Review of
the Gender Equality
Framework Programme II
(2011-2016)
### Milestones

<table>
<thead>
<tr>
<th>Date</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>(Strategies for a Gender-equitable Berlin)</td>
</tr>
<tr>
<td></td>
<td>printed Matter 16/1426</td>
</tr>
<tr>
<td>July 2008</td>
<td>Founding of the State Secretary Committee on Equality (StSA G)</td>
</tr>
<tr>
<td>29th April, 2009</td>
<td>Convention: “How Gender Matters – Transitioning Gender Relationships”</td>
</tr>
<tr>
<td>28th July, 2009</td>
<td>Master plan on the implementation of the Gender Equality Framework</td>
</tr>
<tr>
<td></td>
<td>Programme 2008–2011</td>
</tr>
<tr>
<td></td>
<td>printed Matter 16/2571</td>
</tr>
<tr>
<td></td>
<td>for Action in Berlin”</td>
</tr>
<tr>
<td>7th September, 2010</td>
<td>First report on the master plan on the implementation of the Gender</td>
</tr>
<tr>
<td></td>
<td>Equality Framework Programme 2008–2011 (for the years 2008 and 2009)</td>
</tr>
<tr>
<td></td>
<td>printed Matter 16/3440</td>
</tr>
<tr>
<td>16th + 17th September,</td>
<td>Conference: “Gender Budgeting – Moving from the Analysis to Steering</td>
</tr>
<tr>
<td>2010</td>
<td>Mechanisms”</td>
</tr>
<tr>
<td>15th December, 2010</td>
<td>Convention: “Girls, Boys, Gender Stuff? Berlin’s Involvement in the</td>
</tr>
<tr>
<td></td>
<td>Field of Youth and Educational Work“</td>
</tr>
<tr>
<td>18th May, 2011</td>
<td>Convention: “Gold for Equality! Strategies for Gender-equitable</td>
</tr>
<tr>
<td></td>
<td>Participation and Promotion in Berlin Sports”</td>
</tr>
<tr>
<td>Date</td>
<td>Event Description</td>
</tr>
<tr>
<td>-----------------------</td>
<td>-----------------------------------------------------------------------------------</td>
</tr>
<tr>
<td>23rd August, 2011</td>
<td>Four years of the Gender Equality Framework Programme – review, evaluation and perspectives for the 17th legislative period printed Matter 16/4368</td>
</tr>
<tr>
<td>20th June, 2012</td>
<td>Formation of the Working Group on the Mission Statement (within the scope of the first session of the Working Group of Gender Equality Officers in the 17th legislative period)</td>
</tr>
<tr>
<td>July 2012</td>
<td>First regional competition for successful projects in the scope of Gender Budgeting</td>
</tr>
<tr>
<td>24th + 25th October, 2013</td>
<td>Conference: “City of Diversity – City of Opportunities”</td>
</tr>
<tr>
<td>April 2014</td>
<td>Convening of the Working Group on Gender Sensitive Education (Working Group on Education)</td>
</tr>
<tr>
<td>29th June, 2015</td>
<td>Signing of the “Cooperation Agreement on Gender-equitable Education” between the Senate Administration for Education, Youth and Science and the Senate Administration for Employment, Integration and Women</td>
</tr>
<tr>
<td>14th June, 2016</td>
<td>Second report on the Gender Equality Framework Programme printed Matter 17/3036</td>
</tr>
<tr>
<td>29th June, 2016</td>
<td>Conference: “Stop – Then Look Ahead. Thinking Equality Ahead” to bring the Gender Equality Framework Programme II to an end</td>
</tr>
</tbody>
</table>
Table of Contents

Foreword P. 9

The Gender Equality Framework Programme (GPR) P. 10

The GPR I: 2008–2011 P. 15

The GPR II: 2011–2016 P. 16

A Look Ahead P. 27

Imprint P. 31
Since the development of the first Gender Equality Framework Programme (GPR I) in 2008, Berlin has taken over a pioneering role in Germany. The continuation of the Gender Equality Framework Programme in the 17th legislative period was one of the declared undertakings of the Berlin government. The development was based on previous experiences, and able to ensure quality in expertise as well as trying out various working structures. The superordinate goal – to advance the gender equality in the state of Berlin – thus continuously progresses. The Senate of Berlin decided the “Gender Equality Framework Programme II (GPR II) – Strategies for a gender-equitable Berlin” for the 17th legislative period on 15 April, 2014 (printed Matter 17/1609).

