

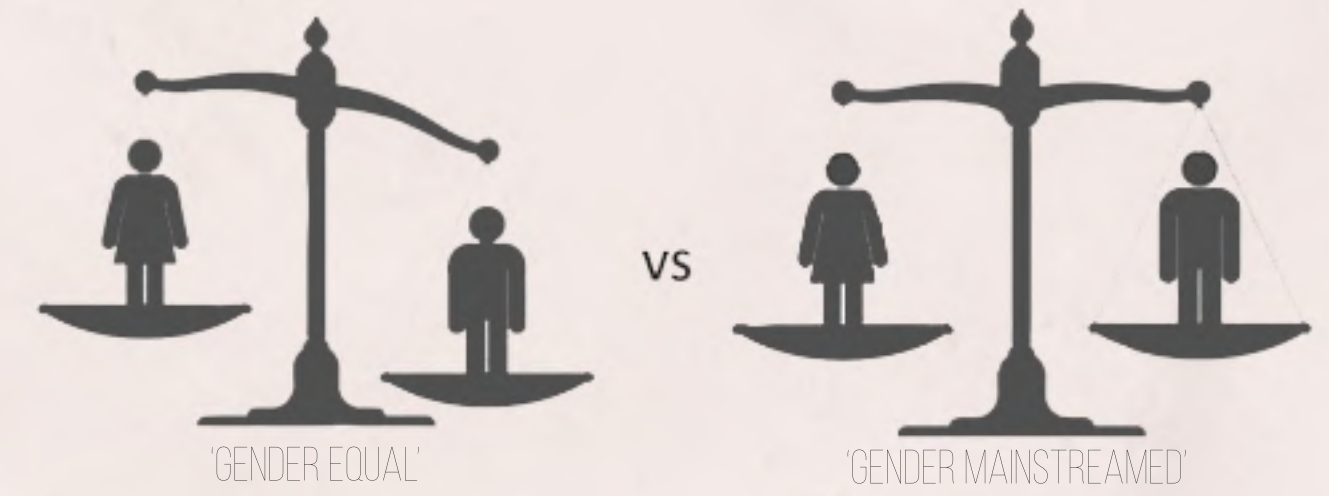
### GENDER MAINSTREAMING

... is 'the integration of the gender perspective into every stage of policy processes – design, implementation, monitoring and evaluation – with a view to promoting equality between women and men.'

Vienna was the first country to gender mainstream their architecture and urban planning to give everyone in the city **EQUAL OPPORTUNITIES**



