and service delivery.

To make visible the different pathways to impact, the case studies are grouped into three thematic clusters – each representing an essential aspect of bridging the implementation gap:

- **“Bringing actors together”** shows how cooperation, shared learning, and institutional commitment can turn equality into everyday governance.
- **“Public service and support”** highlights how inclusive, needs-based services improve access, safety, and wellbeing for those most at risk of exclusion.
- **“Awareness”** explores how communication, education, and public engagement change social norms and make equality visible in everyday life.

Together, these themes illustrate that advancing gender equality requires action on multiple fronts - institutional, social, and cultural. Each case offers a “recipe for success” drawn from local experience - practical, replicable lessons that others can adapt to their own context - showing that implementation depends as much on collaboration and awareness as on strategy and structure.

By collecting and presenting these stories, the toolkit aims to inspire municipalities across Europe to strengthen their own approaches. Our hope is that readers will not only draw ideas from these examples, but also feel encouraged to adapt and innovate in ways that suit their own local context.

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BRINGING ACTORS TOGETHER



Berlin

AN INTEGRATED APPROACH TO GENDER BUDGETING

01



01 - GENDER BUDGETING

CONTEXT

Berlin (population 3.9 million) manages a €40 billion budget and employs around 135,000 public servants. Recognising that budget decisions are a central political instrument, the Berlin House of Representatives mandated the integration of gender budgeting into the city's financial processes to ensure fairer and more transparent allocation of resources.

APPROACH

Berlin pursues an integrated model, embedding gender budgeting within the regular budget process. Each budget item is assessed in terms of who benefits, the gender equality objective, and possible steering measures. A dedicated Gender Budgeting Unit was introduced in 2022 to strengthen methods, data quality, training, and cross-departmental cooperation.

CHALLENGES

Key challenges include gaps in gender competence across administrations, uneven data quality, and difficulties in ensuring accountability at different levels. The process also requires cultural change within the administration, as well as clarity about who is responsible for steering outcomes.



SUCCESSSES

Berlin's success lies in strong political backing from the House of Representatives and systematic integration into the "normal" budget cycle.

Transparent data has informed parliamentary debates, making inequalities visible and influencing decisions. Innovative formats, such as internal competitions, have further promoted commitment across administrations.

INGREDIENTS

WHAT?

Integrated gender budgeting across the city budget.

WHERE?

Berlin, Germany.

WHO?

Berlin House of Representatives;
Senate Department for Finance;
Senate Department for Gender Equality.

WHEN?

Since 2000s; Gender Budgeting Unit introduced 2022.

WHY?

To ensure equal opportunities, transparency, and more effective allocation of resources.

KEY LEARNINGS

- Political commitment is essential for long-term success.
- Embedding gender budgeting into the regular cycle avoids marginalisation.
- Data transparency builds legitimacy and drives change.
- Competence-building and training are crucial for quality implementation.



CREATING VALUE FOR STAKEHOLDERS THROUGH KNOWLEDGE SHARING 02



CONTEXT

In today's fast-paced and increasingly interconnected world, knowledge is a vital resource. Especially within the realm of entrepreneurship and regional development, where innovation and adaptability are essential, the ability to both share and receive information and expertise within a working group make the difference between success and stagnation. Our experience within the Urbact Local Group (ULG) in the FEMACT-Cities project has strongly reinforced this belief: that mutual knowledge sharing is not just beneficial—it is essential.

APPROACH

One of the key strategies we have employed is inviting high-profile speakers to our ULG meetings. These speakers offer fresh perspectives, expertise, and insights into broader trends that affect entrepreneurship and gender equality—core themes of the FEMACT-Cities project.

But the real impact comes not only from listening to these experts but from what happens next: the exchange of knowledge and ideas among group members.

Dialogue, reflection, and collaboration turn expert input into locally meaningful value.

CHALLENGES

At the core of our ULG is a group of highly engaged professionals, each with a significant role in the entrepreneurship landscape of Skåne. These individuals bring with them a wealth of experience, networks, and insights from their respective sectors—ranging from public agencies and private enterprises to academic and non-profit organizations. However, they also come with a common constraint: time. Every member is deeply committed to their work, and any additional involvement, such as participation in the ULG, must be meaningful and worthwhile.

SUCCESSSES

For knowledge sharing to be effective, it must be reciprocal. It is not enough to simply give—one must also receive. In our ULG, members have been encouraged not just to listen passively but to contribute actively: to share their own knowledge, experiences, contacts, and best practices. This dynamic creates a space of mutual trust and respect, where the value of each member's input is recognized and appreciated. When members feel that their contributions are taken seriously and that they receive valuable insights in return, a strong foundation for continued engagement and collaboration is built.



