



Education and Culture

Leonardo da Vinci

Gender Analysis of Eco Counselling in Europe

- FINAL VERSION -

Eco Stands For

**Quality Standards of Vocational Training for European Eco Counselling
Agreement nr. 2004-A/04/B/F/PP-158.113**

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Vienna, December 2005



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Table of Content

Objectives of this report.....	2
Introduction.....	3
The „Eco Stands For“ - project in general.....	3
Why „gender“? Why „gender mainstreaming“?.....	5
Gender Analysis of Eco Counselling in Europe.....	6
Gender-sensitive data analysis of the questionnaires.....	7
Gender analysis of the material provided by the Eco Counselling organisations.....	15
Gender and Eco-Counselling.....	21
Gender Mainstreaming as a strategy – also important for Eco Counselling.....	22
Integrating a gender perspective within Eco Counselling.....	24
Annex: Results of gender analysis in detail.....	25
Europe.....	25
Austria.....	26
Belgium.....	28
Czech Republic.....	29
France.....	30
Germany.....	31
Hungary.....	33
Italy.....	35
Slovakia.....	36
Further information about gender and sustainable development.....	37

Objectives of this report

The objectives of this report are

- to give a brief overview about the terms “gender” and “gender mainstreaming”
- to represent the results of the gender-specific data analysis of the situation of Eco Counselling in Europe
- to point out the connection between gender and Eco Counselling
- to focus on the strategy gender mainstreaming in the field of Eco Counselling.

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Introduction

The „Eco Stands For“ - project in general

The aim of the project is to develop high quality standards of the vocational training for European Eco Counselling.

This project is supported by the European Commission's Leonardo da Vinci programme under the reference N° 2004 A/04/B/F/PP-158.113 (Quality Standards of Vocational Training for Eco Counselling) . The project has a total budget of 447.346,-- Euro and the Leonardo da Vinci programme contributes by a maximum of 335.510,-- Euro. The project started on the 1st of October 2004 and will end the 30st of September 2007.

In general Eco Counselling Organisations and Eco Counsellors give advise to private households, consumers, enterprises as well as local, regional and national authorities and governments and multipliers (teachers, journalists, ...), how to fulfil the targets of sustainable development.

Eco Counsellors are mediators between the public, companies, authorities, scientists and politicians. Another working field is the development of pioneering projects and solution-oriented proposals based on experience gained.

Eco-counsellors' specificity is working for increasing of environmental protection in public policies not only with a technical skill but also by promoting a participatory stakeholder and citizenship approach in order to obtain voluntary agreements rather than permanent conflicts. The thread of the project is the following question: What kind of competences, know-how does an Eco Counsellor need to transmit her or his knowledge to target groups, multipliers, citizens, ...

Within the project there are several steps planned / work is done on the following subjects:

1. Continuing of analysis of the status quo and demand analysis of Eco Counselling in the participating countries according to various criteria (job profile of Eco-Counsellors, pre-education of the employees, structure of Eco Counselling, demand of the labour market, structure of the vocational training, national role of Eco Counselling, gender-criteria, strategies, ...) --> see National Report, December 2005.
2. Development of quality standards for vocational training of Eco Counselling – according to perspectives and principals of gender mainstreaming and sustainable development. The basis of the quality standards will be the needs of the participating countries. The quality standards are a milestone on the way to obtain acceptance and the establishment of the job profile of “Eco Counselling”.



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3. On the basis of the quality standards a certain number of training modules (e.g. training course, E-learning modules) will be developed. The modules are accompanied by training materials in English and some in the national languages of participating countries. The vocational training modules have – according the various number of partners all over Europe – an European background and European purpose. The following modules are planned:
 - E-learning modules contain the so called “basic skills” like eco-knowledge in general, environmental law, ... The E-learning modules will be translated in the national languages of the participating countries.
 - The vocational Train-The-Trainer-Course contains the social and communicative competences and as well as the competences in methods.
4. Test stage and evaluation of the training modules: The E-learning modules will be tested within the participating organisations. Approximately 20 Eco-Counsellors from the participating countries will take part in the training course. The working language will be English. The course should require about 10 days for common learning. After a successful attendance the participants of the course get a certification.
5. The lobbying for the quality standards of the vocational training will be done on the European and national level. The implementation of the quality standards for the vocational training will be fulfilled on the national level of the participating countries.

The multinational and multisectoral partnership between environmental and educational organisations as well as universities and training institutes strengthens a transnational character of experience sharing. The development of skills aimed at main topic of the environment will be combined with the use of new technologies (E-learning modules). The partnership between EU member states and accession countries guarantees a transfer of experience and knowledge and that’s why the project supports the inclusion of the accession countries to the European Union.



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Why „gender“? Why „gender mainstreaming“?

The **term 'gender'** cannot be precisely translated from English into German or other languages by a single word. So meanwhile in the academic as well as in day-to-day life of many European countries the English word "gender" is often used for the social and cultural aspects of the sexes.

A person's gender is complex, including countless characteristics of appearance, speech, movement and more. Gender differs and changes during (our own) lifetime and also during a historical period. For example, the color pink, considered masculine in the early 1900s, is now seen as feminine, and vice versa for blue. Some activities like teaching were considered masculine in former days and now teaching especially young children is seen as a feminine job.

Gender stereotypes occur when you apply generic attributes, opinions or roles towards a person and when you link these attributes, opinions or roles with a person's sex. Gender stereotypes are apparent everywhere in our society, especially in the media. Companies display advertisements and commercials to gear toward the common belief of gender stereotypes. They portray women in housecleaning and child rearing roles to sell cleaners and baby products. They sell beer and cars to men by showing women in revealing outfits, or a sweating man out in the yard working hard on his lawn. These gender stereotypes are used to sell the products to the people they believe would use them most, showing them in the "situations" they would most likely be in.

Gender stereotypes are visible everywhere in our society and therefore also in the work of Eco Counselling – as this report will point out.

The concept of **gender mainstreaming** is based on the assumption that there is no gender-neutral reality and that therefore the different circumstances and interests of women and men must routinely be taken into account. All subjects areas and proposed actions / measures should be examined from the viewpoint of gender so that possible disadvantages and opportunities for all sexes can be identified and allowed for. The equal status of women and men is a universal guiding principle here.

In the year 1997 the Treaty of Amsterdam adopted not only sustainable development but also environmental protection and gender justice as guiding principles to be integrated into all policy areas of the European Community. The Treaty of Amsterdam is obligatory for all member states of the European Union.



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Gender Analysis of Eco Counselling in Europe

Looking at the current situation in general one has to consider that **gender inequalities** are in evidence all over the world, in all cultures and societies. There is an inequality between men and women in terms of wealth, income, work, duties, power, and status. Gender inequalities occur in all social institutions such as the workplace, family, and educational systems.

