



GENDER-SENSITIVE PROGRAMMING ACTION KIT

The guide to mainstreaming gender in your organization

GENDER SENSITIVE PROGRAMMING

Module 1: Mainstreaming Gender in Your Organization

WHY IS GENDER SENSITIVE PROGRAMMING IMPORTANT?

Gender is a crucial aspect determining the roles and expectations a community has towards people in a population. The needs, interests, and perceptions of people are different, yet both are needed to have a positive impact on the entire community. Gender Equality is a SDG because gender inequality enhances social exclusion and injustice of girls and women. In order to overcome gender stereotypes and prejudices, gender should be mainstreamed into education on local and international levels through policy and advocacy every step of the way.

What are gender stereotypes?

A **stereotype** is a generalization about a group of people or events where a particular individual is then judged in terms of the generalization. The stereotype may or may not be appropriate or accurate for that person and replaces an individual being judged on their own merits. **Gender stereotypes** are “socially constructed beliefs about men and women.”^[1] The term gender is mostly used as distinct from the term sex, which describes all biological differences between women and men.



Gender sensitive programming and gender mainstreaming

“**Gender sensitive programming** means that the gender dimension is systematically integrated into every step of the process, from defining the problem, to identifying potential solution, ...”
^[2] **Gender mainstreaming** is a strategy to transform an organization’s work agenda in such a way that it contributes to changing unequal social and institutional structures.

[1] Watching the Watchdogs: A Gender and Media Literacy Toolkit for Southern Africa, 2008
[2] Guidelines for gender Sensitive Programming, prepared by Brigitte Leduc and Farid Ahmad, 2009

How do you enhance gender equity in an organization?

- No issue should be seen as gender neutral
- Equitable participation of women in decision-making should be pursued
- Gender analysis should always be carried out before any programme or activity is implemented
- Political will and resources should be allocated for pursuing gender equality
- Mechanisms for monitoring the progress should be established
- Women-specific policies and positive legislation should exist with gender mainstreaming [3]
- Assure that both men and women are equally considered when planning a project

CHECKLIST TO ANALYZE YOUR ORGANIZATION

- All members know and understand what is gender, what is gender inequality, and how your organization is committed to achieving justice for all genders.
- All people are involved in the decision-making processes and have their voices heard, regardless of gender, and share the same career chances.
- Individuals with knowledge and skills in gender mainstreaming are involved in the decision-making process.
- Your organization has strategies on how the mission and vision will effect gender justice in society and reach the community.
- Gender-sensitive and inclusive language is used in documents and other texts (such as gender-neutral pronouns).
- There are inclusive HR-regulations that secure equal payment and opportunities for people, no matter their gender.

Other things to keep in mind:

-  Who holds which positions (for instance in the Board of Directors, bureaus, presidiums, management team)?
-  How is the relationship between the decision-makers and the participants?

GENDER SENSITIVE TRAINING

WHY IS GENDER SENSITIVE TRAINING IMPORTANT ?

Coaches on the ground need guidance on how to mainstream gender in their daily work. The basis for gender sensitive training is to understand what obstacles caused by gender relations girls and women face in their daily life. The training addresses these obstacles and tries to enhance girls and women with the skills they need to overcome these obstacles, while at the same time sensitizing the community for this issue.

Why is empowerment of girls important?

The realities of girls and women around the world are diverse and their access needs differ with education, engaging within communities and possibilities of support and development.

Empowerment of girls means strengthening their ability to grow up to become socially resilient and economically independent young women. It aims towards a world where all people are seen and treated as equal. A world where your value and rights do not depend on your gender.



What is the role of boys?

Your organization's main focus is on girls, yet boys may be included too. Boys should be involved in the conversations about gender equity too. Empowerment of girls is not against boys or men. **Gender equity** means giving each and everyone the same value and chances for participation and development. The methods presented in this manual give girls the chance to learn from other girls and women from their communities. They discover differences and similarities to get to know themselves. It represents one piece of the puzzle towards to aim for gender equity.

How do you incorporate the community?

When working with the girls in a specific community, it is important to incorporate the gender issues facing that community. Each one is different and the needs of the participants aren't the same at every location. Be aware of the gender roles in the community you work in and also integrate others in your planning and thinking process. Think on how you would approach community leaders with gender sensitive issues.

Why sports with girls?

- The world of sports is a male dominated world. Many sport for development (SfD) programmes use football and have a higher percentage of boys taking part in it. Projects for girl intend to overcome these odds and give girls a stronger voice.



- Sport is directly linked to physicality and physical awareness. This allows SfD programmes to address sensitive issues and convey gender-based information on human rights, health, nutrition, diseases, and hygiene. Having this knowledge enables women to obtain more control over themselves, in regard to pregnancy, HIV/AIDS or prostitution.

- When girls reach a certain age, they are forced to take on certain household duties, to enter childhood marriage, and start a family. Dropout rates are high for girls. Therefore, girls-only programs are essential to motivate them to stay involved and engage with the community.



- ⚙️ Sfd can provide leadership opportunities for girls in sport organizations, and ultimately wider society. Still, there are far more men in leadership positions than women. Important soft skills can be acquired through Sfd activities and transferred into real-life settings.
- ⚙️ In many cultures girls are not allowed to do sports in public. Sfd programmes are essential for girls because they offer a safe space to develop and fully express themselves. Claiming safe spaces for physically active females is highly symbolic and may — from a long-term perspective — challenge gender stereotypes and change restrictive attitudes



Girls in sport for development empowers girls to use their voice to be heard!

GLOSSARY OF TERMS AND DEFINITIONS

- ⚙️ **Gender:** attributes based on social and cultural characteristics that define a person as masculine or feminine in society
- ⚙️ **Sex:** refers to people's biological differences
- ⚙️ **Stereotype:** generalization about a group of people or events where a particular individual is then judged in terms of the generalization
- ⚙️ **Gender sensitive programming:** signifies that the gender dimension is systematically integrated into every step of the process, from defining the problem, to identifying potential solution
- ⚙️ **Gender stereotypes:** socially constructed beliefs about men and women
- ⚙️ **Empowerment:** for girls, this means strengthening their ability to grow up to become socially resilient and economically independent young women
- ⚙️ **Gender equity:** giving each and everyone the same value and chances for participation and development
- ⚙️ **Safe space:** places for marginalized individuals to feel secure and affirmed in their identities, and be free of harm, stereotypes, and judgment