



Standard Model for Gender mainstreaming Process (Op1)

HERo – New narratives towards a gender equal society
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The Project

HERo - New narratives towards a gender equal society is aimed at supporting transformation of deeply entrenched patriarchal behavioral attitudes in society by fighting against the spread of gender and social discrimination in education, mass media, and applying an effective and productive response to gender-based discrimination, in line with Sustainable Development Goal 5. The project wants to support government bodies, civil society organizations, education institutions and the media in promoting gender equality and preventing gender discrimination, and disseminating positive gender narratives at all levels of society.

“HERo” is implemented by the Public Association “Social Technologies Agency” (Kyrgyz Republic) and the Center for Creative Development “Danilo Dolci” (Italy) with financial support from the European Union for 36 months, from 2019 to 2022 (European Instrument for Democracy and Human Rights – Country Based Support Scheme for Kyrgyzstan 2018 – 2019).

PRIORITY AREAS

Stereotype-free education

Supporting the conduct of anti-discrimination and gender expertise of standards and training materials, as well as increasing the gender competence of educators in the Kyrgyz Republic.

Gender-sensitive media standards

Assistance in the development and implementation of standards of gender-sensitive journalism in Kyrgyzstan as well as methodological support to universities on the application of these standards in the training of journalism specialists, thus improving the cooperation between the media and gender experts & NGOs.

Gender Policy Collaboration

Supporting interagency cooperation to prevent and respond to gender discrimination and violence at the national and local levels by increasing the capacity of gender-responsive ministries, departments, local self-government, strengthening the capacity of civil society organizations to effectively interact with state bodies and local self-government in order to advance the gender equality agenda.

Products and results

- Research and analytical reviews of the gender dimension in the priority areas of the project
- Normative legal documents on the regulation of gender issues in the framework of priority areas
- Methodical guides, manuals for target groups of the project in Kyrgyz and Russian languages
- Training modules, training courses, including online, in Kyrgyz and Russian Videos, educational materials, information campaigns and actions in
- Kyrgyz and Russian Raising-awareness events to spread the results and involve the target groups at all levels



Introduction to the Standard Model

The following document is the one of the first and main results of the project “**HERo – New narratives towards a gender equal society**” (EuropeAid- EIDHR – CBSS for Kyrgyzstan 2018 – 2019).

This Output gathers the results of the process of collection of good practices in the Kyrgyz area and in Europe – which has allowed to develop the “Good Practice Collection – Report” (A 1.3) - and the identified needs from the Focus Groups held with the target categories involved by the project.

It is the final outcome of the first action of the project: **A1 - Development of a standard model to ensure the gender mainstreaming process at all levels.**

Its aim is to develop the standard model to be met in all the four sectors analyzed (media, education system, public institutions and CSOs) which will set the objectives to reach in the next phases of the project development, fixing objectives, contents, learning needs and synergies to be created.

This output – whose development took more than one year – has gone through the following stages:

- **A1.1 – Preparation of Guidelines to plan the process:**

Centro per lo Sviluppo Creativo “Danilo Dolci” (CSC) – Coordinator of the project – and Social Technologies Agency (STA) have developed together tools and guidelines in order to identify 16 good practices – 8 from Kyrgyz Republic and 8 from the international context.

- **A1.2 Good practices collection on existing procedures, interventions & initiatives on gender mainstreaming & discrimination at institutional, educational and communication level:**

The research allowed to identify the following good practices – among Kyrgyzstan and several European countries – on the field of Media, Education, CSOs and Public Institutions:

Media	
Kyrgyzstan	Europe
1. Gender-sensitive media 2. Gender portrait of the activities of women deputies of the Jogorku Kenesh (Parliament) of the Kyrgyz Republic on the official website of the Jogorku Kenesh of the Kyrgyz Republic	1. Memorandum of Understanding between the Italian government, local municipalities and the media representatives - Italy 2. Media Policies and the Women's Image Observatory – Spain
Education	
Kyrgyzstan	Europe
1. Experience in promoting and implementing anti-discrimination and gender expertise of educational and methodological complexes in the education system of Kyrgyz Republic 2. Initiatives and projects to involve girls in vocational education in the field of ICT	1. Experience in promoting and implementing anti-discrimination and gender expertise in textbooks – Belgium 2. Girls' days and Boys' Days- in Austria and Germany



