

STAND BY ME PROJECT

YOUR

Chance
to balance the Gender
imbalance...



Gender Equality in Europe – KEY FACTS

«No society treats its women as well as its men».

This is the conclusion of the 1997 Human Development Report [source: UNDP] from the United Nations Development Programme.

According to the United Nations Population Fund (UNFPA), gender discrimination remains the most pervasive form of inequality throughout the world⁽ⁱ⁾.

Although within a few generations, the situation of girls and women has greatly changed in Europe, according to the European Institute of Gender Equality, Europe is still only 'halfway to gender equality'⁽ⁱⁱ⁾. Vast differences remain, in particular in certain domains such as power and how time is spent.

Power

In 2012, women MEPs made up only 35% of the European Parliament.

Women presidents/chairpersons of large companies total only 3,2%. The share of women on the board of the largest publicly listed companies, 2010-2012 total only 13,7%.

Women in politics across Europe continue to face widespread discrimination, which often aims to lower their authority and legitimacy and to make the exercise of power on their own terms more difficult.

Reports from Italy, UK and France demonstrate that women politicians are significantly more likely to be asked about their private life, judged on their family life and body image, and face hostility towards not only their actions, but also their identity as women^(iii iv v).



In your Association what is the percentage of girls at member level (brownies, guides)? What is the percentage of women at senior level? How may female and male leaders be treated and judged differently?

Home activities

The remarkable increase in the participation of women in the labor market over the past 50 years is yet to be translated into a more equal share of time spent on activities in the home. Women still take on the majority of housework and caring responsibilities, even when working full time(i).

Employment

In January 2013, across the 27 countries of the EU (EU-27), only 45% of all employed people were women and 55% men. There are significant regional variations, women occupy the majority of low paid positions and the choice to have children has a major impact on women's opportunities to earn a decent living. The more children a woman has, the lower the employment rate for women in the EU-27. The number of children does not have the same impact on the employment rate on men(v ii).

Salaries

In 2010, the average pay gap (average difference in hourly earnings before tax) between women and men in the EU-27 was 16.2%. There is evidence to suggest that this gap has increased during the recent recession across Europe.

In your Association who is doing what? How can Guiding and Scouting help young people contribute to society and family without feeling a pressure to conform to these traditional roles? How does your Association take account of family pressures faced by young women and young men?



How does your Association allow volunteers in low paid or low security jobs to contribute to Guiding and Scouting, given their challenges in negotiating time off?

Gender Equality

Why is this important for Guiding and Scouting Associations?

Lord Baden-Powell said:

“The secret of sound education is to get each pupil to learn for himself, instead of instructing him by driving knowledge into him on a stereotyped system.”



At the heart of Guiding and Scouting is a commitment to enabling girls, boys, young women and young men to develop their personalities. This should be without being restricted by stereotypes, and as we have seen already, the discrimination, prejudice and stereotypes relating to gender are some of the most pervasive in European and global societies today.

In addition, women are half the population of Europe and represent half of the potential talent base. If a country or an Association is not using to the fullest the skills, education and productivity of women, it is losing a great deal in terms of the available talent, which in turn has a great impact on its relevance, effectiveness and competitiveness with alternatives on which young women and men could spend their time.

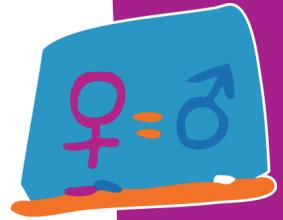
What can you and your Guiding/Scouting Association do to advance gender equality?

To empower and bring out the best of both young women and young men, change is usually needed at an organisational and individual level.

Here are a few ideas for you to consider:

Education

- Consider how to create a safe environment where boys and girls can develop themselves without being limited by traditional gender roles, i.e. they can develop their personalities and life goals according to their interests.
- Consider single-sex activities, in a co-educational setting, as an opportunity to provide boys and girls with a safe environment where they can explore a variety of questions around their identity and development.
- Make sure that gender equality is one of the key elements in your Association's policy and commitments on educational programme and recognise gender equality as a core value within the Association.
- Organise activities with young boys, girls and adult leaders on gender equality.
- As a leader, reflect on personal knowledge and experience on gender issues and how it could be improved? (E.g. through resources, training, mentoring etc.).





