

NEXT SESSION

Project and change management with gender perspective

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This session will be
recorded.

University of Maryland
Project Management
Symposium



PROJECT MANAGEMENT
CENTER FOR EXCELLENCE

A.J. CLARK SCHOOL OF ENGINEERING
Civil & Environmental Engineering Department





Project Management with Gender Perspective

Paloma Martin

2023 Project Management Symposium



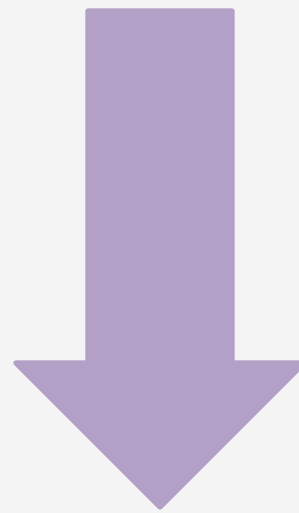
Why is it important to develop
projects with a gender
perspective?



Projects with gender perspective

Gender perspective is NOT an additional component of projects.

It is a MAINSTREAMING process to the entire cycle of the project.



- Identify inequalities
- Set objectives
- Evaluate the incidence and + and – impacts on target groups

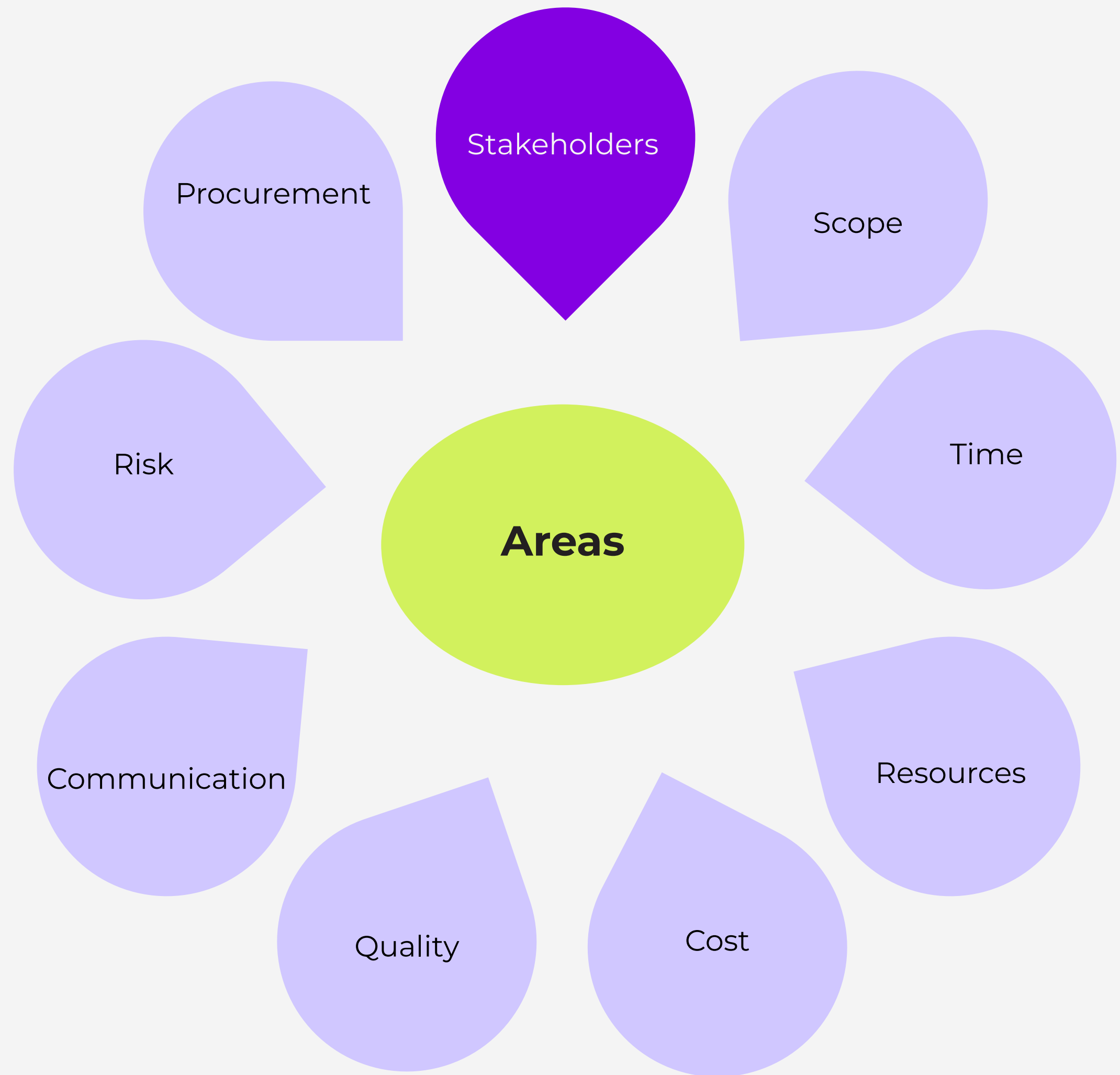
INITIATING



PROJECT CHARTER

	Who leads?
	Does the problem affects unequally women, men and LGTB+ members?
	Are there specific goals to address inequalities?

PLANNING



Plan Stakeholder Management

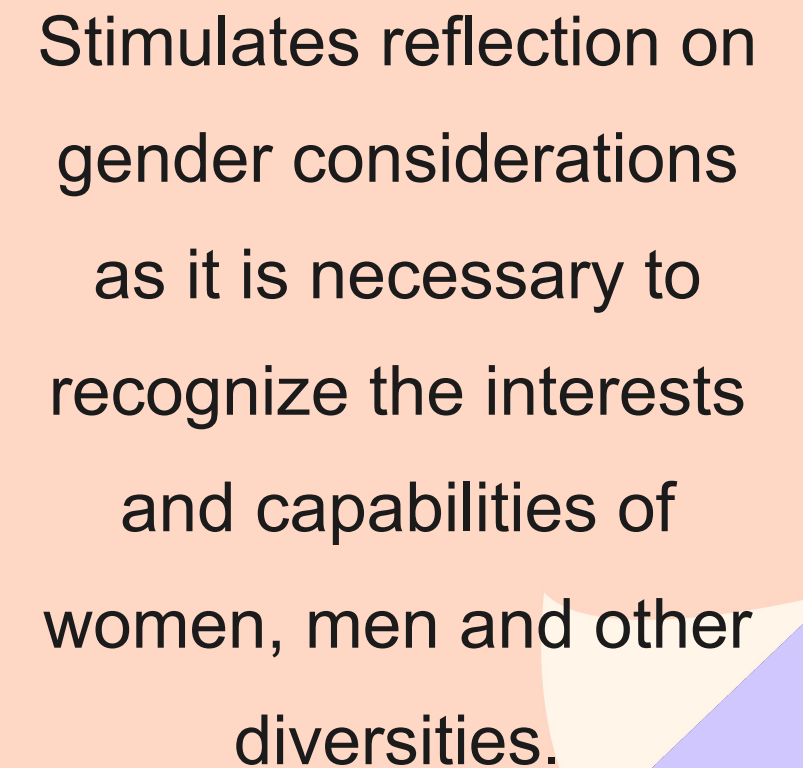
- Checklist

☒ **What individuals, groups, agencies and organizations are involved in the project? Are they women, men or LGTB+ members?**

☒ **What position do they have with respect to the project?**

☒ **What position do they have with respect to gender mainstreaming in project implementation?**

☒ **How are they affected by the problem?**



Stimulates reflection on gender considerations as it is necessary to recognize the interests and capabilities of women, men and other diversities.