- The pay gap between women and men is still wide, more so in the private sector than in the public sector.
- Women are still particularly vulnerable to poverty, especially when they are less well educated, suffering domestic violence, older or living alone with children.
- Women still perform the majority of domestic and family tasks.
- Women are still under-represented in political and economic decision-making processes at the international, the European and national levels.
- In our society certain jobs and activities, like secretary, household, or child caring are attributed to women. Jobs labelled as "women's jobs" are attached with little value.
- Women and men are not involved to the same extent and in the same way in the generation of environmental problems.
- Women and men are affected differently by environmental policy measures.

Within this Leonardo-da-Vinci project KnollSzalai did a gender analysis of the situation of Eco Counselling in Europe.

As gender consultants KnollSzalai had – first of all - a "gender-check" of all three questionnaires developed by the Eco Counselling partners and pointed at the questions that should include the categories female / male.

In doing a gender analysis, KnollSzalai systematically asks questions about differences between men and women in a given population, with respect to their roles and activities, resources and constraints, benefits, and incentives. Simply put, gender analysis explores the facts of gender differences.

The findings of the gender analysis of Eco Counselling briefly:

Also the field of Eco Counselling we find gender inequalities, like an unbalanced number of women and men representing Eco Counselling umbrella organisations or several gender stereotypes in the printed materials.

In the following we present the results of the gender analysis concerning the

- questionnaires provided by the Eco Counselling partners, mainly based on the questionnaire „Umbrella Organisations“
- material provided by the Eco Counselling partners

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Gender-sensitive data analysis of the questionnaires

A gender-sensitive data analysis focuses the following areas:

Representation

Heads are to be counted at all levels in the organisation: at executive level and staff level and among customers, and users of the goods or services provided. The replies indicate how gender is distributed among those who take the decisions in the operation, those who work in it and those who are exposed to it.

Within the demand analysis of Eco Counselling as work package 3 within this Leonardo-da-Vinci project KnollSzalai disposes of data about the representation of women and men within the umbrella organisations.

- How many women and men are represented in the board?
- How many women and how many men are employed at the organisation?
- How many women and how many men work as freelancers or volunteers?
- How many women and men are individual members?

The following questions were part of the „Questionnaire for umbrella organisations“:

- Contact person: female / male? Do women or men represent the organisation towards externals?
- Number of individual members: female / male? Is the organisation addressing / appealing women or men?
- Number of employees and their status: female / male? Who does the job? Who is employed and earns money? What employment contract do women and man have (full-time, part-time, volunteer, freelancer)?
- Number of the members of the board: female / male? Are the decision-makers women or men? Who works at which position?
- Number of eco counsellors in the country: Is Eco Counselling a gender-balanced field?



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Resources

Questions concerning the resources could be:

- How are the organisation's resources – money, space and time – distributed between women and men?
- What resources do men and women have to work with?
- Who uses/owns/controls each of these resources? Who is excluded from use/ownership/control?
- What decisions do men and women make: in the household? in the community? are constraints to participation in social and economic life different for men and women?
- Who has time, access to credit, access to training and education, incentive schemes or grants, land holdings, new technology, transport?

The answers to these questions give an idea of the normative ways in which women and men are viewed in the organisation.

Within this Leonardo-da-Vinci project some of the questions that are part of the „questionnaire for individuals“ should have given some answers. The following questions were asked:

- Individual: female / male? How many women / men give a response?
- Do you have personnel working for you: female / male?
- Does anybody mention gender aspects?

But unfortunately during the interpretation some data got lost and that is why not all of the data were available for KnollSzalai.

Realia

- Who does what?
- Who is active / represented at doing productive activities? household reproductive activities (child care, cooking, water and fuel collection)? recreation?
- To whom do the projects and measures of Eco Counselling address? Are there gender-specific target groups?
- Is gender mainstreaming as a strategy a topic in the organisation? If yes, how is it implemented?



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The **method** used for the gender-sensitive data analysis refers to the 3-R method that was developed by Gertrud Aström and the Swedish Association of Local Authorities. It has primarily been used by local authorities to review and analyse the degree of influence women and men have in the municipal operation, their contact with it and the prevailing norms in it. The method involves developing quantitative data, figures and information, which then provide the basis for a qualitative analysis of the operation. The 3-R method is a review and analysis tool. It serves as an aid in systematically compiling facts and information about the situations of women and men in a given operation. The 3-R method has been advanced by KnollSzalai – especially for gender-sensitive data analysis in the field of urban / spatial planning and sustainable development.

The important thing is to acquire information specifically about one's own operation – the situation may not be quite the same in others of a similar nature. You can then begin discussing why things are the way they are. In this

discussion, the current situation is compared with the gender equality goals for the organisation and for society as a whole. On the basis of a concrete discussion of what gender equality means in your particular operation, it becomes clear what needs to be done.

The promotion of equality must not be confused with the simple objective of balancing the statistics: it is a question of promoting long-lasting changes in parental roles, family structures, institutional practices, the organisation of work and time, the personal development and independence, but also concerns men and the whole of society, in which it can encourage progress and be a token of democracy and pluralism. (see: European Communication: "Incorporating equal opportunities for women and men into all Community policies and activities" 1996)

The following pages show an overview about the results of the gender analysis of all questionnaires. Details concerning the different countries are listed in the annex.

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The figures show that there is a gender balance at the level of people working as Eco Counsellor but regarding the decision-making level there is a gender imbalance: 69% male and only 31% female are in decision making positions at the boards of Eco Counselling.

