



GIZ'S GENDER COMPETITION 2022  
INTERNAL MAINTREAMING  
*proposal*

## GIZ Brazil's Work Group for Gender and Human Rights activities

Since its foundation in 2010, GIZ Brazil's Work Group for Gender and Human Rights (WG Gender & HR) has improved its actions and developed further initiatives on these subjects. Since 2020, considering the Covid-19 pandemic and home office adaptations, the WG reinvented itself by creating new strategies to engage the staff and to further commitments. The WG was able to surpass its goals, increasing its members and promoting engagement in gender and human rights. Furthermore, projects were more involved in such issues and dialogue within the company and partner institutions were broadened. Thus, we are honoured to present the proposal for the GIZ's Gender Competition 2022.

### Brazilian Reality: Gender Equity

Although women represent 50,87% of the total population in Brazil<sup>1</sup>, gender violence prevails in several sectors of the society. In 2020, 1350 cases of femicide occurred, in which 61,8% of the victims were considered black and 81,5% victims were murdered by their partners or ex-partners<sup>2</sup>. Also, a process of deterioration of official data on violence began in 2018 and broadened since 2019. Information on gender violence and rights violations cannot be easily obtained. Furthermore, public policies that loosen gun control and incentivize their use are being introduced and have harmful consequences to statistics on violence in the country.

Correlated to other society sectors, while equalitarian treatment is presented in education and health systems' data, there is a considerable gender gap in the workforce and government representation<sup>3</sup>. Low rate of female participation in the labour force and income inequalities are the main issues of the private sector. On the other hand, the lack of political empowerment diminishes the Brazilian's gender parity when compared to other countries. Considering the 2020's Global Gender Gap Index of the World Economic Forum (WEF), Brazil ranks 92nd and has one of Latin America's lowest gender parity rates<sup>4</sup>.

### Corporate Culture

Being inserted on a context of gender inequality, GIZ Brazil's staff is influenced by it. Therefore, the work of the WG Gender & HR is relevant to monitor the development of disparities in the workplace and implement actions to surpass this reality. The improvement of internal mainstreaming is essential on this effort and has proven to be successful in diminishing such inequalities. Furthermore, the WG is aware of different manners of discrimination in this context and works on an intersectional approach, considering the convergence of distinct disparities, such as race and gender.

### ***Gender and Human Rights Structure at GIZ Brazil***

The issue of gender has been dealt with in GIZ Brazil since 2010, before GIZ was founded and the activities were related to GTZ Brazil. Since 2017, the Work Group acts formally in regard to all projects and clusters in GIZ Brazil. Also, in 2020, human rights issues were included in the WG's scope.

Activities were developed both inside GIZ, with strategies towards gender equality in the workplace, as with partner institutions and the outside community alongside GIZ's projects. GIZ Brazil's Gender and Human Rights structure consists in:

- (i) **WG Gender & HR:** activities consist of forums for presentation and discussion of relevant topics, project's best practices, proposals to the Management Team for the strategic orientation of GIZ Brazil regarding gender, as well as the organization of events, trainings, debates, and campaigns. It is organized by 50 focal points from different projects and sectors within the company and two co-coordinators. Since 2019, every WG's member monitors and implements at least one annual activity, also introduced in their MAG. Furthermore, in 2021, an impact matrix was developed to improve the monitoring system of the WG's actions through indicators, baselines, and goal targets. Such methodology will be utilized in 2022 for the first time.

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<sup>1</sup> [World Bank Data, 2020.](#)

<sup>2</sup> [Brazilian Forum for Public Security, 2021 – Infographic in English.](#)

<sup>3</sup> [IPEA – Violence Atlas, 2021.](#)

<sup>4</sup> [World Economic Forum, 2020.](#)

- (ii) **National Focal Point**, which includes gender and human rights issues within the management agenda; oversees internal mainstreaming activities; and informs APLAK and GIZ Headquarters in initiatives related to gender and human rights.
- (iii) **Advisory consultancy**, with two assistants that deal with issues related to GIZ Brazil's Clusters, monitoring activities concerned with gender and human rights; manage and document knowledge produced by GIZ Brazil; and supports projects in their activities.

