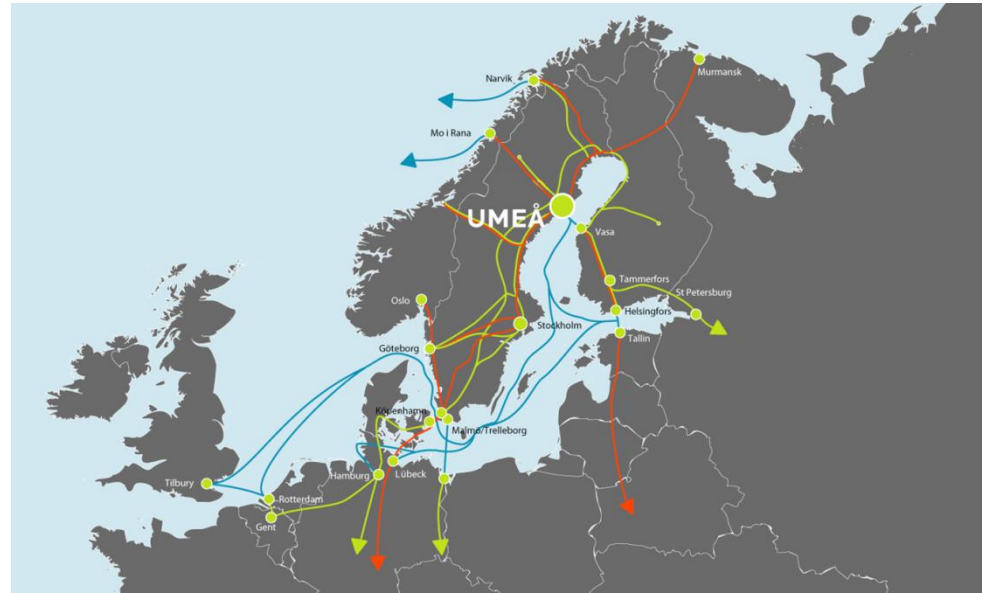


Umeå



What?

- Among fastest growing cities in Europe
- European capital of culture 2014

Who?

- 120 000+ inhabitants
- 35 000+ students

How does one of Sweden's fastest growing cities face its challenges?



A living, exciting, safe and sustainable city
attracts inhabitants, investors, entrepreneurs,
labour, visitors and international market
actors



A city with high accessibility
without being traffic intensive

A competitive public transport system
requires a dense structure

A CITY WITH HIGH DENSITY

—
A STRATEGY
TOWARDS
200 000

INHABITANTS

Invest in parks and
public spaces

The city as meeting
place and driving
force for strengthen
identity

Transparency,
democracy and
equality
- Co creation process

Linking neighborhoods
together and create
variety by mixed use

Building a city with
high urban qualities

What is gender equality?

- Women and men shall have equal rights, possibilities and obligations within all aspects of life.
- Political and society
- Working life
- Social, family life
- Integrity of body

**Overall goal for gender equality,
Municipality of Umeå**

Create conditions for women and men to have equal power to shape society and their own lives.



About the Charter

The Action Plan: Step by Step

Good Practices

Methods and Evaluation

Atlas of Signatories of the Charter

Home > [Umeå – a model town for Gender Equality](#)

Umeå – a model town for Gender Equality

- **Football on equal conditions**

Based on a study conducted by the City of Umeå in 1999 showing that 70 percent of the people using sports arenas were men, Umeå decided to change its sports policies allowing women's and girls teams to practise sports on the same conditions as men and boys.

In 2000, it was decided that training hours should be divided more equally between women's and men's teams, depending on their placement in their own league for instance. As a result, boys and men's teams had no longer the priority to choose the best training hours, and girls and women's teams were offered the same opportunities for training in sports arenas. Umeå was the first municipality in Sweden to take this kind of decision on how to divide training hours between genders.

The decision generated many reactions and some citizens claimed that it was not fair since fewer girls and women were playing football. However, by highlighting the unequal distribution of opportunities for girls and boys to practise sports, the new policy also worked as an eye-opener for many citizens. Consequently, the interest for girls football grew rapidly and today there are almost as many girls as boys playing football in the City of Umeå. For more information please visit the following [link](#) (information in Swedish).

