



Flanders  
State of  
the Art

# Mutual Learning Workshop on Gender in ESF/ERDF funds

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# Why is gender and gender mainstreaming important in ESF

- ▶ ESF is the key Structural Fund for establishing gender equality in the labour market
- ▶ In the case of the Flemish Managing Authority, which is in charge of managing and implementing the ESF in Flanders, we have been attaching a lot of attention to gender for years.
- ▶ To achieve this, we rely on:
  - ethical;
  - legal;
  - as well as economic motives.

# What did ESF Flanders do?

- ▶ ESF Flanders has drawn up a strategy
- ▶ And an action plan:
  - to establish a spontaneous reflex on gender equality amongst ESF colleagues as well as ESF promoters
- ▶ Our goal:
  - Change of behaviour: gender and gender mainstreaming becomes natural in the organisation.



# The journey we travelled (1)



Look for support  
for your project



## Internal

- Senior management
- Middle management
- Colleagues



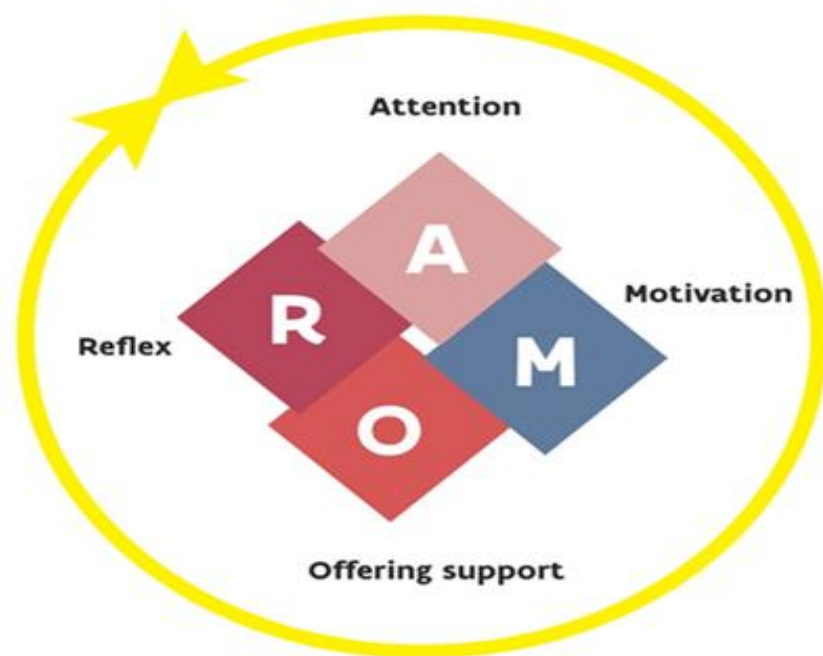
## External

- Stakeholders
- Project promoters



# The journey we travelled (2)

## Develop your strategy



Use the following principles:

- Be a good example yourself: Managing Authorities should “Walk the talk”
- Develop a strategy and draw up a specific action plan
- Provide appropriate support for different services/entities
- Set up permanent evaluation of the strategy

*Action plan: AMOR/ROMA:*

- ✓ **Attention:** keep gender on the agenda
- ✓ **Motivation:** appreciate efforts, as well for colleagues as promoters
- ✓ **Offering support:** provide tools for colleagues and promoters
- ✓ **Reflex:** send reminders in time



The journey we travel

Implement your action plan

## EXAMPLES OF POSSIBLE ACTIONS:

- ✓ **Combine the analysis of the needs and the strategy in your action plan, offering both cultural and structural support**
- ✓ **Consider in your action plan always the 4 pillars: Attention-Motivation-Offer support-Reflex**
- ✓ **Draw up your priorities**
- ✓ **Repeat the cycle as long as necessary**



- ✓ **Make a gender analysis of calls for proposals (Attention)**
- ✓ **Pay attention to gender-sensitive language in all communication tools (Attention)**
- ✓ **Highlight the state of affairs of the gender action plan on a regular basis (Motivation)**
- ✓ **Include gender as an additional criterion to become ESF ambassador (Motivation)**
- ✓ **Draw up a FAQ (Offering support)**
- ✓ **Designate gender ambassadors (Offering support)**
- ✓ **Make a monthly reminder in the newsletter (Reflex)**

# What does this mean for the new ESF programme

- ▶ Gender segregation in the labour market is still a major issue and it became more visible in the context of the Covid-19 crisis
- ▶ But thanks to the EC gender and gender mainstreaming remains important in the ESF programme
- ▶ ESF Flanders keeps on supporting the dual approach: gender projects and gender mainstreaming
- ▶ Inspirational document about the strategy we used will be offered to all MA's in Europe
- ▶ Working on other projects:
  - Inspirational document for other organisations
  - Create an advisory board on gender
  - Capacity building on gender