INGREDIENTS

WHAT?

Structured knowledge sharing to support entrepreneurship and gender equality.

WHERE?

Skåne, Sweden.

WHO?

Urbact Local Group (ULG) in Skåne.

WHEN?

2023-2025.

WHY?

To ensure ULG meetings provide tangible value for all participants.

KEY LEARNINGS

- Knowledge exchange strengthens inclusive and innovative solutions.
- Reciprocal sharing fosters trust, respect, and equal participation.
- Diverse perspectives help identify and challenge bias.
- A ULG can act as a knowledge hub where giving and receiving build collective competence.

IMPROVING WOMEN'S LIVES THROUGH LOCAL NETWORKS

03



CONTEXT

The Szabolcs 05 Regional Development Association of Municipalities operates in a rural region of 44 settlements, one of the most disadvantaged areas in Hungary. Poverty, unemployment, and low education levels disproportionately affect Roma women, and girls, who often face multiple forms of discrimination. The region has developed an extensive network of social institutions maintained by municipalities, the Association, and NGOs. These provide a wide range of social, educational, and health services that improve women's lives, increase opportunities, and reduce exclusion.

APPROACH

Through coordinated work between family and child welfare centres, nurseries, health services, and NGOs, the network delivers integrated support tailored to the needs of women. Roma girls receive mentoring, homework help, and access to inclusive school activities to prevent early school leaving.

Young mothers benefit from childcare services, parenting workshops, and crisis assistance. Unemployed Roma women can join vocational training, counselling, and job placement programmes. Health visitors, mobile outreach teams, and community workers ensure that women in remote villages also access services. Cooperation between actors allows for holistic solutions, addressing education, health, and employment together.

CHALLENGES

Sustaining this broad network requires constant funding, yet resources are often limited. Staffing shortages make it harder to meet growing demand, and rural isolation can prevent women from accessing services without mobile solutions. Cultural barriers, mistrust towards institutions, and traditional gender roles can discourage Roma women from participating. Continuous coordination is needed to keep all partners aligned and services responsive to changing needs.

SUCCESSES

The network has helped increase school attendance among Roma girls, supported more young mothers to complete education or start work, and improved women's use of health services. Many women have entered vocational training and secured employment through targeted programmes. Early intervention and closer cooperation between institutions have reduced cases of neglect and improved family stability. Trust in local services has grown, and more women are engaging with community activities, building skills, and gaining confidence.



INGREDIENTS

WHAT?

Integrated local network offering tailored education, health, and employment support for women.

WHERE?

Szabolcs 05 region, Hungary.

WHO?

Szabolcs 05 Association, municipalities, local NGOs, health and education services.

WHEN?

Ongoing since 2015, continuously expanded and adapted.

WHY?

To reduce gender inequality, empower Roma women, support young mothers, and combat social exclusion.

KEY LEARNINGS

- A coordinated local network can respond effectively to complex, interlinked needs of women.
- Services are most effective when they address education, health, and employment together.
- Building trust through outreach and culturally sensitive support is essential to engage Roma women and girls.



Vienna

A HOLISTIC APPROACH TO GENDER EQUALITY

04



CONTEXT

Vienna has pursued gender equality across municipal policy and planning for more than three decades. Political commitment, a strong institutional framework, and constitutional backing since 2008 ensure that gender is systematically integrated into governance, from budgeting and legislation to housing, mobility, climate action, and public space.

APPROACH

The city applies a mainstreaming strategy: every department must consider gender impacts through budgets, indicators, and checklists. Gender planning principles shape urban design — from housing projects like Frauen-Werk-Stadt to gender-sensitive park redesigns and mobility concepts prioritising walkability and safety. Climate strategies recognise women's key role in adaptation, while networks such as FemCities connect Vienna internationally.

CHALLENGES

Mainstreaming across a large administration requires constant capacity-building, quality data, and long-term political will. Ensuring that gender considerations remain central in diverse areas — from transport investments to climate adaptation — demands continuous cooperation and cultural change within the administration.



SUCSESSES

Vienna has embedded gender into everyday governance, making it visible in budgets, services, and the built environment. Gender budgeting secures more equitable resources; gender checks improve service quality; and planning practices create safer, more inclusive spaces. Flagship projects — such as Frauen-Werk-Stadt, positive masculinity programmes, and FemPower funding — demonstrate the city's leadership. Vienna's experience shows that equality investments benefit everyone socially and economically



INGREDIENTS

WHAT?

Holistic gender mainstreaming across policy, planning, and services.

WHERE?

Vienna, Austria.