CSOs	
Kyrgyzstan	Europe
1. Experience of lobbying legislative gender quotas by the Women's Movement of Kyrgyzstan 1. Development and implementation of the mechanism of interdepartmental interaction at the local level on protection from family violence	1. De Mulher para Mulher (From Woman to Woman) – Portugal 2. Frauen Macht Politik (Women Power Politics) – Germany
Public Institutions	
Kyrgyzstan	Europe
1. Promotion of an integrated gender approach in (gender mainstreaming) in the activities of state bodies 2. Implementation of the gender dimension in the methodology of strategic planning of sustainable development at the national and regional levels	1. Constitution of the Swedish Gender Equality Agency 2. Gender Mainstreaming in Iceland's Institutions – Iceland

▪ **A 1.3 - Developing a report for each sector of the research:**

A report gathering the results on all the 4 fields has been developed, exploring the lesson learned in each identified good practice (the report is available on the project website: <https://hero-datkayim.kg>).

Together with the report of the Good Practice collection, the document is integrated with the results of the focus groups (A2.2 & A2.3) held with the Transversal National Board of the project, made of 12 representatives from all the targets of HERo (2 person/target), namely:

- TG1: responsables for gender issues (RGI) employees of government bodies.
- TG2: Human rights CSOs, NGOs working on gender issues, civil society activists, gender experts
- TG3: religious organizations, clergy.
- TG4: Educational experts from different job profiles and institutions such as experts of the Council on quality of education of the Ministry of Education and Science, teachers of schools, vocational lyceums, and pedagogical universities, specialists from the Institutes of Advanced Training for Teachers, authors of the academic and methodological complex (learning and teaching support kit), employees of publishing houses for developing and publishing textbooks.
- TG5: Journalists, social media managers, self-governing associations of journalists, the press services of parliament and ministries
- TG6: Civil servants/staff of local authorities, such as members from law enforcement, social protection, health authorities, cultural and information authorities.

These focus groups helped to identify the learning needs of the target, in order to understand in the best way how to deal with the needs of the Kyrgyz society and develop actions, contents and synergies in line with the society requests, taking always into consideration the SDG5 as well as the existing National Plan on gender equality.

Before deepening on what kind of needs and contents identified through the project action and that form this document, a short note on the Standard Model result: an important aspect to be noted is the interesting overlapping or repetition of methods that from European countries to Kyrgyzstan are similarly a common ground for successful implementation of innovations and good



practices. Often in the two different areas is indeed easy to detect similar methods even in context that differ from culture, traditions and legislations. This is one reason more to believe in the quality of the methods here collected, which for sure provide a valid track for the next steps of the project.

Standard Model

A. Media

In the field of media and journalism, through the good practice collection identified, some methods are to be listed as efficient and successful. The main recommendations for ensuring a good gender equal information and images through media and also to use media as a tool for fostering gender quality are:

- Strict and efficient cooperation through official agreement between government bodies and the media representatives in order to verify and vigilate on the representation of gender and gender issues in public and private media releases;
- Cooperation between NGOs whose mandate is gender equality and the institutions;
- Analysis (surveys or studies on the sources) of the actual situation of gender representation in media through the involvement of different realities from different backgrounds, in order to verify the reception of specific messages sent through the media and the extent of good or bad representation of gender related topics from the perspective of the final users.

