

EQUALITY TO SPRINGBOARD PROJECT NEWSLETTER

JANUARY–
MARCH 2021

“Equality to Springboard” is a joint Swedish–Ukrainian project aimed ours ago to withdraw from gender stereotypes in education, at work, at home and in the community life, and create a supportive environment and grow public demand for advancing equal rights and opportunities for women and men in Ukraine. Find more about [the project](#).

47%

OF UKRAINIANS BELIEVE THAT SOME PROFESSIONS ARE NOT SUITABLE FOR WOMEN BECAUSE OF GENDER STEREOTYPES

March 2021, UNFPA Ukraine presented the results of national public opinion survey “What Ukrainians are driven by when choosing a profession: the results of national public opinion survey on key factors and stereotypes”. According to the survey, most respondents support the gender division of professions into “female” and “male”. Thus, **56%** of respondents aged 14 and over agree that there are professions suitable only for men or women, and only **30%** disagree. **79%** explain the existence of “male” and “female” professions by different gender factors: traditional public opinion (**38%**), different upbringing models for girls and boys (**29%**), different professional orientations (**25%**), etc.

Learn more at the
[UNFPA Ukraine web-site](#)
and [UNFPA Flickr](#)



GIRLS CHANGE THE WORLD: STORIES THAT RUIN STEREOTYPES

UNFPA Ukraine, with the support of the First Lady of Ukraine, presented a video greeting devoted to the International Women's Day. This year's theme was "Women's Leadership: Towards an Equal Future in the World in a Pandemic". Despite the significant progress made over the last 100 years towards gender equality, a lot of problems still remain unresolved. One of them is gender stereotyping in career choice. While celebrating the International Women's Day, we would like to remind that men and women, girls and boys are equal in their abilities, and most importantly are free to choose their professional path.

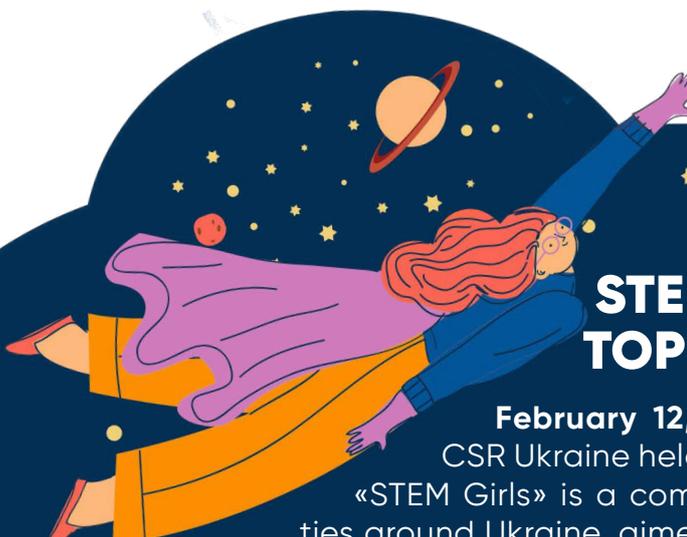
To see the video follow [the link](#).



GENDER-SENSITIVE RECRUITMENT: INTERNATIONAL PRACTICES AND UKRAINIAN EXPERIENCE

March 10, 2021, UNFPA Ukraine jointly with Anna Mazur, founder and head of the career media hub [Happy Monday](#), held a training "What is a gender-sensitive recruitment and why is it important?" for the StarLightMedia media holding. Participants learned about global recruitment trends and the impact of gender stereotypes on business results, practiced to apply a gender-sensitive approach to the whole recruitment process – from the development of job description to conducting the interview.

To find more follow the [the link](#).



STEM CHAPTERS MEETING: TOP-3 CHAMPIONS IDENTIFIED

February 12, 2021, UNFPA Ukraine in partnership with the CSR Ukraine held a meeting of the STEM chapters' coordinators. «STEM Girls» is a community of active girls at schools and universities around Ukraine, aimed to increase the number of girls in STEM. As of today 43 chapters are actively operating in 16 regions of Ukraine. During the meeting, the representatives shared their experiences and discussed the most interesting formats of work, as well as presented the practices which they plan to implement to promote STEM. During the meeting, the TOP 3 most active chapters were announced. Among them South Ukrainian Gymnasium #1 (Yuzhnoukrainsk, Mykolaiv region), Secondary School of I-III grades (Velyky Mytnyk village, Vinnytsia region); Rakivsky general secondary education institution (Kherson region).

To find more about STEM chapters follow the [link](#).