- **Guided bus tours with "gender glasses"**

Since 2009 the City of Umeå provides guided bus tours around the city to show "the gendered landscape of Umeå". The tour presents initiatives aiming to improve gender equality in the municipality, as well as the remaining challenges. For instance when passing in front of the biggest high school, visitors are informed about the fact that girls and boys make gender-typical choices in education. When passing in front of the hospital, consequences of a gender segregated labour market are highlighted. As the bus passes by parks, issues related to feeling of security and safety in public spaces are mentioned. Visitors also learn about a project aiming to get unemployed men to work in school kitchens while the bus drives by preschools.

GOOD PRACTICES

Vienna - a model city for Gender Mainstreaming
Austria

Gender Equality Center in Echirolles
France

Manuel on Gender Equality for Finnish Municipalities
Finland

Women Empowerment in the municipality of Tarsus
Turkey

Umeå - a model town for Gender Equality
Umeå, Sweden

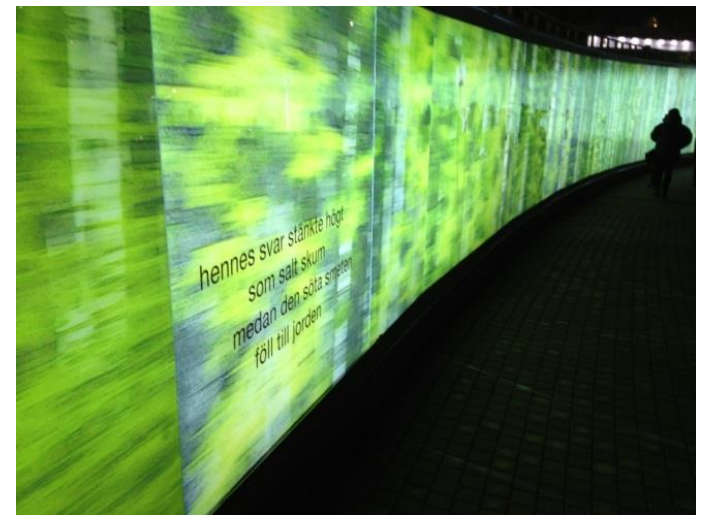
Gender planning

Concretize and visualize gender equality approaches taking form in the city – and what remains to be done...

