

PTB: Implementation of the Feminist Development Policy

The Physikalisch-Technische Bundesanstalt

The Physikalisch-Technische Bundesanstalt (PTB), the national metrology institute of Germany was founded in 1887.

With 2000 employees located at Braunschweig and Berlin, it is a global player in the world of metrology.



Programmatic Framework for Action

International



- 2030 Agenda for Sustainable Development | 2015
- 17 Sustainable Development Goals [SDGs]
- UN Sustainable Development Summit in Addis Ababa | 2015
- International Trade Agreement [Bali Package] | 2013
- Busan Partnership for Effective Development Co-operation | 2011
- Paris Declaration on Aid Effectiveness | 2005
- The Accra Agenda for Action – Continuation of the Paris Declaration | 2008

National



- Country strategies
- Thematic steering documents (quality infrastructure, Aid for Trade, etc.)
- Priority programmes
- Priority objectives of the partner countries
- BMZ 2030 reform concept

Technical

- ISO | IEC | BIPM | OIML | ILAC | IAF | Codex Alimentarius



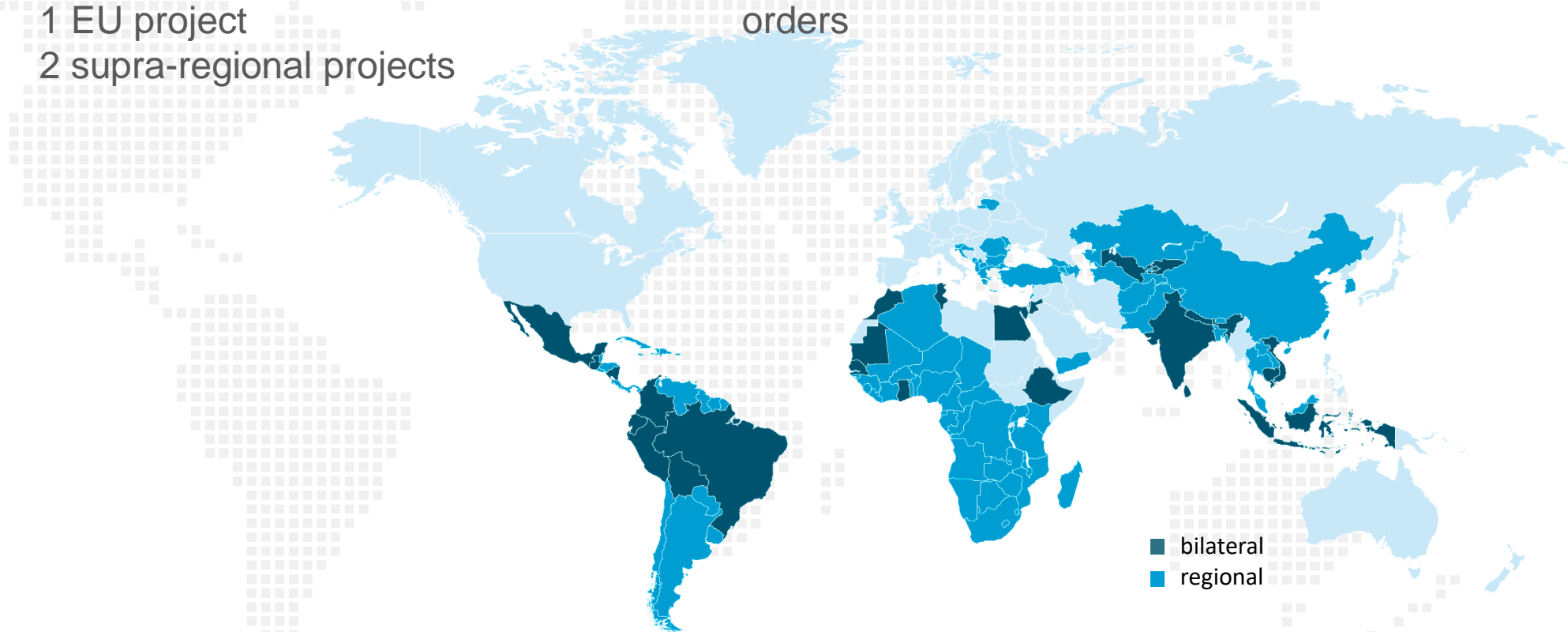
Our Project Partners. Worldwide.

