

Template for providing information on:

**Good practices and success stories on mainstreaming gender equality in education and/or  
ESD**

1. Name of Country: Switzerland
2. Name of Organization: Swiss association of women environmental professionals  
(FachFrauen Umwelt or ffu-pee)
3. Good practise (title): Gender-Sensitive Development of Environmental Professions
4. Target group: Women who work with environmental and sustainable development issues
5. Brief description

**Abstract**

The Swiss association of women environmental professionals (FachFrauen Umwelt, or ffu-pee) represents the interests of women who work with environmental and sustainable development issues. For over 25 years, the ffu-pee has advocated the protection and conservation of the environment, sustainable development and the promotion of women in environmental professions.

We are currently conducting a joint project with the Swiss association of environmental professionals (OdA Umwelt) to ensure that environmental professions are positioned in a more gender-sensitive manner in the future so that more women will be interested in working in this field. For that purpose, the ffu-pee has delegated a strategic advisor on gender issues to OdA Umwelt to advise it on the gender-sensitive development of environmental professions.

**1. Background**

The "Green Economy: Report and Action Plan" report (report to the Federal Council of 8 March 2013) concluded that new business opportunities and jobs will be created by improving the resource efficiency of the Swiss economy. The demand for labour in this wide-ranging field of work is expected to rise in the future. At the same time, there is a growing need to enhance the profile of environmental professions and market this field of work. OdA Umwelt has taken on this important task.

The ffu-pee is primarily concerned about gender issues being taken into consideration when promoting the quality of environmental professions. Some of the key issues in this regard are the elimination of stereotypical gender roles, the promotion of higher proportions of women, pay equity in environmental professions, and proportionate representation of women in management.

**2. Project goals**

As part of the "Gender-Sensitive Development of Environmental Professions" project, the ffu-pee has delegated a strategic advisor on gender issues to OdA Umwelt. This expert makes sure that women's views are considered in the development of environmental

professions. The strategic advisor on gender issues has an advisory role and sees to it that all OdA Umwelt communication activities address both men and women.

The “Gender-Sensitive Development of Environmental Professions” project is specifically designed to inform and raise awareness. Through our joint efforts, OdA Umwelt and ffu-pee want to encourage not only men, but also larger numbers of women to pursue careers in the promising field of environmental professions. To do so, special sensitivity is required when communicating with this target audience. For example, efforts must be made to avoid portraying stereotypical gender roles and to produce gender-sensitive visuals and texts.

In addition, career-related information about environmental professions must address both men and women. To help with this, a checklist with tips on gender-sensitive career counselling for environmental professions will be provided to education counselling and career information centres across Switzerland.

Thanks to greater awareness within OdA Umwelt, this project is helping to make environmental professions more attractive to both men and women. As a result, we hope that more women will consider pursuing an education in these often highly technical fields. In this way, the project can help fill the shortage of qualified cleantech personnel.

### **3. Measures**

**Advisory role at OdA Umwelt:** The ffu-pee has taken on an advisory role at OdA Umwelt and is helping it implement gender themes in environmental professions. For that purpose, a strategic advisor on gender issues has been delegated to OdA Umwelt.

**Communications:** Gender-sensitive visuals and texts will be used in all OdA Umwelt communication media, including its Web site, videos, brochures and presentations. This means that men and women will be represented equally.

**Education and career counselling:** Education counselling and career information centres have been made aware by OdA Umwelt that they should pay special attention to gender issues when providing advice on environmental professions. The ffu-pee is working with educational experts in this area to develop tips that OdA Umwelt will pass on to counselling centres with the information it distributes on the various environmental professions.

### **4. Products resulting from this project**

Once the project has been completed, OdA Umwelt communication media will be presented in a gender-sensitive manner. Its Web site, videos and brochures will contain visuals and texts that address both men and women. Internal guidelines will have been prepared to serve as the basis for developing future communication measures.

A checklist with tips on gender-sensitive counselling for environmental professions will have been developed for education counselling and career information centres.

The results of this project will have been documented in annual reports and summarised in a final report. All interested parties and organisations will be able to obtain the final report from the offices of OdA Umwelt and FachFrauen Umwelt.

6. Useful links: [www.ffu-pee.ch](http://www.ffu-pee.ch), [www.umweltprofis.ch](http://www.umweltprofis.ch)

7. Useful contact:

Geschäftsstelle FachFrauen Umwelt  
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8. Comments:

The project is funded by the Federal Office for Gender Equality and the Federal Office for Environment. Costs: about CHF 60'000.-

The project will run for 3 years (2015 – 2017)