

CLOSING THE GENDER GAP IN THE MODERN WORKPLACE



CULTURE OF
INCLUSION IN
ENTERPRISES



Co-funded by
the European Union

EQUALISER PROJECT

ABOUT THE PROJECT

The EQUALISER project strives to promote **gender equality** in the modern **workplace** by assisting private firms in implementing gender mainstreaming strategies.



ABOUT THE PROJECT

EQUALISER aims to:

1. Raise awareness about workplace gender inequalities
2. Inform about the needs and gaps in organizational structure, processes, and practices contributing to this issue
3. Encourage decision-makers to make gender mainstreaming a continuous organizational process
4. Integrate a long-term change in the business culture, with fewer stereotypes and discriminatory behaviors
5. Create a safe and secure environment in which all employees can thrive and grow



THIS PRESENTATION

The material presented is part of **EQUALISER project** and seeks to support the employees of an enterprise in their working context.

The material is developed in order to help the target group overcoming **gender knowledge gaps and stereotypes** in order to transform the working environment and change the relationship dynamics in the workspace.



MODULES

Module 1: Gender Equality Fundamentals: Unveiling Terms, Definitions, and Key Understandings

Module 2: Exploring Paths: Gender Equality in Culture -Attitudes, Beliefs, and Norms

Module 3: Breaking Barriers: Tackling Stereotypes and Fostering Positive Workplace Relationships

Module 4: Unmasking Injustice: Confronting Gender-Based Verbal Violence in the Workplace

Module 5: Unmasking Injustice: Confronting Gender-Based Physical Violence in the Workplace

MODULES

Module 6: Balancing Act: Women as Employees and Caregivers

Module 7: The know-how: A practical guide to fighting workplace gender inequality

Module 8: Empowerment Avenue: Navigating Gender Equality & Human Rights

Module 9: Leading the Way: Women in Positions of Power

Module 10: Take action: Your role in fighting gender workplace stereotypes



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MODULE 2

Exploring paths: Gender Equality In Culture, Attitudes, Beliefs and Norms



MODULE 2 - TOPICS OUTLINE

- 01** Attitudes and Gender Stereotypes
- 02** Cultural Norms and Gender Inequality
- 03** Challenges of Gender Inequality
- 04** Activities
- 05** Conclusion - Summary
- 06** References

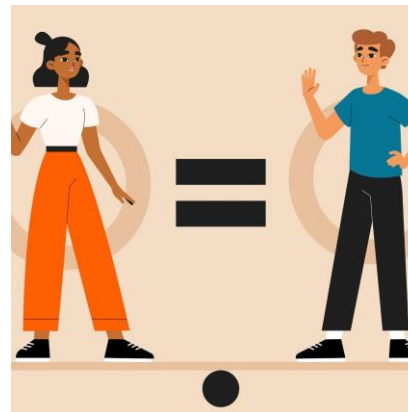
Exploring paths: Gender Equality In Culture, Attitudes, Beliefs and Norms

Cultural norms and stereotypes are often deeply embedded in societies and influence how genders are perceived and treated.

Gender norms dictate the expected behaviors, roles, and attributes of individuals based on their gender, while gender stereotypes are oversimplified and generalized beliefs about the characteristics of different genders.

Gender equality is a universal concern, but its manifestation varies across cultures and societies.

Different cultural norms, historical contexts, and societal structures influence the degree of gender equality achieved in different parts of the world.



Source: [Image by vectorjuice on Freepik](#)

Exploring paths: Gender Equality In Culture, Attitudes, Beliefs and Norms



Source: [Image by Freepik](#)

As a result, this module aims to:

- ✓ Help employee analyse the gender equality in culture
- ✓ Help employees describe the importance of attitudes, beliefs and norms.
- ✓ Help employees highlight the importance of employees in changing attitudes

Women must learn to play
the game as men do

- Eleanor Roosevelt -

First Lady of the United States from 1933 to 1945



TOPIC 1: Attitudes and Gender Stereotypes

Fundamental Concepts

❖ **Gender equality:**

Refers to the equal rights, opportunities, and responsibilities of all genders. It's a foundational principle for achieving social justice and fostering sustainable development.

❖ **Empowerment:**

Gender equality goes beyond eliminating discrimination; it aims to empower individuals to fully participate in all spheres of life.