49 projects in 81 countries of which:
30 are bilateral projects
16 are regional projects
1 EU project
2 supra-regional projects

Financial volume € 18-25 million annually

72 employees

Clients: **BMZ**, **BMWK**, **EU**, development banks, and direct orders

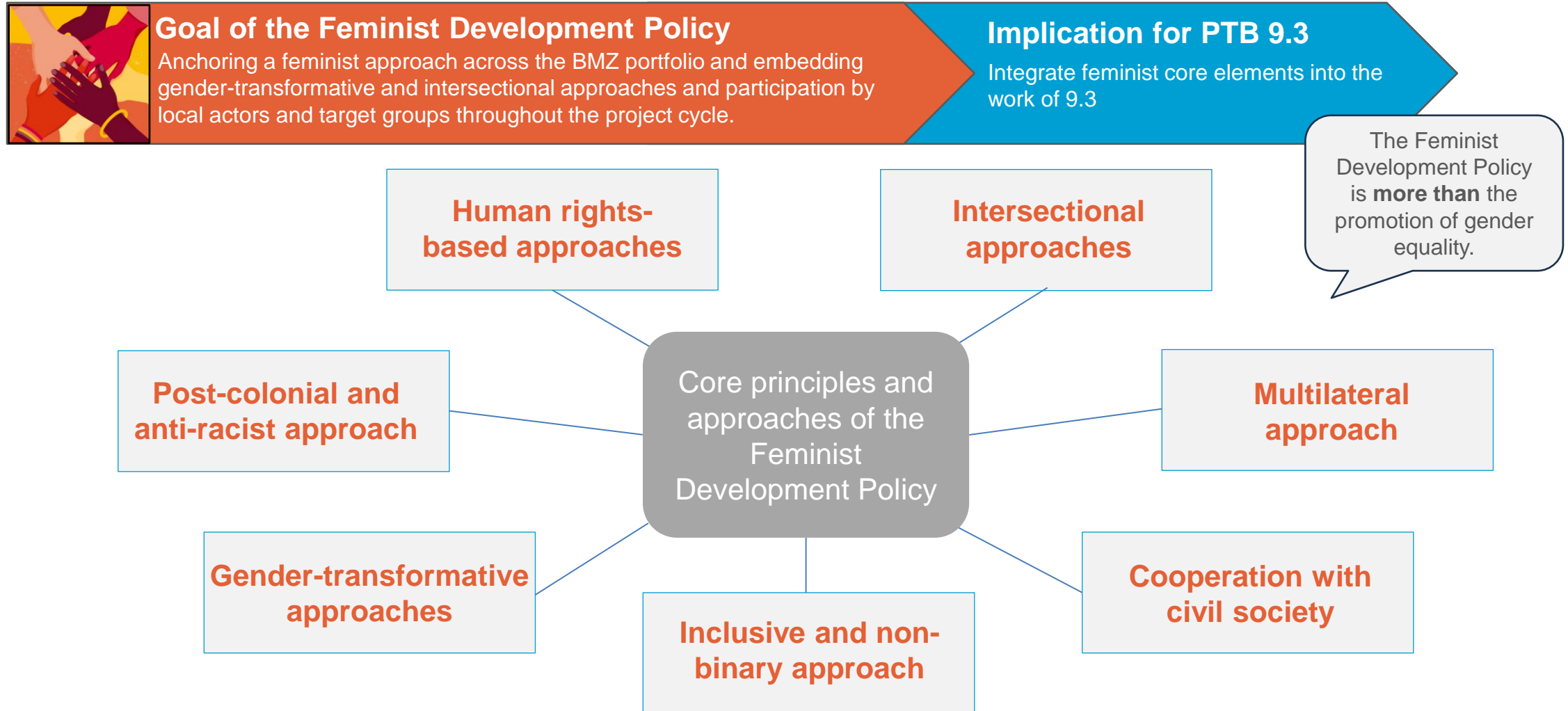


German Feminist Development Policy – for just and strong societies worldwide

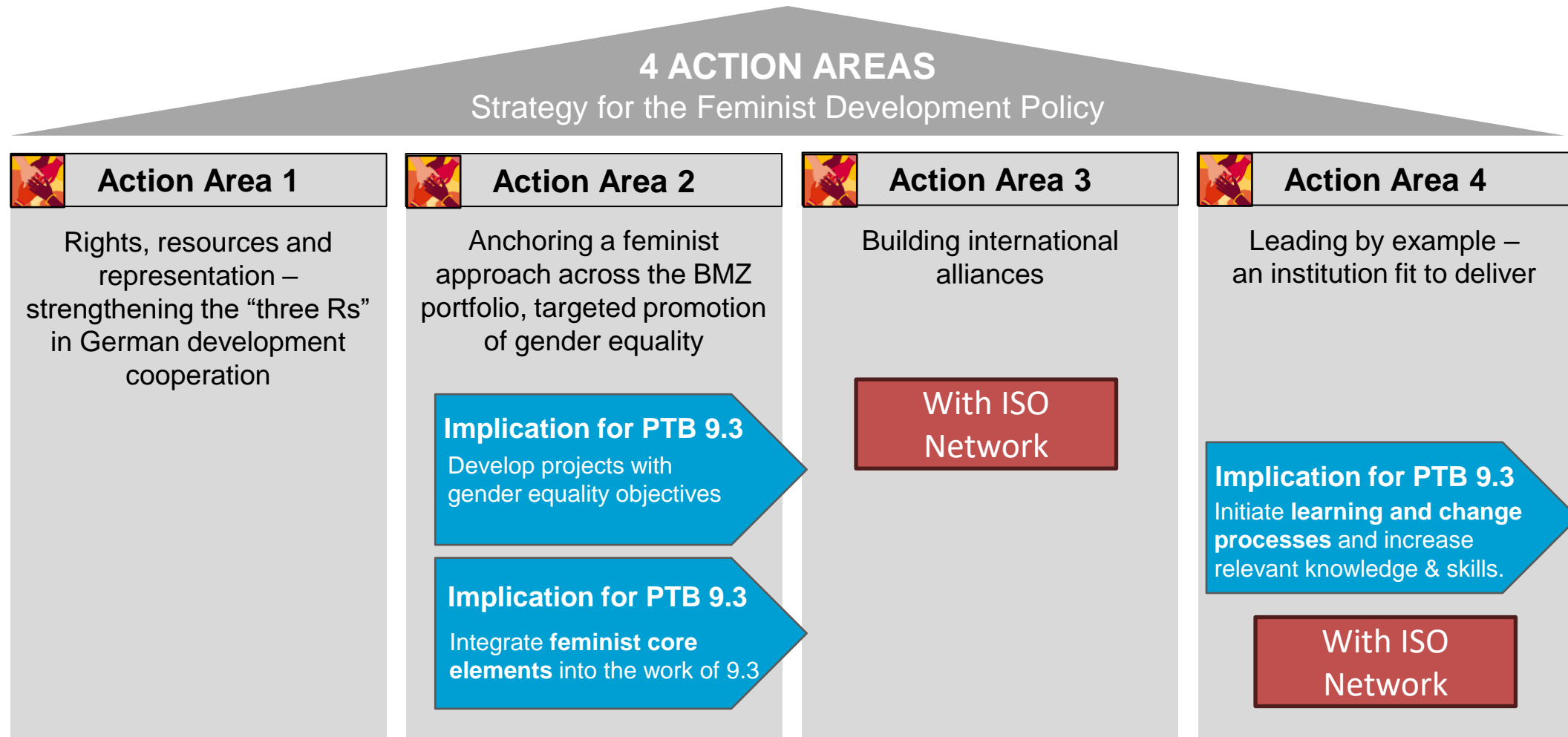


The current German government (in office since late 2021) is a **strong advocate for equal participation** by all people in social, political and economic life – irrespective of gender, gender identity, sexual orientation, skin colour, disability or other characteristics. As part of this, the Federal Ministry for Economic Cooperation and Development (**BMZ**) is **pursuing a feminist development policy**; it presented its new strategy in March 2023.

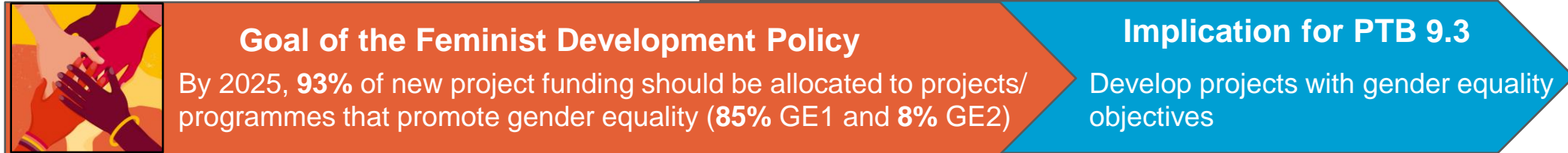
The core principles of the German Feminist Development Policy



