

*Center of Women's
Studies and Policies*

National Conference and
International Expert Meeting
on Gender Mainstreaming
8-9 July 2005 Sofia, Bulgaria

reg. Campania
Charter for Sex Equity
&
COF – OTTAVIA
cobnet city

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FRAMEWORK

CHARTER FOR SEX EQUITY IN LOCAL DEVELOPMENT PROCESSES

The Fourth United Nations World Conference on Women (Beijing, 1995) produced a Declaration & Platform for Action identifying
twelve critical areas

poverty, education and training, health, violence against women, armed conflict, economy, power and decision making, institutional mechanisms, human rights, media, environment and the girl-child.

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The 23rd Special Session of the UN General
Assembly (“Beijing + 5”),
June 1999 in New York,

Policy Declaration and Agreement
on actions and further initiatives, with which
Governments reaffirmed their commitment.

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The **Treaty of Amsterdam** establishes the objective of “**eliminating inequality and promoting parity between men and women**” and commits Member States to combat **sex discrimination**(1999).

Equality between men and women with regard to “labour market opportunities and treatment at work” (art. 137), it means

the principle of *equal pay* for workers for equal work or work of equal value.

To ensure the application of the principle of equal opportunities and treatment in matters of employment and occupation, UE permits to adopt or maintain measures providing for specific actions in favour of the under-represented sex in professional careers (art. 141).

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European Union Charter of Fundamental Rights

Nice on 7.12.2002

The principle of equality of men and women in all areas, including employment, work and pay, without prejudice to the legitimacy of maintaining and adopting positive actions (art. 23).

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The **Fifth Community Action Programme concerning community strategy on**
Equality between men and women (2001-2006)
&
European Employment Strategy(EES-1997)

Fundamental objective: the promotion of Equal Opportunities for men and women (hereinafter EO) and specify strategies and actions in the areas of:

- *economic life;*
- *equal participation and representation;*
- *equality of social rights;*
- *civil life;*
- *changing gender roles and overcoming gender stereotypes.*

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whereas:

under the process of reformulation of the Community Regulations on **Structural Funds and the Cohesion Fund** and the definition of new regional programming documents for the period 2007-2013,

it is declared that

only reduction in inequality can ensure that all regions and social categories can take part in and benefit from development;

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whereas:

under said Regulations

a consistent importance and a determining role is given to

the International Partnerships, compulsorily activated at various national, regional and local levels to prepare, enact, survey and evaluate both the national strategic reference Framework and the regional Operational Programmes in the promotion of equal opportunities of men and women.

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The Region of CAMPANIA

1) the Campania 2000-2006 REO has taken exactly the UE approach, providing for a specific measure to promote female participation in the labour market (Measure 3.14), a multi-level government system under the regional Authority for gender policies, and the progressive activation of a vast network of institutional, socio-economic, thematic, local and sectorial partnerships;

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The Region of CAMPANIA

2) there still remains a local problematic situation with the results gained and the transformations triggered in organisational systems;

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The Region of CAMPANIA

3) although the position and condition of women in the local economy and society has improved overall there is still a worrying level of female inactivity and unemployment, as well as persistent forms of discrimination against women in both access to work and their professional progress and career.

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and so.....

A process needs to be activated in which all institutional and non-institutional bodies work towards

a great change

of perspective and truly converge efforts towards the construction of a more equal society, in the fullest awareness that the application of the principle of equal opportunities for women and men

does not represent

a constraint to be respected “formally”, but a real occasion to improve the performance of any action for local development.

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and so.....

A symbolic and political *place* is needed to share
principles, conditions, priorities, procedures,
operating tools, validation and monitoring systems,
leading to the assumption of commitments and
responsibilities shared and distributed by
competence, a real pact which involves all the
protagonists of socio-economic and local
development in the region of Campania.

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The Region of CAMPANIA declares

Art.1

- **Founding principles**

- Sustainable, quality development must be founded on participation, solidarity and equity.
- A *society* based on democratic principles confronts the issue of equality, appreciation of gender differences (and of all types), and balanced distribution of power and responsibility.

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Art.1

- Just a dynamic **economy** appreciates and utilises its human and social capital in the best way; in all its components and relational networks it confronts injustice, inequality and disequilibrium, and concerns itself with the fate of future generations.

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Art.1

- *Equity in a development process means*

taking into account needs, desires and interests of all members of the population, giving a voice and power to those without them, enabling widespread access to the expected opportunities and benefits, preventing the costs of the innovations from falling on the weakest, and not losing sight of the fate of future generations.

