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
“Combatting 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