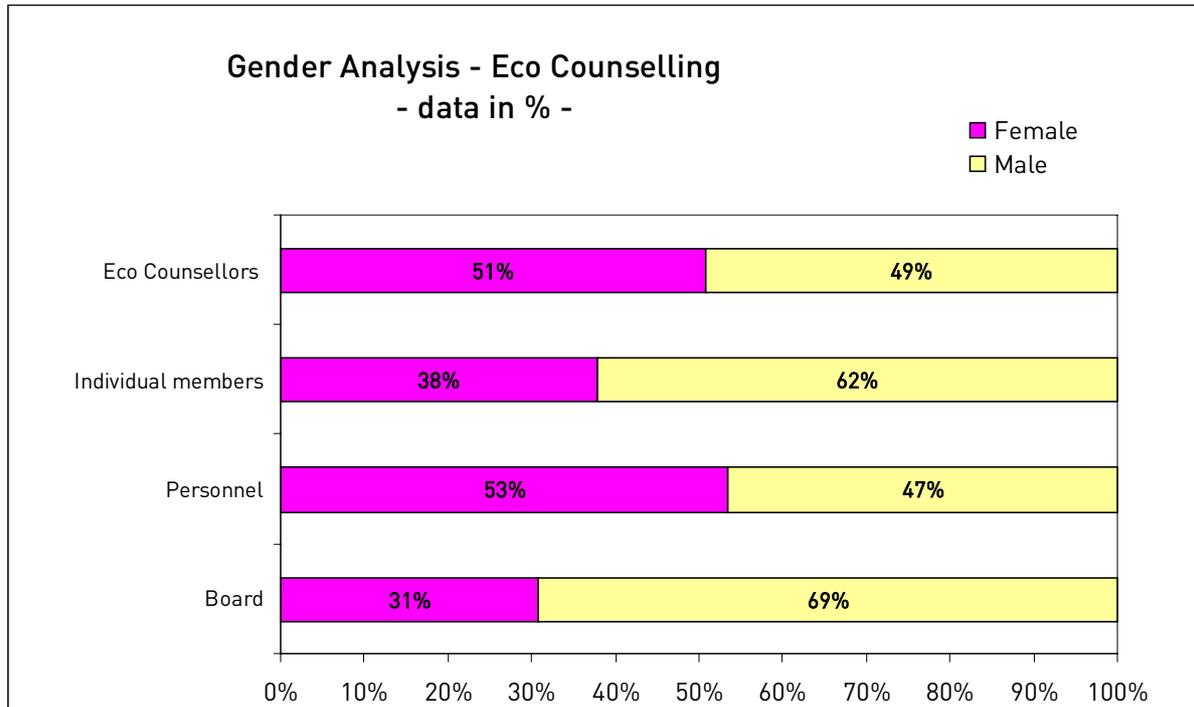


Figure 1: Female and male within Eco Counselling

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Looking at the absolute data one has to point out that the persons working as Eco Counsellors are the most – seen in a quantitative basis. And the gender inbalance is not very high. Regarding the individual members there are more male individual members than female.

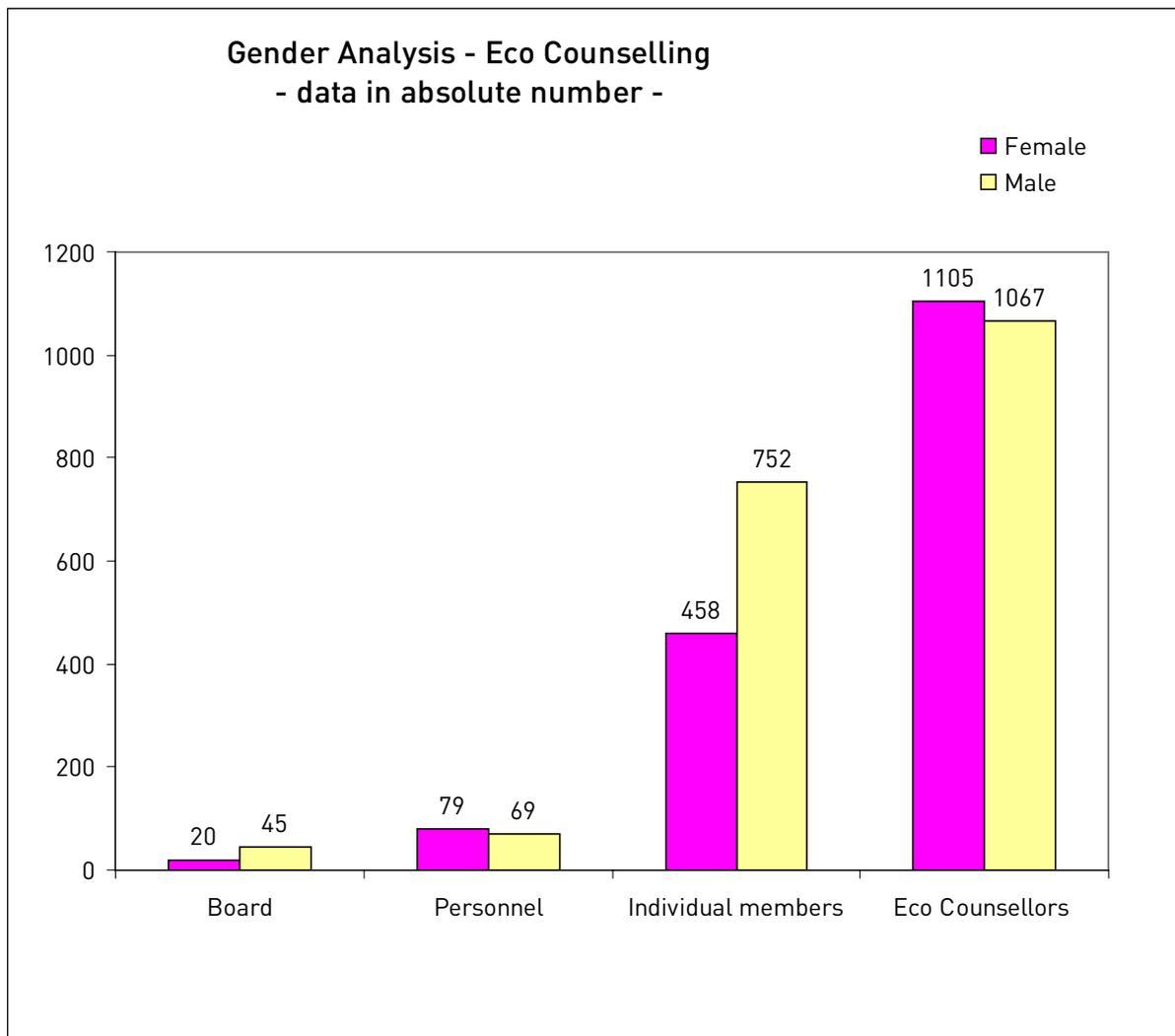


Figure 2: The absolute data concerning female and male within Eco Counselling

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On closer examination one realises that nearly all positions within the board are dominated by men – except the function of a „secretary” is held by more women than men.¹

We can see that all the decision making positions are mostly held by men.