From the Focus Groups, these are the need identified in the same field for the target to be involved:

- Basic introductory course on gender equality and skills development, application of tools, standards of gender-sensitive journalism for press services of government agencies;
- Training of media representatives in skills and application of tools, standards of gender-sensitive journalism for the press services of state bodies to increase gender awareness of citizens through the media;
- Horizontal and vertical gender analysis of the gender composition of the media;
- Training and increasing the gender sensitivity of the management staff of the media, combating gender discrimination in the workplace (An example was given that it is more difficult for young girls to get a job than for young men, just because the media management fears that the girl may take a break in her career because of her reproductive function, as well as in terms of security);
- Increasing the gender sensitivity and tolerance of editors and other media representatives, since a lot of gender-incorrect materials are covered in the media;



- Along with raising awareness of gender equality issues, women in the media need digital literacy training: often, all courses on digital literacy and mastering the skills of photography and video shooting are designed for men, and it is more difficult for women to complete this training on their own;
- In addition to basic knowledge on gender equality, it is necessary to include specialized topics in trainings (gender stereotypes, harassment, gender and economics, gender and climate change, etc.);
- Include practical exercises in the training program. It is also advisable to use interactive teaching methods.
- It is necessary to create a database of gender experts, with a clear description of the range of issues in which this expert specializes and indicating contacts;
- Online courses on gender equality issues;
- Regarding the training format: a combination of online and offline. If traveling, it is better for 2-3 days to dive deeply into training and get a good result.



B. Education system, resources & methods

From the good practice collection of Europe and Kyrgyzstan, these are the main tools and methods to replicate in order to gain good results in the education system:

- To focus on the national and international recommendation and legal framework such as *Elimination of All Form of Discrimination against Woman of the UN* and national laws on guaranteeing equal rights and equal opportunities for men and women;
- To conduct independent monitoring on the way gender issues and the image of women are displayed in school text book with the help of public institutions or of CSOs;
- To guarantee cooperation between Ministries, civil society organizations and development partners (such as EU, Unicef, UNDP, UN Women, OHCHR) on the topics related to gender issues;
- To train educational workers on the topic of gender equality;
- To identify a list of national and international experts to monitor and tackle the issues on the topic;
- Active involvement of girls in vocational education in the field of technical scientific subjects (STEM);
- To write national guidelines to detect and avoid gender-based discrimination and promote the fair representation of women and men in school textbooks and other teaching materials.

Here, following, the results from the Focus Groups on the needs in the field of Education System, resources and methods:

- Support for the book publishing sector of the Ministry of Education and Science, training of all employees and experts selected for anti-discrimination and gender expertise of educational and methodological complexes;
- Basic training course on gender equality and the development of tools for anti-discrimination and gender expertise of educational and methodological complexes for publishers, authors of teaching materials, editors and teachers;
- Work with universities, training teachers and students of pedagogical universities on gender equality and methodology for conducting anti-discrimination and gender expertise of educational and methodological complexes;



- Creation of video courses to ensure continuous learning;
- Analysis of the admission of students to secondary special and higher educational institutions by specialties. Such an analysis will allow initiating special measures at the discretion of budget places for girls in those specialties (technical specialties) where female students are least represented;
- Information campaigns and outreach to raise awareness and understanding of gender equality issues;
- It is important to support gender-responsive learning at all levels. It is important to carry out anti-discrimination and gender expertise in the system of vocational education, where the choice of a profession by students is often based on stereotypes;
- Provide a special teaching approach for girls who study in madrasahs, since digital technologies are inaccessible in madrasahs;
- Training on gender equality and methodology for conducting anti-discrimination and gender expertise of educational and methodological complexes for methodologists of district education departments. Methodologists represent an important target group, as methodologists work directly with school teachers;
- Conducting information campaigns among young people using interactive elements;
- By training format: a combination of online and offline.



C. Public institutions

In the field of public institutions, what follows is the list of results gathered from the good practices and the efficient methods found:

- To identify and write national strategies to have an integrated approach to gender issues through which the experience of both men and women are taken into consideration and essential in the drafting, implementation, monitoring and evaluation of legislation, policies and programs in all political, economic, labor, social and other spheres in order to eliminate inequality between men and women;
- The creation of specific national bodies whose role is to write and implement gender policies and whose responsibility is the correct implementation of the National Plans on Gender Equality in all the public bodies;
- The creation of a legal framework and of a specific funding dedicated to the gender issues area;
- The creation of Forum of Women Deputies advocating for legislation on women's right and the presence of gender officers within the ministries, departments, local state administrations and local self-government bodies;
- To include gender sensitive indicators among the key indicators of Sustainable Development of the Countries and to have an integrated gender approach at all stages of strategic development planning;
- To set deadlines for the implementation of improved new gender-related laws and objectives.