Despite the many success stories, it has become apparent that there is a further need for action: Topics such as equal pay, family and career compatibility, partnership and time management, and the areas of health and care as well as societal and political participation are just a few example of action areas. In the future, the concept of living together in Berlin will become more important as well as the opportunities and challenges we can grasp through the lenses of integration and equality.

In times of the rise of populism and extremist political views that promote a backward focus on the interpretation of gender policies, it has been crucial to build and develop structures to counteract these movements. Relating this back to the question of the Gender Equality Framework Programme of 2008–2011: “Can we sit back and relax?” – yet again we have to negate. In Berlin, the further development of equality needs to be the main focus in order to face current challenges. This is why we want to think equality ahead! The three coalition parties – the Social Democrats (SPD), the Green Party (BÜNDNIS 90/Die Grünen) and The Left (DIE LINKE) – share this opinion, as stated in the coalition treaty: “The equality of women and men is vital for social cohesion and the future of Berlin. Equal opportunities and gender equality throughout all areas of life are the condition of an autonomous, self-determined life for all genders …”

With this brochure, we intend to give you an overview of the Gender Equality Framework Programme overall, its goals, areas of activities, institutions and actors. After a short summary of the first Gender Equality Framework Programme (GPR I), the new features of the second Gender Equality Framework Programme (GPR II) will be the focus of this publication.

For more information follow the links below: www.berlin.de/gleichstellung-weiter-denken/ www.berlin.de/sen/frauen/
The Gender Equality Framework Programme (GPR)

The Gender Equality Framework Programme is literally what the name promises: A programme that is designed to provide a frame to gender policy advancement in the state of Berlin. The programme has a lot more to offer than this short answer implies.

**Aims of the GPR**

The importance of the Gender Equality Framework Programme becomes apparent when we call into consciousness that our society has not yet reached the equality between women and men. Therefore, the Berlin Senate understands gender equality as a central political issue and cross-sectional task of all areas. The first GPR in 2008 was the initial starting point to develop strategies in order to implement gender equality processes in all Senate and district administrations in the state of Berlin. Our idea: Administrations build gender competences and thus optimise their services for Berlin’s citizens and their own staff. On the one hand, it is about content-related and strategic development of Berlin’s equality policy. On the other hand, it is about building a connection between the general debate about gender equality and current social topics and issues.

The tools > Gender Mainstreaming and > Gender Budgeting were embedded in the design of the Gender Equality Framework Programme from the beginning.

**What is Gender Mainstreaming (GM)?**

- GM is a gender strategy of gender equality policy to change the decision-making process in organisations.
- The core element of GM is gender analysis, which considers the impact of measures on the different genders.
- Therefore, GM’s core goal is to establish gender equality.
- GM intends to systematically implement processes in a top down manner, which will then be executed from the bottom up.

**What is Gender Budgeting (GB)?**

- GB is part of the GM strategy and serves as a procedure that systematically analyses public budgetary policies.
- The overall goal of GB is to reach gender equality for the distribution of resources.
- GB is based on the assumption that there is no gender-neutral budgetary policy and that every public budgetary policy has gender-specific effects.
- GB aims to ensure equal access to public resources for women and men.
Key Action Areas of the Gender Equality Framework Programme

If the goal of a framework programme claims to achieve greater gender equality, then the current need for action must be visible – this is the only way to establish a foundation for equality policies to develop. Therefore, societal actors took part in professional discussions and defined – out of a total 16 core areas – five key action areas. Thereby, the GPR shows the focus of the Berlin gender equality policies on which base the Berlin Senate voted in the GPR in 2008. These action areas have kept their validity due to their actuality also for the GPR II starting in 2011.

