



GENDER-SENSITIVE COMMUNICATION AND PROJECT IMPLEMENTATION

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TODAY'S PLAN

- Guidelines for gender-sensitive communications
 - Examples: missed opportunities and unintentional harm
 - Group work – develop your own strategies
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- Guidelines for gender-sensitive implementation
 - Examples: missed opportunities and unintentional harm
 - Group work – develop your own strategies

GENDER-SENSITIVE COMMUNICATIONS

MESSAGES
& CHANNELS

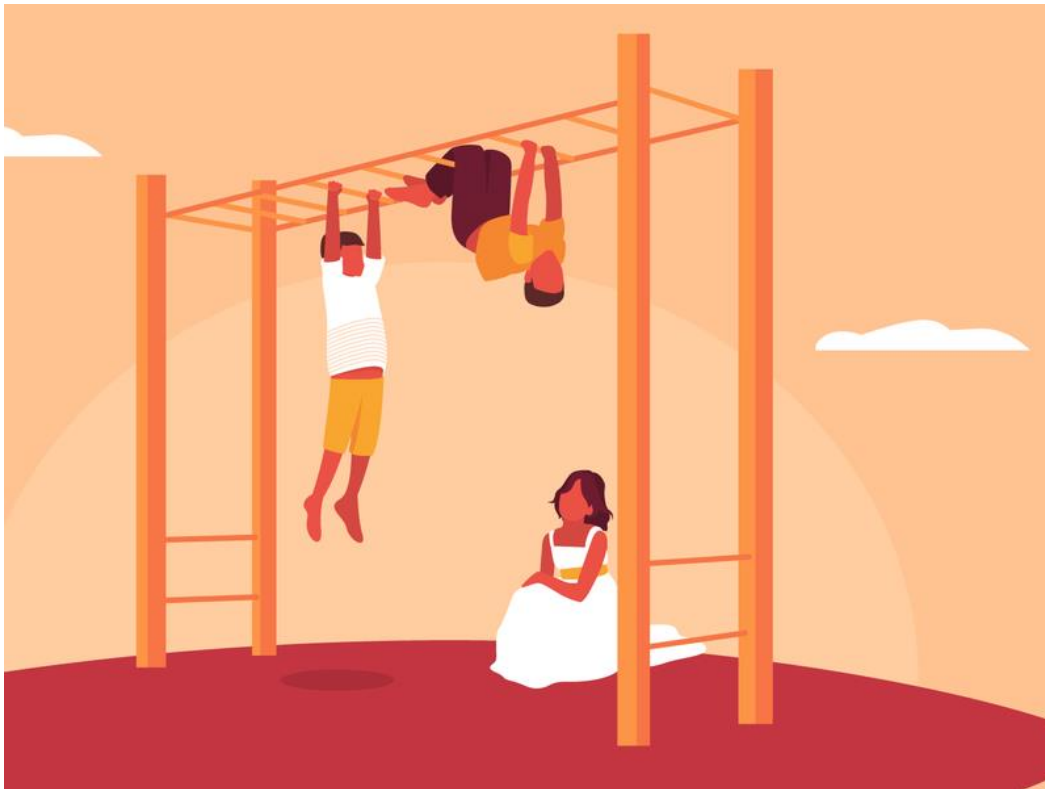
REPRESENTED
& VISIBLE

CHALLENGE
STEREOTYPES

DON'T
DISEMPOWER

GENDER-SENSITIVE COMMUNICATIONS

Stereotype: oversimplified image or idea about a particular type of person



GENDER-SENSITIVE COMMUNICATIONS

Brainstorm some stereotypes we attach to women and men, girls and boys:

Women and girls

- Sweet, happy, gentle
- Family-oriented, work with children and elderly
- Weak, emotional
- Supportive

Men and boys

- Aggressive, serious
- Business-oriented
- Hard-working
- Strong, logical
- Leaders

We need to avoid these stereotypes when representing women and men in images, videos and other communications materials

GENDER-SENSITIVE COMMUNICATIONS

We don't represent men like this, why is it ok to represent women as weak and subservient?



