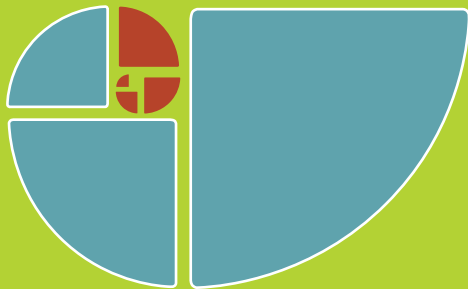


# gender into climate policy

toolkit for climate experts and decision-makers



## Inprint

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# Preface

As an influential world leader you have a unique opportunity to make a difference in the lives of your constituents, and the global family, by helping to shape national and international climate policy.

The knowledge and methods provided in this toolkit are meant to inspire a deeper appreciation for the vital significance of gender as an essential consideration in dealing with the social dimensions of climate policy. Gender is a critical and overlooked dimension in climate policy deliberations. This toolkit will help you to understand how important it is to consider gender when making climate policy, and how to go about it.

When the UNFCCC was agreed upon gender was not addressed. Even after the Fourth World Conference on Women in Beijing in 1995 established gender as a basic requirement in international policy formulation, the accords on the Kyoto Protocol ignored gender. However, integrating gender into policy making is now widely regarded as best practice in formulating climate policies and programmes.

Mistakes in climate policy making may lead to consolidating or even extending inequalities between women and men. In order to avoid that, structures and factors that cause or sustain discrimination must be identified and addressed. This toolkit will help you developing gender-responsive climate policy that furthers justice between women and men. It explains gender and equity concepts and gives an overview of options and ideas that you can adapt to your needs. It also explains procedural and structural justice issues in policy making and implementation as the foundation for the design of highly effective and sustainable policies that benefit women and men. It helps you help your colleagues learning to promote gender justice.

You hold in your hand the essentials for shaping just climate policies that will have a positive impact upon the lives of men and women around the globe. This toolkit gives you a comprehensive checklist for ensuring that climate policies are sensitive to the needs, interests, and perspectives of those who remain underrepresented in the global climate discourse.

More detailed information, tools, background research, links to experts and other useful materials are available at [www.gendercc.net/resources/gender-tools.html](http://www.gendercc.net/resources/gender-tools.html)

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# Gender in International Climate Policy

Why is it important to integrate gender into the climate change negotiations? Women and men contribute differently to the causes of climate change, are differently affected by climate change, react differently to its impacts and, given the choice, favour different solutions to mitigate and options for dealing with the consequences of climate change. These differences are based on gendered roles and responsibilities in most societies, and on gendered access to resources and political influence. Often there is a lack of basic gender-disaggregated data. Existing data and research either does not recognise gender aspects at all, or focuses on women as the most vulnerable group affected by climate change. If women are perceived as victims only, particularly within the field of adaptation, this may keep women trapped in limited roles and further enhance gender disparities.

In adaptation for instance, women are not mere victims but more importantly agents of coping and survival strategies. Addressing gender dimensions of the causes of climate change



is critical in order to reveal underlying power relations and to analyse the gender implications of mitigation strategies and solutions.

To prevent the consolidation, or even expansion, of inequality by climate policy, structures and factors that cause or sustain discrimination must be identified and addressed. Keys to analysis and change include: the important gender-dimensions of care work, the distribution of and access to all forms of resources, and the gender composition in planning, decision making and societal power relations.

Both women and men are important actors in designing conscientious climate policies. Women are generally more sensitive to risks and more willing to change lifestyles, while men more strongly believe in technical solutions. Addressing gender aspects in climate change policy neither means to blame one part of the population nor to romanticize the other. It is about drawing on a larger pool of ideas. Ignoring one perspective would mean to lose out not only on ideas, visions and potential solutions, but also on support for strong climate policies.



# Gendered Causes: Carbon Emissions

A gendered analysis of emissions reveals the fact that energy consumption in the developed world is a function of gendered roles, responsibilities and identities. In Sweden for example, one of the worldwide top ranked countries for gender equality, the energy consumption of male single-person-households is 22% higher than female households in all age and income groups. This difference is primarily the result of the use of transport systems, in particular the size of cars and their intensity of use, and in food consumption.

Comparable data from developing countries is lacking, but it is evident that women, especially in rural areas, lack access to clean and affordable energy and to transport systems. To meet their energy needs, these women rely heavily on biomass. Therefore, environmental degradation caused by climate change often increases the time spent providing household energy. On the other hand, lacking access to efficient household technologies, in particular cooking stoves, may lead to increased emissions, impacting health as well as climate.



### **Gendered participation in decision making and planning**

“Those who have the privilege of defining the problem are also in a position to decide what should be excluded from the agenda” (Johnsson-Latham). Energy and transport are strongly male-dominated areas which tend to advance policy geared towards masculine needs. Instead of addressing basic household needs in developing countries or drastic changes in lifestyles and consumption patterns in the ‘developed’ world, solutions mainly focus on technologies designed to sustain the needs and lifestyles of those perceived as the ‘average user’: male, middle aged, healthy, employed.

