

# MADAME

**Motivate, accelerate, develop women's access to jobs in the craft and agricultural sectors to improve professional gender equality in rural areas**

European social partners' joint seminar  
"Combating gender stereotypes in the world of work"  
2021.10.27

# Gender equality in the French craft industry

- In the craft industry, gender diversity and equality are not developed enough
  - 27% of apprentices are girls
  - 23% of heads of craft enterprises are women
  - Two sectors account for half of the female heads of craft businesses with less than 10 employees : hairdressing and beauty care

# The Chambers of Crafts

- **The Chambers of Trades and Crafts (CMAs)**
  - The CMAs support craft businesses throughout their lifetime, from creation to change of ownership, with the aim of promoting their development, competitiveness and longevity.
  - The CMAs are federated under a national organisation : CMA France
- **Their actions to combat gender stereotypes**
  - Activities with schools
  - Trophies and clubs for women entrepreneurs
  - Actions to raise awareness and promotion of gender equality in apprenticeship

## Context

- Call for projects from the French Ministry of Agriculture and Food
  - National Rural Network
  - Co-financed by the European Agricultural Fund for Rural Development (EAFRD)
  - Goal: support the emergence of partnership projects that can meet the objectives of one or more priorities of the national rural network, operating on a national or interregional scale, including gender equality
- CMA France set up a consortium with two other organizations
  - The Chambers of Agriculture (business support organisations)
  - The Rural Family Homes (VET training centers in rural areas)

## The MADAME project

September 2018 - December 2021

- Phase 1 : identify the obstacles to gender equality in the world of work
  - Data collection and analysis
  - Interviews with different actors (students; apprentices; in-company trainers; craft entrepreneurs, etc.)
- Phase 2 : develop and test innovative solutions
  - Develop and test new activities and tools at regional level
  - Dialogue with academic and professional world
- Phase 3 : deploy successful experiences and ensure exploitation of results in the future
  - Review of activities, deployment at national level, involvement of new actors to ensure the exploitation of the results in future
  - Communication and dissemination of the results

# Innovative activities and tools → children and youngsters

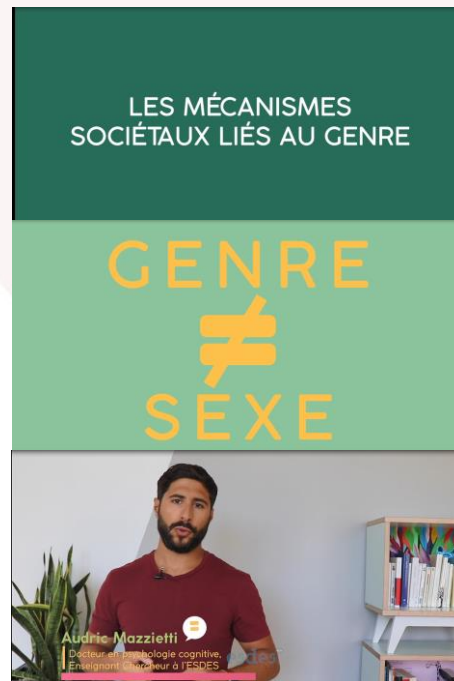
- Development of new activities from kindergarten to secondary education (both general and vocational training)
- **Objective:** promote the craft and agricultural sectors and their jobs, break gender stereotypes from their emergence, develop gender equality in the professional environment, rise awareness and fight sexual harassment at work
- **New games** developed during the project (card games, tales)
- **New formats** of interventions, including for instance theatre plays to reflect on gender inequality and sexual harassment on the workplace or interviews of professionals on “gender-biased” jobs to break stereotypes



## Innovative activities and tools

→ *teachers, professors, trainers and supervisors*

- Creation of a training course, including e-learning modules with definitions on gender, sex, stereotypes
- **Objective:** promote the craft and agricultural sectors and their jobs, avoid gender-biased attitudes when talking about jobs and carrier orientation in general
- Diffusion of the innovative solutions to the CMA network at national level and to stakeholders
  - Training for agents, diffusion of games



## Main results

- Around 600 direct beneficiaries reached to date
- Positive reactions from teachers and supervisors: the activities are adapted to the different target audience and goals, dynamic, flexible and transferable tools, work on language, breaking gender stereotypes is a duty of the civil society
- Work with new actors : National Education (to target teachers); recreational centers; Ministry of Agriculture
- Large interest from other CMA not involved in the pilot experience,
- After the end: strong commitment to keep working on the innovative activities developed during the project and, more in general, on the promotion of professional gender equality in the craft sector



***Thank you for your attention***