REQUIREMENTS

- Gender Analysis

01

Needs

What are men, women and LGTB+ members' needs and interests in relation to the project?

02

Activities

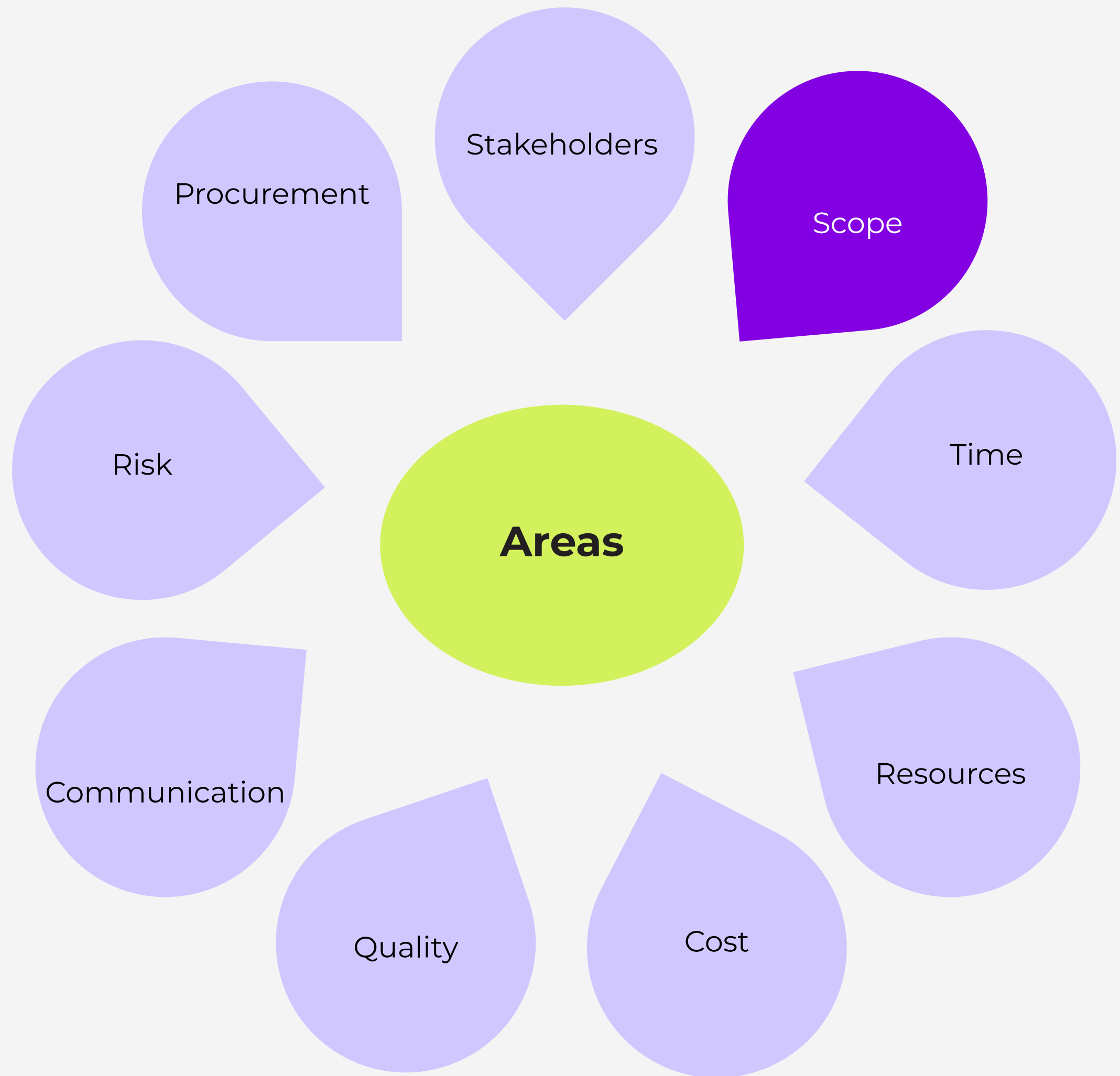
How are reproductive, productive and comunitarian activities divided among men, women and LGTB+ members?

