



Gender-political strategies: summary

Strategy	Objectives	Core statements	Comments
Gender main-streaming	<ul style="list-style-type: none"> The equal opportunities dimension of men and women is taken into account in all (decision-making) processes. 	<ul style="list-style-type: none"> Gender is a vital criterion when resolving social, political, economic and operational issues and problems Gender (diversity) is an analysis category Ex-ante approach Gender competence is necessary Executives have a high degree of responsibility 	<ul style="list-style-type: none"> Double strategy with women's promotion Change of perspective from women's promotion to gender orientation
Women's promotion	<ul style="list-style-type: none"> Improve equal opportunities for women 	<ul style="list-style-type: none"> Focal point: women's policy measures Empowerment – strengthening of women's capacity to act (deficit approach) Is applied subsequently 	<ul style="list-style-type: none"> Delegation to Women's / Equal Opportunities Commissioner Difference approaches Company and autonomous women's policy
Managing diversity	<ul style="list-style-type: none"> Creation of a multi-cultural organisation Put employee diversity and potential to full use to achieve corporate goals and economic success 	<p>Core dimensions of diversity:</p> <ul style="list-style-type: none"> Gender Ethnic origin Sexual orientation Age Religion Disability 	<ul style="list-style-type: none"> Focal points: raising the efficiency and competitiveness of a company Anti-discrimination or gender equality policy take a back seat