Gender-based violence and bullying

- At organisational level, make sure that the definition of gender-based violence and bullying is clear and known by all members and leaders.

For example, having a policy statement in the Association on protecting young people from gender-based violence and bullying.

- Have a safe reporting structure within the Association that supports complainants, respects confidentiality, and a senior volunteer championing this type of support.

A senior champion will ensure reporting of violence will be followed up and dealt with appropriately and decisively.

- Staff and volunteers are able to identify gender violence and bullying when it happens and to know how to intervene or who to consult when not knowing how to tackle the issue.

- Integrate awareness-raising programmes about gender-based violence and bullying into training programmes for all staff and volunteers.



Communication

- Make sure that language and actions reflect a respect for diversity in the population your Association serves.

- Girls and boys have the same space in the Association's magazines: they are equally represented in pictures, articles, etc. and these do not reproduce gender stereotypes.

For example: are girls referred to as Guides and boys as Scouts, or is there a general denomination for everyone? What activities are boys and girls in pictures doing? Are there female and male role-models that both boys and girls can identify with?

- Consider how your educational programme, communications and organizational culture creates an environment, within the Association, in which everyone feels comfortable with his/her body image, since this will influence the activities, interests and confidence levels of the Association's members.

Challenging stereotypes

- As a leader, role model confidence in sharing personal attitudes and interests even if these don't fit with 'typical' roles and expectations related to your sex.
- Share tasks within a group on the basis of skills and interests (and not on the basis of typical gender roles).



Gender in everyday life

- Contribute to making it possible for female and male volunteers to combine working and volunteering for the Association with their other commitments.
For example, allowing a flexible volunteer commitment (from a few hours to a higher commitment) whilst continuing to value the volunteer's contribution and his/her influence on decision-making in the Association.
- Make sure that everyone has the opportunity to express his/her own ideas and that all ideas are equally considered regardless of how/how loudly they are expressed.
- Consider where and when you are asking a volunteer to make a commitment and the potential impact of gender in their life outside Guiding and Scouting.
For example, young women are much more likely to be affected by gender-based violence or face judgment from more conservative communities if they attend activities late or in locations which are remote or isolated.





Promoting women

- Actively work towards equal access to senior positions and decision-making for women and men and reflect this in the Association's succession planning.

For example, consider how opportunities allow volunteers to have a work-life balance and demonstrate that your Association value women's contribution as much as men's.

- Both women and men can identify with role models and leadership styles in the Association that are not reproducing stereotypes.
- In order to encourage women with the right skills or potential to apply for and make the most out of leadership positions, consider the use of mentoring both for the individuals and for the decision making bodies they will serve on. Mentoring allows mentees to further their professional development by providing a safe space to address individual questions and learning needs.
- Give equal attention, respect and support to a woman or a man in the same leadership position and celebrate leadership behaviours that are not influenced by typical gender roles

For example, is an assertive woman "bossy" or is she simply making her opinion heard?

- Do not make the mistake of thinking that just because your decision making structure has a some women on it, this means that gender equality is ticked off the list!

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● Do you feel strongly about gender equality and want to be an agent of change? Commit to one or many of the actions above (www.beagenderhero.org) and become a WAGGGS gender hero!
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What does WAGGGS seek to achieve?

WAGGGS is the largest voluntary movement dedicated to girls and young women in the world. As such, with our Member Organizations, WAGGGS has a significant role to play in contributing to a world which enables both girls, young women, boys and young men to be valued as individuals, and empowered and confident to fulfill their dreams on their own terms. The Europe Region WAGGGS represents 62 national Girl Guide and Girl Scout Associations from 39 countries in the enlarged Europe.