Carbon emissions are often increased by single-dimensional goals in planning and the absence of standards; for example, when public transport services are cut due to economic reasons, trips undertaken by individual cars increase. In addition to increasing emissions, inadequate public transport negatively impacts those lacking access to cars. This impacts women more severely, increasing time needed for household and care work. Economic growth takes precedence over caring for families, environment, or the future.

# Gendered Solutions: Mechanisms

Most of the current solutions to mitigate climate change, as promoted by the Kyoto Protocol, are market or technology driven. Markets geared towards GHG reduction tend to neglect other factors integral to sustainability, such as development, social justice, gender equality and poverty eradication. Women are disproportionately affected by poverty, have less income and possess less wealth than men. Women lack equal access to property, information and funds, and are less likely than men to benefit from market based solutions.

## Clean Development Mechanism – CDM

To date, the Clean Development Mechanism primarily funds large-scale industry and power sector projects. Initiatives supplying renewable energy to, and improving energy efficiency of, small-scale enterprises or households where women predominate only comprise a very small percentage of current CDM projects. In this way, carbon markets fail to address social development factors like poverty reduction and gender equality.



### **Reducing emissions from deforestation and degradation – REDD**

Undoubtedly, forests play an important role in the climate system. However, trees are not just carbon stores. Forests are home to over 300 million people who are entirely or partly dependent on forests for their livelihood.

Gender roles are reflected in the different ways women and men use and benefit from forest resources. In many countries, women's livelihoods are directly dependent on forest resources to meet the nutritional, health, and cultural needs of their families and communities.

Therefore, any incentivised scheme that neglects the cultural and social values of forest cultures may lead to serious negative impacts on local communities and women in particular.

Any scheme for the conservation of forests should engage actors who traditionally conserve forests, in particular women and indigenous communities, to ensure that benefits reach and compensate those directly impacted, rather than those responsible for significant past and present deforestation.

# Gendered Impacts: Adaptation

As predicted by the Intergovernmental Panel on Climate Change (IPCC), climate change impacts will be distributed differently among different regions, generations, age classes, income groups, occupations and genders. The impacts will fall disproportionately upon developing countries and the poor within all countries, and thereby exacerbate inequities, hamper development and harm human living conditions. Climate change impacts women's lives differently than men's. Consequently, adaptation policies and measures need to be gender sensitive.

Most negative consequences of climate change are strongly connected to gender equality issues. Decreased availability of clean water, decreased agricultural productivity and increased risks of famine are examples of impacts that disproportionately impact women who have been "resisting, mitigating and even reversing the impacts of climate change, primarily at the local level. Moreover, not only do women tend to care for the environment, but they do so in



a way that reflects how it is connected to the economy and livelihoods, health and social well-being” (AWID).

The effects of climate change on gender equality are not limited to immediate impacts but also lead to long-range changes in gender relations. Shortfall of resources like water and fuelwood or care-giving demands in post-disaster-situations may increase women’s workloads. Spending more time on domestic tasks re-enforces traditional work roles and limits opportunities for women to assume other roles or take up non-traditional activities.

There is a need for empirical evidence demonstrating (a) the gender differences in climate impacts and adaptive capacities, and (b) the positive effects of applying gender analysis when choosing investment in particular adaptation plans. In addition, existing and future tools related to vulnerability analysis as well as adaptation project implementation need to be reviewed by gender experts to answer (a) how gender awareness among users can be stimulated, and (b) whether gender should be integrated in the existing tools or whether new tools are needed.

# Technology Exchange\*

Gender responsive technologies are defined as a set of technologies that pay due attention to gender-differentiated needs and constraints, reduce drudgery among women, release time for alternative activities, and promote labour efficiency and sustained household economic and welfare gains.

Technology needs and priorities are closely related to gender roles and often differ for women and men. Although women have a broad body of knowledge, capacities and experiences with technologies and their use in their particular situations, this knowledge is often not recognized and not used.

Technologies are at best a partial solution, sometimes they are even part of the problem. In order to contribute to the goals of climate change mitigation and adaptation technologies must be embedded in broader activities related to capacity building for users of the technologies and for decision makers. Additionally, technologies should be properly adapted to women's needs.



Technology priorities should be identified based upon needs and developed by parties in a consultative process with impacted stakeholders. Women are rarely represented as stakeholders; consequently their technology needs and capacities to mitigate and to adapt to climate change are not sufficiently taken into account.

In order to make technology exchange gender-responsive, it is necessary to:

- Identify strategies for technology exchange processes which help women and men to increase their productivity and alleviate workloads, while mitigating or adapting to climate change;
- Facilitate the exchange of technologies that offer ecologically sustainable and socially equitable solutions for women and men in developing countries
- Identify local and external sources of technology (including relationships, objectives, benefits, access, control, needs and constraints).