<table>
<thead>
<tr>
<th>GPR</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Education</strong></td>
</tr>
</tbody>
</table>

**Action Area: Education**
The best chances for freedom of choice, financial independence as well as an autonomous life are secured by good education from the beginning. Education is the decisive factor concerning occupational outlook, income and provision for old age. By enabling a gender-equitable educational policy for the whole course of life – from early childhood until old age – access to good educational opportunities shall be provided for all people. Sustainable jobs and leadership positions, social as well as scientific career paths need to be accessible for anyone and must not be blocked by stereotypes and role models.

| **Gainful Employment** |

**Action Area: Gainful Employment**
In order to obtain financial independence and self-determination, an occupation securing one’s livelihood is absolutely necessary. Berlin wants to provide all citizens access to a good employment: appropriate wages, suitable working hours, further development and the consideration of acquired qualification. Gender equality on the labour market only then exists, when women hold leading positions in equal shares, when occupational areas being dominated by women – as for example social service occupations – are appreciated and when the care work in families is shared equally.

| **Demographic Change** |

**Action Area: Demographic Change**
Berlin is a young and vivid city. However, it needs to adjust to the demographic change of an ageing society. Moreover, there are further changes: Traditional family structures become less important, the number of single parents is rising as well as of single households and same-sex couple households, self-organized residential groups shape new forms of joint living. The city of Berlin needs to adjust to these changes. The aim is a generationally-fair city, oriented towards the situations and needs of its citizens – both men and women.
Action Area: Social Justice
The requirement for a socially-equitable city is the possibility of all people to participate in the social, cultural and political life. This also means that all people can move without restrictions and without discrimination. Participation depends to a large extent on resources such as money and education, so that an equal access to good education and a gainful employment also play a role here.

Action Area: Integration
Berlin is a dynamic city and continues to become more international and diverse due to its attractiveness. With the increasing number of people of international origin, Berlin has to strengthen its integration efforts. Migration is usually not a simple process. The courage to depart belongs to the process as well as the difficulty of dealing with another language, laws and customs in an alien environment. Equality means supporting girls and women with a migration background to lead an independent and self-determined life apart from male predominance, control and violence. However, this also includes a public service that actively promotes equitable access for migrants in kindergartens and schools, in health services and in care.

Institutions and Actors of the GPR
The basis for the GPR was created with goals and action areas – but more is needed for the implementation of the project. Therefore, the chart on the next page shows the participating institutions, actors and the working processes (among themselves), which we would like to introduce you to in this brochure in various points:

The State Secretary Committee on Equality (StSA G) (Der Staatssekretärsausschuss Gleichstellung)
The most important decisions have been made by the State Secretary Committee on Equality since July 2008, in which all Senate administrations are represented, each with a Secretary of State. The further members of the committee are:

- Four representatives of the Berlin districts
- Representatives of the districts’ working group for women and equality
- Representatives of the working group of women’s representatives
- Representatives of the working group of women’s representatives at Berlin universities
- Representatives of the Staff’s Council and of persons with disabilities

The most important tasks of the committee are the contextual and strategic development of the equality policies in Berlin. In addition, there is the control, implementation and reporting on the GPR. Twice a year, all members meet under the guidance of the Secretary of State for Women/Equality, the coordination is assumed by the Equality Office.
State Secretary Committee on Equality  
(Staatsssekretärsausschuss Gleichstellung StSA G)

Equality Office  
(Geschäftsstelle Gleichstellung)

- Coordination  
  (Koordination Information Beratung)

- Coordination Development Publicity  
  (Koordination Entwicklung Öffentlichkeit)

GPR/Mission Statement (GPR/Leitbild)

- Working Group of Gender Equality Officers  
  (AG Genderbeauftragte)