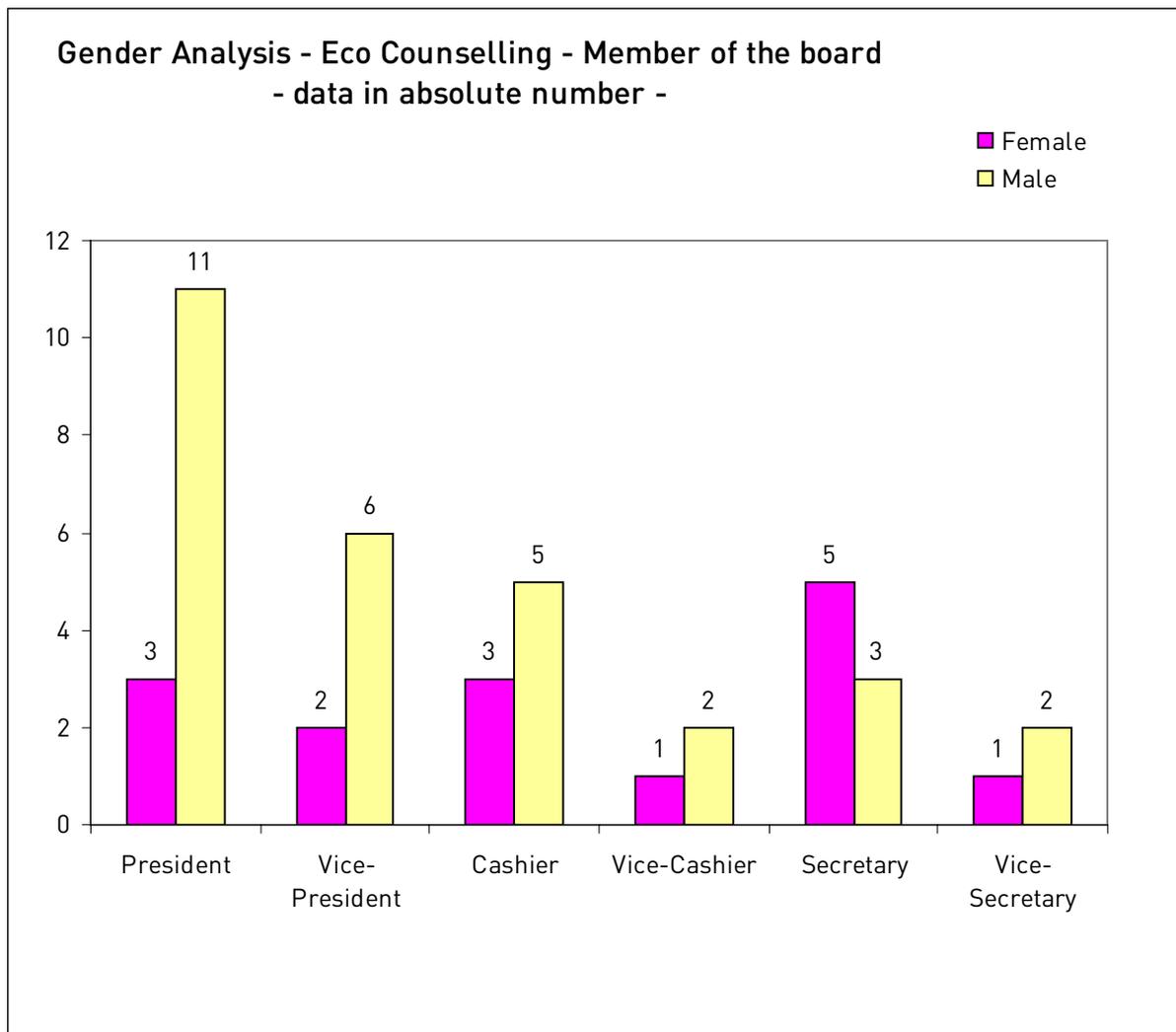


Figure 3: Members of the Eco Counselling boards

¹ About the figures and their data source: We did not take the functions „regional delegate”, „member of the board without specified function”, „technical committee”, „auditor” and „honorary president” into consideration.

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On closer examination the figures concerning the personnel show that working as an employee is a „female job“ - but: It is to point out that in general only a few persons are employed at the Eco Counselling umbrella organisations.

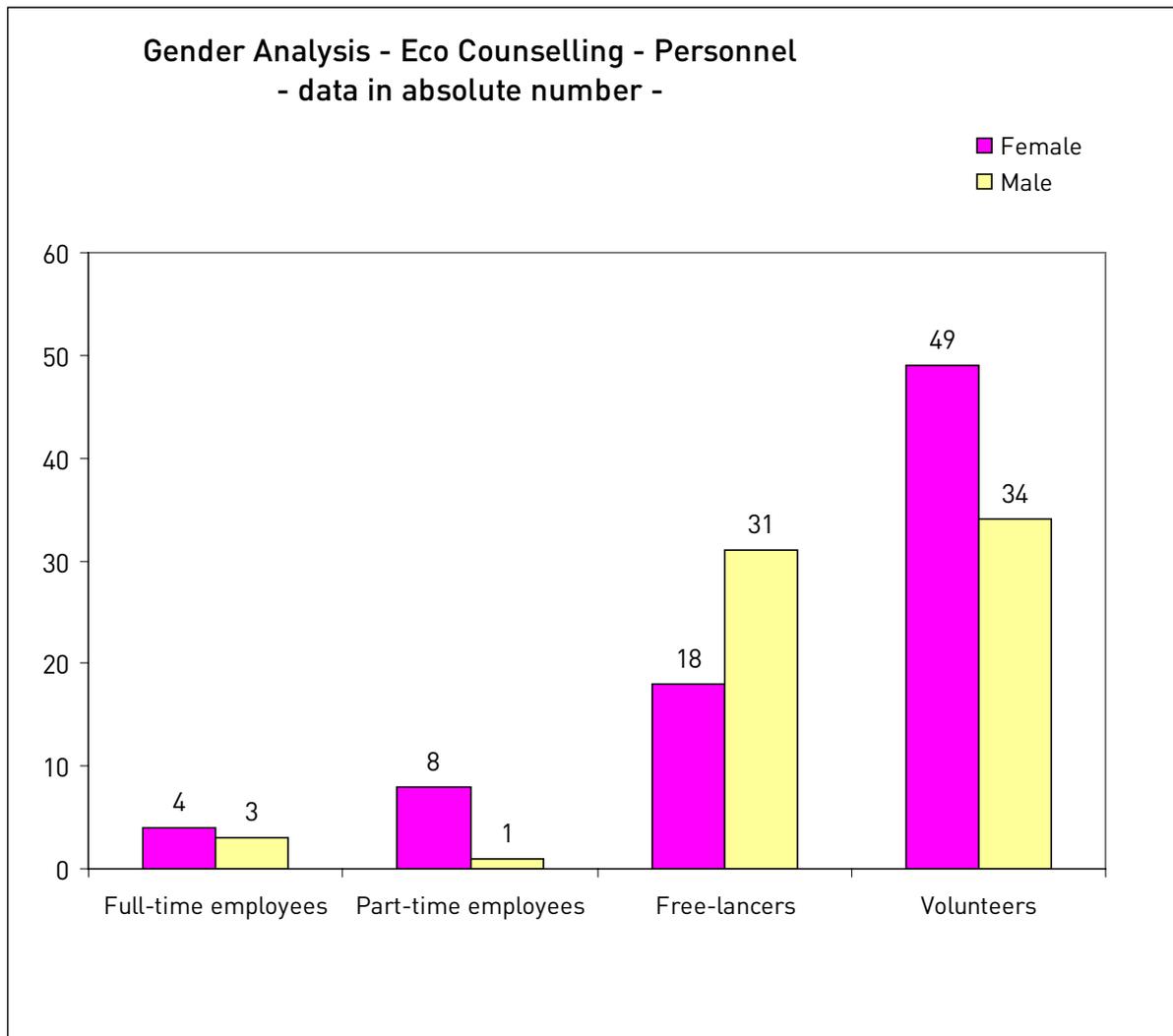


Figure 4: The personnel seen under the gender perspective



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Looking at the data that are available concerning the responding persons one can say that much more men than female answered the questionnaires.