\* The usual term *technology transfer* implies a one-way-transfer from industrialized to developing countries. *Technology exchange* should be adopted not simply as a new term, but rather as a new strategy of co-operation.



# Gendered Financing Mechanisms

Climate change funds have only gained very small budgets, with only marginal benefits for the poorest countries and groups of people. So far, women are not targeted by these financing instruments. Even more, often the funds are lacking any social criteria guiding distribution. In general, gender discrimination is intrinsic to the climate financial architecture for the same reasons that women's development in general is impeded: lack of access to capital and markets; spending most of their time with unpaid care work; and, lacking legal protection and ownership rights, facing societal biases in education systems, political processes and decision-making.

According to the Bali Plan of Action, financing of climate change has to be adequate, sustainable, predictable, and new and additional. From a gender perspective, funds have to be accessible to both women and men and target the needs of the different groups in societies. Until now, climate funding initiatives have failed to incorporate a gender perspective, let alone mainstreaming gender into all programmes and projects.



Therefore it is essential to:

- Apply gender budgeting and gender audits to all funds. Investments in programmes for adaptation and mitigation, technology transfer, capacity building, etc. shall also be measured by their contribution to social justice, and gender justice in particular;
- Take into account gender aspects in all phases of funding: during design, implementation, assessing proposals, and reporting on programmes;
- Develop and implement a set of gender sensitive criteria for all climate finance mechanisms;
- Allocate a part of all climate related funds to be earmarked for activities and projects explicitly addressing women with programmes and projects designed and implemented by women/gender experts;
- Mandate evaluation based on the criteria mentioned above when reviewing funds, programmes, and mechanisms; and
- Ensure that funding under the UNFCCC and Kyoto Protocol pursues strict environmental sustainability requirements, and also substantively and genuinely contributes to the reduction of poverty and social inequalities while encompassing a gender perspective.

# Gendered Climate Policy: Golden Rules

1. Recognize the vital urgency of gender equality in addressing the growing crises of climate change issues and demonstrate leadership through top-level support for gender mainstreaming.
2. Ensure that women participate in all decisions related to climate change at all levels, in order to build a truly global and effective alliance for climate protection and climate justice informed by a gender perspective.
3. Ensure gender mainstreaming in all institutions – from UNFCCC to IPCC to national and local institutions – dealing with climate change.
4. Collect and publish gender-disaggregated data collected at every level and wherever possible.
5. Undertake gender analysis of all climate change policies, programmes, projects



and budgets – from research programmes to mitigation measures and adaptation plans.

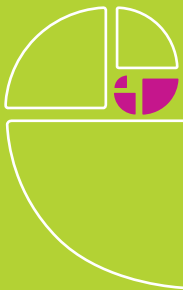
6. Establish measurable gender related targets and create and apply practical tools that help integrate gender equality in climate protection.
7. Develop gender-sensitive indicators at international, national, and local levels, to be used, among others, in national communications under the UNFCCC.
8. Design outreach, capacity building, education, and training in a gender-sensitive way and enhance women's access to and participation in these developmental activities.
9. Invest in gender trainings to sensitize both men and women about the importance of a gender analysis in the work they are doing and to advance gender equality.
10. Ensure that adaptation and mitigation strategies support basic human security and the right to sustainable development.

# Gender Analysis Tools: Introduction

Gender analysis tools are used to determine potentially differentiated impacts of policy measures on women and men. Gender roles give rise to inequalities that are also impacted by other factors such as age, class, religion, ethnic group, education and others. When inequality between men and women is revealed, gender analysis examines the underlying reasons for the disparities, and informs how they should be addressed.

The significance of gender derives from the different responsibilities, rights and resources that are associated with the different roles of women and men in societies. Gender analysis considers inequalities between the sexes in different societal groups. It is about identifying the patterns of what members of different groups and sub-groups do, need and experience in relation to the policy being examined and addressed.

Global arrangements negotiated in UNFCCC meetings are translated into concrete measures in national sector policy with implications for the daily lives of women and men that should be assessed to avoid discriminatory impacts. For example, if tax measures are introduced to



support mitigation targets: will the taxes impact the poorest people more severely, and how can negative impacts be avoided? Or regarding technology needs assessments: what can be done to strengthen participation of users – women and men?

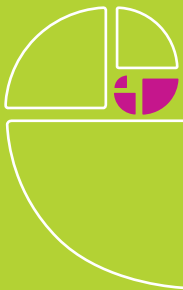
This section of the toolkit introduces techniques that should be applied during different stages of policy making, from identifying the problem, through deciding upon a response, to implementation and evaluation. Each step entails *process* (how), *content* (what) and *realization* (action), the entire process is guided by formal and informal rules, draws upon resources, and involves varying stakeholder interaction. It is important that policy development is as participatory as possible and it is useful to involve gender experts throughout the process. Additionally, all staff should be sensitised to gender inequalities and should undergo mandatory gender training.