In order to achieve its mission, the Europe Region WAGGGS:

- Supports diverse Member Organizations across the Region to expand their reach and quality through the provision of high quality, relevant WAGGGS services which are designed to support the sustainability and make best use of existing resources. These services include mentoring support, access to training resources and learning from other associations, other forms of tailored support on the so called 'six core areas' and a chance to shape policies which influence Guiding and Girl Scouting development;
- Works with Members to achieve growth, innovate and share learning about growth through quality to facilitate expansion of Girl Guiding and Girl Scouting in the wider Europe Region;
- Supports the development of Guiding and Girl Scouting in new countries across Europe becoming Full members of WAGGGS and achieving sustainability in growth and quality of their services;
- Supports MOs to improve access, relevance and attractiveness of the Girl Guiding and Girl Scouting experience for girls from diverse communities across the Region.

How is WAGGGS Gender

Gendered leadership

Gender is a key factor in ensuring that Girl Guiding and Girl Scouting can keep changing the world for the next 100 years, as it has so far. Gender is not just about women and girls. The lives of men as well as women are strongly influenced by gender.

We are an Association committed to working with our members so that girls as well as boys are given the opportunity and space to develop themselves and their potential, on their own terms regardless of the expectations and barriers that society put in their way.

To work on 'gendered leadership' is to 'out' the many ways in which societies shape dreams, ambitions, possibilities, role models for girls and boys, as well as the practices of our Associations and the communities they work in.

Apart from providing training to girls and young women, gendered leadership means examining the workings of our Associations to understand how these support or limit the development of girls and young women as leaders. It means working with existing male and female leaders to engage them as champions of leadership development opportunities and styles that are open to and benefit everyone.

Using our experience with Associations and evidence from our work with girls, boys, women and men, Girl Guiding and Girl Scouting can shape opportunities for girls, women, boys and men to take action in the world and lead in all sectors to shape a Europe and world of the future.



contributing to Equality?

Leadership development

WAGGGS has been empowering girls and young women as leaders in their local communities, on the international stage and in their professional and volunteer lives for 100 years.

Through Girl Guiding and Girl Scouting, girls, young women and leaders are given the opportunity to realize their full potential, make positive choices, stand up and speak for their rights and contribute to the development of their communities, nationally and globally.

From the time a girl joins Girl Guiding and Girl Scouting, she can grow her leadership skills through:

Learning by doing or experiential learning. Each Girl Guide and Girl Scout is encouraged to try out stimulating activities and challenges and to evaluate both the result and the learning achieved through the activity.

Progressive self-development, allowing each Girl Guide and Girl Scout to choose her route and proceed with the chosen activities at her own ability and pace.

Patrol system. Founder of the Movement, Robert Baden Powell, defined the patrol system as “a small natural grouping of six to eight persons under the leadership of one of themselves where each individual has an indispensable part to play” (team work). The patrol system encourages interaction with others, self-expression and the development of joint and individual responsibility and democracy in action.

Involving boys and men in gender equality

As Girl Guiding and Girl Scouting Associations, we have signed up to a vision of a world in which all girls and young women are valued and take action. This vision is empowering for boys and men as well as for girls and women, and we recognise that it can only be achieved with the active support of boys and men.

Indeed, 'gender' is an idea we socially give meaning to. According to the definition of gender of the **World Health Organization** (WHO), 'gender' refers to the socially constructed roles, behaviours, activities and attributes that society considers appropriate for men and women.



Everyone is involved in this social, cultural, political definition of roles and behaviours for what is considered being "typically" feminine or masculine and everyone is subject to it from even before his/her birth! Who has never felt gender stereotypes impacting on his/her own life? ("Pink is for girls, blue for boys", "Girls don't play football!", "A 'real' man doesn't cry!")

It is quite clear that Gender equality is something that would benefit to everybody, girls and boys, women and men, and would allow interpreting roles and behaviours on the basis of each one's own identities. Society would also benefit of women's inputs at different positions.

