



Who, what, when, where, why?

Questions and Answers to the Project GenderAlp! – Equal Opportunities in Business Parks Site Optimization According to the Gender Mainstreaming Strategy

April 2006

Sabine Hilbert, Public Relations





The Questions

Gender Mainstreaming in general	3
What does that actually mean: equal opportunities (chancengleich)?	3
Nowadays there are not any differences between men and women. So why bothering again and putting on new clothes?	3
Gender Mainstreaming and Spatial Planning	4
What does spatial planning have to do with women?	4
What purpose does gender mainstreaming serve in regional development?	4
How shall gender mainstreaming be anchored in spatial planning? Who shall do that? Who shall make decisions?	4
Gender Mainstreaming and Business Parks	5
What exactly is planned, how can you do that to gender a business park?	5
Who is interested in gendering a business park? Are there special gender offices for business parks? Do they stipulate the companies to follow their rules?	5
Business parks have a precise goal – that is: profitability. What does that have to do with gender!	5
Gender Mainstreaming and Administration	6
Who implements gender mainstreaming in Lower Austria? Who are the members of the Gender Mainstreaming Task Force?	6
How is gender mainstreaming implemented in Lower Austria?	6
GenderAlp! – Site Optimization According to Gender Mainstreaming Strategy	7
Who works for GenderAlp? What qualifies them to do so?	7
Who implements the project?	7
What does the project team aim at precisely?	7
How were the two sites chosen?	7
How does ecoplus cooperate with the project team?	8
Who works on the recommendations?	8
Why do the scheduled steps at the two sites differ?	8
How do men benefit from the project?	8
What are the politicians' expectations on GenderAlp!?	8



GenderAlp!



Gender Mainstreaming in general	
<p>What does that actually mean: equal opportunities (chancengleich)?</p>	<p>“Equal opportunities – Gender Mainstreaming in Lower Austria“ is the name – as well as the logo – to comprise all activities of the Gender Mainstreaming Task Force in the Lower Austrian administration.</p>
<p>Nowadays there are not any differences between men and women. So why bothering again and putting on new clothes?</p>	<p>According to the law men and women are equal. But in daily life there still are disadvantages concerning payment, job, career path and so on for women. To perceive these differences and take them into account at political decisions is the goal of Equal opportunities - Gender Mainstreaming in Lower Austria, but also of various endeavors at the EU level.</p> <p>If you treat different things equally these differences will continue. So you have to start where there is a demand to catch up – for instance for men: to be able to spend more time with their children. And for women to get equal pay for equal work.</p>



GenderAlp!



Gender Mainstreaming and Spatial Planning	
<p>What does spatial planning have to do with women?</p>	<p>Spatial planning rules the usage of territory by humans - that is by women and men. Gender mainstreaming guarantees, that different life situations and needs of men and women are taken into account by spatial planning. The targets of spatial planning and gender mainstreaming do not contradict, but complement each other.</p>
<p>What purpose does gender mainstreaming serve in regional development?</p>	<p>Regional development aims at improving the quality of life, but also increasing the competitive capacity of regions. When the different conditions of men and women, e.g. concerning mobility, childcare, housework, etc are born in mind, a further criterion for success is added to regional development. For the sustainable development of our society it is necessary to equally include the needs of men and women into spatial planning and regional development.</p>
<p>How shall gender mainstreaming be anchored in spatial planning? Who shall do that? Who shall make decisions?</p>	<p>Anchoring gender mainstreaming in spatial planning has been realized by the resolution of the State Government (2004/9/3), respectively its members, to implement gender mainstreaming as cross sectional matter in every sphere of action. This can only be put into practise by the staff members of the concerned departments. Up to now a formula how this has to be done, has not been developed. The project GenderAlp! tries to design and test such strategies as a pilot.</p>



Gender Mainstreaming and Business Parks

<p>What exactly is planned, how can you do that to gender a business park?</p>	<p>According to the specific conditions there are different starting points. Those can be located on the local or on the supralocal planning level, on the level of the municipal administration, of the business park management etc. There are no ready-made formulas. Therefore groups (i.e. a regional group in Wolkersdorf, a group within the administration,..) have been established in the project GenderAlp! to check if and where there are short-comings and to define, which strategies appeal most to the people concerned.</p>
<p>Who is interested in gendering a business park? Are there special gender offices for business parks? Do they stipulate the companies to follow their rules?</p>	<p>Different institutions and organizations can initiate to gender a business park. In the case of GenderAlp! it was the municipality of Wolkersdorf, who discerned a lack of qualified job possibilities for women. This may cause highly qualified women and their families to migrate to other regions, if they cannot find adequate jobs.</p> <p>Second it was the business park's management who initiated the extension of the project to the IZ NÖ Süd. Companies in the business park complained about the loss of highly qualified staff because of the lack of possibilities to reconcile family and job.</p> <p>Gender mainstreaming cannot be prescribed from outside. Only the people concerned can take the responsibility to implement gender mainstreaming in their sphere of action.</p>
<p>Business parks have a precise goal – that is: profitability. What does that have to do with gender!</p>	<p>On a long-term perspective profitability can only be achieved, when all the factors have been taken into account. One important factor for every company is human resources, that is the men and women who work with the company. This inevitably means a gender concern.</p>



GenderAlp!



Gender Mainstreaming and Administration

Who implements gender mainstreaming in Lower Austria? Who are the members of the Gender Mainstreaming Task Force?