- Working Group on Gender Budgeting  
  (AG Gender Budgeting)

Employees  
(Mitarbeiter/innen)

Citizens  
(Bürger/innen)

- One Gender Equality Officer of each Senate and District Administration from a Higher Hierarchy Level  
  (Genderbeauftragte je Haupt- und Bezirksverwaltung aus höherer Hierarchieebene)

- Consultation Talks  
  (Konsultationsgespräche)

- Action Plans  
  (Maßnahmepläne)

- Cooperation Agreements  
  (Kooperationsvereinbarungen)

- Projects/Measures  
  (Projekte/Maßnahmen)

- Gender Experts  
  (Gender Expert/innen)

Central Administrations  
(Hauptverwaltungen)

District Administrations  
(Bezirksverwaltungen)

Mission Statement/Campaign (Leitbild/Kampagne)

- One Gender Budgeting Representative of each Senate and District Administration from the Budget Departments  
  (Gender Budgeting-Beauftragte je Haupt- und Bezirksverwaltung aus HH-Bereich)
The Equality Office
The Equality Office, located in the Department of Women and Equality of the Senate Administration for Health, Care and Equality, is responsible for coordinating the implementation of the GPR across the state and administrations. In addition to this coordinating role, the office is responsible for:

- The conception, planning, development and further professional progression of the GPR, including gender mainstreaming and gender budgeting
- The management for the StSA G
- The management for the Working Groups of the Gender Equality Officers and Gender Budgeting
- The administration of resources for the GPR, including external gender and process consulting
- The evaluation of and reporting on the GPR
- The public relations work for women’s and gender equality policy, GPR, GM and GB

The Working Group of Gender Equality Officers
In the Senate and district administrations, representatives were appointed for the processes of gender mainstreaming and gender budgeting as well as the GPR, which are grouped together in the Working Group of Gender Equality Officers. The working group meets twice a year under the guidance of the State Secretary for Women/Equality. It is responsible for:

- The implementation, coordination and communication within the different administrations
- The professional development among gender and specialist subjects
- The preparation of the meetings of the StSA G

The Working Group on Gender Budgeting
From the budget departments or service units of the Senate and district administrations, representatives were appointed, who form the Working Group on Gender Budgeting. It holds a meeting five times a year under the joint guidance of the Senate Administration for Finance and the Senate Administration for Health, Care and Equality. It deals with individual aspects of the gender budgeting process in further subgroups. In 2013 – during the course of the GPR II – the working group initiated a first competition for gender budgeting procedures, which has been taking place annually since then.
The GPR I: 2008–2011

With the aim of appreciably improving gender equality in Berlin, the GPR I (printed Matter 16/1426) started in 2008. A framework programme for the state’s equality policies should allow for structured and continuous work. Said and done! Numerous and diverse activities and measures were implemented in the Berlin administration until 2011. From the outset, the Equality Office has played a central role in its shaping and coordinating function, opening up an area for gender equality issues and bringing together different stakeholders.

The MASTER PLAN

In order to fill the objectives formulated in the GPR I, they were supported by concrete measures and activities: a master plan was created (printed Matter 16/2571). The bases for this instrument were the five fields of action: education, gainful employment, demographic change, social justice and integration, according to which the master plan was structured. The measures and activities of the individual Senate administrations were assigned to the fields of action and thus combined into a broad spectrum of equality projects. Some districts have also created their own master plans.

The REPORTS

The development of the GPR I and an overview of the activities were recorded in two reports:

- The first report from 2010 on the implementation of the master plan (printed Matter 16/3440) describes the work results of the years 2008 and 2009 in the implementation of equality policy goals in the five fields of action. Follow the link for further information (in German only): www.berlin.de/gleichstellung-weiterdenken/gpr/gpr-i/berichte/

- The second report from 2011 (printed Matter 16/4368) presents the experiences in the implementation and realization of the GPR in the 16th legislative period, draws an initial record of results and successes and discusses prospects for the 17th legislative period. In addition, a brochure was published in 2011 that documents examples of good practice and further information on projects and events. Follow the link for further information (in German only): www.berlin.de/gleichstellung-weiter-denken/gpr/gpr-i/berichte/

Please note: The milestones of the GPR I and II have been prepared in chronological order on the first pages of the brochure.
The GPR II: 2011–2016

What is new about the GPR II?