## Gender Competence

Through the initiatives of the Work Group, several resources were produced, and activities developed to promote the gender and human rights agenda in GIZ Brazil. Tools to be used in the day-to-day work were created and are being increasingly utilized by the staff. Initiatives related to the development of this gender competence are described in the next sub-sections.

### **Structure for supporting gender and human rights in GIZ Brazil**

Assistance is provided for projects that wish to implement gender initiatives through several instruments:

- Gender and Human Rights Profiles are developed and monitored annually, identifying challenges and opportunities for projects.
- New and renewed projects are supported in the Safeguard process related to Gender, as well as IPCA analysis, concerning human rights.
- Publication of factsheets on gender and human rights related to both GIZ Brazil's strategic areas, Energy and Biosphere.

Such structure creates awareness within projects' staffs, promotes exchange between initiatives related to the topics of gender and human rights, and creates a systematization of processes concerning the development and monitoring of such activities. Furthermore, results and impacts are measured and challenges are identified and dealt with, as solutions are proposed.

### **Communications and training**

In order to support the development of an internal mainstreaming on gender and social inclusion, the WG Gender & HR hosted a Workshop on such issues in August 2020. The training was coordinated by an external consultant, hired through the resources gained from the last Gender Competition in 2020, and focused on the communication sector and Human Resources staff in GIZ Brazil. During the 4 days of training, each with a workload of 5 hours, GIZ staff learned how to promote gender and social inclusion regarding recruitment, hiring and publicizing vacancies.

As the Integrated Digital Applications (IDA) is evolving within GIZ, from 2020 forward the WG initiated a process towards publicizing its initiatives in a specific page in IDA. Besides sharing resources produced by GIZ, including Brazil's office but also worldwide. Furthermore, a [Toolkit](#) was developed to promote experience exchange between projects in GIZ. On this matter, gender related project actions can be included in the [WG Gender & HR's IDA page](#) upon request. This initiative helped to incentivize projects on implementing such actions and promoted pathways in order to do so.

### **Further development of PASD**

Created in 2018, the Policy against Harassment and Discrimination in the workplace (PASD) is an instrument to prevent and deal with cases of harassment and discrimination with all GIZ Brazil staff members. Since it has been established, its scope has increased. In 2020, moral harassment was introduced, followed by a broader discrimination concept in 2021.

Furthermore, in 2021, workshops on PASD have become obligatory to all GIZ Brazil staff members. Occurring twice a year, the workshop promotes awareness on the definitions of harassment and on how the policy works, as well as on what should be done if you experience or observe a situation that you consider within the scope of the policy. Through questionnaires and monitoring processes, the policy aims at creating a safe work environment, in which all staff members feel comfortable to express themselves.

## Cooperation: Events and partnerships

### **Knowledge exchange**

Monthly, WG members have a meeting to exchange initiatives that are being developed within projects and company sectors. Two formats were introduced amidst the pandemic: “WG Open Doors” and “It’s up to you in 30”. Both arrangements are based on online meetings and differ themselves between the actors involved. While the first format includes partner institutions and the public, the latter is restricted to GIZ Brazil’s staff.

### WG Open Doors

Since June 2020, WG Open Doors (GT Portas Abertas in Portuguese) was created as an event to incentivize projects to share their initiatives related to gender and human rights. Open to the external community, such environment promoted an environment in which projects could talk about the actions that were developed, the difficulties and achieved results. Such an environment for exchange incentivizes other projects and partner institutions to create their own initiatives and contribute to the internal mainstreaming.

### It’s up to you in 30

Since August 2021, a new format was introduced to promote knowledge exchange between projects. Utilizing the already scheduled monthly meeting consisted with all WG’s members, project’s focal points may present their initiatives, including their assessments of encountered challenges and achieved impacts. This new configuration consists of a 30-minute presentation in which the pre-determined staff will explain their initiative, its activities and the lessons learned from it. Such encounter aims at incentivizing projects’ discussion. Therefore, the exposition is followed by a 10-minute debate period, in which questions may be introduced and answered.