The Europe Region WAGGGS has championed a gender aware approach in its Regional Strategy and at World level. To achieve WAGGGS Vision and Mission, WAGGGS itself and Guiding and Scouting Member Organizations need to **engage boys and men as champions of a world that works for girls, boys, women and men**, in individual Associations and in Europe.

A Regional project will be carried out during the triennium 2014-2016 to explore how to most effectively

work with boys and men in achieving WAGGGS Vision. This will allow MOs and WAGGGS to share experience, develop tools to engage boys and men effectively in educational programme, leadership, organisational practices and influencing in a way that benefits everyone.



Some of our relevant work..

Fight violence against women:
STOP THE VIOLENCE CAMPAIGN

In July 2011 WAGGGS launched a campaign to Stop the Violence – Speak out for girls’ rights. Violence against girls happens in every region of the world. Six in 10 girls and women around the world will experience violence in their lifetimes. Yet there are too few conversations, too little action, poor data and limited investment to stop violence against girls and women. It is either an issue that happens somewhere else, is a private matter, or is too taboo to challenge. Girls are especially vulnerable to violence as they face the double discrimination of their gender and age. They



experience sexual, physical and psychological violence at home, at school and in their communities. They are subject to female genital mutilation and become child brides. They are being killed before birth for simply being girls.

The campaign: Five key pillars

The World Association of Girl Guides and Girl Scouts is creating a global community committed to ending violence against girls and young women. At the heart of that community are girls and young women themselves, the leaders and instigators of change. To grow this community and to affect real change for girls the world over, the campaign is focusing on five areas:

- 1. Awareness raising campaign** – A call to action that drives awareness about the issues and engagement in the campaign.
- 2. Education programme** – Along with UN Women, the World Association has developed a non-formal education curriculum, Voices against Violence to support girls, young women, boys and young men to identify violence, to understand their rights and to gain the skills in advocacy and leadership to claim these rights.
- 3. Research and policy** – Conducting ground-breaking, global research to fill the gaps in knowledge and understanding about the issue and to find effective solutions.
- 4. Lobbying programme** – Influencing decision-makers at all levels to ensure appropriate legal frameworks, services and investments are made to stop violence against girls.
- 5. Campaign action plans** – Supporting Member Organizations and groups to customise the broader global advocacy campaign to their local context to make a real difference to girls on the ground.

Leadership Development

WAGGGS Leadership Development Programme



The World Association of Girl Guides and Girl Scouts has developed the WAGGGS Leadership Development Programme (WLDP) consisting of eight modules, each covering a topic area that enhances leadership skills and personal growth and which supports national Girl Guide/Girl Scout Associations in their growth and continued development.

The eight modules are:

1. Personal Development
2. Understanding Leadership
3. Leading Teams
4. Diversity
5. Management Skills
6. Communication
7. Advocacy
8. Setting Direction

The WLDP is designed for two specific types of leader:

The WLDP addresses the needs of WAGGGS Member Organizations and gives **support** in specific areas of leadership development. This is part of WAGGGS ongoing **commitment** to assisting Member Organizations and regions in their succession planning.

It also has **benefits** on an individual level. For those currently in a leadership role, changing leadership roles or moving into a new leadership role, attending a WLDP event will not only strengthen their capacity but have a conscious and positive effect on other areas of their lives. For the first time, in February 2013 the WLDP event **“Beyond boundaries: Leadership in diverse environments”**, involved both men and women from WAGGGS Member Organizations to discuss leadership development in diverse contexts. The decision-makers present, men and women, explored leadership theories and practices with special attention to gender, cultural and intergenerational

perspectives to define solutions that can help addressing diversity in leadership approaches across WAGGGS members.

Women in the media: supporting positive female role models.

NO MORE PAGE 3 CAMPAIGN at the Conference,
and Girl Guiding UK

Media play a big role in reproducing gender inequalities. Think of how women's image is shaped, objectified and sexualised and what are the female role models usually shown? You don't often read interviews about outstanding women but rather see their bodies!