# Gender-disaggregated Data\*

For most gender assessments, you need separate data about women and men. They are the foundation for the identification of societal differences between the sexes.

Such gender disaggregated data often reveals *quantitative differences* in morbidity and mortality during disasters, energy consumption, use of public transport systems and individual cars, participation in decision making, and access to land or credit.

A baseline of information about gender differences is needed when you develop gender-sensitive programmes, set targets, determine effects of planned measures and evaluate impacts. National gender-disaggregated data is also the basis for gender-sensitive international policy making, including the UNFCCC. Population data collected by governmental authorities or research projects, should be disaggregated by sex and include separate information about women and men. Additionally, it is important to disaggregate data by any



socioeconomic criteria which may be significant in the context - such as age, ethnicity, education and income level.

*Qualitative data* is used to understand complex behaviours, systems and cultures relevant to climate change and why specific differences between men and women, young and old, rich and poor, etc. exist. This understanding is vital for the development of gender sensitive climate policies.

\* The terms gender disaggregated and sex-disaggregated data are used interchangeably, though statistical data is usually recorded by sex, not by gender roles.



# Gender Impact Assessment

In order to identify the impact of proposed measures – legislation, programmes, concepts, strategies, projects, etc. – on gender equality and to counter any unintended effects on women or on men, you conduct a gender impact assessment. It allows you to plan and implement measures in a more tailored and concrete way. It encourages gender equality in policy measures, improves the quality of the assessed policy as a whole, and saves costs.

Usually carried out in three steps, the first step in a gender impact assessment is a relevance test to determine whether a measure should be subject to a more in-depth analysis. The second step is a detailed and differentiated analysis of the gender aspects of the measure. The third step is dedicated to weighing up environmental objectives and gender aspects, discussing alternative options, and proposing a specific solution.

A checklist for all the steps is available at [www.gendercc.net/resources/gender-tools.html](http://www.gendercc.net/resources/gender-tools.html)



**The following questions may guide gender impact assessment:**

**Care economy** (unpaid care-work for the family and community): Does the policy take into account the requirements of care-work adequately, which is mostly done by women (needs of time, transport, energy, etc)?

**Resources:** Do the financial resources and measures of a project benefit women to the same extent as men? Does the project lead to a more balanced distribution of public resources?

**Androcentrism** (societal fixation on masculinity): Does the policy enforce the centrality of male lifestyles and ways of thinking while those of women are seen as “different”? Or does it help to revise the wide-spread generalisation of the masculine experience and perspective?

**Women in decision-making:** To what extent does the policy contribute to increasing women’s influence in policy design, planning and decision-making processes?

**Symbolic order** (positive or negative connotations of female attributes): Does the policy or project contribute to changing gender-biased power relations and allocation of duties?

**Harassment:** Does the policy contribute to reducing the harassment of women? Does it contribute to relieving women of threats, restrictions and sanctions?

# Gender Budgeting

The basic principle of gender sensitive budgeting is to connect two policy areas that used to be separated: gender inequality, and public finances and programmes.

Recognizing that finances are not gender neutral, gender budgeting emerged in the 1980s and has been further developed since then. 'Gender-sensitive budgets' are not separate budgets for women or for men. Rather, gender-sensitive budgeting is an attempt to scrutinize the government's mainstream budget according to its benefits to and impacts on women and men, and different groups of women and men. The idea is that financial flows to and from public coffers can put burdens, or allocate benefits, to women and men differently. Therefore, all budget-related political decisions, public revenue and expenditures, regulations and measures pertaining to economic policy, as well as budgets and financial programmes themselves should be subject to gender analysis.



Equally, the gender perspective should be integrated into all phases of budgetary decision making, including the drawing up of budgets. The following steps should be taken within the context of specialised tasks:

1. Analysing the situation: What is the actual distribution of resources between women and men? What is their contribution to and benefits from public services/revenues? What are the reasons for unequal distribution?
2. Assessing resource distribution with a view to gender equality: Should resources be distributed equally or differently between women and men so as to create equity? Have gender-differentiated needs been taken into account? What are the root causes for gender-related disparities? Which other objectives shall be pursued in order to reduce unequal distribution?
3. Participation measures for gender equality in resource distribution: Whose interest will prevail in the existing budgetary procedure? How powerful are the different groups in achieving their interests? Who needs to be included in order to avoid gender-specific distortions?

# Gender Equality Audit

Quality audits are part of an organisation's quality management system. The assessment should be undertaken by an external auditor according to agreed upon standards and involve the organisation's staff. Gender equality audits help to identify shortcomings and strategies to overcome them. They also help to motivate organisations to commit to a set of gender equality targets and build gender-related capacity among the staff.