Empowerment involves providing individuals with the tools, knowledge, and resources needed to make informed decisions and actively contribute to society.

❖ **Intersectionality:**

Intersectionality recognizes that people's experiences of gender equality are shaped not only by their gender, but also by factors such as race, ethnicity, socioeconomic status, sexual orientation, and more. It underscores the interconnectedness of various aspects of identity and how they contribute to unique experiences of discrimination and privilege.

TOPIC 1: Attitudes and Gender Stereotypes

Fundamental Concepts

❖ Norms and Stereotypes:

Cultural norms and stereotypes are often deeply embedded in societies and influence how genders are perceived and treated.

Gender norms dictate the expected behaviors, roles, and attributes of individuals based on their gender, while gender stereotypes are oversimplified and generalized beliefs about the characteristics of different genders.

❖ Global Perspectives:

Gender equality is a universal concern, but its manifestation varies across cultures and societies.

Different cultural norms, historical contexts, and societal structures influence the degree of gender equality achieved in different parts of the world.

TOPIC 1: Attitudes and Gender Stereotypes

Attitudes and Gender Stereotypes

Attitudes Towards Gender Roles:

- ❖ Attitudes are a reflection of societal beliefs about the roles and behaviors deemed appropriate for different genders.
- ❖ These attitudes can range from endorsing traditional roles to advocating for more equal and flexible roles.

Impact of Attitudes:

- ❖ Attitudes influence individual behavior, choices, and interactions. They shape how people perceive themselves and others in terms of gender.
- ❖ Positive attitudes towards gender equality can lead to more inclusive and diverse societies, while negative attitudes can perpetuate inequality.

Cultural Variations:

- Attitudes towards gender roles are deeply rooted in cultural norms and traditions.
- Different cultures may have distinct attitudes, which can be influenced by historical practices, religious beliefs, and social structures.

Stereotyping and Its Effects:

- Gender stereotypes are oversimplified generalizations about the attributes, behaviors, and roles of individuals based on their gender.
- Stereotypes can limit opportunities, reinforce inequalities, and lead to biased judgments and discrimination.

TOPIC 1: Attitudes and Gender Stereotypes

Attitudes and Gender Stereotypes

Media's Role:

Media plays a significant role in shaping attitudes and reinforcing gender stereotypes.

Portrayals in movies, advertisements, and other media platforms can either challenge or perpetuate existing stereotypes.

Breaking Stereotypes:

Efforts to challenge and break stereotypes involve highlighting examples of individuals who defy traditional gender roles.

Educational Initiatives:

- Schools and educational institutions have a responsibility to promote critical thinking about gender stereotypes.
- Comprehensive sex education that challenges biases and promotes equality is an essential tool in changing attitudes from a young age.

Evolving Attitudes:

- Attitudes towards gender roles have evolved over time and continue to shift as societies progress.

TOPIC 2: Cultural Norms and Gender Inequality

Beliefs about Gender Abilities

Cultural Perceptions of Abilities:

Cultural beliefs often attribute specific abilities to different genders, based on traditional roles and societal expectations. These beliefs shape perceptions about what each gender is capable of achieving in various domains.

Influence on Opportunities:

Beliefs about gender abilities can limit the opportunities individuals are offered in education, career choices, and leadership roles. Women, for instance, might be discouraged from pursuing STEM fields due to the stereotype that such fields require "masculine" skills.

Stereotyping Abilities: Certain abilities are wrongly assigned to specific genders due to cultural biases and stereotypes.

Effects on Aspirations:

Beliefs about gender abilities can shape individuals' aspirations and goals. These beliefs might discourage individuals from pursuing areas where they are told their gender is not traditionally suited, limiting their potential.

TOPIC 2: Cultural Norms and Gender Inequality

Impact on Self-Esteem:

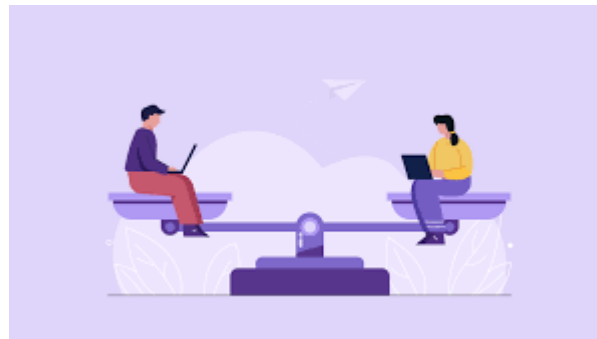
Believing that one's gender is inherently less capable in certain areas can lead to lowered self-esteem and a lack of confidence.