During a keynote speech at the 14th European Guide Conference in Berlin in August 2013, the Europe Region WAGGGS invited GirlGuiding UK to share learning on the work of its young advocate panel with the "**No More Page 3**" campaign.

The campaign provided useful learning for other associations on how to enable girls and young women to address key issues in society which they identified as having a major influence on their wellbeing and development. Working on this campaign raised the profile of GirlGuiding in the UK media and society and is helping to reach out to new cross-sections of potential supporters and members.

A national UK newspaper, The Sun, daily (except for Sundays, the families day) dedicates its page 3 to publish pictures of topless women. A petition to stop this was started during the Olympics in summer 2012, when a writer called Lucy-Anne Holmes found that the largest female image in The Sun was of a young woman showing her breasts, even though Jessica Ennis had just won her

gold Olympic medal.

Girlguiding, WAGGGS UK Member Organization, group of young advocates decided to support the 'No More Page 3' campaign explaining:

"The Sun is a family newspaper. Anyone can pick it up, turn to Page 3, and think that it is normal for young women to be treated as objects. This is just wrong.

It is impossible to nurture your ambitions if you are constantly told that you aren't the same as your male equivalent. It is disrespectful and embarrassing. We need to get used to the idea that women are not for sale."

How women are represented by media can make a difference on many aspects, such as for example women's self-esteem, female role model being valued as much as their male counterparts, women being considered as human being with full rights.

If you would like to support the campaign, sign the 'No More Page 3' petition and tell your friends about it! (<http://nomorepage3.org/>)



STAND BY ME ACTIVITIES



The **Stand by me** project included a series of activities organised by the Europe Region WAGGGS from 2012 to 2013, all contributing to supporting and providing youth leaders, young people and Member Organizations with knowledge, skills and attitudes to examine the issues around gender equality, and explore how they can help ensure that equal participation of young women and men truly becomes a reality across Europe. The project has been funded by the Youth in Action programme of the European Commission.



Youth
in Action

Roverway July 2012, Finland

Roverway is an international event that promotes awareness among young people up to 25 years old of different cultures and traditions. In 2012 it involved nearly 2.500 participants from 50 different countries, most of which were Europeans.

In the frame of Roverway, the Europe Region WAGGGS ran three training courses to develop core skills of young volunteers:

- Training on Personal Development
- Training on Partnership
- Training on Advocacy



The training courses provided participants with opportunities to self-assess their skills, acquire and exercise new tools and competences, identify best practices, and develop action plans for their future and cooperation between organisations. The core skills training provided helped build the capacity of young leaders and their respective organizations. The non-formal education activities offered particularly aimed at developing young people's skills respectively on participation in decision making and leadership; partnership building, strategic planning, project management and funding, advocacy, WAGGGS' Stop the violence campaign ([see page 13](#)) was presented through different activities. Participants from different Member Organizations mapped their possible 'allies' to carry on the campaign in their countries and how to partner with them and advocate for the campaign. More than 150 young people received training, practice, coaching and feedback, and were assisted in developing, ripening and unleashing their full potential as leaders. Such a large-scale event allowed collecting opinions and ideas on the main obstacles that young women face

today to actively take part to decision making bodies and how Girl Guiding and Girl Scouting can help promoting their inclusion and recognition.

Chief Executives Training *November 2012, Germany*

As we have seen, the idea of gender relates to many other aspects of individual identity including social and cultural contexts. Each individual has multiple identities, for example a woman, volunteer, daughter, worker, wife, etc. that interact with their gender.

During this event, Chief Executives discussed how multiple identities interact with gender and began to consider how Guiding and Scouting Associations can take them into consideration with regards to their educational programmes and membership. Out of this discussion, several Associations together with WAGGGS began to develop ideas for a Gendered Leadership project to consider how Guiding and Scouting can forge and apply new and progressive models of enabling young women and young men as leaders.