WHO?

City of Vienna; Women's Department; Planning and Finance departments.

WHEN?

Gender planning since 1990s;
Gender budgeting binding since 2005;
Constitutional basis since 2008.

WHY?

To make equality part of everyday governance and improve quality of life for all citizens.

KEY LEARNINGS

- Long-term political backing is the foundation of success.
- Embedding gender into everyday governance is a key point to true mainstreaming.
- Institutional support structures (e.g. Women's Department) sustain change.



PUBLIC SERVICE AND SUPPORT

Coimbra
Region

GENDER-SENSITIVE ON DEMAND TRANSPORT

05



SUT Flexi

Ligue

800 200 201

Chamada Gratuita

Reserve até às 15h do dia anterior

Atendimento de segunda a sexta-feira
das 9h00 às 12h30 e das 14h00 às 17h30

CIM RC

CONCELHO DE COIMBRA
REGIÃO DE COIMBRA

www.sit-regiãodecoimbra.pt

CONTEXT

SIT FLEXI is a demand-responsive transport solution in the Coimbra region of Portugal, designed to meet mobility challenges in low-density rural areas where regular public transport is inefficient. Operating across 18 municipalities (4,300 km²) with more than 130 taxi drivers and covering over 630 locations, it ensures flexible, sustainable, and cost-effective mobility. Built on strong community input and cooperation with health services and local authorities, it reduces costs, lowers environmental impact, and links rural and urban areas, while helping to retain and attract residents to rural zones.

APPROACH

SIT FLEXI operates through on-demand rides without fixed routes, using real-time bookings. Services run only when booked, reducing emissions, while routes are adjusted in real time within a predefined stop network. Taxi-based operations provide flexibility and support rural economies, and a phone-based booking system ensures accessibility for older users.

The service connects rural areas to major transport nodes and is promoted through outreach via health units, churches, and local services. In this way, SIT FLEXI promotes social inclusion by ensuring access to healthcare, education, work, and other essential services, with a particular focus on older people, those with limited mobility, and single-parent households.

CHALLENGES

The Coimbra region faces major mobility challenges, particularly in sparsely populated rural areas affected by population ageing, withdrawal of services, and weak territorial cohesion. Public transport is often irregular or non-existent, leading to high car dependency, social exclusion, and unequal access to healthcare, education, and employment. The traditional fixed-route model failed to provide equal access to essential services, especially for vulnerable groups such as the elderly, people with reduced mobility, and single-parent families.

SUCCESSES

SIT FLEXI has become a benchmark in demand-responsive transport, earning both national and international awards. With over 1,600 registered users and 42,000 bookings, it has gone beyond transport provision: reconnecting isolated communities, improving access to essential public services, and demonstrating how mobility can drive social inclusion, territorial cohesion, and sustainable development. Notably, 72% of users are over 65, underlining its crucial role in supporting active and healthy ageing.



INGREDIENTS

WHAT?

Flexible on-demand public transport service operating without fixed routes or schedules.

WHERE?

18 municipalities in Coimbra Region, Portugal.

WHO?

SIT FLEXI – a demand-responsive transport solution connecting citizens across the Coimbra region and bridging rural-urban distances.

WHEN?

Weekdays, depending on each municipality.

WHY?

To reduce social isolation, and ensure access to healthcare, education, and shopping for residents in areas underserved by conventional transit.

KEY LEARNINGS

- Inclusive mobility solutions can address rural challenges.
- Demand-responsive services increase efficiency and reduce emissions.
- Better access to services reduces social isolation.
- Strengthening rural mobility enhances territorial cohesion.