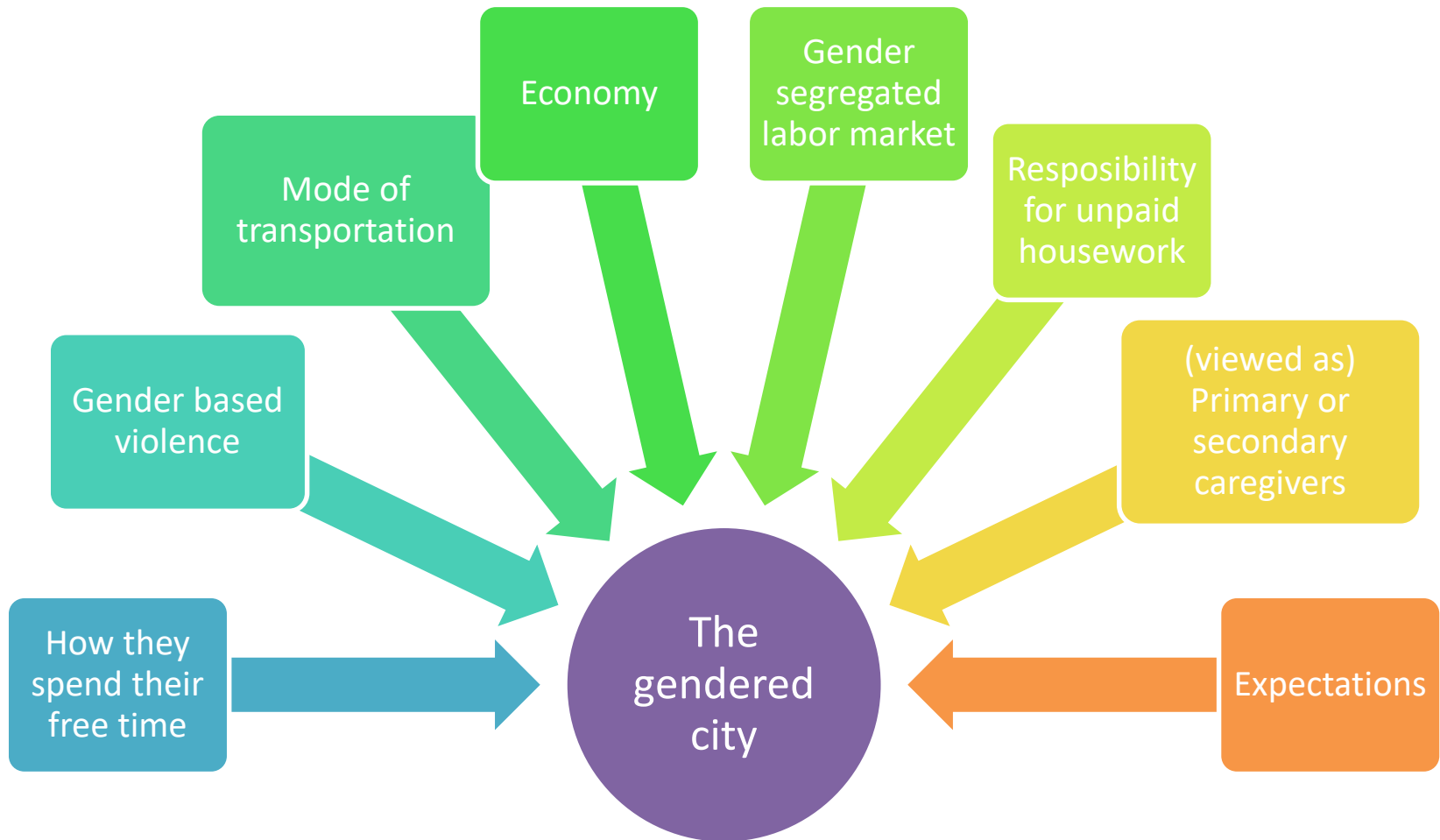


City planning and gender equality

A sustainable city can only be built together with those who will live in it. All planning should be permeated by openness, democracy and equality. We will develop the city and the public so that everyone, women and men, children, young people and people with disability, can participate on equal terms. That leads to a city for everyone.



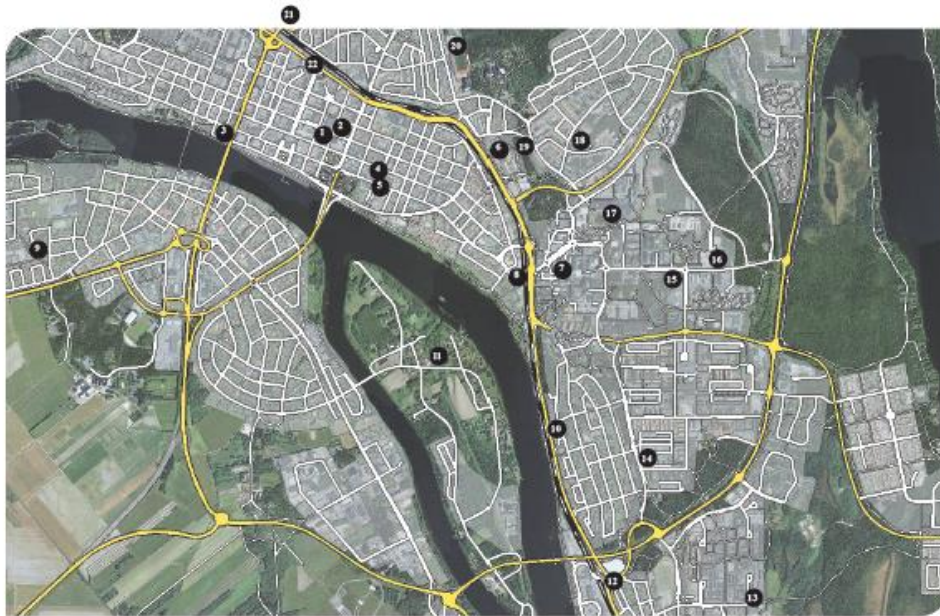
Women and men **use** public space in different ways and **feel** different about public space because of