It can also create imposter syndrome, where individuals feel like they don't belong in certain fields or roles.

Educational Barriers:

Beliefs about gender abilities can lead to gender-based discrimination in education.

Girls may be discouraged from pursuing subjects like mathematics or engineering, which are perceived as requiring strong analytical skills



TOPIC 2: Cultural Norms and Gender Inequality

Cultural Norms and Gender Inequality

❖ **Perpetuation of Inequality:**

Certain cultural norms contribute to the perpetuation of gender inequality by reinforcing traditional power dynamics.

Norms that assign specific domestic and caregiving roles to women can limit their participation in the workforce and public life.

❖ **Cultural Sensitivity:**

While challenging harmful norms is important, it's crucial to approach cultural change with sensitivity and respect.

Engaging with local communities and understanding the historical context can facilitate more effective strategies for change.

❖ **Positive Cultural Practices:**

Not all cultural norms perpetuate gender inequality; some traditions promote equality and empowerment.

Highlighting and building upon these positive practices can help drive cultural change.

TOPIC 2: Cultural Norms and Gender Inequality

Cultural Norms and Gender Inequality

Challenges and Impact:

- ❖ Economic Disparities: Unequal pay and limited economic opportunities hinder women's financial independence and growth.
- ❖ Underrepresentation in Leadership: Few women in leadership roles lead to inadequate representation and decision-making for gender-related issues.
- ❖ Education Stereotypes: Gender stereotypes in education constrain career choices and potential for both genders.

Shifting Norms for Equality:

Challenging harmful norms requires a multi-faceted approach involving education, awareness, and advocacy.

Positive change can be driven by grassroots movements and respectful engagement with local communities.

Cultural Sensitivity and Progress:

Promoting gender equality involves understanding cultural contexts while advocating for positive change.

Recognizing and building upon positive cultural practices can contribute to a more inclusive and equitable society.

TOPIC 2: Cultural Norms and Gender Inequality

Media and Gender Representations

- ❖ **Media Influence:** Media shapes perceptions of gender through portrayals in movies, ads, and more.
- ❖ **Impact:** Media can either challenge or reinforce stereotypes, affecting attitudes and behaviors.
- ❖ **Positive and Negative:** Media can empower or perpetuate harmful stereotypes about genders.
- ❖ **Awareness Needed:** Promoting accurate and diverse representations is crucial for gender equality.



TOPIC 3: Challenges for Gender Equality

Initiatives and Progress

The European Union (EU) has introduced various initiatives to address gender equality challenges. Here are a few notable examples:

European Institute for Gender Equality (EIGE):

- ❖ The EU established EIGE to promote and support gender equality by providing research, data, and expertise.
- ❖ EIGE works on issues such as gender-based violence, gender mainstreaming, and gender pay gap.

Gender Equality Strategy 2020-2025:

- ❖ The EU launched a comprehensive strategy to promote gender equality across various sectors.
- ❖ The strategy aims to address gender gaps in employment, pay, and decision-making while combating gender-based violence.

European Parliament's Women's Rights and Gender Equality Committee:

- ❖ The European Parliament has a dedicated committee that works to advance gender equality and women's rights through legislative initiatives, reports, and debates.

TOPIC 3: Challenges for Gender Equality

Lessons from successful stories

Iceland's Gender Equality Progress:

- Iceland has made significant strides in gender equality by implementing policies like equal pay certification and shared parental leave.
- Lesson: Government commitment, policy frameworks, and societal support are vital for tangible progress.

Rwanda's Political Empowerment:

- Rwanda achieved one of the world's highest rates of women's political representation through legal reforms and quotas.
- Lesson: Legislation and proactive measures can drive increased representation of women in leadership roles



TOPIC 3: Challenges for Gender Equality

Initiatives and Progress

Solution: Empowering Education for All

- ❖ Comprehensive Education: Implement inclusive education that challenges stereotypes and promotes gender equality.
- ❖ Curriculum Reform: Integrate diverse perspectives and role models to inspire and empower all students.
- ❖ Empowerment: Through Knowledge: Education empowers individuals to challenge norms and contribute to a more equitable society.