Turin

**ANTI-VIOLENCE
SUPPORT CENTER
FOR PEOPLE WITH
DISABILITIES**

06

Recomeçar daqui

انه نم یرخ اقرم أدب نأ كیلع

Recommencer
à partir d'ici

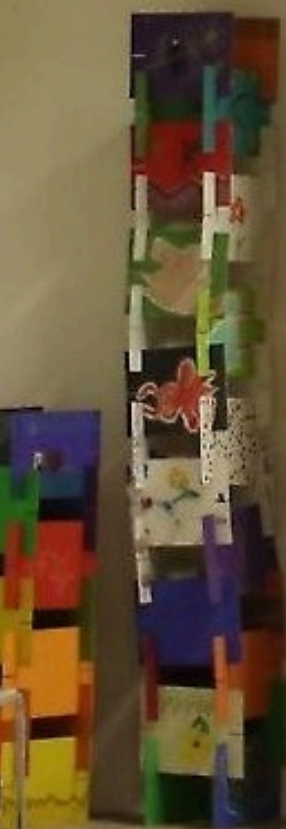
Empezar de nuevo
desde aquí

Ricomincia
da qui

你从这里重新开始

Incepe din nou de aici

Start again from here



CONTEXT

The first public Anti-Violence Service for people with disabilities in Italy was established in Turin as part of the city's co-design strategy on disability, initiated in 2007 within the Prisma Project. The service was created following demands from women with disabilities for equal access to women's services, and from the experience of the "Il Fior di Loto" Gynaecological Clinic, which highlighted the systemic nature of sexual violence. Today, the centre involves four main partners: the City of Turin – Passepartout Service, Family Counselling Centres of the local health authority (ASL), the Verba Association, and women with disabilities themselves.

APPROACH

The service provides a wide range of support: educational counselling to co-construct life projects after violence, specialised psychological care, legal assistance, help with reporting abuse, and participation in workshops and social reintegration activities.

It coordinates closely with the City of Turin's Anti-Violence Centres and Social Services to ensure protection measures when needed. The team combines public employees from the city and the ASL with Third Sector collaborators from the Verba Association, including the service's Scientific Coordinator. Governance is public, with a steering committee representing all partners and a multi-professional operational team led by the City of Turin. Alongside direct support, the service also develops preventive actions through awareness campaigns aimed at changing attitudes and breaking silence around violence against people with disabilities.



CHALLENGES

One of the greatest obstacles has been reaching people with disabilities themselves, many of whom live under such oppressive conditions that they may not recognise their experiences as violence. Prejudice also remains a barrier: stereotypes about disability, combined with patriarchal norms, distort the “victim profile.” This means that people often do not believe that persons with disabilities can experience violence, or they doubt the testimony of those who report it.

SUCCESSSES

The centre addresses a problem that is widespread but often invisible. In 2024 alone, it supported 123 individuals — a number that does not include those who, due to physical or cognitive limitations, are unable to seek help. By offering tailored, accessible services, the centre has broken new ground in Italy and has become an example of how violence against people with disabilities can be recognised, prevented, and addressed within mainstream urban policy.

INGREDIENTS

WHAT?

The first public Anti-Violence Support Centre for people with disabilities in Italy.

WHERE?

Turin, Italy

WHO?

City of Turin – Passepartout Service, ASL Family Counselling Centres, Verba Association, and women with disabilities.

WHEN?

Established as part of the Prisma Project since 2007; in operation today.

WHY?

To ensure equal access to anti-violence services and to address the systemic nature of violence against people with disabilities.

KEY LEARNINGS

- Anti-violence services must be fully accessible to people with disabilities.
- Systematic research and data are needed to understand the phenomenon in all its dimensions.
- Training is essential for both public and Third Sector professionals to provide effective support.



AWARENESS



London

**THE
“HAVE A WORD”
CAMPAIGN
07**

BUILDHOLLYWOOD

**SHE'S
ASKING
FOR IT
IN THAT**

MAAATE

SAY MAAATE TO A MATE

WHEN THEIR BEHAVIOUR TOWARDS WOMEN GOES TOO FAR

#HAVEAWORD

2190 01

CONTEXT

In 2022, the city of London (population 8.9 million) decided to employ a new tactic in the fight against gender-based violence (GBV). Instead of informing victims, they decided to try to tackle the problem at its root. To this end, the office of the Mayor of London initiated the “Have a word” awareness campaign directed at men. Its goal is to sensitise men to early signs of misogyny and violence against women, and to empower them to speak to their peers and call out bad behaviour. The campaign’s central content is a video; however, many additional resources were created aimed at different age and target groups, including materials for teachers to use with various school age groups.

APPROACH

The goal of the programme is to engage men as key actors in the prevention of gender-based violence, ranging from cat-calling to physical and sexual violence, and to empower them to speak up when they observe unacceptable behaviour.

The video was shown in many predominantly male spaces or spaces in which men gather, such as men’s restrooms and locker rooms and football clubs.

CHALLENGES

The main challenge in the development of the programme was its new approach - campaigns targeting men as peers and encouraging civil courage on this topic are rare. The development process therefore took some time, as an approach well-grounded in theories of social change were a crucial aspect that ensured the programme’s success.



SUCCESSSES

The campaign targeted primarily male spaces for dissemination, such as men's restrooms and sports clubs, which meant it was very effective in reaching its target audience. An impact assessment demonstrates that the campaign made significant progress in engaging men as key actors in changing sentiments about casual misogyny, and, as a result, preventing downstream gender-based violence.

**HAVE
A WORD
WITH
YOURSELF,
THEN
YOUR
MATES.**

Male violence against women & girls starts with words. If you see

INGREDIENTS

WHAT?