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Art.1

- *A government system* which does not strive to construct gender awareness, widespread accessibility to rights and opportunities, participation in decision making processes, balance of power and widespread wellbeing can never achieve lasting, sustainable results.

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Art.2

Aim

- **The local authorities plan, define and ratify:**
 1. the key questions and areas in which to concentrate local equal opportunity actions, bearing in mind the future E.U. structural policies centred on *themes/objectives of convergence, regional competitiveness and local employment and cooperation*;
 2. the specific tasks and functions that each institutional, socio-economic player may assume, in relation to said questions/contexts.

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Art.2

- The process is aimed at the permanent adoption of a gender-oriented point of view in collective choices and the guarantee of a council which operates in respect of the *rights as citizens of men and women* who have an impact on the quality of development and the equity of the process begun to determine such choices.

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Art.3

Action Areas and Tasks

- The aim stated in the previous article can be pursued through the assumption of tasks and responsibilities in the following priority areas:

Information and education;

Female representation: contributing to the development of conditions favouring the widespread presence of women in places where important decisions are made on collective life, with the aim of guaranteeing gender integration in development policies (*gender mainstreaming*), and ensuring that the various components of the population have equal power and responsibility (*empowerment*), risks and opportunities (*equality*);

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Art.3

Labour: appreciation of women's potential for innovation in terms of social responsibility, diligence, determination, creativity and enterprise (*active citizenship*), guaranteeing time and life cycle policies enabling women and men to manage the various aspects of their lives in the diverse phases of their existence (*conciliation*) and also promoting labour organisations which appreciate gender differences and do not discriminate on the basis of sex, whether in access to work or in career development (*equal opportunities*);

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Art.3

Health: operating to protect the health and wellbeing of women and men and promoting initiatives aimed at supporting the realisation of the desire for/right to mother/fatherhood;

Safety: activating initiatives and tools to confront commercialisation of the body and violence against women in personal relationships in and outside of living and work places.

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Art.4

Bodies and Responsibilities

- Institutional bodies - *whether public or involving public participation* - which manage socio-economic and local development processes and projects in the Region of Campania, sharing principles and aims, assume the responsibility of guaranteeing equity in their development process and undertake to promote the progressive specification and formalisation of *operating agreements* with the various bodies involved, *becoming part* of the concertation method and *promoting partnership* opportunities.

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Art.5

Equality Protocols

- The commitment taken on in adopting this Charter is materialised with the support of equality and equal opportunities organisations, through specific **equality protocols** (**local, sectorial or thematic**) or other formalised cooperation types with the most representative key players in socio-economic development and in cultural and civil growth.

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Art.7

Equity Evaluation and Certification

- **Awareness:** it must guarantee the enactment of all actions necessary to make women aware of their value and rights;
- **Access to information and opportunities:** it must block unequal use of opportunities and resources;
- **Wellbeing:** it must aim to improve the material status of women, including by changing the inequality of indicators measuring quality of life;
- **Participation:** it must facilitate the participation and integration of women into policy, economy, public and private sector decision making sites;
- **Balance of powers:** it must guarantee balance of powers between men and women - beginning from the family - in the economy and society.

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Art.8

Incentive Mechanism

- The Region of Campania, supplied with a preliminary investigation prepared by the Authority for Gender Policies, arranges the institution of incentive mechanisms aimed at institutional bodies that have certified the equity of their content/work and are distinguished not only by their number of activated equality Protocols, but also for their ability to construct cooperative networks with other bodies/development projects, including outside the region.

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Regione Campania



*Ministero del Lavoro
e delle Politiche Sociali*



Fondo Sociale Europeo



COF
OTTAVIA - COBWEB CITY
Centro per l'Occupabilità Femminile

Città di Ercolano

C.R.I.A.I.

Associazione
Donna & Sviluppo

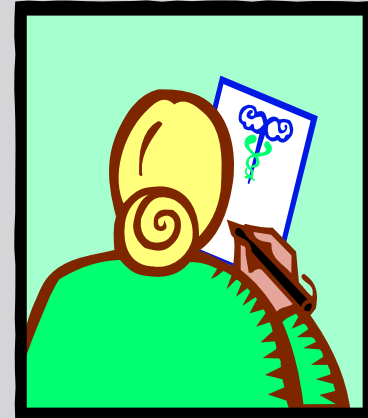
IPAM

Miglio d'oro
s.c.p.a

Stoà

OCCUPABILITY'S SERVICES

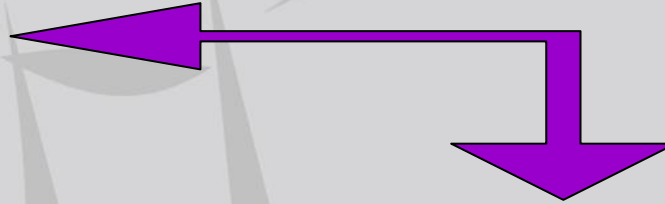
- ❁ Welcome
- ❁ Information
- ❁ Competences' balance/Self-Assessment
- ❁ Vocational guidance
- ❁ Internet point - PC tutoring
- ❁ Computer science schooling
- ❁ Career planning
- ❁ Mentoring
- ❁ Sector's Observatory