Response		Female	Male
	Absolute number	194	313
Questionnaire for individuals N = 2.000	In %	37,63 %	62,37 %

About the **Eco Counsellor as individual**:

“The questionnaires have shown that the Italian Eco consultant type is a man with a scientific degree (mainly an engineering degree) working as a freelancer or otherwise in a private company and dealing with many sectors.” (National report Italy, August 2005 and European Report, p.55)

Gender Mainstreaming as a strategy is not a topic within the organisations yet.

In none of the analysed organisations gender plays an important role.

- In Austria: One seminar “Gender mainstreaming” as a part of the vocational training course for eco counsellors took place in the year 2004.
- In Germany: women and their needs are prioritised, gender mainstreaming is part of each European co-financed proposal
- In Italy: Management is widely represented by females, many projects are developed only for females.

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Gender analysis of the material provided by the Eco Counselling organisations

For the gender analysis KnollSzalai asked the Eco Counselling partners of the Leonardo-da-Vinci project to send all the printed materials that had been published in the year 2004.

The material provided by the different Eco Counselling organisations that are partners within this Leonardo-da-Vinci project differs from country to country. Unfortunately we had to realise that most of the materials are just written text without illustration. Instead of an overall textual analysis of all printed material and an overall media analysis of all websites and interactive media offers we refer to some selected leaflets, brochures and magazines. We stuck to the personalised pictures printed in the magazines and leaflets we got from the Eco Counselling partners.

The aim of the gender analysis is to point out what kind of „gender patterns“ and „gender images“ are used to communicate the different fields of activities eco counsellors are dealing and working with. Are male or female personalised pictures used to illustrate the different fields of activities Eco Counsellors are working in? What kind of gender stereotypes are used in the work of Eco Counselling?

The following material is the basis for the analysis:

- Brochures about the offered seminars and events (spring/summer 2004 and autumn/winter 2004/05) – Eco Counselling Austria
- Magazine “die neue UMWELT”, published every two months, volume 2004 by Eco Counselling Austria
- Presentation leaflet – ABECE Belgium

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The following gender patterns are used to illustrate an **Eco Counselling organisation in general**. Male and female persons represent the eco-counsellors.



Typical female gender-stereotyped posture:

- Feet close together
- Correct clothes
- Posture is tight
- Trembling a leg



Typical male gender-stereotyped posture:

- Wide stance
- Looking confused
- Collar of the shirt is open
- Loosing things



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There is one cartoon that shows all the activities and topics an eco-counsellor is concerned with. And this cartoon shows a woman handling all the requirements.





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A "typical" situation of eco-counsellors: 1 woman among 6 men and is also voting for the compromise (?).



And only men are closing deals.



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The following picture give a closer look at the **environmental topics** eco counsellors are dealing with.

Building and solar energy, water



Environment and health, cleaning



There are a lot of environmental topics and no personalised pictures are used.

When illustrating topics concerning gardening, food, eco-consumption or agriculture pictures with flowers, food, vegetables, butterflies, fruits or with children (both girls and boys) are used.

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Who are the authors? Who is portrayed?

Among the Eco Counselling partners just one partner publishes a regular magazine. During the analysis we had a closer look to the authors who publish regularly in the magazine „die neue UMWELT“ published by Eco Counselling Austria. As data basis for the gender analysis we took the magazine's issues 1/2004, 2/2004, 2a/2004, 3/2004, 4/2004 and 5/2004.

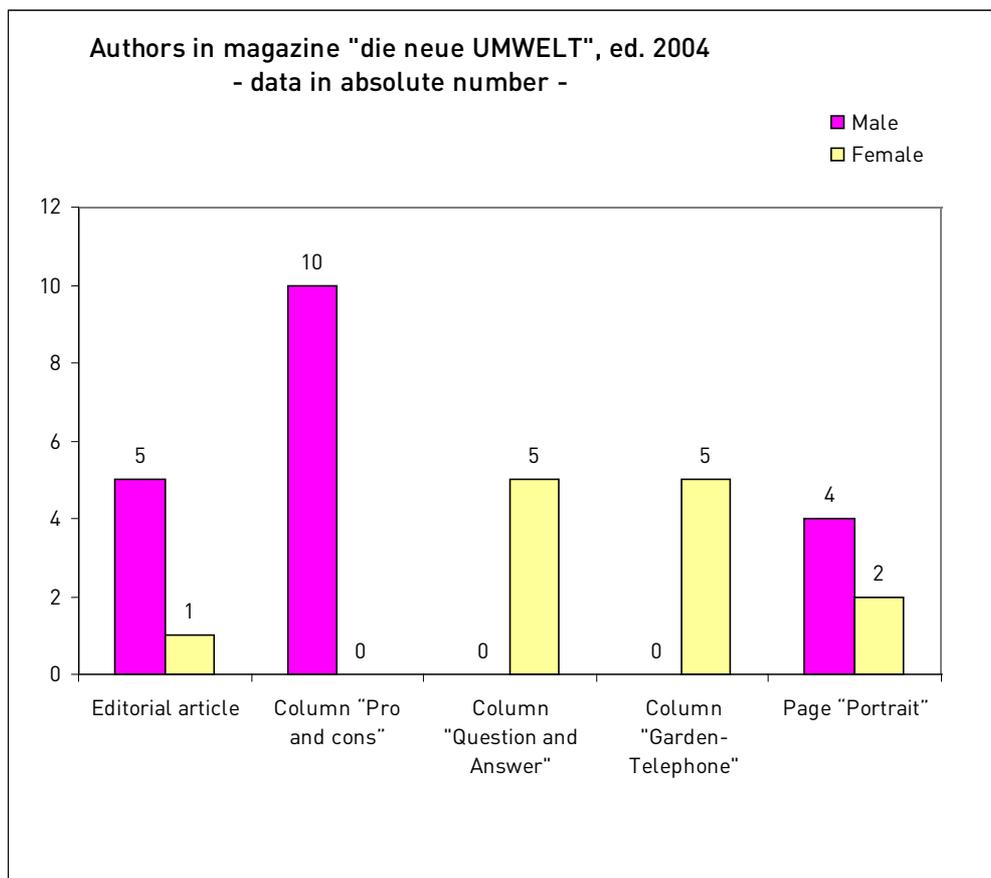


Figure 5: Some results looking at the magazine „die neue UMWELT“



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Gender and Eco-Counselling

The term „gender“ cannot be precisely translated into German or other languages by a single word. So meanwhile in the academic as well as in day-to-day life of many European countries the English word “gender” is often used for the social and cultural role of the sexes. A person’s gender is complex, including countless characteristics of appearance, speech, movement and more. Gender differs and changes during (our own) lifetime and also during a historical period. For example, the color pink, considered masculine in the early 1900s, is now seen as feminine, and vice versa for blue. Some activities like teaching were considered masculine in former days and now teaching especially young children is seen as a female job.