A gender equality audit examines if and to what extent an organisation is complying with its own or international gender equality standards. They are further used to assess whether an organisation's capacity, resources, strategies, and rules for cooperation foster gender equality in a particular organisation and/or its partner organisations. Action plans are part of the audit and need to be developed by management in a participatory way. A side effect of this development is building gender capacity among the staff.

In order to undertake a gender equality audit information must be provided by the organisation. Oftentimes, compiling the necessary information serves as the first step in sensitising



staff to gender inequalities. Data must also be collected regularly over time to monitor progress.

#### A gender equality audit

- considers whether internal practices and support systems for gender mainstreaming are effective and reinforce each other, and whether they are being followed;
- evaluates the relative progress made in gender equality and gender mainstreaming;
- establishes a baseline regarding gender equality in the audited organisation;
- identifies critical gaps and challenges;
- recommends ways of addressing gaps and suggests new and more effective strategies; and
- documents good practices for the achievement of gender equality.

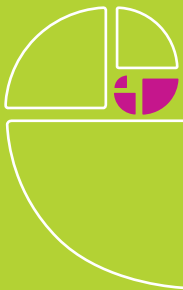
The emphasis on participatory methods goes beyond using particular methods and techniques and includes considering who initiates and undertakes the evaluation process and who learns or benefits from the findings.

# Gendered Vulnerability Assessment

For every adaptation measure, whether it is a National Adaptation Programme of Action (NAPA) or implementation of measures at the local level, a gender analysis must be undertaken in order to ensure that the different needs and priorities of women and men are adequately addressed.

Geographical mapping of vulnerability is often suggested as the most useful tool for identifying vulnerable groups. However, it doesn't reveal gender specific vulnerabilities. Local and national institutions, as well as public policies, play a critical role in shaping adaptive capacity. Generally, vulnerability should be assessed through the eyes of the vulnerable, and separate consultations with the women may turn out to be uncovering gender-differentiated vulnerabilities and gender-sensitive adaptive responses. In addition, national adaptation programmes should be matched with the national women's policies and international commitments for women.

So far, no comprehensive gender-sensitive vulnerability assessment for use at the national



level is available. Upgrading national collection of gender-disaggregated data can form a useful fundament for vulnerability assessments aiming for gender-sensitive adaptation policy.

Questions to be addressed include:

- Is the government providing climate information related to the livelihoods of men and women?
- How is this information being disseminated and is it equally accessible to men and women?
- Which societal groups and economic sectors are most vulnerable to climate change?
- Is climate change integrated into relevant sectoral policies, including gender equality policies?
- Do those responsible for climate change policies and programmes demonstrate understanding and awareness of the link between gender and vulnerability?
- Is this knowledge and recognition being translated into policy and implementation of programmes? Do policies and programmes support the empowerment of vulnerable groups?
- Are women and gender experts involved in planning for adaptation?

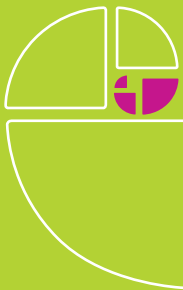


# Participatory Methods

Participatory methods stress the importance of all perspectives and give people a greater say in planning. Facilitating participation means including those directly and indirectly affected by a policy in the process and giving them the opportunity to speak out about their impacts and needs. In a participatory process, you actively reach out to specific stakeholders or the general public. Relevant stakeholders include social groups, organisations and individuals who are affected by the respective decision or affect its implementation.

Including women and gender experts is vital for climate related policy making. Very few policies are gender neutral. Therefore, actively strengthening participation of women and men in planning and public consultation is highly important. Whether participation is best facilitated in gender-segregated or in mixed groups should be decided on a case-by-case basis.

When ensuring that all relevant groups affected by a decision take part in the process, and do



so meaningfully, the attitude of decision-makers is crucial. They must be inclusive and listen to the experiences and ideas for solutions offered by ordinary people who are not professional politicians or planners.

Meaningful participation requires more than merely checking the “public consultation” box. It focuses on fostering dialogue and facilitates collective learning as the basis for decisions that are better, more sustainable, and easier to implement than those taken without the input and co-ownership of the people.

Public consultations, transparency and open policy processes need to be enabled and supported by legal provisions at all levels of government, including the national level.

# Gender Competence & Gender Training

**Gender competence** is the knowledge and the ability to recognise the social construction and reproduction of gender roles and to effectively deal with changing discriminatory structures and processes. Furthermore, gender competence includes knowing gender policies, strategies, and tools as well as understanding gender as an analytical category.

Other aspects of gender competence include the ability to identify gender roles and gender identities; knowing gender relations in society, politics, and organisations; understanding the framework conditions provided for women and men; and, most important, the ability to change perspectives.

Environment and climate change professionals might be aware of Environmental Impact Assessments or other planning tools – they also need to know how to integrate gender into these tools and how to acquire gender competence.