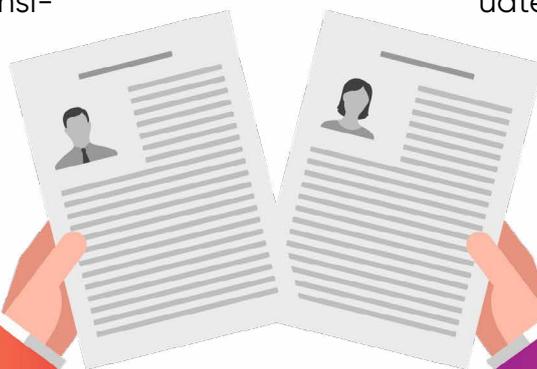


HOW TO AVOID DISCRIMINATION DURING RECRUITMENT PROCESS: STEP-BY-STEP INSTRUCTIONS FOR UKRAINIAN COMPANIES

March 2021, UNFPA Ukraine in partnership with **Happy Monday**, agency developed a checklist to prevent discrimination in recruitment process and ensure equal opportunities in the work place for men and women. Incorporation of gender-sensitive recruitment principles into corporate policies will reduce professional stereotypes at the workplace, enhance the application process for both men and women; ensure equal rights and opportunities for profes-

sional realizations; reduce the pay gap between men and women and improve gender balance. This checklist will help recruiters to create job descriptions, plan the selection process and vacancy announcement, evaluate the applicants' portfolio and CV clearly and professionally, as well as to avoid asking discriminatory questions during the interview.

You can find the document via [link](#).



UKRAINIAN TEXTBOOKS TO BECOME MORE GENDER SENSITIVE: EDCAMP HELD TRAINING FOR UKRAINIAN EDUCATORS

February-March 2021, UNFPA Ukraine in partnership with EdCamp conducted the second module of the training course "New Ukrainian textbook. Assessment methods and tools to review the quality of course books for the New Ukrainian School". 258 educators participated in the event. The module included theoretical and practical parts. Participants got acquainted with the normative basis on anti-discrimination expertise, practiced to find «centrism», stereotypes and discrimination in education content.

March 24, 2021, UNFPA and EdCamp conducted the training "Antidiscrimination expertise of the education content: key trends and criteria" for the Institute of Education Content Modernization which was attended by 386 representatives of the expert groups and committees. Participants of the training gained theoretical knowledge about antidiscrimination expertise: learned about main legal provisions and methodological background of education content expertise. During the practical part of the training, participants worked on the specific cases of existing forms of discrimination.

To watch the full course via [link](#).



«NON-DISCRIMINATORY TEACHING»: STEP-BY-STEP INSTRUCTIONS FOR EDUCATORS

March 2021, UNFPA Ukraine jointly with EdCamp Ukraine and Public Association «Osvitoria» presented a guide «Non-discriminatory teaching» aims to empower educators to respond to changes in the educational system and be more efficient in their work. The manual contains a number of practical tips: what to focus on while preparing educational materials and how to avoid stereotypes while delivering lessons, how to communicate correctly with students, why it is important to use non-discriminatory language, etc.

Download the guide via [the link](#).

ANTI-DISCRIMINATORY EXPERTISE OF EDUCATIONAL CONTENT: HOW TO MAKE THE LEARNING PROCESS FREE FROM STEREOTYPES



February 2021, UNFPA and EdCamp held 14 webinars and trained 758 education experts in frames of the framework of professional development programme “Preparing experts for conducting institutional audits in general secondary education institutions providing the non-discriminatory approach”. The participants gained skills and knowledge in conducting institutional audit and interpretation of its results, including non-discriminatory and inclusive approaches in education.

ANNOUNCEMENT:

May 20, 15:00–17:00 – the first webinar on gender-sensitive, family-friendly corporate policies held in frames of the projects «Equality to Springboard» and «EU4Gender Equality» in partnership with the European Business Association and the international organization Promundo. The webinar will cover the following topics: 1) What is meant by family-friendly policies & workplaces, and how it relates to goals for gender equality; 2) why a company being family-friendly is good for workplaces (both from the human rights perspective and the business case), with research and practical examples of how Promundo and partners in and outside of the private sector have applied this to their work; 3) what barriers commonly exist to implementing family-friendly policies and workplaces.

June 8, 15:00–17:00 – the second webinar on gender-sensitive, family-friendly corporate policies held in frames of the projects «Equality to Springboard» and «EU4Gender Equality» in partnership with the European Business Association and the international organization Promundo. The webinar will cover the following topics: 1) Practical tips for overcoming gender barriers; 2) recommendations for moving forward, applicable to employees in a range of levels in the company (e.g., if you are a manager, if you are in HR, if you are an executive).

To join the webinars please contact Anastasia Krashevskaya, UNFPA Programme Partnership and Resource Mobilization Analyst, United Nations Population Fund krashevskaya@unfpa.org