In a variety of different contexts, gender refers to the masculinity or femininity of words, persons, organisms, or characteristics. In feminist theory, gender is used to refer solely to socially, psychologically, and culturally constructed differences between male and female behavior. Gender is continuously created and re-created by all the social actions we perform daily.

It is arguable however that because of the inequalities that exist for women, there must be further action for gender to be taken into account in the discussions of sustainable development and Eco-Counselling.

On the basis of the common definition of **sustainable development** we are bound to take full responsibility for our nowadays and future social action. Sustainable development requires the full and equal participation of women at all levels. Women’s rights are universal human rights and are protected by international human rights conventions. Also, it is clearly inappropriate to try and address problems, to identify the appropriate strategies, or to implement the solutions if only half of the people concerned are involved in the process. Social equality is fundamentally linked to gender equality. Sexism, racism, discrimination on the grounds of ethnic group, faith, political opinion, social status or sexual orientation are clear indicators of social inequality. No society can survive sustainably, or allow its members to live in dignity, if there is prejudice and discrimination of any social group.

Sustainable development also includes a normative dimension “justice” – mainly discussed as “justice between today’s and future generation”. But looking at the worldwide inequality between women and men, like unequal payment, unequal distribution of work, power, responsibilities, resources, goods, etc. gender equality must be recognised as a basis of sustainable development. Gender justice is considered as an indispensable prerequisite for sustainable development.

The programme of action from **Rio de Janeiro, AGENDA 21**, already calls for women to have greater involvement in social and political opinion-forming and decision-making processes. All environmental measures shall be scrutinised for their impact on women. Women’s contribution towards the attainment of sustainable development is to be acknowledged and actions are needed to ensure that political measures take gender justice properly into account.



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Gender Mainstreaming as a strategy – also important for Eco Counselling

The concept of gender mainstreaming is based on the assumption that there is no gender-neutral reality and that therefore the different circumstances and interests of women and men must routinely be taken into account. All subjects areas and proposed actions / measures must be examined from the viewpoint of gender so that possible disadvantages and opportunities for both sexes can be identified and allowed for. The equal status of women and men is a universal guiding principle here.

Gender Mainstreaming is a strategy that aims to make gender equality, a regular part of the mainstream policy process. Underlying the concept of mainstreaming is a recognition that women and men do not have the same situations, needs and resources and that these differences can affect the way in which women and men can access everything from labour market participation to public services.

By taking account of the different needs and situations of women and men, policy-makers and programme managers can ensure better policy targeting, more effective delivery and greater equality.

In the year 1997 the **Treaty of Amsterdam** adopted not only sustainable development but also environmental protection and gender justice as guiding principles to be integrated into all policy areas of the European Community.

The Community shall have as its task, by establishing a common market and an economic and monetary union and by implementing common policies or activities referred to in Articles 3 and 3a, to promote throughout the Community a harmonious, balanced and sustainable development of economic activities, a high level of employment and of social protection, **equality between men and women**, sustainable and non-inflationary growth, a high degree of competitiveness and convergence of economic performance, a high level of protection and improvement of the quality of the environment, the raising of the standard of living and quality of life, and economic and social cohesion and solidarity among Member States.

The Treaty of Amsterdam is obligatory for all 25 member states of the European Union.

Gender mainstreaming as a strategy has been pursued at UN, Council of Europe and European Union level and in various states throughout the world. The Council of Europe provides a **definition** of mainstreaming equality between women and men in policies as: „the (re)organisation, improvement, development and evaluation of policy processes, so that a gender equality perspective is incorporated in all policies at all levels and at all stages, by the actors normally involved in policymaking“. (Council of Europe 1998).

“Gender mainstreaming involves not restricting efforts to promote equality to the implementation of specific measures to help women, but mobilising all general policies and measures specifically for the purpose of achieving equality by actively and openly taking into account at the planning stage their possible effects on the

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respective situation of men and women (gender perspective). This means systematically examining measures and policies and taking into account such possible effects when defining and implementing them.”

This definition illustrates once again that gender mainstreaming is a principle for changing an organisation's decision-making processes. On the one hand that means it is limited to the organisation in its application. Gender mainstreaming is not some kind of new strategy adopted by the women's movement with a view to reshaping itself. The principle is designed for policymaking organisations which in the past have made little or no allowance for gender relations. In such organisations it can be used to achieve a genuine deepening of gender policy. In its implementation, the gender mainstreaming principle becomes a tool of women's and gender policy for achieving stated goals in organizing gender relations.

Searching for a comparable principle can help achieve a better understanding as to how the principle is applied. If we ask what principle today already shapes all decision-making processes of organisations and comprises one of their central themes, we find ourselves looking at the economy, in other words costs. The example of cost-consciousness in management can be used to illustrate how the gender mainstreaming principle works: When it is applied, the issue of gender relations becomes more important in exactly the same way that the question of costs plays a major role in all decision-making processes for any administrative agency. Gender-related issues become an integral part of the thinking, decision-making and actions taken by all those involved.



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Integrating a gender perspective within Eco Counselling

A gender-equal society is a society in which all persons, irrespective of their sex and their gender, are seen as equal members, with equal opportunities to participate in all kinds of social activities, equally enjoy political, economical and cultural benefits, and equally share responsibilities. Creating gender equality will contribute to peaceful, democratic and prosperous societies.

A **gender policy** based on the concept of „gender“ rather than that of „women“ stresses the fact that:

1. The sexes and the relations between them are involved: men do not longer constitute the general human norm.
2. The relations between the sexes are in principle viewed as subject to change. Biological differences between the sexes are not accepted as legitimizing social differences between them. Social and cultural gender-related roles for men and women are seen as the result of historical development and being open to political manipulation.