In 2011, the continuation of the GPR was set up with the new government: the GPR II. The continuation in the 17th legislative period brought changes, but could also hold on to existing structures that had been successful in the GPR I. The five fields of action remained current, gender mainstreaming and gender budgeting could be further anchored. With regards to the institutions and stakeholders, the State Secretary Committee on Gender Equality, as well as the Working Group of Gender Equality Officers and the Working Group on Gender Budgeting, were continued.

One of the central innovations of the GPR II is the mission statement on equality policy: “Equality in the State of Berlin”. On June 20, 2012 – at the first meeting of the Working Group of Gender Equality Officers in the 17th legislative period – the “Working Group on the Mission Statement” was launched. The gender representatives of various Senate and district administrations contributed to the working group under the direction of the Equality Office. The aim was to provide an overview of equality policy baselines in a clear and comprehensible matter – on the foundation of the current state of knowledge as well as the gender policy requirements based on it. The mission statement was adopted jointly with the GPR II on April 15, 2014 (printed Matter 17/1609).

And why do we need a mission statement? Women’s and equality policies should be a cross-cutting task for all ministries and districts in Berlin. In order to assist the administrations in this challenge, an orientation frame has been created. The mission completes the statutory regulations and formulates an ideal vision of the equality policy from the perspective of the citizens:
Mission Statement “Equality in the State of Berlin”

Women and men determine and characterize the social life in its political, economic, cultural and social facets to the same extent.

Women and men can trust in an administration that speaks, writes and acts in a gender-equitable way.

Women and men live equally and self-determined in all aspects and phases of their lives.

Women and men learn and teach in a gender-equitable way in schools, kindergartens and all other educational institutions.

Women and men earn their own livelihood and a poverty-proof old-age pension, based on good education and training, equal pay as well as equal access to the labour market.

Women and men experience gender-sensitive offers in health care and sports.

Women and men share the family and welfare work in the household, childcare and care equally, while maintaining their own livelihood.

Women and men feel safe, live without violence and without sexual discrimination in both private and public spheres.

Women and men participate equally in the resources of the country.

Women and men unfold their personality freely and are perceived and respected in their diversity.

Further information on the mission statement can be found here: www.berlin.de/gleichstellung-weiter-denken/kampagne/minibooklet/

In order to communicate this mission statement and to implement the GPR II, the campaign “Thinking Equality Ahead” was launched in June 2014. For more information, see page 22.

Women and men (= girls, boys and people with further gender identities, in their different ages and diversity in terms of sexual orientation, disability, ethnicity, religion or worldviews)
The GPR in PRACTICE
All institutions involved in the GPR as well as actors (see chart on page 13) are central to the success – without them, the framework programme could not be implemented. In the design of the GPR II, the working processes were optimized so that the GPR in its current form is characterized by a more intensive communication process and an intensified cooperation:

Consultation Talks with Senate and District Administrations:
In order to develop the GPR II, the Equality Office has offered consultations to all senate and district administrations. The individual communication between gender equality officers, gender budgeting representatives and subject specialists of the administrations aimed to discuss needs for quality policies and develop appropriate measures for each administration. Since consultations were considered particularly constructive, they were repeated in some administrations during the duration of the GPR II. Within the scope of external gender and process consulting, experts also help administrations to capture gender-relevant aspects of their areas of work.

Please note: The milestones of the GPR have been prepared in chronological order on the first pages of the brochure.

Section of Measures:
The master plan for the specific measures and activities of the administrations, prepared under GPR I, has been replaced by the section of measures in the GPR II. This part contains the action plans drawn up during the consultation talks. The change is also reflected in the arrangement: While the master plan was arranged according to the fields of action of the GPR, the action plan is organized by the administrations, but without losing the reference to the fields of action. Thus, the autonomy of the administrations and their own projects become more visible.