### Cooperation with Cultural Diversity Initiative (CDI)

To improve social inclusion within GIZ Brazil, WG’s members contacted the Cultural Diversity Initiative (CDI) to exchange knowledge on how to implement such initiatives. As a result, a WG Gender & HR’s task force emerged, related to the following specific frontlines:

- **Analyse and assess** the context in GIZ Brazil regarding diversity and social inclusion.
- **Improve recruitment**, through strategies and hiring policies, in cooperation with Human Resources staff, which included the identification of networks for People of Colour (POC) and the importance of sharing new vacancies in such platforms, as well as the need for anti-bias training in Human Resources staff – which is being organized and should be developed in 2022.
- **Prepare a presentation in GIZ Diversity Week**, including GIZ Brazil’s challenges and outcomes

Results from the taskforce’s actions are already visible, with the publication of new vacancies in “Transempregos” platform, focussed on Trans people; and the participation of GIZ Brazil in GIZ Diversity Week 2021 alongside CDI on Corporative and Institutional Strategies for Diversity, related to promoting ethnic diversity within GIZ Brazil.

### Workshop on Social Risks and finance

As a result of internal collaboration between the gender and human rights advisory consultancy, the SFF Human Rights and Women Empowerment and the Green Finance project, a Workshop on Social Risks and Finance was idealized and organized in February 2021, in cooperation with SIS – Inclusive Sustainable Solutions. As a consulting company on sustainable development, SIS supports financial institutions to consider environmental consequences of their investments.

Besides SIS, the workshop’s speakers included representatives of the public sector and academia, which research issues related to sustainable development and/or green finance. Furthermore, financial institutions participated in the workshop, presenting good practices developed in correlation to diminishing social risks in finance.

### Signing the UN’s Women Empowerment Principles (WEPS)



Figure 2 - WG Open Doors logo

**Convite Workshop “Riscos sociais e mercado financeiro”**

Data: 02/02 (quarta-feira)  
Horário: 9:30 às 12:15h  
Local: Room 30 do Teatro

**Objetivos**

- Aproximação do Fundo “Mapeamento de normas e padrões internacionais e nacionais e principais desafios de avaliação ambiental e riscos sociais para o mercado financeiro brasileiro”, realizado pela SIS (Soluções Inclusivas Sustentáveis), sob demanda e coordenação de GIZ, no Brasil por meio do Projeto “Fortalecimento dos direitos humanos e a geração de mulheres no Brasil”.
- Promoção de diálogo interinstitucional para fazer face aos desafios para que o setor financeiro integre de forma consistente fatores socioambientais nas decisões de crédito e investimentos.

**Programação**

<p><b>9:30</b> Abertura Frase de abertura (SFF)</p> <p><b>9:45 às 10:15</b> Comunidades tradicionais Mapa de Riscos Socioambientais (Sociedade Civil) Exibição do vídeo: Mulheres no Trabalho - Projeção e apresentação</p> <p><b>10:15 às 10:40</b> Saúde e segurança do trabalho Mapa de Riscos Socioambientais (SFF) e poder comêrcio SFF e Riscos Socioambientais - Apresentação de Trabalho</p> <p><b>10:40 às 10:55</b> Saúde e segurança da comunidade/assessamentos involuntários Mapa de Riscos Socioambientais (SFF)</p> <p><b>10:55 às 11:05</b> Intervalo</p> <p><b>11:05 às 11:20</b> Equidade de gênero Mapa de Riscos Socioambientais (SFF)</p>	<p><b>11:20 às 11:30</b> Base de dados públicos sobre questões socioambientais Poder Judiciário - Casos de Justiça Climática, Justiça Social e Justiça Ambiental e seus impactos Intercâmbio de Agronegócio 2020 Mapa de Riscos Socioambientais da República da Suíça Associação Brasileira de Investimento de Impacto Social (ABII)</p> <p><b>11:30 às 12:15</b> - Boas práticas SFF e Brasil - Integração do conhecimento científico e prático em avaliação socioambiental O papel do setor público para promover o desenvolvimento sustentável O papel do setor privado para promover o desenvolvimento sustentável Banco de Riscos Socioambientais - Apresentação de Trabalho</p> <p><b>12:15 às 12:30</b> - Considerações finais</p>
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Para participar do evento, clique aqui

