



# **CERV Dialogue week**

## **Day 2 – Presenting calls for proposals : Gender Equality**

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**26 May 2021**



European  
Commission

# EU Gender Equality Strategy



*Justice and  
Consumers*

# EU Gender Equality Strategy 2020-2025

- Key actions, objectives and goals towards a more gender equal Europe
- Inclusion of a gender equality perspective in all EU policy areas
- Same opportunities for all, as promised by President von der Leyen that Europe

## Gender equality specific objective under CERV

*"Supporting, advancing and implementing comprehensive policies to promote women's full enjoyment of rights, gender equality, including work-life balance, women's empowerment and gender mainstreaming"*

### **Priorities:**

- Equal participation and representation of women and men in political and economic decision making
- Tackling gender stereotypes, including with a focus on youth, and in advertising and the media

€6.8 million reserved under the 2022 budget

# Gender Equality call for proposals

## Why these priorities?

- Priority 1 addresses the third pillar of the Gender Equality Strategy: *Lead*
- Priority 2 addresses the first pillar of the Gender Equality Strategy: *Free*



Only **7.5%** of  
board chairs and  
**7.7%** of CEOs are  
women



Only **22%**  
of AI programmers  
are women



**39%** of Members  
of the European  
Parliament  
are women

# Gender Equality call for proposals

## Activities:

- Development of strategies, tools etc...
- Mutual learning activities/exchanges of good practices
- Awareness-raising activities
- Capacity building and training for relevant professionals

## Potential stakeholders:

- Member States' responsible authorities, equality bodies, civil society organisations, in particular women's organisations, the media, the education sector, ...

*Thank you  
for your  
attention*