BMZ Requirements of the Feminist Development Policy

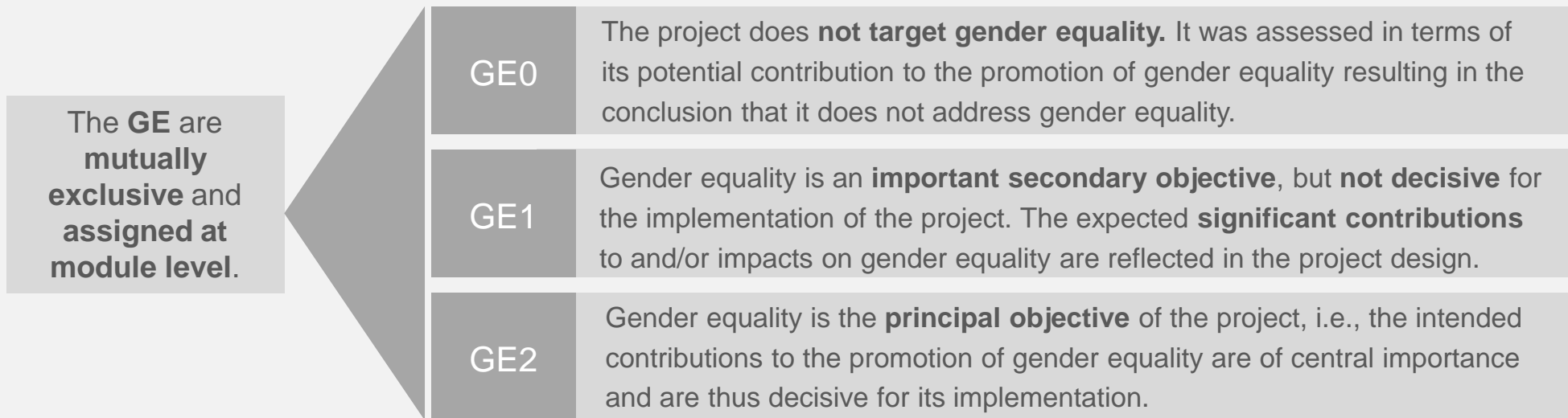


BMZ Gender Equality Marker (GE)



What is the Gender Equality Marker (GE)?

The **GE** is a **cross-sectoral marker** that indicates **whether** and **to what extent** a project aims to **promote gender equality**, the **empowerment of women and girls** and/or the **rights of LGBTIQ***, to **reduce discrimination and/or inequalities between all genders** or to **meet gender-specific needs**.



Project implementation: **Standardisation**

Projects can promote inclusive and participatory standardisation processes and promote the development of gender-responsive standards.

Context	<ul style="list-style-type: none"> Standards are developed in a consensus-based process in which all relevant stakeholders are involved In practice, this is not always the case: <ul style="list-style-type: none"> → Funding problem: Participation in standardisation processes can be expensive → only those who can afford it participate (e.g. industries). → Lack of information: Relevant actors need to be informed about standardisation processes to be able to participate. Further barriers to the development of gender-adaptive standards include limited data availability, lack of competence to identify gender-responsive aspects, adaptation of international (gender-blind) standards
Possible measures	<ol style="list-style-type: none"> I. Provide advisory services to standardisation organisations concerning the involvement of relevant stakeholders (e.g. through needs/stakeholder analysis). II. Raise stakeholders' awareness of standardisation processes. III. Provide financial support for the participation of marginalised groups/feminist actors. IV. Break down further barriers to the development of gender-responsive standards (e.g., filling data gaps, identification of gender-responsive aspects, ensuring that participating actors are being heard)

Virtual processes make broad participation easier



Examples

In Mauretania, PTB supports the development of gender-responsive standards focused on work safety and quality of the end product. PTB raises awareness to gender aspects in the respective sectors (e.g. women are overrepresented among sellers of fish) and encourages the standardisation organisation to involve stakeholders representing women's interests.

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Project implementation: Selection of the sector and value chain

➤ Sectoral projects can promote QI services in sectors/value chains where predominantly women/marginalised groups work and/or demand products/services.