Figure 3 - Workshop on Social Risks and Finance

Although GIZ Headquarters already signed the commitment to the United Nations' WEPs in 2015, the Brazilian office identified advantages in signing as well, specifically related to the diagnosis granted by the WEPs. Therefore, in 2021, the WG for Gender & HR presented such initiative for the leadership of the company and on February 19<sup>th</sup> GIZ Brazil became a signatory. To implement the principles, a taskforce was created, composed by WG members. The taskforce established an evaluation process, involving several sectors in GIZ Brazil, including human resources, communications, administrative and gender.

Furthermore, the taskforce held meetings with the UN Women's representative for WEPs and with the Innovation Norway, a Norwegian government agency. Insights and results were exchanged on such encounters, leading to a pathway on how to implement the principles on GIZ Brazil. In 2022, the principles will be further implemented within GIZ Brazil.

### **Cooperation with GIZ Headquarters and Gender Events**

During the year of 2020, several events took place in cooperation with GIZ Headquarters. First, in August, a workshop was held in order to promote the relevance of Gender issues within the projects' concept and implementation phases. Developed for projects' AVs and aimed at incentivizing GG1 markers in new coming projects at the time, the workshop included presentations from GIZ Gender Commissioner, Angela Langenkamp, as well as Brazilian's and GIZ Headquarters' representatives. As a result of this workshop, the amount of GG1 projects increased since then. While in July 2020 only 5 projects were classified as GG1, currently in November 2021, 14 projects are marked as GG1.

In September 2020, another workshop regarding Gender issues has held, specifically, on Gender Safeguard procedures within projects' conception. In the occasion, inputs from the GIZ Gender Commissioner and two FMB experts were included in the workshop's programme. Furthermore, this training was aimed at bringing awareness to the S+G process.

In 2020, the WG Gender & HR presented its actions in the Gender Network Meeting aiming at implementing gender strategies in GG0 projects, sharing case studies and their challenges, and developing a structure to support implement gender and human rights.

Participation in Diversity Week was also achieved in 2021, with two presentations:

- **"The Brazilian case: cooperative and institutional strategies for diversity"** in Portuguese, which focused on the Brazilian context and how GIZ has promoted diversity.
- **"Inclusive and Non-Sexist Language in Brazil: Good practices, results, and recommendations to a more inclusive communication"**, in English, that shared the efforts related to LINS developed by the aforementioned taskforce.

### **Results and and future actions**

Through action planning and monitoring processes, the Work Group for Gender and Human Rights has been implementing a culture of diversity inclusion and gender equity throughout the GIZ Brazil's office. Cooperation with different sectors within the company, but also with partner institutions is at the core of the work developed by the WG. WG's work impacts are already observed in the company's context:

- (i) New vacancies are shared in platforms that include minorities, specially trans people, which has led to an increasement of trans people working in the company.
- (ii) The volume of projects with GG1 markers was greatly increased: from 5 to 14 projects, which in turn represent almost 50% of the total of current projects in GIZ Brazil.
- (iii) Internal and external communications' materials utilize inclusive and non-sexist language, reflecting on trainings held on this matter for GIZ Brazil's staff.

In 2022, initiatives to reduce the inequalities of minorities are expected to be continued. Following the example of GIZ Headquarters' analysis on gender pay gap, GIZ Brazil is committed to organize a report to assess if there are any disparities. Furthermore, in December 2021, a workshop will be held to promote awareness for the leadership regarding this matter.

Lastly, in 2022, the WG aims at further developing the systematization that was initiated in the last few years, including more formalized strategies on gender to promote initiatives aimed at gender equity in projects and within internal sectors, as well as better and further monitoring of activities.