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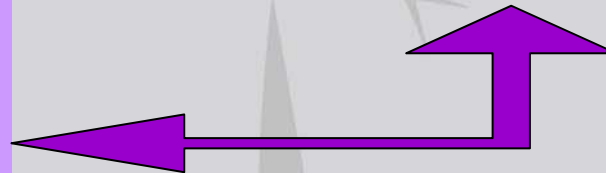
Welcome

First contact SK
(information
exchange)



Informative
Seminar:
Accompanying
women to Center's
services.
Deepening for
services's various
typology

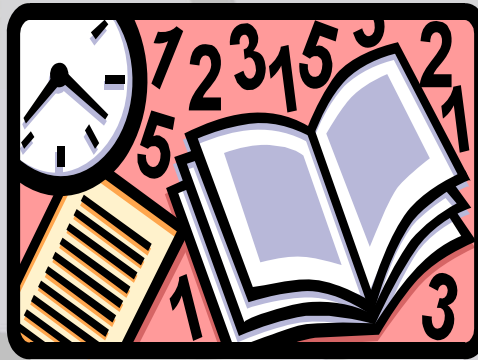
Deepening Sk
(Positioning on
service of
occupability &
socialization)



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INFORMATION

To make clearer the information concerning territorial opportunities but not concerning announcements, competitions, training courses, ecc.



Consultation list & site web with tutorship. Internal Show case with information

SELF-ASSESSMENT

To accompany women in the process of analysis & acquisition of awareness of their own technical, relational & personal competences...

The course is articulated in 3 phases:

1. Competences's balance (12 h)
2. Self marketing (16 h)
3. Oriented Curriculum (8 h)



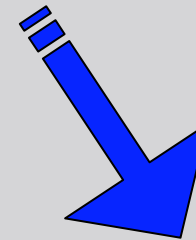
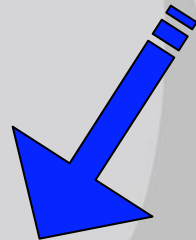
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ORIENTATION

To improve the strategies of approach & contact

To increase knowledge on labour market

To define own professional project



*Self employment/
entrepreneurship*
Short specialistic
courses

Employment:
Short &
thematic
seminars

ORIENTATION : which choice?

Employment

Self employment/Entrepreneurship



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INTERNET POINT - PC TUTORSHIP

To support the approach to PC of women without competences



Address book of sites to look for the job



To make easier to navigate in Internet and to consult documents and/or with the possible support of tutors

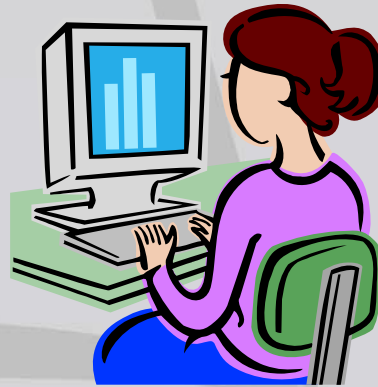


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COMPUTER SCIENCE SCHOOLING

*To facilitate the approach of users
which never have operated with a PC*

**To acquire basic
PC competences
through short
training courses
of 30 h.**



Internal courseware

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CAREER PLANNING

**Planning of an individual carrier's course:
objectives, resources, methods and times**

**To compare with the expectations,
the values and the objectives of the
professional choice and carrier**



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MENTORING

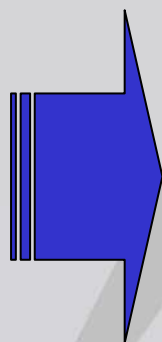


Enterprise's Start-up
Experience's exchange
with sectorial
entrepreneurs
Consultations
Supports

To accompany women in the development of the individual and professional potentialities. To get a deeper knowledge of the strength and of the weakness through the motivation and the development of personal qualities and competences.