Awareness campaign about gender-based violence (GBV) targeting men as peers.

WHERE?

London, United Kingdom.

WHO?

The Mayor of London.

WHEN?

2022.

WHY?

To address gender based violence before it escalates.

More information:

<https://www.london.gov.uk/press-releases/mayoral/landmark-campaign-launched-today>

KEY LEARNINGS

- Build cooperations with spaces where the target group is (e.g. men's bathrooms, sports clubs).
- Offering resources to teachers can help change ideas around gender in the youngest citizens.

A dark blue circle containing the text "Clermont Métropole" in white.

Clermont
Métropole

**AWARENESS
CAMPAIGN ON
GENDER
EQUALITY
08**



clermont
auvergne
métropole

**TU TROUVES SA JUPE
TROP COURTE ?
NOUS, ON TROUVE
TA BOUCHE TROP GRANDE !**



OUTRAGE SEXISTE

DÉLIT PASSIBLE D'UNE AMENDE DE 1500€*

CONTEXT

Although gender equality is enshrined in law, it remains unevenly implemented in practice. Inequalities persist in schools, workplaces, public transport, and sports facilities, but they are perhaps most visible on the street. These observations led Clermont Auvergne Métropole to take action by launching a public communication campaign, renewed annually, to raise awareness of gender inequality in everyday life.

APPROACH

The campaign is organised once a year and made available free of charge to the 21 municipalities of Clermont Métropole. It is based around three or four visuals, depicting women in their daily lives and reminding the public of a simple truth: women belong everywhere, at all times. Whether on public transport or in the street, women and girls must be able to live and move peacefully, freely, and safely. By placing familiar everyday scenes at the centre, the campaign highlights women's right to the city on equal terms with men.

CHALLENGES

Everyday sexism often goes unnoticed by many, yet it places a constant burden on women. To confront this, Clermont Métropole launched an annual campaign to make visible the forms of sexism that are widely tolerated and to underline that public spaces are a common good. They must be inclusive, egalitarian, and safe for all.



SUCCESES

Evaluating communication campaigns can be difficult, but Clermont's visuals proved relatable and accessible. Women and girls could easily recognise themselves in the situations shown, while the campaign's dual message reached both men and women: telling men and boys that women belong everywhere, and reminding women and girls that gender-based everyday violence is not acceptable — and that public authorities care about their rights.



LES FEMMES ONT LEUR PLACE PARTOUT,
TOUT LE TEMPS.

INGREDIENTS

WHAT?

Public awareness campaign on gender equality.

WHERE?

Public spaces across 21 municipalities, Clermont Auvergne Métropole, France.

WHO?

Clermont Auvergne Métropole.

WHEN?

Once a year, renewed annually.

WHY?

To highlight that women belong everywhere and to raise awareness of everyday sexism.

KEY LEARNINGS

- Gender equality messages must be repeated consistently.
- Communication campaigns are difficult to evaluate but remain important.
- Public space offers strong visibility but comes with financial cost.

Cluj
Metropolitan
area

BYSTANDER TRAININGS FOR PREVENTING GENDER-BASED VIOLENCE

09



CONTEXT

Although Cluj-Napoca is generally regarded as a safe city, women frequently report feelings of insecurity, particularly at night, in isolated locations, or while using public transport.

Harassment on buses and trams — from verbal abuse to unwanted physical contact — remains a significant concern and often goes unreported. Additional preventive measures were therefore needed to improve safety and support women in public spaces across the Cluj Metropolitan Area.

APPROACH

The initiative focused on developing tailored bystander training methodologies and delivering targeted training sessions. Two approaches were designed: one for the general public (students and vulnerable groups who are frequent users of public transport), and one for professionals (transport personnel, drivers, and local police).

Training aimed to equip participants with knowledge, skills, and confidence to intervene safely in situations of harassment, discrimination, or violence. By empowering both users and service providers, the project sought to make public transport a safer and more caring environment for women.

CHALLENGES

Significant gaps remain in public awareness and prevention. Many women are unaware of their rights or lack knowledge about self-protection. Members of the public often do not know how to intervene when harassment occurs. Public transport personnel and law enforcement require specialised training to recognise incidents and respond appropriately. A lack of intervention by fellow passengers also contributes to a culture of silence, reinforcing aggressors' impunity and leaving victims more vulnerable.

SUCCESSSES

The project developed two training methodologies (for the general public and for professionals) and trained over 30 staff from the public transport company and local police, alongside more than 30 students and members of vulnerable communities. In the short term, participants reported improved ability to intervene. In the long term, the initiative aims to create safer, more supportive public spaces across the Cluj Metropolitan Area, with greater solidarity and shared responsibility among both passengers and professionals.