Context	<ul style="list-style-type: none"> • Key questions when selecting the sector/value chain: In which sectors and value chains can QI add value? Who needs QI services and is there sufficient demand to make the project sustainable in the long term? • Ideally, there is an intersection between two criteria: <ul style="list-style-type: none"> → 1st criterion: Sectors/value chains where QI can contribute to economic development → Potential 2nd criterion: Sectors/value chains where women and marginalised groups work (supply side) and/or demand products/services (demand side)
Possible measures	<ol style="list-style-type: none"> I. If there is an intersection between the two criteria mentioned above, the respective sector/value chain should be prioritised. II. If (I) is not fulfilled, it should be investigated whether it is possible to contribute to making the sector/value chain more accessible for women (and marginalised groups).




Examples

- In the project focused on the fisheries sector in Mauritania a central question was: How can we start where women work?
- Possible examples (demand side): Safety testing of hygiene products, toys (toxic substances), food supplements for pregnant women/women of childbearing age.

Project implementation: Advisory services for the SME sector

Projects can provide advisory services for SMEs and prioritise women-led enterprises if there are enough businesses in the selected value chain.

Context	<ul style="list-style-type: none"> • Possible justification: QI services usually concern the formal sector, but in many countries, women work disproportionately in the informal sector → therefore QI services might primarily benefit men • Proximity to companies is also important to understand the demand side (demand analysis)
Possible measures	<ol style="list-style-type: none"> I. Track and compensate for non-intended effects of the project on the informal sector II. Involve women-led enterprises and business associations in the demand analysis III. Prioritise women-led (and ideally also women-owned) SMEs when offering advisory services if there are enough enterprises in the selected value chain. Support partner organisations in identifying these enterprises (if needed) and involve women-led business associations where they exist.



Examples

- SMEs received advisory services on [to be defined], at least two third of these enterprises are led by women.
- A study was conducted to analyse the needs of enterprises for QI services, focusing on women-led SMEs in the formal and informal sectors.

Project implementation: Raising awareness among consumers

Projects can raise awareness about quality standards and the safety of products among consumers, specifically targeting women and marginalised groups.

Context	<ul style="list-style-type: none"> • QI services can increase the quality & safety of products. Disseminating information can empower consumers. Depending on how and where this information is shared and which products it concerns, awareness-raising campaigns benefit different social groups.
Possible measures	<ul style="list-style-type: none"> • Support awareness-raising campaigns on quality standards & the safety of products targeting women and marginalised groups. This requires disseminating information where marginalised groups predominantly live and work, using channels that are mainly used by specific social groups and focusing on products that are predominantly consumed by women and/or marginalised communities.



Examples

Awareness-raising:

In the Brazil nut value chain, men are primarily responsible for collecting the nuts, while women are responsible for shelling them. A PTB project focusing on the Brazil nut value chain recognised that the shelling process was not very hygienic and proposed to conduct an awareness campaign to improve hygiene during shelling. This campaign was ultimately not carried and also would not have targeted the consumers of the nuts, but it might have improved hygiene standards in the supply chain and possibly increased female worker's health and yield. Similarly, awareness-raising campaigns could target end consumers.

Project implementation: Exchange formats in the QI sector

Projects can strengthen and support the creation of platforms & exchange formats for women and marginalised groups in the QI sector.

Context	<ul style="list-style-type: none"> • Women have remained underrepresented in the QI sector in many countries, specifically in metrology and in leadership positions • Female leaders in the QI sector serve as important role models • Exchange within and across countries is critical in the QI sector. Particularly South-South exchange is considered important as countries tend to orient themselves to the activities of other countries in the region.
Possible measures	<ol style="list-style-type: none"> I. Projects could identify and support existing networks/platforms (see examples below) II. Projects could support the establishment of such networks/platforms (e.g. by disseminating good practice from other countries, drawing on PTB's network, providing financial support)



Examples

Platform: *Metrology for All*

- **Location:** Africa & Global South
- **Goal:** Raise awareness to metrology, provide support to women in metrology and promote early exposure to STEM fields among children
- **Activities:** Trainings, workshops, webinars, events, conferences & summer schools



Association: *MUSICA (Mujeres del Sistema de Infraestructura de la Calidad)*

- **Location:** Mexico
- **Goal:** Integrate a gender perspective into and promote gender equality in metrology, standardisation & accreditation
- **Activities:** Dissemination via articles, conferences, testimonials, events and videos

Thank you very much
for your attention