The gendered landscape bus tour



The gendered landscape



The Gendered Landscape of Umeå

1. **Nobody puts Baby in a corner**
Public art by Moa Krestesen and Mikaela Krestesen located at the hub for public transport in Umeå
2. **Car park "Nanna"**
Working with gender mainstreaming, the 3R method
3. **The city between the bridges**
The skateboarding park: "Sparken" and the organization "You Skate Clin"
4. **Club Følj**
RFSL – The Swedish Federation for Lesbian, Gay, Bisexual and Transgender Rights
5. **The County Administrative Board of Västerbotten**
Responsible for the regional coordination of the national goals for gender equality
6. **Fridhemsgymnasiet**
Gender segregated choices for high school-education
7. **University Hospital of Umeå**
The second largest public sector employer in Umeå municipality
8. **Umeå East**
Safety and transparency in the newly built railway station
9. **Volvo Trucks**
The largest private employer in Umeå municipality
10. **Underpass**
Elevation of the roof of an existing underpass
11. **Ön**
General outline plan according to the method "Värderosen" ("value rose")
12. **Status**
Public Art – Figuration of the body
13. **Pre-school Grönstenen**
Working with gender pedagogy
14. **Geografgründ**
Sustainable Alldhem
15. **Centre against violence**
Working with mens violence to women. Support directed at women and children victims of violence and men who have been or are at risk of being violent
16. **IKSU**
Sports and gender
17. **Umeå University**
UCGS – Umeå Centre for Gender Studies
18. **Berghem pre-school**
Umeås first public pre-school
19. **Public park**
Permanent light installation
20. **Soccer stadium "Gammilavallen"**
Practice hours for UIK (Womens' soccer team)
21. **Hagschool**
Attractive workplace on equal terms
22. **City passage of Umeå Central**
Awamess raising, ascesability, safety and power in a newly built city passage

Gender mainstreaming Building a new tunnel



Byggindustrin

Nyheter Debatt & Opinion Karriär Blogg Lediga jobb [Dina Leverantörer](#) Fördjupning & port



Bussen stannar bland annat vid den några år gamla gång- och cykeltunneln under järnvägen från stadsdelen Haga in mot stan. Foto: Jennie Brandén

Bussresa öppnar för jämställt bygande

En guidad tur genom staden har fungerat som en ögonöppnare för beslutsfattare och planerare i Umeå.

NYHET / 9 MARS / Av: JOHANNA ÅFREDS

Vem som tar del av vad och på vilka villkor, är frågor som uppmärksammas under den bussrundtur på temat genus och jämställdhet som har arrangerats i Umeå sedan 6-7 år tillbaka. Med i bussen sitter bland annat politiska nämnder, kommunala verksamheter eller näster från andra kommuner eller länder

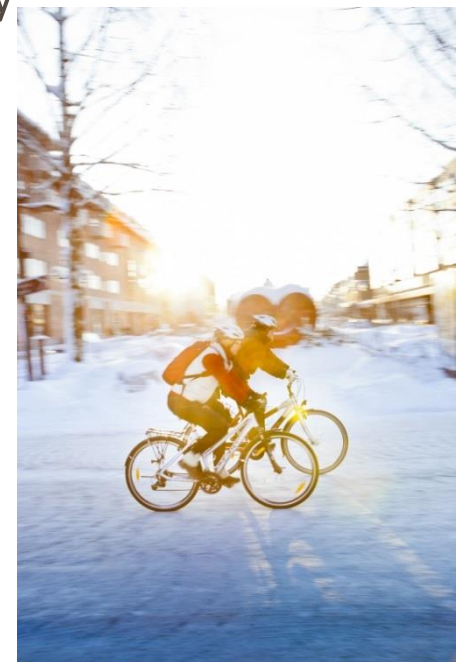


Travel habit survey 2015

- Travel diary, inhabitants of Umeå (gender segregated statistics)
- Goal for Umeå 2015; that 55 percent of all travels in the city are sustainable (bus, bike, walking)

Results:

- Men: 40 percent
Women: 56 percent
- If men travelled like women, the goal for the city would be reached!



”A place where I feel good”

- photoproject with the SFI on city planning and participation



Sfi - Swedish For Immigrants is an education for adult immigrants who wish to acquire basic skills in the Swedish language and about Swedish everyday-, society- and worklife.

Creating a space free from expectations

- Inclusion through exclusion
- Girls between 15-20 years old
- Influence, dialogue and analysis
- Involvement from Umeå University
- Dialogue and Design



Public pre-schools

First one opened in 1966

Women's participation
in the labor market

89 percent of children



Make visible

Analyse

Change



Factors for success

Knowledge, courage, methods, spirit, normbreaking



Thank you!

Linda Gustafsson
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