INGREDIENTS

WHAT?

Tailored bystander training methodologies for the public and for professionals.

WHERE?

Cluj Metropolitan Area, Romania.

WHO?

Public transport personnel, local police officers, students, and members of vulnerable groups, trained by external experts.

WHEN?

Methodologies and trainings developed and delivered in 2025.

WHY?

To increase safety for women in public spaces, equipping passengers and staff with practical tools to respond to harassment and violence.

KEY LEARNINGS

- Clear referral pathways and reporting mechanisms help professionals respond effectively.
- Vulnerable groups are often quick to intervene; building on their experiences strengthens outcomes.
- Encouraging passengers to act safely breaks the culture of silence and indifference.
- Empowering individuals to intervene fosters solidarity and transforms passive witnesses into active contributors to safer urban environments.



Krakow

FEMINIST CITY TOUR 10

TRAIL OF WOMEN THROUGH THE OLD TOWN

WOMEN HAVE ALWAYS PLAYED A MAJOR ROLE IN THE HISTORY OF KRAKÓW. IF NOT FOR THEIR HARD WORK, PASSION AND PERSEVERANCE, THE CITY WOULD HAVE A COMPLETELY INCOMPARABLE NATURE AND APPEARANCE. WOMEN ARE AMONG THOSE WHO CONTRIBUTE TO THE HISTORY OF THIS UNIQUE PLACE AND CODETERMINE ITS DEVELOPMENT, BOTH IN TURBULENT MOMENTS AND DURING TIMES OF PEACE. THE WOMEN OF KRAKÓW ARE PASSIONATE AND EXUBERANT ENERGY, WHICH IS WHAT GAVE THIS EXTRAORDINARY CITY A UNIQUE ATMOSPHERE. STROLL THROUGH THE OLD TOWN TO LEARN ABOUT THE HISTORY (OR HERSTORY) OF THE WOMEN OF KRAKÓW.

1 MARIA JAREMA

Few people know that the fountain opposite the Krakow Philharmonic Hall depicts piano hammers striking water strings. Maria Jarema dedicated this sculpture to Frederic Chopin.

2 ZOFIA DASZYŃSKA-GOLIŃSKA

Since 1915, the large university buildings at 20 Gołębia Street have housed the League of Women of Galicia and Silesia (from 1918, the Citizens' Committee of Polish Women). The League worked to cooperate with and actively assist women from the Austrian partition in the fight for Poland's independence, with Zofia Daszyńska-Golińska among its active members.

3 FIRST UNIVERSITY STUDENTS

When you pass Collegium Maius and Collegium Novum, you will see the Jagiellonian University buildings, where women were not allowed to study until 1894.

4 EWA DEMARCZYK

The Gothic vaults of one of the most important former seats of aristocratic Krakow, the "Pod Baranami" Palace at 27 Main Square (PL: Rynek Główny), house the famous "Piwnica pod Baranami" cabaret. Since its opening in 1956, the cabaret has become one of the most important places in the cultural history of Krakow. The cabaret entertained and provoked residents and women of Krakow, as well as guests from all over Poland. Those associated with the cabaret include Piotr Skrzynecki, Wiesław Dymny, Anna Szalapak, Krystyna Zachwatowicz, and one of the most exquisite singers, the Black Angel of Polish Song – Ewa Demarczyk.

5 MIEDZIANNIA

This unusual sculpture commemorates the marketwomen of Krakow. It can be found on the second-floor facade of the Krzysztofory Palace, above the corner of Szczepańska and Jagiellońska streets. Towering over passers-by, the statue of a female marketwoman is a personalised depiction of Krakow's female tradeswomen (colloquially and clumsily called "babas"). Entrepreneurial female tradeswomen of Krakow became part of the city's image, adding to its character, and so they had to be commemorated.

6 HELENA MODRZEJEWSKA

The large Art Nouveau building on the corner of Jagiellońska Street and Szczepański Square is the seat of the National Old Theatre, which is one of the most important stages in Poland. It was named after Helena Modrzejewska, the Krakow-born most gifted Polish actress, and theatre star whose career blossomed not only in Poland but also in the United States. The most famous portrait of the actress, painted by Tadeusz Ajdukiewicz, can be admired in the Gallery of 19th Century Polish Art in the Sukiennice, and a copy is placed at the top of the theatre's stairs.