03

Access and control to resources and benefits

**Are there barriers of access for women and LGTB+ members?
Who is capable of making decisions?
Who makes use of the benefits?**

PLANNING



Collect Requirements

The aim is to collect, document and prioritize the needs or requirements of key project stakeholders:



- Checklist



Are there requirements related to address inequalities?



Are we prioritizing a requirement that is contrary to gender equality, or goes against a requirement addressed to reduce inequalities?



Are we using strategies to incorporate requirements to address gender inequalities?

PLANNING



Schedule Management

DEFINE ACTIVITIES

Are we incorporating activities addressed to reduce inequalities?

Are there specific activities, such as trainings on gender, to incorporate gender mainstreaming in the project management?

ESTIMATE DURATION

Are we considering that according to gender stereotypes men, women and LGTB+ members will require more or less time to do an activity?

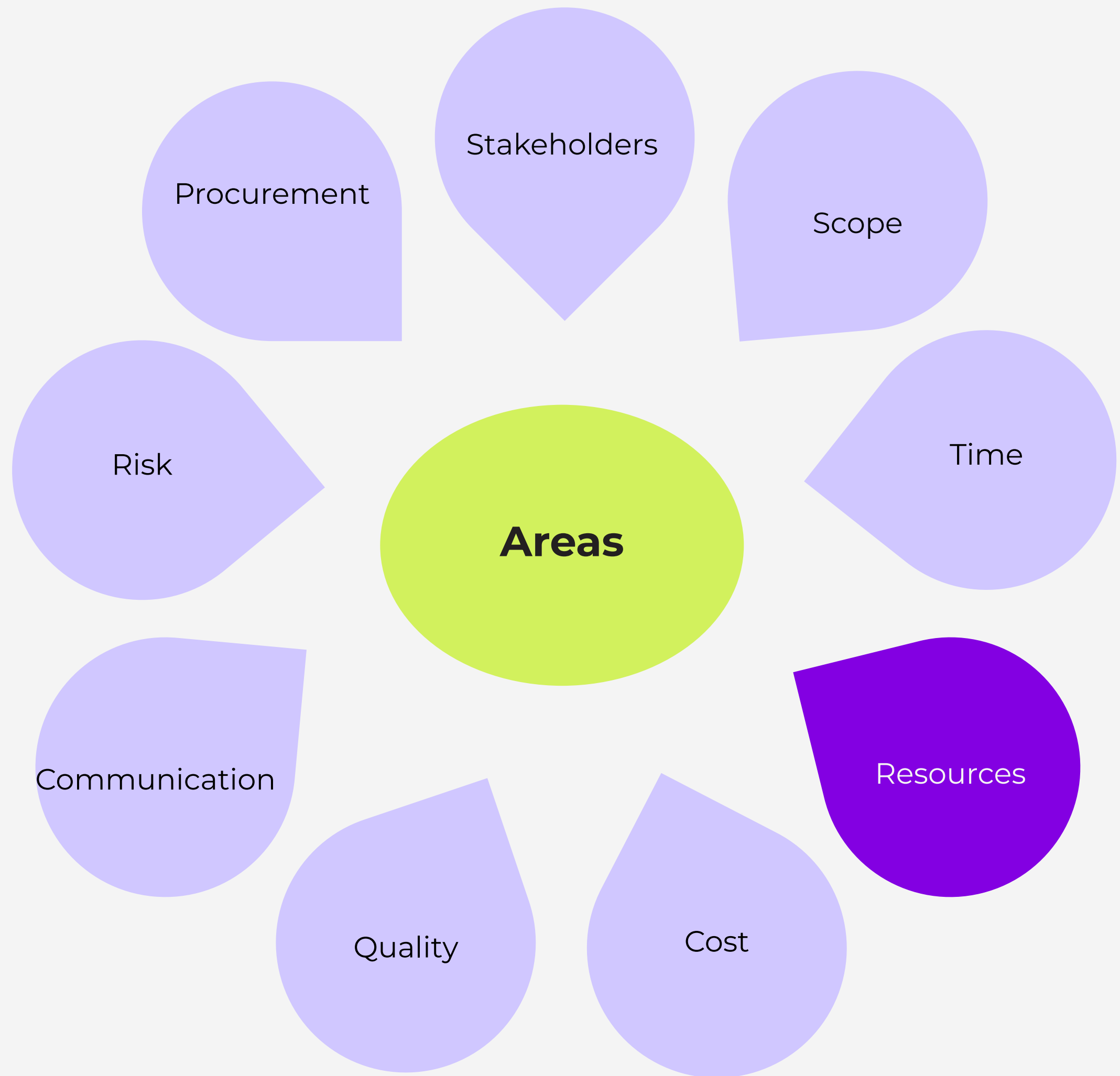
Are we considering that women tend to allocate more time to child nurturing than men ?