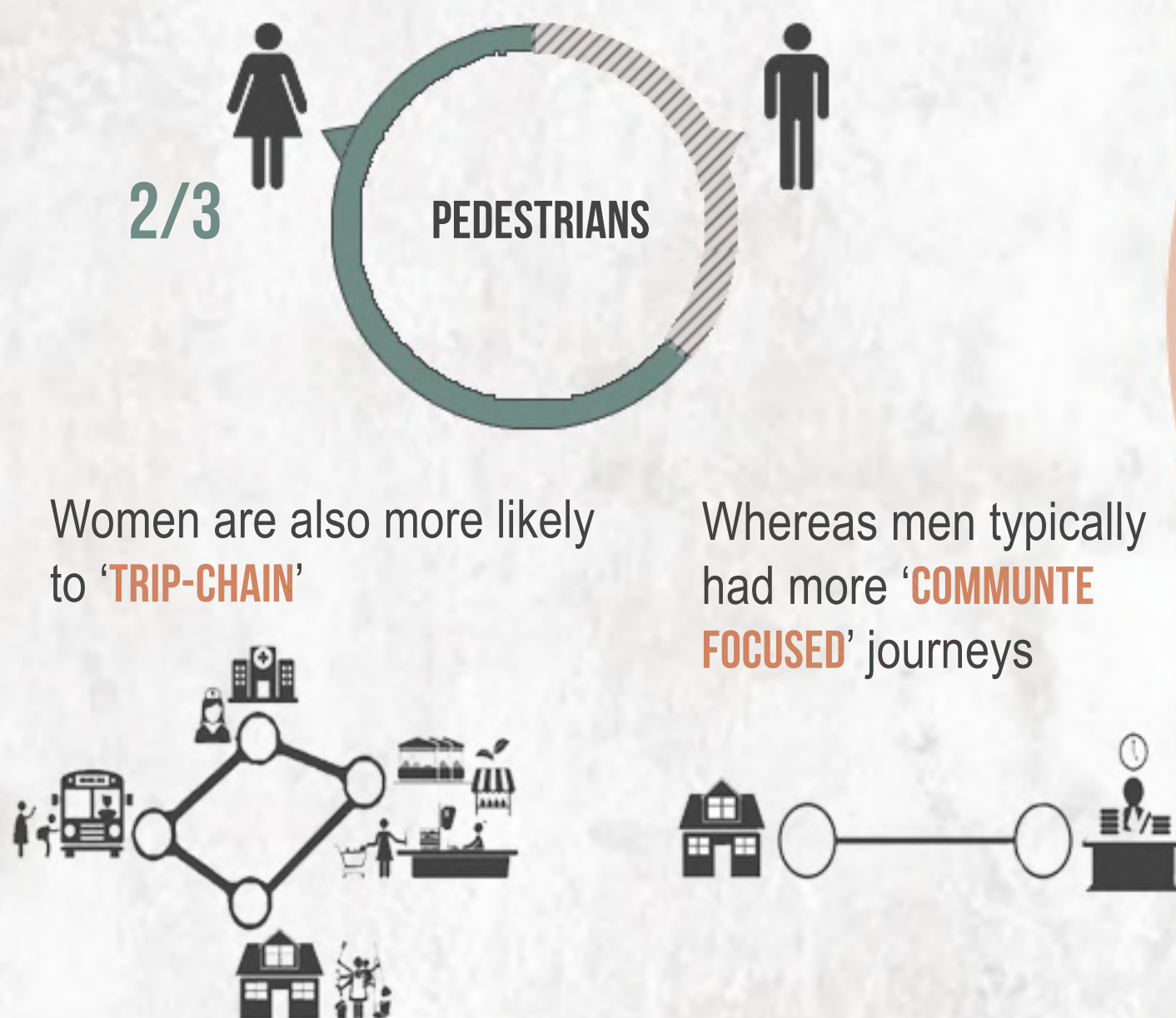
'Gender equal' can often be biased towards men because of the **GENERIC MASCULINE**



The **GENERIC MASCULINE** is where the human is by default seen as male, which has implications for women that range from the annoying to the potentially lethal

### THE MODAL SPLIT

Vienna carried out gender-sensitive data collection and identified that men and women move through the city differently.



### AIMS

TO EVALUATE WHETHER...

VIENNA WAS  
SUCCESSFUL IN  
INCREASING  
GENDER EQUALITY

VIENNA SHOULD BE  
USED AS A MODEL  
FOR OTHER CITIES

### METHODOLOGY

The works of the following feminist theorists were used to critique the ideas and the implementation of gender mainstreaming

- LUCE IRIGARAY
- JUDITH BUTLER
- SIMONE DE BEAUVOIR
- CAROLINE CRIARDO-PEREZ

### VIENNA CREATED 'FAIR SHARES IN THE CITY'



The redesign of parks to encourage the participation of girls



The creation of new, gender mainstreamed districts like Aspern

Women-focused cohousing projects of 'Frauen-Werk-Stadt'



Barrier and step free access to the city



### GENDER MAINSTREAMING INCREASED GENDER EQUALITY IN VIENNA

BUT OTHER COUNTRIES SHOULD DO THEIR OWN GENDER-SENSITIVE DATA COLLECTION BEFORE FOLLOWING VIENNA'S LEAD

THERE IS ALSO MORE TO BE DONE TO INCREASE INTERSECTIONALITY WITHIN THE BUILT ENVIRONMENT

#### References

European Commission (no date) Gender mainstreaming. Available at: [https://ec.europa.eu/europeaid/sectors/humanrights-and-democratic-governance/gender-equality/gendermainstreaming\\_en](https://ec.europa.eu/europeaid/sectors/humanrights-and-democratic-governance/gender-equality/gendermainstreaming_en) (Accessed: 10 September 2019)

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