Plac
Matejki
(Jan Matejko Square)



8 "LADY WITH AN ERMINE"

When you walk along Pijarska Street, along the defensive walls, remember to visit the world's most famous "Woman of Krakow". Here you will see Cecilia Gallerani, painted by Leonardo da Vinci, which is the only painting by the Italian Renaissance master in Poland. It can be viewed in the Czartoryski Princes Museum.

9 TEODORA MATEJKOWA

At 41 Floriańska Street, you will find a branch of the National Museum in Krakow. This is where Jan Matejko, one of the most outstanding 19th-century artists of Polish painting, lived and worked. His life partner and muse was his wife Teodora Matejkowa.

10 ZOFIA STRYJEŃSKA

If you step off the Royal Road (PL: Droga Królewska) for a moment and walk along Szpitalna Street towards the Small Market Square (PL: Mały Rynek), you will pass the tenement house at number 17. It was here that Maria Niedzielska's School of Fine Arts for Women opened in 1908, and Zofia Stryjeńska (1891-1976) polished her talent at this school.

11 POLISH QUEENS, GRAND DUCHESSES OF LITHUANIA BONA SFORZA AND BARBARA RADZIWIŁŁ

Walk on the Main Square (PL: Rynek Główny) and the Royal Road (PL: Droga Królewska) towards the Royal Wawel Castle to follow the route that used to be walked by Polish monarchs, including two from the Golden Age of Polish history. At that time, the state reigned by the last Jagiellons was a European power in this part of the continent.

CONTEXT

In 2022, the city of Kraków (population around 800,000) set out to challenge the traditional narrative of urban history, which is often told largely from a male perspective. Instead of focusing mainly on kings, priests, or soldiers, the city introduced a new approach to highlight a different dimension of public space. Women have helped shape Kraków's history and continue to influence its development today.

Recognising their contribution is not only about restoring them to social memory, but also about ensuring their lasting place within it. This aim is fulfilled through the initiative Women's Trail of Kraków – Krakowianki.

APPROACH

The Feminist City Tour creates new sightseeing routes that layer fresh narratives over existing paths, reinforcing gender-inclusive perspectives on what can be seen in Kraków and how leisure time may be spent. By drawing attention to women's stories and their contribution to the city's development across many fields, the trail embeds women into the city's fabric.

The initiative emphasises that the story of Kraków is not solely about its monuments, but also about the people who left their mark here — with women playing a vital role, combining strength and determination with sensitivity and aesthetic vision.



More information:
<https://plikimpi.krakow.pl/zalacznik/489511>

CHALLENGES

Herstory, created about women and often by women, remains a field of ongoing exploration. Historians, researchers, and civil society activists are increasingly working with sources that make it possible to recover forgotten women's histories. Yet uncovering these stories and decoding the lives of women who shaped the city remains complex. Recognising and supporting this work is essential to inspire further research and public engagement.

SUCSESSES

From the beginning, the trail was made available in both Polish and English, meeting the needs of the city's many international visitors. It now comprises over 100 records but has been divided into three thematic routes for practical use. Each route is supported by dedicated maps, distributed at tourist information points and used in promotional events in Poland and abroad. The first route, launched in 2022, focused on the Old Town. Strong public interest led to three additional routes over the following three years: Kazimierz and Podgórze (districts closely linked to Jewish history), Krowodrza (a long-standing student area), and Nowa Huta (a district with working-class traditions).

INGREDIENTS

WHAT?

Feminist sightseeing route presenting women's impact on the history of four districts of Kraków.

WHERE?

Kraków, Poland.

WHO?

The Mayor of Kraków, the Plenipotentiary of the Mayor of Krakow for Equality Policy, Central Tourism Centre and academic representatives dealing with herstory.

WHEN?

2022 -2025.

WHY?

To raise awareness of women's role in the history of Kraków.

KEY LEARNINGS

- Communication in English broadens the audience and attracts international tourists.
- Presenting herstory in clear, accessible language helps visitors connect with the women being highlighted.



Postojna

TEACHER TRAININGS ON GENDER EQUALITY

11



CONTEXT

A gender equality training session was organised for the teaching staff of the Postojna Kindergarten to help educators recognise and overcome gender stereotypes in everyday practice. Twenty-one educators participated in the workshop, which aimed to raise awareness of how gender stereotypes influence children's development, self-image, and behaviour, while providing practical strategies to promote gender-sensitive early childhood education.

APPROACH

The 60-minute workshop combined theoretical input, group reflection, and practical exercises. Participants discussed the origins and impact of gender stereotypes, analysed examples from play, communication, and classroom situations, and co-developed strategies for more inclusive and stereotype-free environments. The session was highly participatory, encouraging open discussion and sharing of real-life experiences.