Work in Progress *January 2013, United Kingdom*

The work in progress training gathered 35 participants from all over Europe, active volunteers at European level. The educational programme of this event provided volunteers with high level training on how to develop advocacy actions, training for trainers and support their peers while using progressive methodologies, modern educational methods, distance learning and social media in Member Organizations as well as for the Europe Region WAGGGS. Promoting young women's participation nowadays needs to take into consideration new youth trends, communication and learning styles.

During the training, participants were inspired by a

presentation by Claudia Filsinger of Oxford Brookes University. Claudia presented on trends in women's leadership from the business sphere and encouraged participants to consider their parallels in a Guiding and Scouting context. As a specialist on mentoring, Claudia also shared learning on different forms of mentoring and how organizations can use this to support women to overcome challenges such as 'glass ceilings', balancing family commitments, getting their voices heard and developing their own authentic leadership style. Participants reflected on the implications for Girl Guiding and Girl Scouting, but also for their own lives.

Evaluation Meeting March 2013, Germany

The Evaluation meeting gathered high level volunteers, present in the different past activities of the Stand by me project throughout 2012 and 2013. The meeting started with a global evaluation of the project in order to assess results, impact and plan for new projects to be developed.

The evaluation meeting was also used to consider how the Europe Region WAGGGS as well as Girl Guiding and Girl Scouting Associations can make gender equality relevant in Europe, on the basis of learning, feedback and ideas gathered throughout the project lifetime.

The findings of the evaluation of *Stand by me* project, together with an overall evaluation carried out separately by the Europe Region WAGGGS about activities run in the *triennium 2010-2013*, informed the development of a new European Membership Development Strategy for 2014-2016. As a result of this project gender is a key theme of the new Strategy; two projects will focus on *Gender equality, men and boys* - with an event that will be held in May 2014 in Finland - and *Gendered leadership* (see page 11); and the 14th Europe Guide Conference (Berlin, August 2013) hosted a key note speech about

self-esteem and the role of women in the media, relating to 'No page 3 campaign' against the sexualisation and objectification of women in the media and society as a whole and how Guiding and Girl Scouting can address such key gender issues in Europe today(see page 16-17).

The 'Stand by Me' project has been funded with support from the European Commission. This publication reflects the views only of the author, and the Commission cannot be held responsible for any use which may be made of the information contained therein.



Youth
in Action

Notes

- I United Nations Population Fund
<http://www.unfpa.org/gender/>
- II European Institute for Gender Equality
<http://eige.europa.eu/content/gender-equality-index>
- III Grégory Derville et Sylvie Pionchon, « La femme invisible. Sur l'imaginaire du pouvoir politique », Mots. Les langages du politique (31/01/2008)
<http://mots.revues.org/369>
- IV Who would be a woman in politics? The Guardian
<http://www.theguardian.com/politics/2014/feb/09/women-politics-female-politicians-rape-threats-patronising-comments>
- V It's younger, half are women, but it's too early to celebrate Renzi's cabinet. The Guardian
<http://www.theguardian.com/commentisfree/2014/feb/24/matteo-renzi-younger-female-government>
- VI In the UK: 70% of all housework is done by women. In Greece, this figure is over 80 %. In Sweden, 66%.
<http://www.theinformationdaily.com/2013/07/23/women-across-europe-still-complete-lions-share-of-housework>
- VII In 2009 across the EU, 75,8% women without children are working. 71,3% women with 1 child are working, 69,2% women with 2 children are working and 54,7% women with 3 children are working. 80,3% men without children are working, 87,4% men with 1 child are working, 90,6% men with 2 child are working and 85,4 men with 3 child are working.
[Eurostat News release: Women and men in the EU seen through figures.
www.europa.eu/rapid/press-release_STAT-11-36_en.pdf]



Europe Region

World Association
of Girl Guides
and Girl Scouts

Association mondiale
des Guides et des
Eclaireuses

Asociación
Mundial de las
Guías Scouts



Youth in Action

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Avenue de la Porte de Hal, 38 (box 1)
B-1060 Brussels, Belgium

t: +32 (0)2 541 0880

f: +32(0) 541 0899

e: europe@europe.wagggsworld.org

www.europe.wagggsworld.org