For the GPR II, the development of the action plans focused on the topics of the Berlin state policy. This link to “lighthouses” of the Legislature served to anchor the measures for equality in the central government and to optimize the use of resources. The GPR II and the section of the measures were compiled simultaneously. Parallel to this, the professional work on the measures from the GPR I was continually carried on.
Cooperation Agreement:
In the action plan of the Senate Administration for Education, Youth and Science, the drafting of a cooperation agreement with the Senate Administration for Labour, Integration and Women was formulated as a project for the development of gender-oriented perspectives in education. In order to implement this contract, the Working Group on Gender-equitable Education (Working Group on Education) was convened, in which both Senate administrations are represented by specialist referents. In close cooperation, the working group developed the “Cooperation Agreement on Gender-equitable Education” between the two participating Senate administrations, which was signed by the Senators on June 29, 2015. The aim of the agreement is to sustainably anchor and implement the perspective of equality in educational practice on all levels of the educational system.

Competition on Gender Budgeting:
In 2013, the Working Group on Gender Budgeting launched a competition for the first time, which has since taken place annually and focuses on the (further) development of concepts for equality-oriented resource management. The Berlin administrations have the possibility to receive a bonus for their projects.

A jury formed of the members of the Working Group on Gender Budgeting decides on the allocation of funding. Criteria for the award are: innovation, clear objectives, and gender-sensitive control of the use of resources, development and implementation of the project in the administration, transferability to other areas, measurable implementation success and sustainability as well as the participation of the target group in the process.

PROJECTS & Good Practice
In the course of the GPR II, numerous equality policy activities and measures were successfully carried out. At this point, we would like to introduce you to six of these projects.

A detailed documentation on the design and innovations of the GPR II as well as the measures of the senate and district administrations in their diversity is available to you with the report on the GPR in the 17th Legislature (printed Matter 17/3036). Follow the link for more information (in German only): www.berlin.de/gleichstellung-weiter-denken/gpr/gpr-ii/bericht-zum-gpr-ii/

Gender Coaching at the Berlin Police
■ The aim of the project for female and male executives of the higher service of the Berlin Police was to enable them to act gender-sensitively in both their professional and personnel-related tasks.

■ Within the scope of gender-related coaching, a total of 87 executives were accompanied and advised professionally on gender in five individual coaching sessions.

■ Both the coachees and the coaches were included in the evaluation.

■ The project has shown that it is possible to develop individual gender competences, and, in the same way, to shape the leadership culture of a whole group of executive staff in a gender-sensitive and equality-oriented manner, thus anchoring the importance of gender in management.

■ Actors: Senate Administration for Home Affairs and Sports, Berlin Police, Administrative Academy (VAk), Equality Office.
Multifaceted Approaches to Equality in Sports
Numerous Senate and district administrations have taken measures to promote equality in sports – here a selection:

■ In the Marzahn-Hellersdorf district, it was possible to initiate the model project “Women Gym” with a cross-generational offer. The aim of the project is to increase the participation of women in sporting activities in the sports clubs and in their appropriate bodies.

■ In the framework of the gender budgeting competition, the district of Treptow-Köpenick has been awarded the prize for the development of a gender-sensitive regional sports programme “Women in Sports”: gender-sensitive design of sports offers beyond gender stereotypes, gender-appropriate distribution of resources within the district and sports clubs and the acquisition of more women for the work in the bodies of the sports clubs.

■ The Senate Administration for Home Affairs and Sports deals with the evaluation of the project “Girls’ Soccer in Berlin” and the setting up of new orientation values for sports facility requirements.

■ The district of Friedrichshain-Kreuzberg has been committed to the further development of women’s and girls’ sports for many years: the girls’ sports festival “Leyla rennt” (“Leyla Runs”), the Women’s Football Culture Festival “Discover Football”, a cooperation with “Seitenwechsel e.V.”, basic courses for football trainers, and the tendering of an advancement award.

