metropolis ● world association of the major metropolises

GENDER MAINSTREAMING STRATEGY

What
we work for

At Metropolis, we work with our members and partners, to **eradicate gender-based violence in urban areas** and provide women with **equal participation** in the arenas of social, political and economic power.

We envision metropolises where women and girls feel safe in public spaces and on public transport, free of all forms of sexual harassment, and where they achieve a parity representation in more gender sensitive governance structures, that provide an equal access to education, workforce participation and land ownership.

Our
strategy

Metropolis recognises that urban areas have historically been planned, designed, and developed primarily by and for men. From their built environment to their social structures, urban areas do not always best serve the needs of women and girls.

While electing more women mayors is critical, change does not stop there.

The Beijing Declaration and Platform for Action regarding women's rights, make visible the need to recognise the different realities and needs of women and men, by mainstreaming gender vision in policies, to build societies with more gender justice.

At Metropolis, we concentrate efforts on implementing a dual approach. On the one hand, we emphasize **gender equality as fundamental pillar of sound governance**. On the other hand, specific initiatives targeted at women are created and developed and all the projects and products are designed, implemented and evaluated to identify and anticipate impacts on women and men.

The **gender mainstreaming strategy means not treating gender as an aside, but as central to how we think about urban areas**: from the data we collect to the issues we cover in our research, to the debates and panel discussions we host at global meetings.

This strategy, as a tool to reduce gender inequalities and build equitable urban areas, must be considered from the start of any conversations if our aim is to achieve **a right to the city for all women and girls**.

Our role

Metropolis, with 141 members across five continents, promotes the incorporation of gender perspective in urban agglomerations worldwide, by **putting gender equality at the heart of our DNA**.

1 Implementing awareness-raising initiatives

2 Identifying and sharing gender policies and experiences among our members

3 Generating a common base of gender knowledge to place gender issues on our membership's agenda

Externally, it means we advocate with our members to elevate women's voices on stage at global events and apply a gender-sensitive lens to all decision making, so that their **political agenda advances women's priorities in safety and public space, urban planning and equal representation**.

Key products

Gender-specific research

Training programmes

Engendering urban campaigns

Positioning events

Mainstreamed publications

Strategic Partnership

Facts & figures

Women in the workforce: Women make up **41%** of the metropolitan labour market

But there is a gender pay gap: **Women earn 46% less than men**

Who can fix gender discrimination? Only **28%** of elected city councillors are women

However, **44%** of metropolises have at least one type of tool or measure to **promote equal opportunities for women**

Educating the next generation of women leaders: Primary and secondary school **educational enrolment includes 86% of girls, but in some places, it is as low as 28%**

Drawn from our metropolitan indicators

Our impact

Our **Urban Sustainability Exchange (USE) platform** collects examples from around the world of successful gender mainstreaming in metropolitan governance.

Bogota, Colombia conducted **a safety Audit using the map-based mobile and desktop application SafetiPin**, whereby women map their neighbourhood and score aspects of the public real such as outdoor lighting and sightlines according to how safe they feel. By marking parameters such as lighting, openness, visibility, crowd, security, and availability of public transport, they can inform city government about needed changes to the built environment and public space.

Since 1994, **Dhaka, Bangladesh has worked with slum dwellers through a mechanism called the Participatory Development Action Program (PDAP)**. Women, adolescents, and children are at the forefront of these participatory dialogues to improve the quality of life for Dhaka's slum dwellers, which have led to improved sanitation facilities and road repairs to cover open drains.

Mashhad, Iran runs the Girl's Leadership Programme to reach young girls from ages 8 to 11 through educational programming around urban sustainability. The goal is to promote long-term civic engagement by reaching a population at its most impressionable. In Iranian culture, women play a significant role in influencing the family unit in community matters and this is a fundamental reason for focusing the programme on girls.

After the German parliament adopted a law in 2002 requiring gender mainstreaming in administrative decisions, the Berlin government launched the **Gender Equality Policy Programme**, which served as a master plan for urban development decisions to take a gender lens into account when designing public projects. In 2011, the city produced a handbook, "Gender Mainstreaming in Urban Development", to codify its experience and institutionalize this approach to city making.

Cases taken from USE, a platform managed by Metropolis.

Visit www.metropolis.org
for more information on our
Gender Mainstreaming Strategy.

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