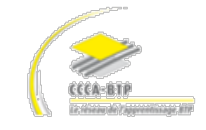
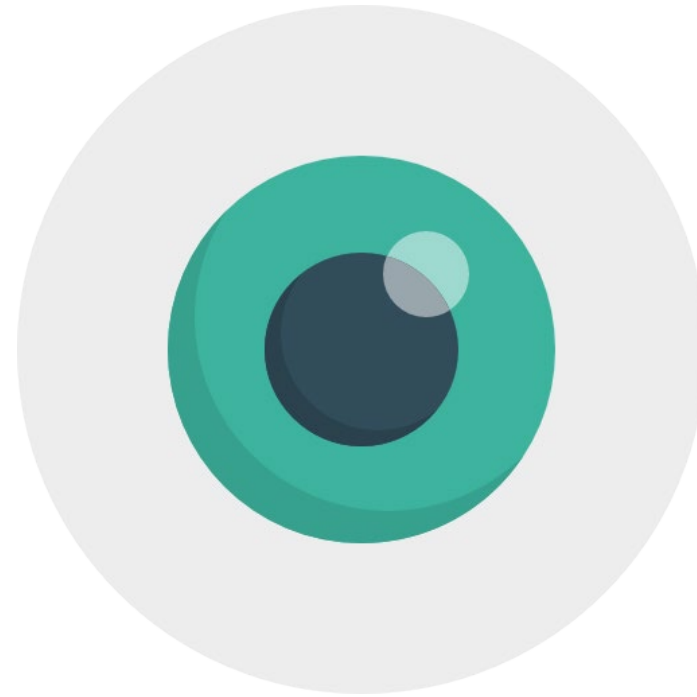




Towards an equal construction industry

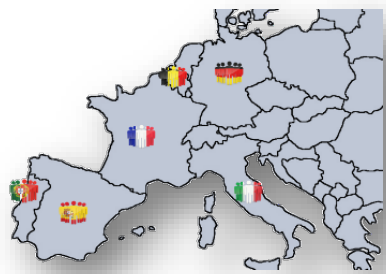
[#yoinnovoenconstruction](#)
[#WomencanbuildEU](#)
[@WomencanbuildEU](#)






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




EDUCATION
AWARENESS-RAISING
DISSEMINATION

Actions




Training in gender equality and Handbook for career counsellors



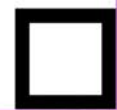
Roadmap (internal and external dimension)



Immersive experience (50 hours) and Labour Orientation



Action Plan and endorsement



WCB actions - VET teachers



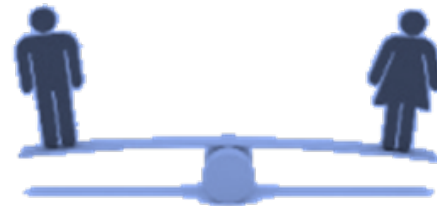
500 surveys
and 6 focus
groups

OBJECTIVE 1:
Identifying
gender gaps
in teaching
practice

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.



➤ **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.

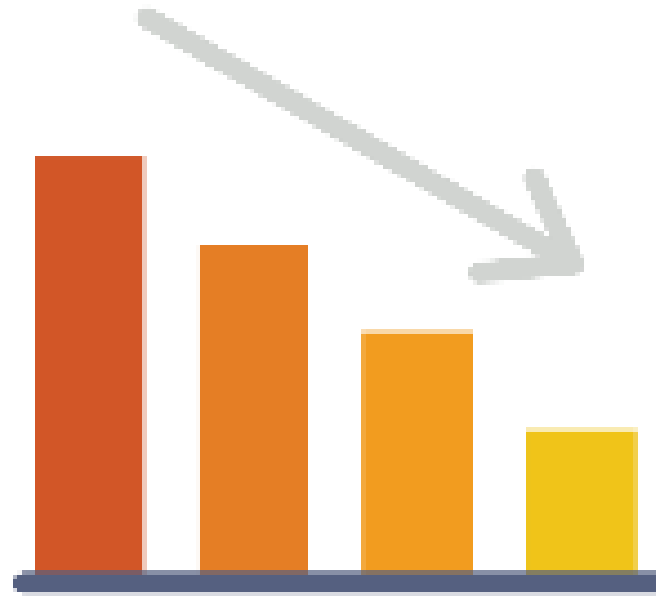
➤ They highlight **2 disadvantages** faced by women:

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.

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



bricklayer, ironworker or
formworker...

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





- **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.

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



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

Gender equality training is perceived by **40%** as **potentially useful** to reinforce or improve their teaching practice.



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”

© 22 mayo, 2019 - Noticias ES, Testimonios

Sandra Botella Bonilla terminó su formación en el Centro de la Fundación en Palma, hace dos meses, y ahora trabaja como peón de albañil para una empresa constructora de la isla. Entre sus propósitos destaca el de continuar formándose en materia de PRL o en digitalización aplicada a la construcción Tras toda una vida trabajando...



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



Bricklaying, painting, tiling, electricity and
plasterboard.



WCB actions - Training centres



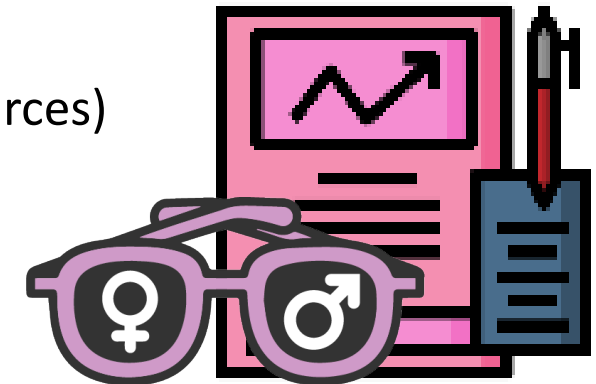
Roadmap for training providers in the 5 countries

OBJECTIVE 1:
Improving the training offer from a gender perspective

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



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



Brochure for companies in the sector

OBJECTIVE 1:
Guidance to companies on promoting gender balance and the recruitment of women

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







THANK YOU!

Any question?

You can contact me at:



@Boliete



boliete@fundacionlaboral.org



<https://www.linkedin.com/in/beatrizoliete/>

fundacionlaboral.org