Conference “City of the Future – City of Diversity”
■ International symposium on 24th and 25th October 2013 with 140 guests from Berlin, Germany and Europe.

■ Participating administrations: Senate Administration for Urban Development and Environment, in cooperation with the Equality Office of the Senate Administration for Labour, Integration and Women.

■ The symposium contributed to the exchange of knowledge on diversity management and gender mainstreaming in urban development.

■ Presentations from international experts, workshops, excursions and panel discussions allowed the participants a versatile and multifaceted access to gender and diversity planning.
Top in the Job – Joint Paths

■ Concept for the integration of single-parents into the labour market by the Network for Single-Parents Marzahn-Hellersdorf.

■ The concept was awarded in 2015 within the framework of the gender budgeting competition.

■ Through the award, targeted measures could have been taken and sustainable structures have been created, including: information brochures in nine languages, consultancy services for Vietnamese women, implementation of “training and work-trial trips”, creation of products for public relations work.

Gender Competence as a Quality Standard in Addiction Care

■ In the context of the gender budgeting competition, the area of addiction care coordination and addiction prevention of the district administration of Tempelhof-Schöneberg was awarded a prize in 2015 for its concept based on a study on drug consumption of men and women.

■ The findings gained from this study were included in the development of gender-differentiated strategies in the area of the addiction care.

■ The aim is to provide gender-sensitive arrangement of the consulting services of the addiction care facilities.

WOMEN’S WELCOME BRIDGE

■ WOMEN’S WELCOME BRIDGE is an offer by women for women. This is where the Berlin women and refugee women meet, support and learn from each other.

■ WOMEN’S WELCOME BRIDGE works like a bulletin board. Requests and offers (consulting, education, leisure ...) can be easily found and set.

■ The project is realized in collaboration with the Equality Office of the Senate Administration for Health, Care and Equality, of “Raupe und Schmetterling – Frauen in der Lebensmitte e.V.” (“Crop and Butterfly – Women in the middle of their life”), of planet spring – Studio for Communication and of “ariadne an der spree | Agentur für zeitgemäße Kommunikation” (“ariadne at the river Spree | Agency for contemporary communication”).
Thinking Equality Ahead – the CAMPAIGN
In 2014, the campaign “Thinking Equality Ahead” was launched by the Equality Office to inform about the mission statement of “Equality in the State of Berlin”.

What is special about the campaign is that equality can be experienced here playfully. The individual modules are intended to inspire the citizens of Berlin – people of all ages and from all sections of society – and open up new perspectives for them.

The campaign can be ordered free of charge by administrations and associations and is consistently used at public events in the urban space.

The start of the campaign was made at the event “Thinking Equality Ahead. A Mission Statement for the State of Berlin” on June 18, 2014.
The MODULES
The following modules are available as part of the campaign:

- Mini Booklet: “Developing Ideas – Thinking Equality Ahead”
- Information Boards: “Matching Ideals - Thinking Equality Ahead”
- Memory: “Twisting Heads – Thinking Equality Ahead”
- Life-size Scale: “Distribute Weight – Thinking Equality Ahead”
Since its launch in June 2014 until the end of 2016, the campaign has been utilized in 7 Berlin Senate administrations, 12 district administrations, 6 tax offices, 7 universities, and 46 other places inside and outside of the administration. More than 10,000 visitors were able to enjoy it. The most popular modules were the wheel of fortune (booked 79 times), the photo box (65 times), the information boards (42 times), the scale (39 times) and the large memory game (37 times).
The CLOSING CONFERENCE
“Stop – Then Look Ahead. Thinking Equality Ahead”
June 29, 2016 – a special day for the GPR II, at which the political leaders of the state of Berlin at the Senate and district level as well as actors from the civil society of Berlin, retrospectively paid attention to the programme and discussed future challenges and intentions for the project. The conference was opened in the “Kalkscheune” by Dilek Kolat, Senator for Labour, Integration and Women.

