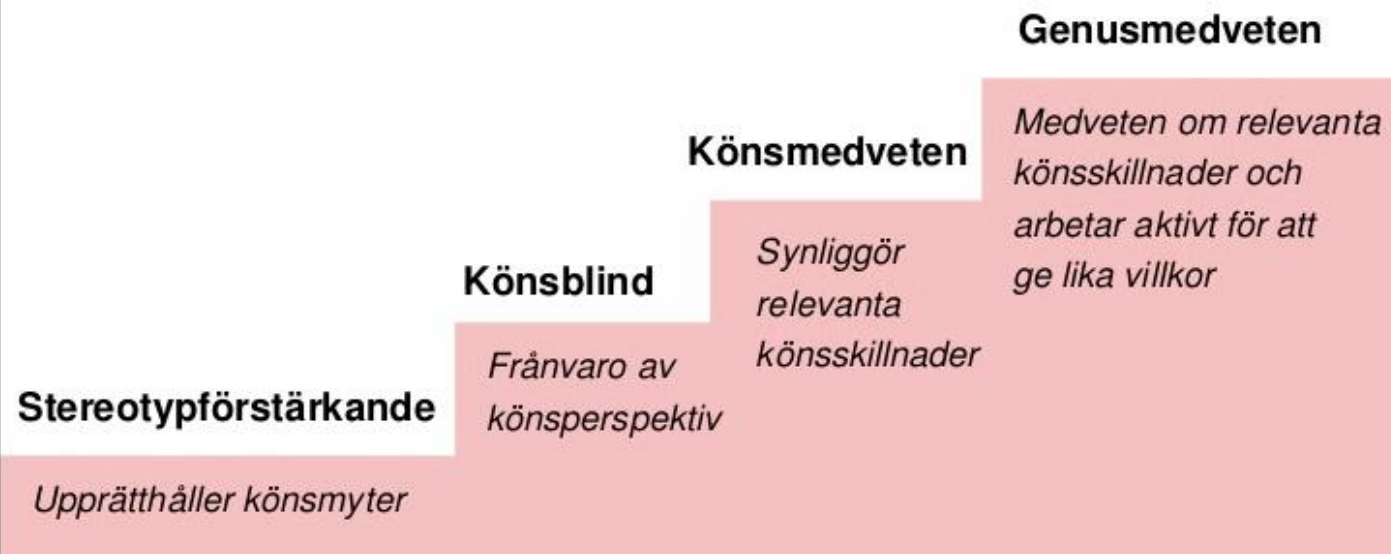


# Gender Equality & BA projects Interreg Botnia-Atlantica

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## Genustrappan



Gender steps

### **Stereotypical actor**

(Strengthen stereotypical assumptions on gender)

### **Gender blindness**

(Lack of social perspectives on gender)

### **Gender awareness**

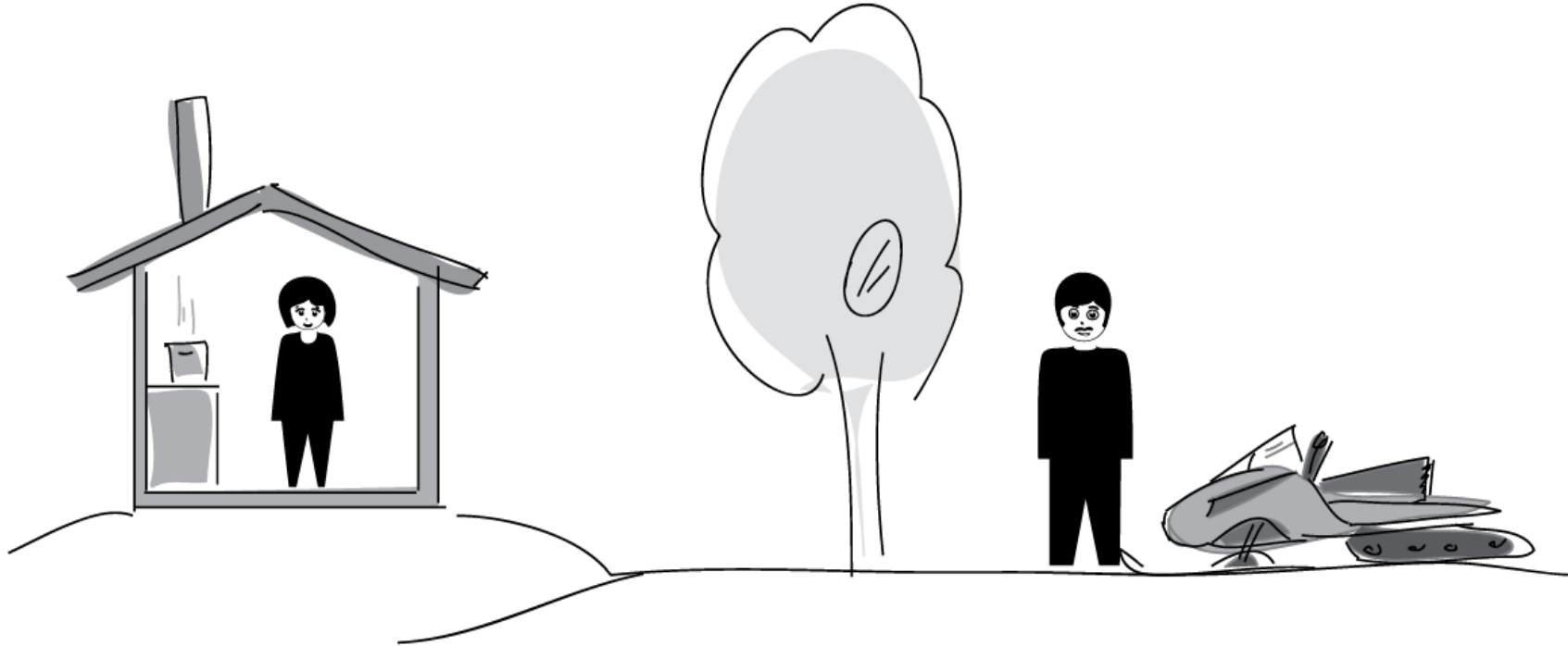
(Aware of the gendered differences)