ESTIMATE RESOURCES

Are there limitations to access and use of resources (equipment and physical spaces)?

Are we considering the specific resources or quantity needed if the activity is to be done by women or LGTB+ members?

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Plan Human Resource Management

TO BUILD THE TEAM:

Finding the right profiles

Team with knowledge or training in **gender perspective**.

Change management specialists

Quantitative inclusion:

Equal composition between men, women and other groups.

Qualitative inclusion:
Mechanisms and measures that enable women and other groups to participate fully and equally in the different levels of the

What roles and responsibilities are assigned to each member?
Are they assigned according to **gender**

Ensure that those in situations of vulnerability or inequality can express their reality and their possibility to participate.

Consider there are no biases in contract process of external members.

Full-Time

Part-Time

Remote



Pandemia

**women at the center of
household chores, at the
expense of time devoted to
other activities.**

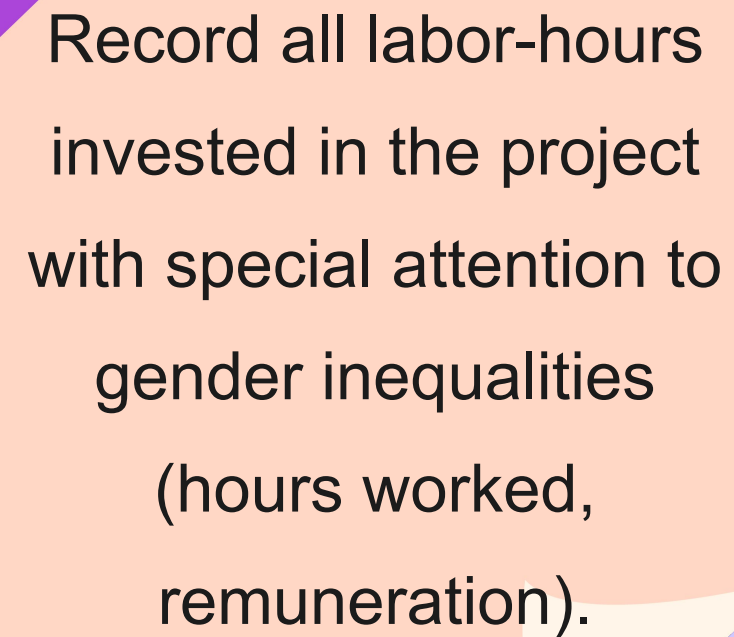


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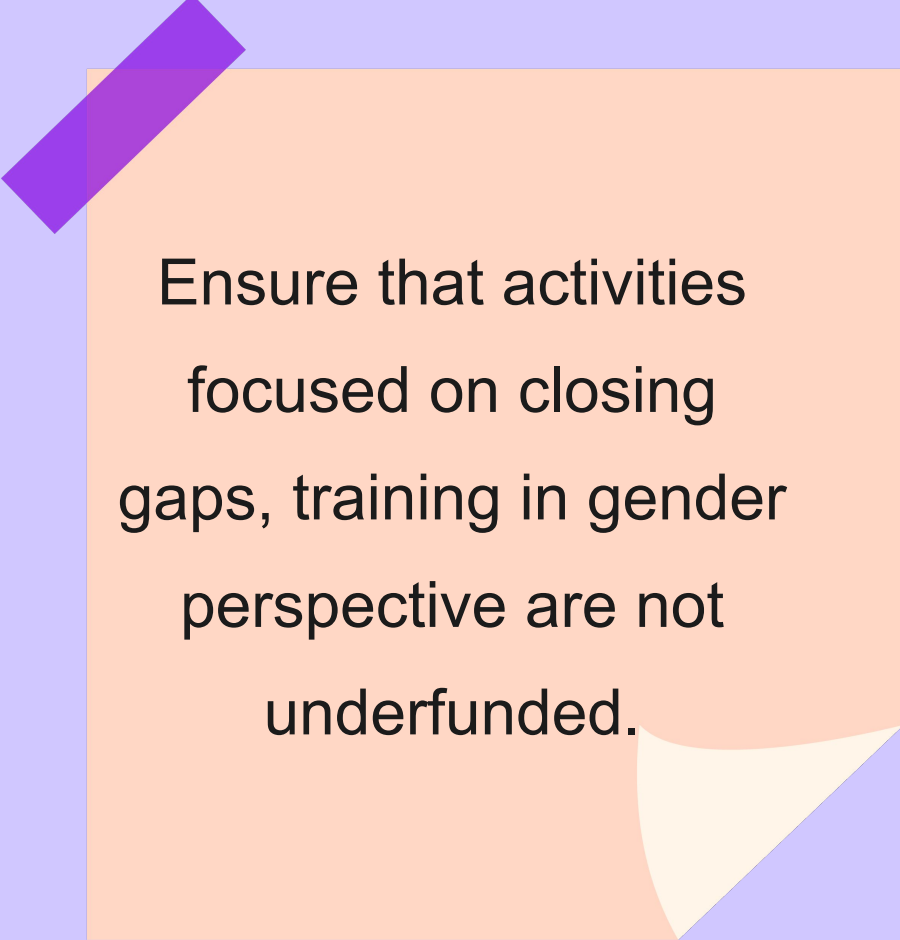


Determine Budget

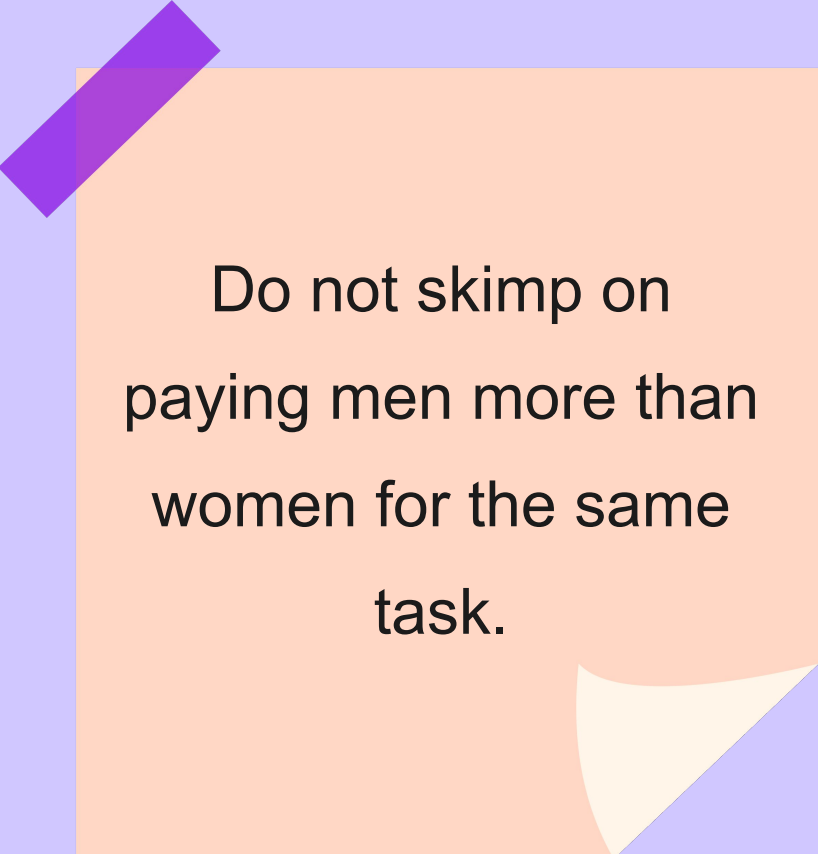
Some considerations...