Issues to consider when integrating a gender perspective into sustainable development and into Eco Counselling include:

- Use of gender-sensitive written and spoken language
- Use of non gender-stereotypes in pictures
- Developing of gender-sensitive education- and training modules
- Analysing the different responsibilities, roles and needs of women and men in sectors related to sustainable development, such as food production, water and sanitation, forest resources management, and energy
- Analysing the gender impact: Do women and men value or use particular natural resources for different community needs? What impact do these uses have for sustainable management and environmental protection?
- Dual approach Gender Mainstreaming and positive actions for women
- Implementing the strategy gender mainstreaming in the national organisations of Eco Counselling
- Gender training for eco counsellors



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Annex: Results of gender analysis in detail

Europe

There is one umbrella organisation on the European level:

ECE Eco Counselling Europe, an association located in Vienna, Austria and Bruxelles, Belgium

Board	Female	Male
President	0	1
Vice-President	0	1
Cashier	1	0
Secretary	1	0
Sum	2	2

Status: March 2005

The organisation does not have any employees or personnel.

The organisation does not have individual members.

There are no pictures used in the PowerPoint-presentation

There are no personalised pictures on the website – except the pictures of the members of the board.

Regarding the “Eco Stands For Interim report of the inquiry, July 2005” there is to say that unfortunately no gender-related questions were asked during the inquiry. So we have no data for a gender-sensitive analysis.

Material used for the analysis:

- *PowerPoint-Presentation of Eco Counselling Europe*
- <http://www.ecocounselling-europe.org/> [20.12.2004]
- *Eco Stands For Interim report of the inquiry, July 2005*



<http://www.ecostands.org>

Austria

In Austria there are two umbrella organisations in the field of eco counselling:

- „die umweltberatung“ Verband Österreichischer Umweltberatungsstellen
- Verband Abfallberatung Österreich – Verband der Abfall- und UmweltberaterInnen

„die umweltberatung“ Verband Österreichischer Umweltberatungsstellen

Board	Female	Male
President	0	1
Vice-President	1	0
Cashier	1	0
Vice-Cashier	0	1
Secretary	0	1
Vice-Secretary	0	1
Sum	2	4

Status: March 2005

Personnel	Female	Male
Full-time employees	1	2
Part-time employees	3	0
Free-lancers	0	1
Volunteers	0	0
Sum	4	3

Status: March 2005

Members	Female	Male
	44	40

Status: July 2005

Writers of the two-monthly magazine	Male	Female
Editorial article	5	1
Column "Pro and cons"	10	0
Column "Question and Answer"	0	5
Column "Garden-Telephone"	0	5
Page "Portrait"	4	2
Sum	19	13

Status: March 2005

Details concerning the printed material and personalised pictures of the brochures see above.

Use of gender-sensitive language



<http://www.ecostands.org>

In the presentation brochures', leaflets' and website's language both sexes male and female are visible. ("ExpertInnen", "Lehrer/innen"). In the seminar-brochures' language both sexes male and female are visible. ("ExpertInnen", "Lehrer/innen", „jede/r“, „ReferentIn“, „ÖsterreicherInnen“, „HäusbauerInnen“, „ExpertInnen“) BUT at the reply cards of all printed material there is only used the male version „Absender“.

Verband Abfallberatung Österreich – Verband der Abfall- und UmweltberaterInnen

Board	Female	Male
President	0	1
Vice-President	0	1
Cashier	0	1
Vice-Cashier	1	0
Secretary	0	1
Vice-Secretary	1	0
Regional delegates	0	7
Sum	2	11

Status: February 2005

Personnel	Female	Male
Full-time employees	0	0
Part-time employees	0	0
Free-lancers	2	3
Volunteers	2	2
Sum	4	5

Status: February 2005

Members	Female	Male
	82	240

Status: February 2005

Material used for the analysis:

- *Presentation brochures / leaflets (Vienna and Lower Austria) (die umweltberatung)*
- *Brochures „Seminars and events“ (spring/summer 2004 and autumn/winter 2004/05) (die umweltberatung)*
- *Magazine „die neue UMWELT“, published every two months, volume 2004 (die umweltberatung)*
- *Questionnaires for umbrella organisations*
- <http://www.umweltberatung.at> [20.12.2004]
- *National report Austria, July, 15th 2005*



<http://www.ecostands.org>

Belgium

In Belgium there is one umbrella organisation in the field of eco counselling:

- ABECE, Belgian Association of Eco-counsellors

Board	Female	Male
President	1	0
Vice-President	0	1
Cashier	0	1
Vice-Cashier	0	1
Secretary	1	0
Vice-Secretary	0	1
Sum	2	4

Status: March 2005

Personnel	Female	Male
Full-time employees	1	0
Part-time employees	0	0
Free-lancers	0	0
Volunteers	4	7
Sum	5	7

Status: March 2005

Members	Female	Male
	54	59

Status: March 2005

Details concerning the printed material and personalised pictures of the brochures see above.

Use of gender-sensitive language

In the leaflet and also on the website no gender-sensitive language is used, the text is only written in the male version of the nouns. e.g. "L'éco-conseiller est un généraliste [...] un médiateur [...] il est aussi un modérateur [...]" "The eco-counsellor is a high level generalist [...] he assists the dialogue [...]"

Material used for the analysis:

- *Presentation leaflet*
- *Questionnaire for umbrella organisations*
- http://www.abece.be/index_en.htm [20.12.2004]



<http://www.ecostands.org>

Czech Republic

In the Czech Republic there is one umbrella organisation in the field of eco counselling:

- STEP Síť ekologických poraden (Czech Eco-counselling Network)

Board	Female	Male
President	1	0
Members	1	3
Auditor	1	0
Sum	3	3

Status: March 2005

Personnel	Female	Male
Full-time employees	0	0
Part-time employees	0	0
Free-lancers	4	1
Volunteers	6	4
Sum	10	5

Status: March 2005

The organisation does not have individual members.

There are no personalised pictures on the website.

Use of gender-sensitive language

No analysis of the original documents possible because lack of knowledge of Czech language.

Material used for the analysis:

- *Questionnaire for umbrella organisations*
- <http://www.ekoporadna.cz/eng1.php> [9.3.2005]
- *Leaflet*



<http://www.ecostands.org>

France

In France there is one umbrella organisation in the field of eco counselling:

- AsFEC, Association française des éco-conseillers

Board	Female	Male
President	0	1
Vice-President	1	1
Cashier	1	0
Secretary	1	0
Sum	3	2

Status: December 2005

Personnel	Female	Male
Full-time employees	1	0
Part-time employees	0	0
Free-lancers	0	0
Volunteers	4	7
Sum	5	7

Status: December 2005

The organisation has got about 500 members, 50 % women and 50 % men.