GENDER STEREOTYPES IN SOCIETY

Challenge this stereotype



GENDER STEREOTYPES IN SOCIETY

Challenge this stereotype



GENDER STEREOTYPES IN SOCIETY

Show women and men as active



Show women and men as equals, working together



GENDER STEREOTYPES IN SOCIETY

Challenge this stereotype



GENDER STEREOTYPES IN SOCIETY

Show girls and boys as active, strong, and smart



GENDER STEREOTYPES IN SOCIETY

Show girls and boys working together, as equals



GENDER STEREOTYPES IN SOCIETY

Show men as gentle, fun, and happy



GENDER STEREOTYPES IN SOCIETY

Show women as active, serious and proud



GENDER STEREOTYPES IN SOCIETY

As both creative and strong



GENDER-STEREOTYPES IN THE ENVIRONMENT SECTOR

Represent all women and men who work in the sector

Challenge this stereotype



GEDER-STEREOTYPES IN THE ENVIRONMENT SECTOR

Show women and men as equals in the sector, show women as leaders in the sector (because they are underrepresented)



GENDER-SENSITIVE COMMUNICATIONS

Group activity

Each group brainstorm....

- 2 strategies to promote equal representation
- 2 strategies to challenge stereotypes
- 2 strategies to promote gender equality in messaging

Сав газрын талуудын оролцооны зөвлөлийн бүтэц



Хэрэв сав газар нь 3 буюу түүнээс дээш аймгийг хамарсан бол нийт гишүүдийн тоог нэмэхгүйгээр салбар зөвлөл байгуулж болно

Зөвлөлийн бүрэлдэхүүн

- 1.Тухайн орон нутгийн засаг захиргааны төлөөлөл;
- 2.Төрийн бус байгууллагын төлөөлөл;
- 3.Сум дүүргийн иргэд;
- 4.Ус ашиглагчидийн төлөөлөл;
- 5.Эрдэмтэн, судлаачид;
- 6.Орон нутгийн хэвлэл мэдээллийн байгууллагын төлөөлөл;
- 7.Усны мэргэжлийн байгууллагын төлөөлөл.

УННМ-ийн төлөвлөгөөг хэрэгжүүлэхэд талуудын оролцоо, олон улсын чиг хандлага

Г.Номин

Цэнгэг усны нөөц, байгаль хамгаалах төвийн захирал





Green safe traveling is traveling while not disturbing the natural environment and throwing waste.

Protecting the environment is an inseparable part of traveling and promoting green safe travel to your friends and family is very important.



Prevent soil degradation by driving on existing roads



Keep springs, rivers and lakes clean by not washing in the water.



Protect trees, shrubs and plants by not cutting, breaking or damaging them.



Protect the animals by not disturbing their habitat and environment.



Remind your family and friends to fully extinguish open fires.



Collect the trash you made during your travel and dispose of it properly.



Collect the trash you made during your travel and dispose of it properly.

GENDER-SENSITIVE IMPLEMENTATION

LEADERSHIP
OPPORTUNITIES

GENDER
LENS

BUDGETING
M&E & DATA

ENGAGEMENT
& STEREOTYPES

GENDER-SENSITIVE IMPLEMENTATION

Missed opportunities & unintentional harm

- Assuming an equal number of women and men will attend, see the announcements, feel comfortable to engage, etc.
- Assuming women and men will have the same needs during implementation
- Assuming women and men will benefit from the same information
- Assuming women and men face the same barriers/no barriers to reach leadership roles
- Assuming, assuming, assuming...!

GENDER-SENSITIVE IMPLEMENTATION

Group activity

Each group brainstorm...

- 2 strategies to promote equal participation
- 2 strategies to promote equal engagement
- 2 strategies to ensure safety and comfort of participants
- 2 strategies to ensure equal benefits to women and men/girls and boys

CONCLUSIONS



Empower all citizens, women and men, girls and boys, young and old, to engage with the environment and to enter the sector



Increase effectiveness and reach of your activities, events and trainings – achieve your environmental and organizational goals



Opportunities for partnerships with foreign donors, governments and other institutes



Position yourselves and your Centre as a leading actor within MET and within the sector



Монгол Улс: Институцийн өөрчлөлт
хийх замаар эрдэс баялгийн
менежментийг сайжруулах нь

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