Record all labor-hours invested in the project with special attention to gender inequalities (hours worked, remuneration).



Ensure that activities focused on closing gaps, training in gender perspective are not underfunded.



Do not skimp on paying men more than women for the same task.

PLANNING



Plan procurement

Defines:

WHAT we need to buy?

HOW we will buy it?

WHO are possible contractors ?

Have we considered gender requirements in the purchasing requirements?

Are there bidding clauses that discourage the participation of suppliers who are women or members of other groups (tend to have lower scores, financial support)?

Are there any clauses that encourage the participation of women and members of other



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Plan Communications

Management

RECOMMENDATIONS FOR INCLUSIVE COMMUNICATION



- **Ensure making the voices and realities of the various stakeholders more visible.**
- **Instead of using the denomination of both genders, collective denominations can be used.**
- **When writing a text or designing a graphic piece, ensure that it does not perpetuate gender roles and stereotypes.**
- **Communication must be accessible.**



Manage communications

COMMUNICATION MODELS

Which is the most accurate technology?



INTERACTIVE

**Are we planning to include
women and men in meetings?**

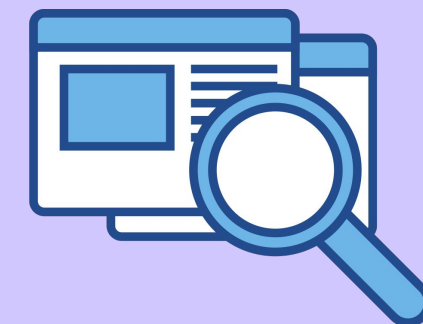
**Are there mechanisms to ensure
their ideas are considered?**



PUSH

**Mails, banners, Reports, pop
ups.**

**Are we including women and
other groups in these
communications?**



PULL

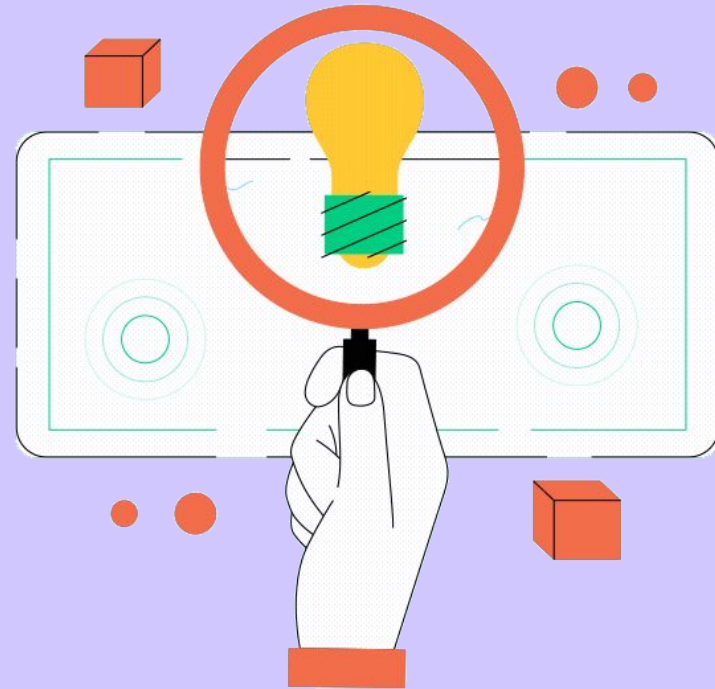
**Websites, Intranet, virtual
platforms**