### **Gender actor**

(Aware of the gendered differences and actively participate in creating equal opportunities)

It's all  
about  
power and  
gender

## Makt & kön



The interesting thing from a gender perspective is what we put in to the *role* of being a woman or a man. It is **our cultural context that form us to women and men. This means that our "gender roles" can be changed from time to time.**









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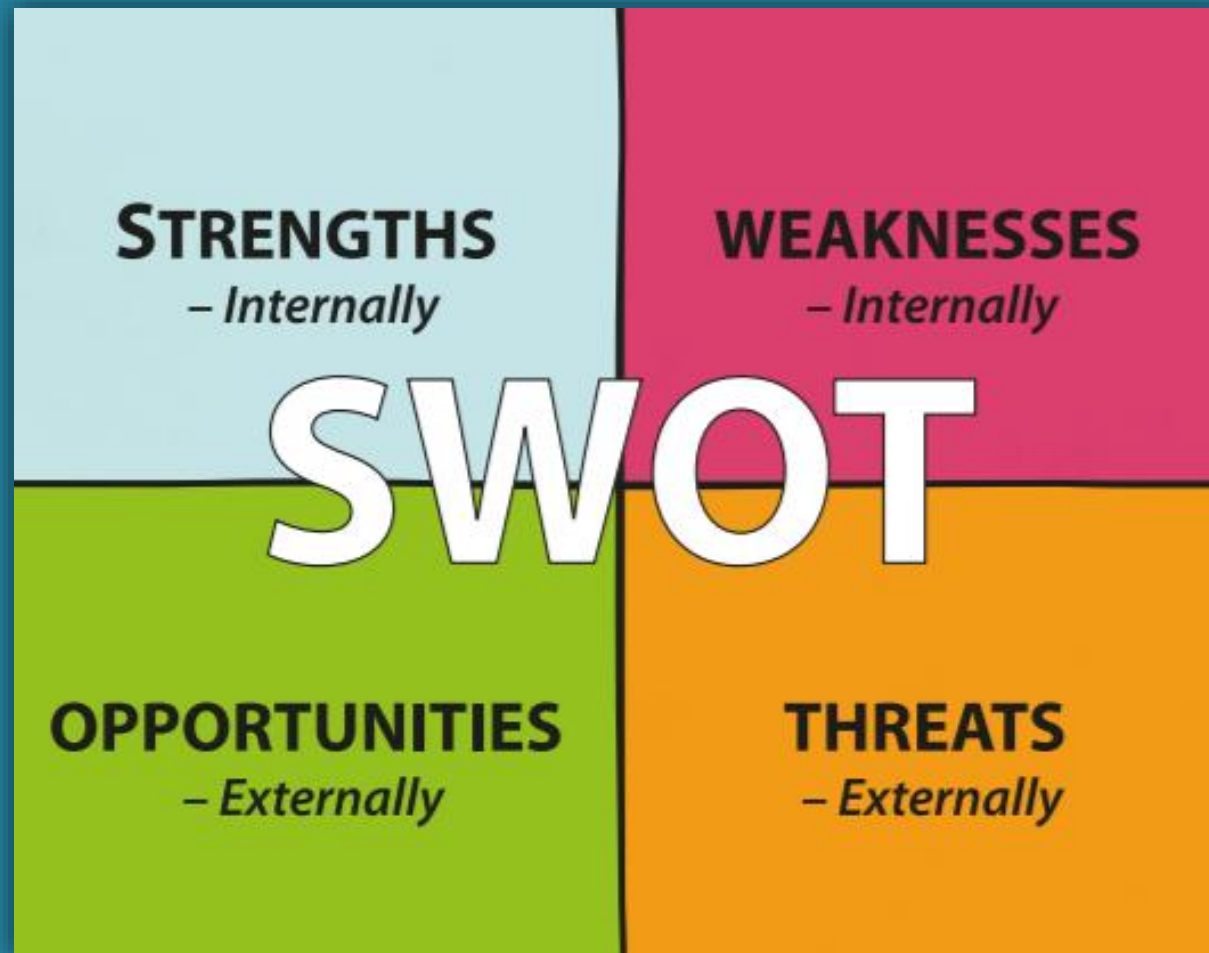
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# Gender equality SWOT analysis for your project



# Internally

What can the project do within the internal organization by influence through your own decisions.



What internal strengths can the project benefit from?

Knowledge of gender mainstreaming, previous experiences (examples), statistics, willingness, strategic plans

What internal weaknesses can have negative impact on gender mainstreaming?

Gender distribution, opposition, disinterest, operational structure, lack of statistics



# Externally

Opportunities and threats are areas that the project partnership cannot influence (decisions that are made by others, e.g. by the government).



What external opportunities can we benefit from with gender mainstreaming?

Structural changes are requested, the industry is ready, knowledge of the target groups and their needs.

What external threats can have a negative impact on gender mainstreaming?

Industry is not ready, lack of knowledge among external actors, uneven gender distribution in target groups.

# Use the results!

How can you tackle the weaknesses using your strengths?

How can your opportunities counteract or eliminate the threats?