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SECTORIAL OBSERVATORY



**Monitoring the sector of
own interest to locate
the possible
developments in the
brief, medium and long
term**

Sectorial analysis, researches and studies

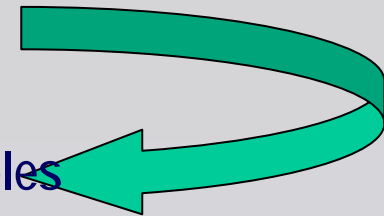
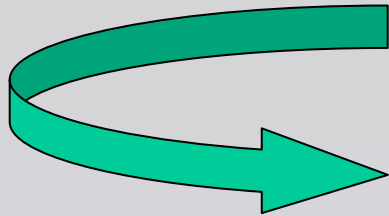
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SERVICES TO SOCIALIZE

- ❁ Cultural mediation
- ❁ Self-managed laboratories, workshop, ..
- ❁ Thematic Library
- ❁ Play corners for children

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INTERCULTURAL SERVICES



To foster friendship among peoples
through the meeting and the
integration of different cultures.

To develop dialogue, to recognize and
to increase the value of the
differences.

Periodic meeting on themes

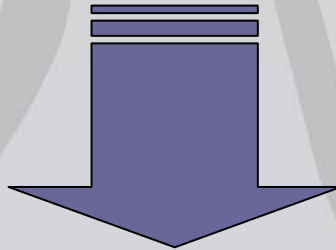
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SELF MANAGED LABORATORIES

To support aggregation and socialization between women.

To develop artistic activities

To learn artisan activities



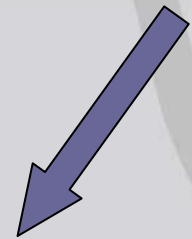
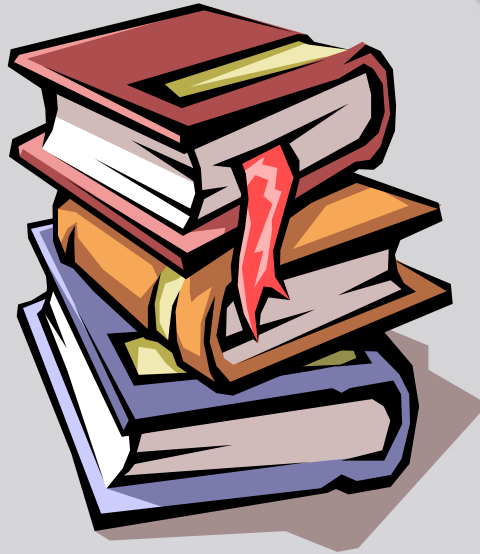
... Periodic meetings...

To set aside what everyone must do...



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THEMATIC LIBRARY

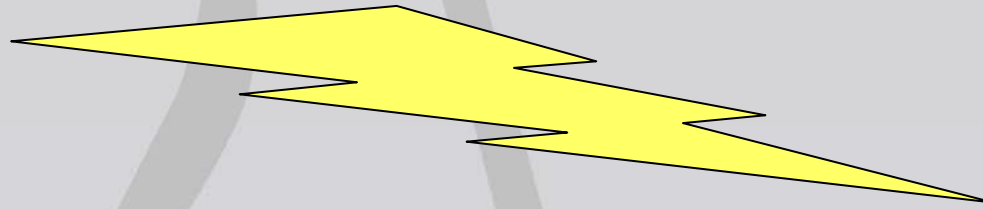


To get a deeper knowledge of women's world through reading and consulting books of female narrative

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PLAY AREA FOR KIDS

Dedicated area for kids where expert operators take care of babies of women wich participate to the Center's activities

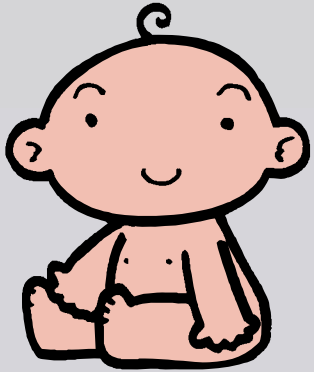


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ZERONOVEMESI

(zeroninmonths)

A mother is born, a woman revives



“Perché la magia della maternità non diventi una nebbia che offusca i confini personali e di coppia...

...ma rimanga un'onda creatrice che, allargandosi, includa l'espansione della mamma come donna”

Silvana Lepre

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Cof- (Female Occupability's Center)

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A faint, light gray watermark of a woman's face is centered in the background. The face is shown from the nose up, with a slight smile. The word "OTTAVIA" is written in a large, light gray, serif font across the bottom of the image, partially overlapping the watermark.

Thanks for your attention

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