**Are we including specific
bottoms to show gender
impacts, trainings?**

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Identify Risks



SOURCES OF RISKS

EXTERNAL

Natural disasters, changes in legislation, exchange rate.

NEW ACTIVITIES

Change of strategy and/or authorities of the organization.

PEOPLE

Human error, inadequacy, lack of motivation.

ADMINISTRATION

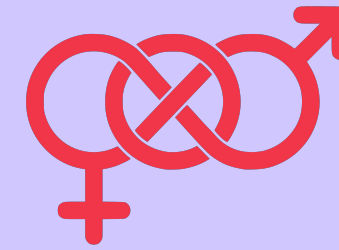
Lack of information for decision making, lack of strategy, etc..

Will they impact men, women and LGTB+ members unequally?



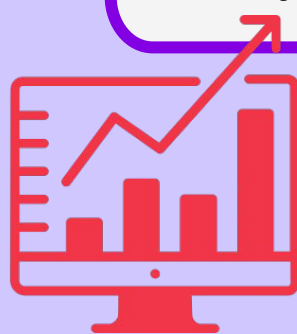
Ensure that responses to risks are relatively harmless to women/LGBTB+

Monitoring and control



What areas of the project will we monitor and control?

- Stakeholders
- Communications
- Risks
- Acquisitions
- Scope
- Schedule
- Budget



Gender perspective

- Consider the results in terms of gender equality that the project seeks.
- The disaggregated indicators needed to measure progress.

Integrated change control

What will be the impact in women, men and LGTB+ members?

CLOSURE

LESSONS LEARNED



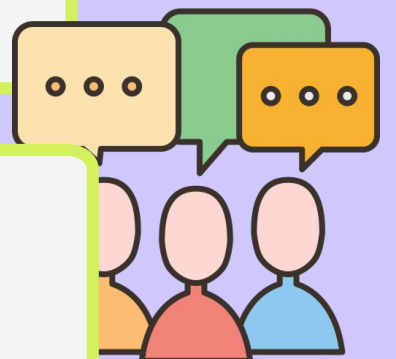
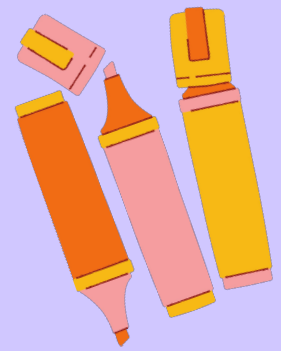
Lessons learned emerge throughout the project life cycle. It is not necessary to wait until the closing stage.

In order to record them, it will be essential to create spaces for exchange where the people involved can make their contribution, since they will surely be able to provide different perspectives.

It will be very useful to use this information, consolidated in a single document, to take it into account when carrying out similar projects.

It will be essential to collect and record all lessons learned on gender mainstreaming at all stages of the project life cycle.

What gender barriers have been identified? Which strategies were effective



TAKEAWAYS

- Project management is not gender neutral
- The incorporation of gender perspective in project management is cross-cutting
- The first step to include gender perspective in project management is in the planning processes.
- As project managers we are responsible for introducing gender perspective
- Implementation should be gradual, as it implies a cultural change.

Evaluate Session