In the same field, these are the results of the Focus Groups:

- Include in the training program for public authorities, sessions on specialized topics (gender budgeting, gender expertise, the topic of improving the "system 112", etc.);
- Prepare methodological materials for each training for the possibility of independent passing of the material;
- Informative materials and a basic introductory online course on gender for government agencies. These materials are needed in open online access, since there is a frequent turnover of personnel in government bodies so that a new person can independently complete an online course and master basic knowledge on gender on their own.



- Support to the Gender Unit of the Ministry of Labor and Social Development, as well as the new Violence Prevention Unit, training of all employees of the new unit
- Preparation of information materials (posters, brochures, videos) for regular seminars on the topic of gender equality and domestic violence for training conscripts of urgent and non-urgent services of the General Staff of the Armed Forces of the Kyrgyz Republic;
- In addition to the rank-and-file staff and those responsible for gender issues, it is also necessary to increase the capacity of the management, including the state secretaries of ministries and departments;
- Responsibles for gender issues of ministries and departments noted the importance of increasing the capacity of other employees of ministries and departments, because sometimes difficulties arise in joint implementation of tasks to promote gender policy in ministries and departments due to the lack of awareness of gender issues among other employees;
- By training format: a combination of online and offline. If traveling, it is better for 2-3 days to dive deeply into training and get a good result.



D. Civil Society organization

Lastly, the results of the methods extrapolate from the good practices in the field of CSOs are the following:

- Awareness Raising on the topic of gender equality through mobilization, forums and lobbying and also to raise awareness among women about equal opportunities in local and international contexts;
- To involve the media in order to reach the general public and conduct media campaign, creating new forms of campaigning and using new methods that could create positive, new images of female leadership and fight stereotypes;
- Mentoring programs with experienced leading role to bring women closer to politics, to support women to access position of responsibilities and to learn how to express themselves;
- To increase the participation of young women in decision-making processes;
- To develop strategies to engage women through guides, handbooks, and other tools.

Lastly, following there are the needs identified as a result of the Focus Group on the same field:

- Facilitating the creation of Committees for the Prevention of Domestic Violence in the regions and cooperation with pilot committees. Domestic Violence Prevention Committees as an effective mechanism in promoting the gender agenda at the local level;
- Strengthen the capacity of non-governmental organizations in the regions so that they can conduct gender expertise and actively work with local self-government bodies;
- Training and increasing gender sensitivity not only for CSOs, but also for representatives of government agencies, as well as employees of internal affairs bodies, since stereotypical thinking often negatively affects the performance of their professional duties;
- It is necessary to create more women's movements and educate women about their constitutional rights, gender equality issues, etc.;
- Even at the highest levels of government, gender equality issues are perceived as purely social and are not considered as a significant part of the economy, which leads to the dropping out of gender equality issues from important government documents when they are adopted. There is a need to strengthen cooperation and raise gender awareness / sensitivity among senior government officials;



- There is a shortage of competent personnel among NGOs to promote gender equality. It is necessary to organize special thematic courses for NGOs and increase the capacity of NGO representatives;
- It is difficult for women's organizations to reach the entire country, so there is a need to build the capacity of women's councils that are active at the local level;
- It is necessary to conduct several pilot gender analyzes of several local self-government bodies, as an example, and show what benefits managers can get from such an analysis;
- Training of journalists and media representatives on gender equality issues and skills / application of gender-sensitive journalism standards tools is needed;
- It is necessary to carry out joint activities and training of NGOs and state bodies to improve cooperation between different sectors;
- By training format: a combination of online and offline. It would also be nice if the training was based on the example of a specific case.