

**Gender-Sensitive Event Management – Checklist for practitioners:
A building block for internal gender mainstreaming**

0. Team and Idea | Who are we and what do we want to propose?



The Gender-Sensitive Event Management (GSEM) - Checklist for practitioners is the tangible result of multiple GIZ colleagues' and units' cooperation and provides hands-on orientation for interested GIZ colleagues to organise GENDER-SENSITIVE events. This easy-to-use [checklist](#) encompasses the whole cycle of event management from the inception to the learning phase and provides guiding questions, examples and templates that practitioners can easily adapt to their specific project contexts and challenges. The checklist focusses on:



We, i.e. the core group of this initiative (Pauline Probst, Support Project for the Implementation of the Paris Agreement - G320, Teresa Töpfer, Global Project Build4Skills - G110 and Julia Bastian, Sector Programme Good Financial Governance (SP GFG) - G420) would like to enter this checklist into this year's gender competition as an example for internal gender mainstreaming.

1. Rationale | Why did we start our cooperation?

In 2020, GIZ integrated the cooperation and leadership principles into our corporate principles. With the principle “cooperate in diversity” we propose ourselves, inter alia, to:

- LEVERAGE and build on the diversity of ideas, knowledge, and perspectives (e. g. age, ethnic origin & nationality, gender, physical and mental ability, religion & worldview, sexual orientation & identity)
- CREATE a respectful environment that reduces the potential of discrimination and stand up for equal rights and opportunities for all colleagues
- CREATE inclusive spaces and processes that enable collaboration beyond silos and across hierarchies
- CO-CREATE with clients, partners, and other stakeholders

This very much complements the GIZ Gender strategy's focus on corporate culture that asks us to "make the patterns of behaviour, codes of conduct and processes that promote and enhance gender equality within the company visible and represent them inside and outside of GIZ".

One of the recurrent formats of technical cooperation is the organisation of learning and training formats, conferences, and workshops, both internally and externally. When external, they are our most visible support, frequently covered by media and thus transporting our image and indicating how we live up to our values and principles to our partners and the public in general. This is especially true for living our commitment to gender equality and diversity. For someone organising an event realising at the last minute that the keynote panel consists of exclusively white male speakers is a nightmare to fix.

However, looking for company-wide hands-on orientation how to do gender-sensitive events there was not much we found. While our colleagues were interested in concrete suggestions and 'how tos', we found individual programmes' initiative and solutions and decided to elaborate a more comprehensive checklist ourselves.



#Cooperationand-Leadership
#TaketheLead

2. Process | How did we cooperate?

Gender equality cannot be achieved by individuals alone - it is a joint task. Our cooperation as a group developed from a concrete need: the demand for good examples of how to organise events in a way that they develop a gender-transformative effect and fill GIZ's principles on gender equality with life. This demand led to a participatory process in which different stakeholders participated and enriched the checklist.

Our collaboration started in spring 2020 during a gender exchange meeting within GloBe based on a concrete example when the two projects NDC Assist and the Support Project for the Implementation of the Paris Agreement presented their experiences in organising an international [conference](#) with a gender perspective. The presentation generated widespread interest and further experiences and individual checklists, such as the one developed by the [Build4Skills project](#), were shared. This led to the idea of a small group of colleagues to join forces and develop a common and hands-on checklist, containing all this different learning experiences.

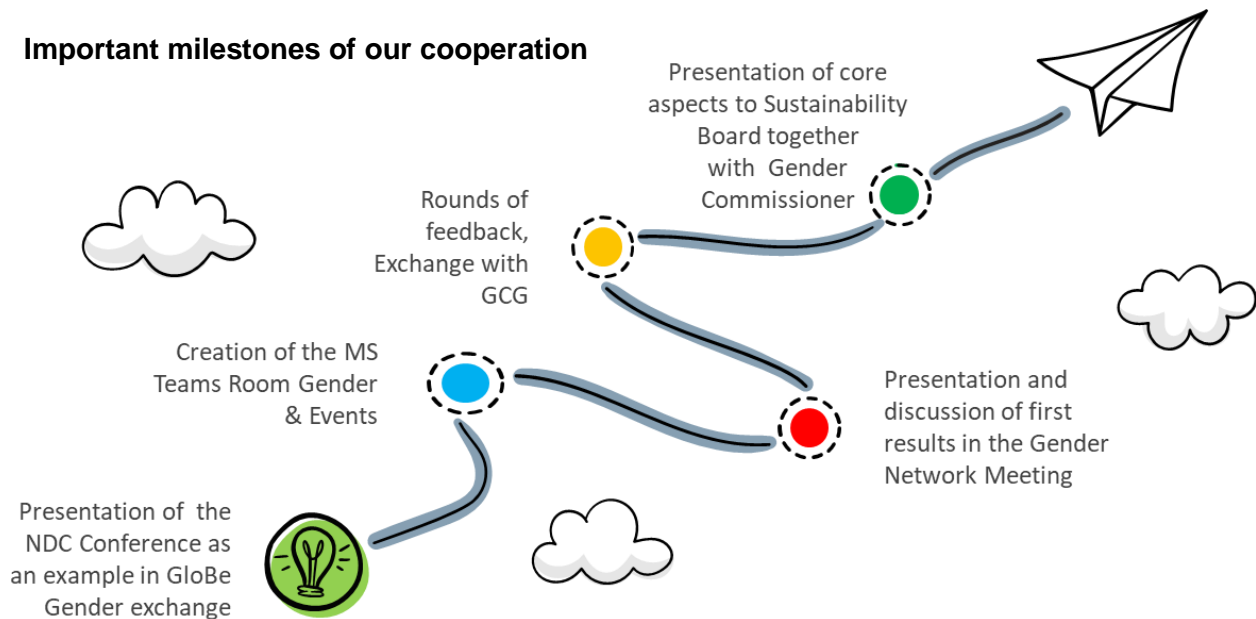
To collect further ideas and perspectives from the different divisions outside of GloBe, the team organised two sessions in the context of the Gender Network Meeting in autumn 2020. The SP GFG had identified gender-sensitive event and network management as one of the areas to work upon as a result of the G400 Future Fit Portfolio self-assessment and decided to join the initiative then.