There are two ways of achieving gender competence: gender training and gender expert advice.



**Gender trainings** should be obligatory for all staff in decision making positions. The trainings impart the basic knowledge about the effects of gender relations in societies in general and in the environmental policy fields in particular. They raise awareness about how environmental policies affect men and women and gender relations, and vice versa, how gender roles and relations affect the implementation of environmental policy. Trainings teach the use of different tools and how gender relations can be changed in the mid-or long-term. A single gender training will not make its participants gender experts, yet can serve to sensitize.

Because gender expertise is a profound specialised knowledge that is constantly evolving, including gender expert advice is vital for developing gender-sensitive political measures. Experts will recognise pitfalls in advance, know which stakeholders to involve, and which dimensions to pay attention to. In Sweden, for example, ‘flying experts’ were assigned for a certain time when gender mainstreaming was introduced. Organisations across the sparsely populated country were able to ask for their help when incorporating gender mainstreaming into their policies.

# Public Relations and Communication

Gender sensitive communication is important in order to reach out effectively to both women and men. It takes their different roles, attitudes, preferences, and skills into account and contributes to overcoming gender roles and their limitations. No form of communication is gender “neutral”; if gender differences are neglected, this may lead to the exclusion of women from communication processes or at the very least, result in less effective communication. This is why the communication and learning processes mentioned in Art. 6 of the UNFCCC require awareness of gender and diversity issues. Gender, and other social differences and their consequences should be included throughout planning and implementation.

Gender sensitive communication requires awareness of the gender aspects related to the contents that are being communicated. According to various European polls, women show a stronger demand for practical information on how to combat climate change, and the gap between knowledge and implementation is smaller among women than among men.



However, communication on behavioural changes should not only address women. Men also need specific information and specific approaches, e.g. to motivate them to use less carbon intensive modes of transport (e.g. switching from individual cars to public transport). Male car use patterns are closely linked to questions of lifestyle and self-image. Differences in education must also be taken into consideration. This is especially important in some developing countries, where the illiteracy rate among women is often twice as high as among men. These women are likely to be among the most vulnerable, and are therefore the most important target group for information on expected climate variability and adaptation strategies.

Gender sensitive communication can only work if appropriate media and communication channels are used. Women may prefer leaflets and other types of printed materials to internet based information, and internet access can be more limited for women than for men. Most women prefer interactivity and react more readily to text than to images, while the opposite applies to men.

# Gendered Communication: Principles

For communication to successfully transfer knowledge, foster beliefs and values and fulfil public relations goals, it must acknowledge that there is hardly anything that does not in some way relate to differences between girls and boys or women and men and their different experiences, needs and roles. A gender neutral world or reality does not exist.

In order to communicate in a gender sensitive way, awareness of 'gender' as a social category is essential. Gender differences should be considered without reproducing and further cementing stereotypes. Gender sensitive communication is based on the idea of gender justice and is geared toward generating and promoting equal opportunities. All measures need to be planned and implemented along these lines.

## **Preliminary considerations:**

- Which target group(s) do we want to address, motivate, or strengthen?



- How are gender relations analysed and assessed?
- How can women/girls or men/boys be reached in a differentiated and well-balanced manner?

#### **Media selection:**

- Who uses the selected media?
- Which media (magazines, leaflets, internet, etc.) are best suited to the respective needs and preferences, so that both genders can be approached in ways appropriate for them?

#### **Knowledge transfer:**

- How can gender specific approaches be taken into consideration?
- How can distinctive interests be taken into account – for example, by presenting the content matter in a technical, abstract or down to earth manner?



# Language and Imagery

Language carries values in our society. Therefore, using gender sensitive language is the basis for implementing gender sensitive practices and policies. Therefore, both women and men have to be explicitly named, and thus made visible. Changes in the way we speak and write reflect changes within our thinking, our belief systems, and our societies. At the same time, language can be used as a medium to promote change.

Language can, intentionally or not, cause offense or perpetuate discriminatory values and practices by emphasizing the differences between people or implying that one group is superior to another. Notably, while it is easy to avoid blatantly offensive slurs or comments, more subtle biases are an inherent part of our language, habitual and much harder to change.

Images, especially photographs, seemingly mirror reality. This is why, in the context of gender justice, images should reflect both genders equally. In order to dismantle gender stereotypes



instead of reinforcing them, alternatives to traditional roles can be shown. Gender sensitive imagery needs to take into account *who* is being depicted, *how* and *where*? It is important to carefully select pictures, decide on the right background and how the image is cropped.

Some examples of what should be taken into account:

- Pay attention to the representation of women to ensure there are as many men as women shown in the image(s) you use.
- The placement and the positioning of men and women in group photographs should be based on considerations of equality, and should avoid pushing anyone into the fore- or backgrounds.
- When selecting images, gender stereotyping should be avoided. Both women and men should be shown engaging in activities that break with traditional gender roles.
- All sexualised images should be avoided.

