Towards an equal construction industry

#yoinnovoenconstruction
#WomenCanBuildEU
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The Women can Build initiative at a glance
Objectives

- VET trainers
  - Overcoming gender stereotypes and know good practices

- VET Centres
  - Redefining VET from a gender perspective for a more equal provision of education

- Women
  - Favouring the overcoming of cultural barriers and increasing women’s interest in the sector

- Business
  - Orienting companies to promote gender balance and the recruitment of women

Actions

- VET trainers
  - Training in gender equality and Handbook for career counsellors

- VET Centres
  - Roadmap (internal and external dimension)

- Women
  - Immersive experience (50 hours) and Labour Orientation

- Business
  - Action Plan and endorsement
**WCB actions - VET teachers**

**Result 1**

Report "*Equality in Teaching Practice*".

- The results show a certain *awareness* among teachers, although the *persistence of stereotypes* that influence the integration of women in the sector is detected.

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**OBJECTIVE 1:** Identifying gender gaps in teaching practice

- 500 surveys and 6 focus groups
3 out of 5 teachers consider that women enter the sector by vocation, showing greater motivation.

They attribute to women a higher level of precision and quality in the execution of tasks, as well as a greater respect for safety standards.

They highlight 2 disadvantages faced by women:

1. The difficulty of finding their space in a masculinised industry: getting a job, having their instructions accepted by their peers and/or sexist and inappropriate comments.
2. Reduced physical strength and endurance.
In terms of the occupations that, according to the teachers, **would best fit the profile of women**, the results of the survey show that the curve decreases in the occupations, especially in those considered 'more physically demanding' and therefore identified as masculine.

- In **trades**, activities related to **finishing** are particularly identified by teachers, as female students **excel** in precision finishing tasks.

architecture, quality, energy efficiency, risk prevention, etc.

bricklayer, ironworker or formworker...
1 in 4 teachers have observed that male students are gender-biased when sharing learning spaces with their female peers:

1. Sceptical attitude towards work capacity
2. Paternalistic attitude
3. Inappropriate attitude or behaviour.

However, 3 out of 4 do not have any strategy in place to integrate women.

43% contemplate the possibility of facing situations of gender discrimination within the classroom/workshop.

Gender equality training is perceived by 40% as potentially useful to reinforce or improve their teaching practice.
WCB actions - Women

Result 3

Women's testimonies. Breaking down barriers

100 interviews with women in trades in the 5 countries

OBJECTIVE 1:
Providing female role models in the construction trades

“Entré en la construcción pensando que no era mi lugar, que no encajaría, y me he llevado una sorpresa”

Sandra Botella Bonilla, peón de albañil
Alumna de la Fundación Laboral de Palma
WCB actions - Women

Result 4

Practical introduction to construction

Introductory course for unemployed women in the 5 countries

OBJECTIVE 2: Attracting women into the sector through practical training

Comienza el curso ‘Nosotras también construimos’, con la celebración del Día de la Mujer y la visita institucional del Ayuntamiento de Madrid

Bricklaying, painting, tiling, electricity and plasterboard.
WCB actions - Training centres

RESULT 5

Roadmap

- Use of inclusive language in the launching of courses: Train in bricklaying vs Do you want to be a bricklayer?
- Launching of specific calls for proposals aimed at women
- Review of course content, from a gender perspective (resources)
- Reconciliation

OBJECTIVE 1: Improving the training offer from a gender perspective

Roadmap for training providers in the 5 countries
WCB actions - Training centres

ROADMAP FOR TRAINING PROVIDERS IN THE 5 COUNTRIES

OBJECTIVE 1: Improving the training offer from a gender perspective

- Three focus groups in each country with young people in vocational training on their vision of the sector (construction and other branches).

- SWOT analysis with Training Managers
WCB actions - **Companies in the sector**

**Result 6**

**Action plan**

- As a brochure (simple and straightforward)
- Positive messages

- 20 interviews were conducted with working women in the sector.
- Contrast with representatives of the sector
Breaking barriers

EDUCATION
AWARENESS-RAISING
DISSEMINATION
LATIN AMERICA

WOMEN CAN BUILD

ARGENTINA

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THANK YOU!

Any question?

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