For the virtual co-creation of the checklist and in order to enable colleagues from different units to join in and provide feedback, we created an MS Teams room. In this way, comments from all interested colleagues, including colleagues from, for example, the GIZ representations in Berlin and Brussels, fed into the first draft of the checklist.

Further presentations within GIZ sparked interest and led to this initiative being linked to the GIZ Gender Coordination Group (GCG), that had also identified gender-sensitive event management as a topic to address in a dedicated working group. It was the last phase of close collaboration with the GCG that was especially important when it comes to the change at company level. First of all, the invitation was a recognition of the relevance of the checklist for the company. Moreover, it altered the checklist's significance. It served as basis for joint

considerations on how certain minimum standards from the checklist could be integrated into already existing (obligatory) checklists (see sustainability minimum standard below).

Important milestones of our cooperation



In our perspective, these key elements made our cooperation successful:

- ✓ **Compile perspectives:** the checklist and the cooperation have benefited particularly from the broad participation of colleagues from different divisions, countries and the great diversity in their areas of work. After a while a core group crystallised to manage the process.
- ✓ **Bring processes together:** in the course of the cooperation, the group has repeatedly succeeded in making good use of existing formats (gender network meetings, GCG work, existing exchange formats) in order to make the cooperation as effective as possible and to achieve large ranges.
- ✓ **Make it concrete:** in our work we always tried to focus on concrete examples and ideas, in order to lower the threshold for practitioners to engage in gender-sensitive event management and inspire the readers of the checklist to use and adapt it to their individual work context and audience.
- ✓ **Work digital:** to date, the core group has not met in person - instead, the various possibilities of MS Teams etc. were used for collaboration. This made it possible to actively involve as many people as possible in the design process and also facilitated the co-leadership within the core group. There was always a colleague that could come in and take up the lead of a certain task.

3. Results | What did we achieve so far?

The checklist was completed in spring 2021 and has since then seen a very positive uptake. Exciting possibilities for its application and further use have already emerged and demonstrate how the checklist supports the gender mainstreaming efforts within the company, contributes to strengthening the gender competences of our colleagues and could, if consistently implemented, contribute to an overall more gender sensitive corporate culture. In the following, we highlight a few examples:

✓ **Integration into the Minimum Standards for Sustainable Event Management**

One of the key results of the development process of the GSEM checklist is the exciting cooperation with the Gender Coordination Group (GCG) that also took up this topic for 2021. In various meetings the question of what could become a voluntary or mandatory standard for GSEM was discussed. Within GIZ, there are already Minimum Standards for Sustainable Event Management that are applicable in Germany and Brussels ([Sustainable event management](#)). Of course, no competing checklist should be developed – instead, the GSEM checklist is meant as an inspiration of what is possible and compiles “practitioners” experiences. Furthermore, the checklist served as a basis to jointly with the GCG members identify the core elements that could enrich the Minimum Standards for Sustainable Event Management and thus become mandatory in the long term. The original checklist for GSEM exists as a more in-depth document providing further ideas, examples and can be considered as a living document that is ought to be enhanced with more practical examples from all staff members dedicated to GSEM.

✓ **Adoption and integration into projects’ routines**

After its inception the GSEM checklist was discussed and adopted by the Sector Programme Good Financial Governance that also contributed this aspect to a wider discussion on Gender-Sensitive Advisory Services to BMZ. Together with the sector programmes advising the same BMZ unit, i.e. Governance and Anti-Corruption and Integrity, SP GFG conceived a checklist for advisors that also takes up key aspects of Gender-Sensitive Event Management. As this checklist was also presented to the G420 management team we were not only able to promote the GSEM checklist but also anchor it in our projects’ routines to ensure it is taken up by our colleagues. A case in point is the [International Tax Compact \(ITC\)](#) component of the SP GFG. It facilitates the Secretariat of the [Network of Tax Organisations \(NTO\)](#). The NTO is made up by nine regional and international tax organisations and in October 2021 concluded its first technical conference on illicit financial flows (IFFs), a three-day virtual event with more than 500 participants. The NTO acknowledges that the fight against IFFs is still a male-dominated sphere and therefore took gender into account from the start, for instance, by organising a gender sensitisation session for all partners involved in the organisation, briefing speakers and moderators on gender-sensitive language, setting a registration cap for registering tax administrations stating that half of the participants should be female, and developing an anti-harassment policy for the conference, to mention some. Details of the evaluation of the event will be presented in December but the first results are more than promising and demonstrate our colleagues’ ownership to take this topic up with our partner organisations.

✓ **Gender Analysis for new projects**

The idea and concept of the GSEM checklist keeps on spreading. As authors of the checklist we keep getting various requests to present the list, explain details and are asked for further exchange. We found it particularly exciting to have the opportunity to present the checklist as part of a gender analysis for two new projects. For these newly starting projects, the topic of GSEM has emerged as a central recommendation to be implemented in the course of the project. We see a lot of potential for impact, as the topic can be considered from the beginning and thus the resources needed for GSEM can be allocated from the start.