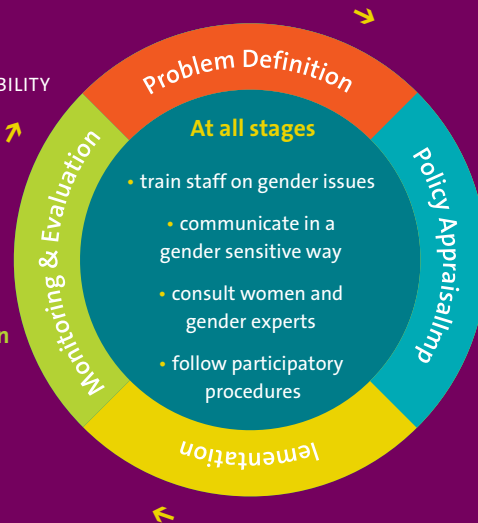
# Gender in the Stages of Policy-making

## Problem Definition

GENDER SENSITIVE VULNERABILITY AND NEEDS ASSESSMENT  
Collect and analyse gender disaggregated data on time use and income, including care work, paid and unpaid labour

## Monitoring and Evaluation

GENDER EQUALITY AUDIT  
Collect gender disaggregated data to support evaluation and refining of policies



## Policy Appraisal

Prioritise policies based on the outcomes of the vulnerability and needs assessment  
GENDER IMPACT ASSESSMENT  
Analyse proposed policies and measures as for their gender dimensions

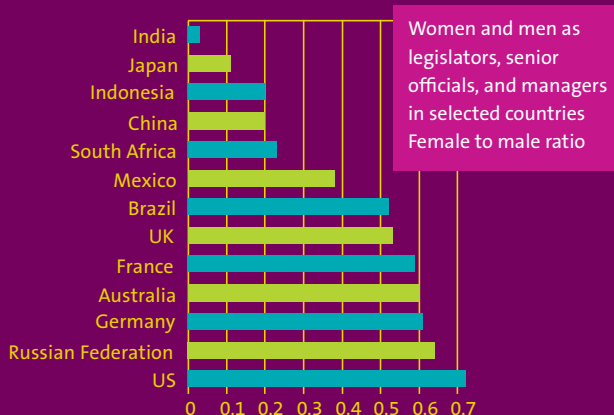
## Implementation

GENDER BUDGETING  
Ensure equal access to and equal benefits from funds



# Facts and Figures

## Participation in Decision-making



## Female to male ratio\*

National parliaments	0.22
Mayors	0.10
City councillors	0.26
Members of highest decision making bodies of largest companies	0.12

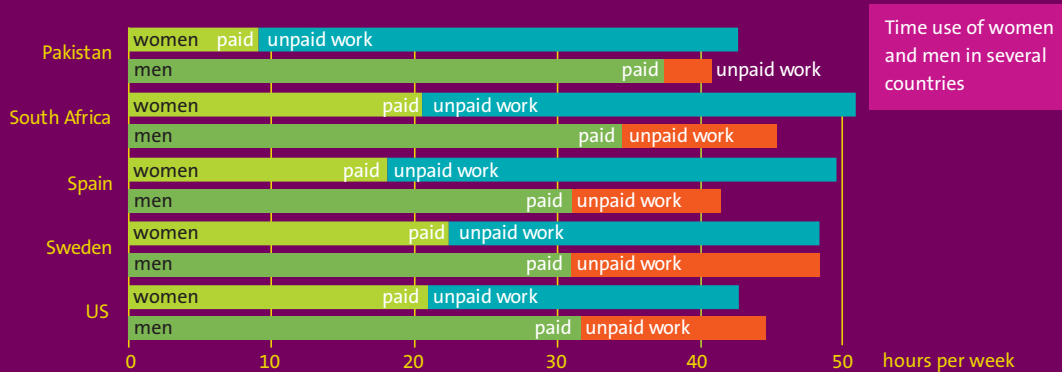
## Women in ministerial positions

Developed Regions	0.39
Latin America and Caribbean	0.30
Sub-Saharan Africa	0.23
CEE/CIS	0.14
All other world regions	0.08

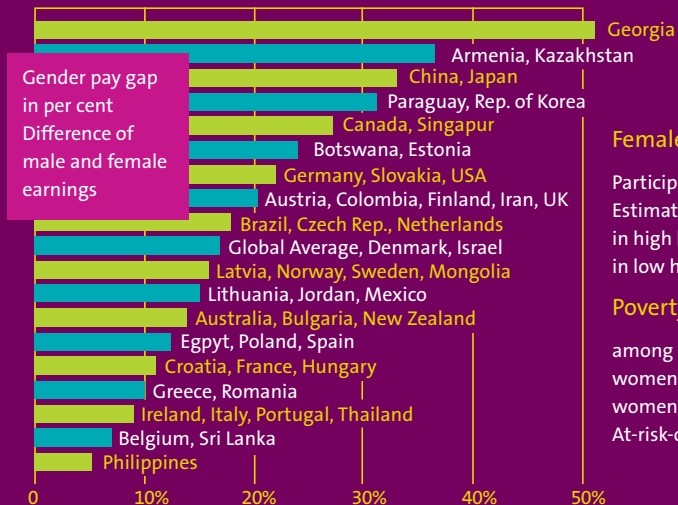
\* The female to male ratio would be 1 for an equal share of women and men