The **Lower Austrian Parliament** made a resolution on gender mainstreaming in October 2002. In March 2004 the **Lower Austrian State Government** assigned structures for the implementation of gender mainstreaming. This led to the foundation of a task force within the administration. Its chairman is the head of the section of spatial planning, environment and traffic, Fritz Zibuschka. His deputy is the Lower Austrian Equal Opportunities Officer Christine Rosenbach. In addition to that the **Lower Austrian State Government** resolved on establishing a gender mainstreaming office at the Lower Austrian department of womens' issues. Find further information at www.noel.gv.at/chancengleich.

The task force resolves on a working program every two years and regularly reports to the Lower Austrian State Government. As the term gender mainstreaming may be misunderstood, the task force comprises all its efforts under the **motto Equal Opportunities – Gender Mainstreaming in Lower Austria** (Chancengleich – Gender Mainstreaming in Niederösterreich).

How is gender mainstreaming implemented in Lower Austria?

Gender Mainstreaming must not and will not be implemented isolated within the Lower Austrian administration. The Lower Austrian State Government made a resolution on 9 March 2004 that gender mainstreaming has to be implemented as **cross sectional matter and obligatory aim in every political scope**. All **employees** of the Lower Austrian administration are challenged to incorporate gender mainstreaming into their sphere of action.

To support this target there are seminars and workshops at the department of vocational training. Information and materials are available at the gender mainstreaming office: www.noel.gv.at/chancengleich Tel. 02742 / 9005 – 13309.



GenderAlp! – Site Optimization According to Gender Mainstreaming Strategy

<p>Who works for GenderAlp? What qualifies them to do so?</p>	<p>Maria Rigler, head of the Lower Austrian department of women's issues is the project leader. She has managed a lot of women and gender projects. Birgit Woitech, the project manager, is an economist working with Joanneum Research, an Austrian research institute. Elisabeth Aufhauser, university professor at the Institute for Geography and Regional Research, specialized on regional economy yields professional input. Landscape architect Brigitta Hemmelmeier-Händel, a university lecturer at the University of Natural Resources and Applied Life Sciences completes the team. Sabine Hilbert and Clementine Skorpil are in charge of public relations. Christine Leuthner is responsible for the accounts.</p> <p>Lower Austrian representatives of different institutions cooperate in the steering group of the project: Anna Steindl, Vice-Mayor of the City of Wolkersdorf represents the women of the region. Fred Kornher is the manager in charge of the business parks at the business agency ecoplus. Irma Priedl, representing the department of business development, Hubert Trauner from the department of spatial planning and regional development and Thomas Lechner from the Lower Austrian State Academy also contribute their knowledge and experiences.</p>
<p>Who implements the project?</p>	<p>In the frame of the project GenderAlp! it will be shown which actions actually have what kind of impact on equal opportunities for both genders and how to steer those in order to achieve equal opportunities. Furthermore the project team works out tool-boxes and -kits for the examined subjects which the responsible people will be provided with. If – based on that – a demand for special policies and/or institutions has been perceived, those are to be organized and financed by the departments in charge.</p>
<p>What does the project team aim at precisely?</p>	<p>Based on a detailed regional analysis of existing material and data one can define principles and equal opportunity targets. For that it is necessary to integrate all the people concerned, that is administrative staff on the one hand, but also municipal staff and companies as well as employees. Three different groups have been installed in order to support the project team.</p>
<p>How were the two sites chosen?</p>	<p>The main impulses derived from the situation at the two sites: The municipality of Wolkersdorf approached the Lower Austrian State Government, if and how the extension of the business park could be carried out in a gender-oriented way, as the job situation for women in the region should be enhanced. The agency in charge of the management of business parks, ecoplus business agency, brought the restructuring process of the IZ NÖ-Süd into the project.</p>



<p>How does ecoplus cooperate with the project team?</p>	<p>ecoplus supports the project team with the tasks to be carried out on site. It is also a member of the project's steering group. Eventually ecoplus is one of the most important target groups of the project: many of the proposed actions can only be carried out with or through ecoplus.</p>
<p>Who works on the recommendations?</p>	<p>Of course it is mainly the project team who is responsible for working out the recommendations. In Wolkersdorf Birgit Woitech, Elisabeth Aufhauser and Brigitta Hemmelmeier-Händel closely cooperate with Vice Mayor Steindl and ecoplus. Workshops with a regional group in Wolkersdorf shall guarantee that the local needs and demands are adequately perceived. The Weinviertel Management is an important partner as well.</p> <p>At the IZ NÖ Süd the project team cooperates with ecoplus. Direct contacts and cooperation with the community of interests IG IZ NÖ Süd also take place.</p>
<p>Why do the scheduled steps at the two sites differ?</p>	<p>The situation at Wolkersdorf is completely different from that at IZ NÖ Süd. The extension in Wolkersdorf is only taking place in the future, whereas the restructuring process at IZ NÖ Süd is in the focus of the project. In Wolkersdorf municipal representatives are highly involved in the project, at the IZ NÖ Süd in contrast the business park management with Fred Kornher and his team is mainly committed to the project.</p>
<p>How do men benefit from the project?</p>	<p>As much as women. Gender Mainstreaming explicitly means, that neither men nor women should experience discrimination, but such unbalanced structures should be alternated. Thus both – men and women – will win. Currently gender mainstreaming often appears as a strategy that exclusively applies for women. This is not a result of the strategy itself, but of the current situation where women more often than men experience discrimination.</p>
<p>What are the politicians' expectations on GenderAlp!?</p>	<p>The project team interviewed both politicians responsible in the Lower Austrian State Government (www.genderalp.at). Both of them answered, that they expect the planning practise to be distinctively improved. All members of the Lower Austrian State Government decided on 9 March 2004 to implement gender mainstreaming in their respective sphere of action. Topic-relevant toolboxes will be a result of the project Genderalp!, that will demonstrate how gender mainstreaming can be implemented in spatial planning, site development, business development, etc.</p>