Educators explored how everyday activities — such as play choices, communication styles, literature, and sports — can either reinforce or challenge gender norms. The training concluded with a collective reflection and exchange of ideas for implementation in daily practice.

CHALLENGES

One challenge was addressing deeply rooted stereotypes that are often unconsciously reproduced in early childhood settings, such as linking certain toys or activities with a specific gender. Some participants initially found it difficult to recognise how small, everyday interactions could reinforce bias. Another challenge lay in integrating gender-sensitive approaches into daily routines without adding to teachers' workload or disrupting established curricula.

SUCCESSES

Educators showed strong engagement and openness to reflection. The training increased awareness of gender dynamics in play, communication, and materials, and led to the development of concrete strategies, including promoting diverse play choices, using gender-neutral language, rotating classroom roles, and involving parents in inclusive practices. The workshop also strengthened peer learning, with teachers beginning to exchange good practices and support one another in implementing gender-sensitive teaching.

INGREDIENTS

WHAT?

A practical, interactive workshop on identifying and overcoming gender stereotypes in early childhood education.

WHERE?

Postojna, Slovenia.

WHO?

Teaching staff and preschool educators from Kindergarten Škratek, facilitated by trainers from the Institute for Gender Equality Studies (IPES).

WHEN?

6 November 2024.

WHY?

To promote gender equality in early childhood education, helping educators recognise and challenge gender stereotypes and create inclusive environments for all children.

KEY LEARNINGS

- Gender stereotypes emerge early and are often unintentionally reinforced by adults.
- Small pedagogical adjustments — such as balanced play, gender-neutral language, and inclusive storytelling — can have a big impact.
- Ongoing reflection and peer exchange are vital to maintain awareness and embed long-term change in early education practice.

FEMACT-Cities

*Transforming cities
for women*

TAKEWAY MESSAGES FROM FEMACT- CITIES

1 Lasting change requires political will, but also community demand

Vienna and Berlin benefited from strong political commitment, while Turin and Cluj show how grassroots pressure — from women with disabilities or from vulnerable groups — can also push institutions to act. Both top-down and bottom-up drivers are vital.

2 Embedding gender into everyday practice ensures sustainability

Whether through Vienna's planning system, Postojna's teacher training, or Szabolcs 05's integrated services, the common thread is that gender equality is most effective when treated as part of normal governance rather than as an add-on initiative.

3 Awareness must be visible, repeated, and relatable

Clermont's campaigns, Kraków's Feminist City Tour, and London's peer-to-peer messaging all highlight that communication works when it resonates with daily life, speaks a clear language, and is repeated often enough to change social norms.

4 Prevention and early intervention protect more effectively than reaction alone

Cluj's bystander training and London's Have a Word campaign underline that empowering citizens to act in everyday situations can prevent harassment and violence before they escalate. Integrating gender awareness into early education in Postojna builds understanding among the youngest citizens.

5 Men and boys are part of the solution

London demonstrated that targeting men directly helps challenge casual misogyny, while Cluj showed that male bystanders and transport staff can play a critical role in ensuring women's safety.

6 Services must reach those who are most isolated

Coimbra's demand-responsive transport and Turin's Anti-Violence Centre demonstrate that innovative, tailored services can overcome exclusion — whether caused by geography, disability, or lack of mobility.

7 Vulnerable groups need targeted empowerment, not just protection

Szabolcs 05's mentoring for Roma girls and Turin's support for women with disabilities highlight that empowerment — through education, skills, and accessible services — is as important as safeguarding.

8 Partnerships build resilience and amplify impact

From Skåne's knowledge-sharing to Szabolcs 05's cross-sectoral networks, the strongest results came from cooperation between municipalities, NGOs, experts, and communities. Partnerships broaden resources and strengthen legitimacy.

9 Empowerment transforms culture from silence to solidarity

Cluj's training shows that when people have safe strategies to intervene, they move from being passive witnesses to active contributors. Empowerment at all levels — from individuals to institutions — is the bridge between aspiration and reality.



This guide was compiled by Dr. Mary Dellenbaugh-Losse, Lead Expert for the FEMACT-Cities network, and contains contributions from the FEMACT-Cities partners:

- Clermont Auvergne Métropole (France, Lead Partner)
- Szabolcs 05 Regional Development Association of Municipalities (Hungary)
- Postojna (Slovenia)
- Intermunicipal Community of Coimbra Region (Portugal)
- Torino (Italy)
- Länsstyrelsen Skane (Sweden)
- Krakow (Poland)
- Cluj Metropolitan Area Intercommunity Development Association (Romania)

For more information about the network and our activities, please see our network page: <https://urbact.eu/networks/femact-cities>

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