## Time use

Women work at least one hour per day more than men, and most of their work is unpaid care and family work. For instance, for a household in South-Africa, collecting water and fuel takes on average 1 hour resp. 2 hours per day. More than two thirds of the time is spent by women, and less than one third by men.



## Work and income



## Female to male ratio\*

Participation in the global labour force	0.68
Estimated earned income in high human development countries	0.57
in low human development countries	0.20

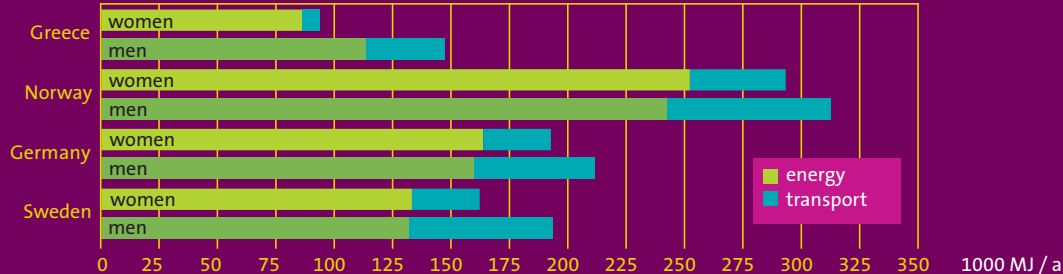
## Poverty

	women	men
among single parent families (Canada)	56%	24%
women and men age 65 or older (Canada)	24%	12%
women and men age 65 or older (US)	11%	7%
At-risk-of-poverty rate for older people (EU)	21%	16%

## Energy consumption

A current Swedish study examined the total energy use for men's and women's consumption patterns in four European countries by studying single households. (Carlsson-Kanyama & Rätty 2009)

The largest difference in absolute energy use was for transport, consistently in all age and income groups. At present, there is no comparable data available from other world regions.



# Glossary

**Gender** refers to the social construction of women and men, of femininity and masculinity. The term emphasises social roles and responsibilities that are assigned to women and men, and (re)produced on a day-to-day-basis ('doing gender'). However, gender roles may change, and should be changed, for example to ensure fair distribution of resources and opportunities.

**Gender stereotypes** are beliefs held about characteristics, traits, and activity-domains that are "deemed" appropriate for men and women. As the result of social activity and constant change, gender stereotypes are neither perpetual nor static.

**Empowerment:** Empowered people take control over their lives, pursuing their goals and living according to their values. Empowered people make their own choices and exert influence upon what affects their lives, both individually and collectively. Empowerment is a complex, long-term process, particularly when it concerns people who have been oppressed and marginalised, and who need to develop capacities and acquire resources.





**Equal opportunities** for women and men are limited by barriers to economic, political and social participation. Such barriers are often indirect and difficult to pin down. They are caused by deep-rooted cultural beliefs and well-established societal structures. An equal opportunities approach goes beyond overcoming direct discrimination.

**Gender equality** exists where girls and boys, men and women can develop their individual potentials and make choices without being limited by gender roles. In a gender equal society differences between women and men are regarded with equal respect and favour.

**Gender justice** is going a step beyond gender equality, asking not only for fair distribution and recognition, not only for affirmation but for transformation of societal and economic systems and structures. Gender justice means, for example, to change hierarchic gender relations by questioning androcentric perspectives, norms and rationalities and ultimately questioning the need for extensive hierarchy and power differences as 'normal' and accepted characteristics of societies.

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# GenderCC's Vision

The change we envision is fundamental. GenderCC believes that in order to achieve women's rights, gender justice and climate justice, fundamental changes are necessary to overcome the existing systems of power, politics, and economics.

The challenges of climate change and gender injustice resemble each other – they require whole system change: not just gender mainstreaming but transforming gender relations and societal structures. Not just technical amendments to reduce emissions, but real mitigation through awareness and change of unsustainable life-styles and the current ideology and practice of unlimited economic growth. Not the perpetuation of the current division of resources and labour but a responsible cooperative approach to achieving sustainable and equitable societies.

We believe that linking women's rights, gender justice and climate justice is key to achieving these fundamental changes. This is a question of justice and equity as much as a matter of quality and effectiveness of decisions.



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GenderCC – Women for Climate Justice is the global network of women's organisations and networks, activists and gender experts from all world regions working for women's rights, gender and climate justice.