There are no personalised pictures on the website

Use of gender-sensitive language

On the website no gender-sensitive language is used, the text is only written in the male version of the nouns.

e.g. "L'éco-conseiller est un généraliste [...] son intervention [...] acteurs [...]"

"il suscite [...] il effectue [...]"

Material used for the analysis:

- <http://www.asfec.net> [9.3.2005]
- *Questionnaire for umbrella organisations*



<http://www.ecostands.org>

Germany

In Germany there is one umbrella organisation in the field of eco counselling:

- bfub Bundesverband für Umweltberatung e.V.

Board	Female	Male
President	0	1
Vice-President	0	0
Cashier	0	1
Secretary	1	0
Sum	1	2

Status: February 2005

Personnel	Female	Male
Full-time employees	0	0
Part-time employees	3	1
Free-lancers	10	20
Volunteers	1	3
Sum	14	24

Status: February 2005

Members	Female	Male
	200	300

Status: February 2005

There are no personalised pictures on the website.

Use of gender-sensitive language

On the websites' language both sexes male and female are visible. ("Umweltberater/innen", „Umweltpädagogen/innen“, „Umweltexperten/innen“).

BUT „Multiplikatoren“

In the written language of the magazine "Umweltberatung im Dialog" both sexes are visible in some cases e.g. "Umweltberater/innen", "Experten/innen", "Kollegen und Kolleginnen" but in some cases only the male sex is used e.g. "Baubiologe", "Handwerker".

It is to be pointed out the term "Verbraucher" - that is always used in the male sex.

In general one can say that a gender-sensitive language is not used consequently.

In the written language of the brochure "Engagement braucht Strategien. Leitfaden zur Einführung von Marketing in der Umweltkommunikation" a gender-sensitive language is also not used consequently. „Teilnehmer/innen“ and „Experten“

Material used for the analysis:

<http://www.ecostands.org>

- Magazine "Umweltberatung im Dialog", published every two months, issue 46 / August 2004, 47 / October 2004, 48 / December 2004
- Brochure "Engagement braucht Strategien. Leitfaden zur Einführung von Marketing in der Umweltkommunikation", June 2004
- Questionnaire for umbrella organisations
- <http://www.umweltberatung.org/php/> [20.12.2004]
- <http://www.umweltkommunikation.de/home.asp> [20.12.2004]
- National report Germany 2005



<http://www.ecostands.org>

Hungary

In Hungary there are two umbrella organisations in the field of eco counselling:

- Környezeti Tanácsadók Egyesülete, KÖT (Hungarian Eco-counselling Association, HEA)
- Környezeti Tanácsadó Irodák Hálózata, Kötháló (Hungarian Network of Eco-counselling Offices)

Környezeti Tanácsadók Egyesülete, KÖT (Hungarian Eco-counselling Association, HEA)

Board	Female	Male
President	0	1
Vice-President	0	2
Honorary president	1	0
Sum	1	3

Status: March 2005

Personnel	Female	Male
Full-time employees	0	0
Part-time employees	0	0
Free-lancers	0	1
Volunteers	2	2
Sum	2	3

Status: March 2005

Members	Female	Male
	15	37

Status: March 2005

There are no personalised pictures on the website and on the leaflets.

Use of gender-sensitive language

"her/his activities" is used in the English version of the leaflets.

No analysis of the original documents possible because lack of knowledge of Hungarian language.

Környezeti Tanácsadó Irodák Hálózata, Kötháló (Hungarian Network of Eco-counselling Offices)



<http://www.ecostands.org>

Board	Female	Male
President	1	4
Sum	1	4

Status: March 2005

Personnel	Female	Male
Full-time employees	0	0
Part-time employees	0	1
Free-lancers	2	2
Volunteers	10	10
Sum	12	13

Status: March 2005

The organisation does not have individual members.

There are no personalised pictures on the website and on the leaflets.

Use of gender-sensitive language

No analysis of the original documents possible because lack of knowledge of Hungarian language.

Material used for the analysis:

- *Questionnaires for umbrella organisations*
- *National report Hungary, July 2005*
- *Questionnaires*
- <http://www.kothalo.hu/english/index.htm> [20.12.2004]
- <http://www.kothalo.hu/angol.htm> [11.3.2005]
- *Several leaflets*



<http://www.ecostands.org>

Italy

In Italy there is one umbrella organisation in the field of eco counselling:

- UNICA Unione Italiana Consulenti Ambientali

Board	Female	Male
President	1	0
Cashier	0	1
Secretary	0	1
Auditor	1	1
Technical comitee	0	1
Sum	2	4

Status: March 2005

Personnel	Female	Male
Full-time employees	0	0
Part-time employees	1	0
Free-lancers	0	2
Volunteers	3	2
Sum	4	4

Status: March 2005

Members	Female	Male
	18	37

Status: March 2005

There are no personalised pictures on the leaflets.

Use of gender-sensitive language

“di essere ammesso”, “il sottoscritto”, “nato” (?)

Material used for the analysis:

- *Questionnaire for umbrella organisations*
- *Mission statement*
- *Some project reports*
- *Declaration of accession*
- <http://www.consulentiambientali.it> [29.7.2005]
- *National report Italy, August 2005*



<http://www.ecostands.org>

Slovakia

In Slovakia there are no umbrella organisations in the field of eco counselling. Zivica as a partner organisation of this Leonardo-da-Vinci project gave an overview about the situation in Slovakia.

Zivica

Board	Female	Male
President	0	1
Cashier	0	1
Secretary	1	0
Eco Consellor	2	0
Sum	3	2

Status: March 2005

Personnel	Female	Male
Full-time employees	2	1
Part-time employees	1	0
Free-lancers	0	1
Volunteers	18	2
Sum	21	4

Status: March 2005

The organisation does not have individual members.

There are no personalised pictures on the English pages of the website.

Use of gender-sensitive language

No analysis of the original documents possible because lack of knowledge of Slovakian language.

Material used for the analysis:

- Questionnaires for umbrella organisations
- <http://www.zivica.sk> [11.3.2005]
- Some leaflets

<http://www.ecostands.org>

Further information about gender and sustainable development

Knoll & Szalai oeg

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KnollSzalai is engaged in gender issues, diversity management and gender mainstreaming concerning landscape, urban and regional planning, environmental consulting, sustainability and technical science. The expert knowledge in the field of planning and technical science is supplemented by the systemic approach and well-established scientific research. KnollSzalai integrates a gender perspective in regional planning policies and scientific systems. KnollSzalai's approach is interdisciplinary as well as process- and action-orientated.

KNOLLSZALAI
zukunft raum. perspektive mensch.





Die Knoll & Szalai OG wurde im Zuge einer Gesamtrechtsnachfolge im März 2013 von der B-NK GmbH übernommen.

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