A summary by the head of the Equality Office, Dr. Gabriele Kämper, and the documentary accompanying the campaign “Thinking Equality Ahead” enabled the guests to get an attunement of the day. Examples of the GPR II projects were subsequently presented, which gave the public a comprehensive picture of the effectiveness of the measures. The conference offered participants the opportunity to interact in working groups on the further development of the GPR and to contribute their own ideas.

Also, the campaign of the mission statement was present: the memory game, the wheel of fortune, the scale, the photo box and the information boards left a lot of room for a playful approach to the topic of equality. In line with the concept, the winner of the video clip competition “Refine your view – Thinking Equality Ahead” which had been launched at the beginning of 2016, “BlickeDenken” (“thinking views”) – featuring interviews on Berlin’s streets on equality – was shown and awarded in the context of the conference.
After the lecture by the Bernese politologist, lecturer and author Dr. Regula Stämpfli, “About Yoghurts, Ratios of Generations and Centimetres: Thinking Equality Ahead”, Senator Kolat, the district mayor of Marzahn-Hellersdorf, Stefan Komoss, and the equal opportunities officer of the district Mitte, Kerstin Drobick, held a panel discussion.

At the end of the discussion, participants were asked about their wishes for the future of the GPR. The GPR will continue to play a significant role on the road to an equal society in Berlin.

Here you can find the conference documentation (in German only): www.berlin.de/gleichstellung-weiter-denken/konferenz/
A Look Ahead

In the 18th legislative period, there will be a new edition of the GPR and a strengthening of the Equality Office – the coalition parties have formulated this concern in the coalition agreement. This commitment to the further development of equality in Berlin is a strong political sign and a commitment to the desire for more gender equality.

Proceeding as before would be a simple possibility for the continuation of the GPR. And, of course, we would also like to pursue and strengthen successful approaches. However, the future GPR III is supposed to do more than just relying on its successes so far – and this is also necessary when we realize that today we are still far from equality at many levels.

We would like to promote the process of further shaping the GPR in cooperation with many stakeholders. In doing so, the involvement of the civil society will be intensified, and a interconnectedness of these partners with the political environment will take place. We would like to come closer to the equality policy topics which move the citizens of Berlin – both in its society and its administrations. This requires a good exchange and transparency – we want to make both possible!

Strengthening the mission statement “Equality in the State of Berlin” and the further development of the campaign “Thinking Equality Ahead” will be central approaches of the GPR III. An important role will also be played by the topics that are in the focus of Berlin today and tomorrow. Let us take advantage of integration (processes) as an opportunity for equality in the diverse and growing Berlin and take a closer look at the roads of life of women and men in the private as well as the professional world!

In order to be able to evaluate our activities, our successes, but also still existing inequalities better, we would like to focus on controlling the effectiveness of activities and measures as part of the design process of the GPR III and to provide more concrete possibilities for success control. Only in this way, further development is really possible – for the program, but also for equality in the state of Berlin.

We look forward to working with all parties!
Stronger inclusion of associations and civil society organizations

Interconnection of civil society and politics

Exchange with equality policy actors in-country and abroad

Further development of the campaign for specific target groups

Own mission statements for the administrations

Strengthening of the mission statement

Structural level
Additional consultation talks

Opportunities for new cooperation agreements

Targeted success control – reviewing effectiveness

Integration (processes) as a new challenge and opportunity

Change processes also for boys and men

Life course perspective
Imprint

Published by:
Senate Administration for Health, Care and Equality
Equality Office

Contact:
Dr. Gabriele Kämper
Head of the Equality Office
E-Mail: Gabriele.Kaemper@sengpg.berlin.de

Order the Brochure:
Katrin Strauch / E-Mail: Katrin.Strauch@sengpg.berlin.de

Concept & Design:
ariadne an der spree GmbH

Editorial Staff:
Equality Office

Print:
Media Systems