Summary: Empowering Education for Gender Equality

- ❖ Inclusive Education: Challenge stereotypes and empower through diverse curricula.
- ❖ Role Model Integration: Inspire with diverse perspectives and achievements.
- ❖ Empowerment Through Knowledge: Education empowers individuals to drive societal change.

TOPIC 3: Challenges for Gender Equality

Sweden's Gender-Neutral Parenting:

- Sweden encourages gender-neutral parenting through policies that promote shared caregiving responsibilities.
- Lesson: Redefining gender roles in parenting can challenge stereotypes and support women's career advancement.

Norway's Quota System for Corporate Boards:

- Norway's quota system mandated a minimum of 40% women on corporate boards, leading to improved gender balance.
- Lesson: Quota systems can accelerate gender parity in decision-making positions.

These success stories offer valuable lessons on how policy changes, cultural shifts, and community engagement can contribute to meaningful advancements in gender equality.

TOPIC 3: Challenges for Gender Equality

Global Compact's Women's Empowerment Principles:

- ❖ The UN Global Compact's principles guide businesses to advance gender equality in the workplace, marketplace, and community.
- ❖ Lesson: Collaboration between private sector, governments, and civil society can drive gender-responsive business practices.



United Nations Entity for Gender Equality
and the Empowerment of Women

ACTIVITIES

Activity 1 Content – Role-playing against sexism I

Activity Role-playing against sexism

Ice-breaker (15mins)

Role-playing is a dynamic in which we simulate a situation that occurs in real life. To work on equal opportunities, this tool can be very useful. We make groups of 3 or 4 people (depending on the number of characters) and we distribute the role-playing cards to represent them. We can also create our own cards.

Main Activity (20mins)

We leave 15-20 minutes to prepare them. It is advisable to help the group understand the situation that is going to be represented, and not forget that, although we can give it a touch of humor, the situations that we are representing simulate injustices and inequalities that deserve a certain seriousness.

Reflection Time (15mins)

Employees should reflect on what they learned through this activity and how these learnings can benefit their everyday lives.

****Requirements** - Printable role-playing cards provided by the trainer

ACTIVITIES

Activity 1 Content – Role-playing against sexism II

Activity Role-playing against sexism

Ice-breaker (15mins)

After having carried out the previous activity, we can expand the dynamic with a second version of role-playing. Typically, employees express themselves more comfortably and creatively.

Main Activity (20mins)

Using the same groups and cards, we are going to change the role of the characters (marked with the word observer) from the previous role-playing. In this way, the role of this character will go from being passive to being active, and the course of the situation changes completely. We again allow 15-20 minutes to prepare them, depending on the groups and the difficulty of the cards. We must help groups understand the change we are representing

Reflection Time (15mins)

Employees should reflect on what they learned through this activity and how these learnings can benefit their everyday lives.

****Requirements** - Printable role-playing cards provided by the trainer

CONCLUSION

Gender equality is a complex issue that is shaped by many factors, including culture, attitudes, norms, and beliefs. According to the OECD, culture plays a significant role in shaping gender expectations and behaviors. Gender identities and relations are critical aspects of culture because they shape the way daily life is lived in the family, but also in the wider community and the workplace.

It is important to promote positive attitudes, beliefs, and norms that promote gender equality; challenge male power and privilege, discrimination and female subordination; and condemn violence against women (VAW). Cultural change occurs as communities and households respond to social and economic shifts associated with globalization, new technologies, environmental pressures, armed conflict, development projects, etc.

In conclusion, it is vital to recognize the role of culture in shaping gender expectations while promoting positive attitudes towards gender equality.



SUMMARY

You have learned that:

- ❖ Society plays a significant role in shaping attitudes and reinforcing gender stereotypes.
- ❖ Gender equality goes beyond eliminating discrimination; it aims to empower individuals to fully participate in all spheres of life.
- ❖ Empowerment via education empowers individuals to challenge norms and contribute to a more equitable society.
- ❖ Employees play a key role in changing attitudes.

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PROJECT NUMBER 2022-1-ES01-KA220-ADU-000086221



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