



European Standardization Organizations

# Welcome to this 10-10 webinar!

Inclusive European Standardization: the case of Gender

*We start at  
10:00 CET*

# Your webinar moderator



**Els Somers**

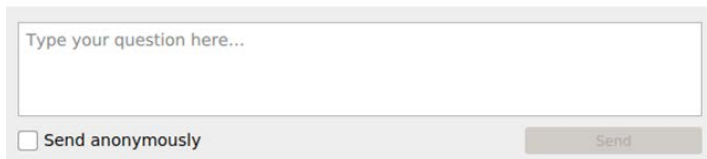
Project Manager

Governance & Partnerships

[esomers@cencenelec.eu](mailto:esomers@cencenelec.eu)

# Get the most out of the webinar today

- ▶ Use the Q&A panel to submit your questions



- ▶ Talk about us on Twitter [@Standards4EU](https://twitter.com/Standards4EU) [#1010webinar](https://twitter.com/Standards4EU)

# Your speakers today



**Stephanie EYNON** 

Standards-Makers Engagement  
& Inclusion Manager at BSI

Chair of the UNECE Gender  
Responsive Standards Initiative

[Stephanie.Eynon@bsigroup.com](mailto:Stephanie.Eynon@bsigroup.com)



**Karin LINDMARK**



Section Manager for Technical  
Policy and Standardization  
Services at SIS

Co-Convenor ISO/IEC JSAG on  
Gender Responsive Standards

[Karin.Lindmark@sis.se](mailto:Karin.Lindmark@sis.se)



**Deborah WAUTIER**

Project Manager Engagement  
Governance & Partnerships at  
CEN-CENELEC

[dwautier@cencenelec.eu](mailto:dwautier@cencenelec.eu)

1. Inclusiveness & the European Standardization System
2. Setting the Gender scene
3. Change comes from multilevel actions
  - ▶ CEN-CENELEC Gender Action Plan
  - ▶ National best practices: SIS and BSI
  - ▶ International activities
4. Take-aways





- ▶ Stakeholders' engagement for a better understanding of user needs
- ▶ An inclusive CEN-CENELEC system as the gateway for standardization in Europe

→ **Inclusive *is* the standard**

[Read more.](#)

## Why does it matter?

- ▶ *“Most tech-products are created by male engineers and developers – and quite a few of these products do not match female values, needs and preferences perfectly”*
- ▶ *“While medications and medical devices can improve health, they also hold potential risks for men and women, and the risks may differ.”*
- ▶ *“Men and women are different in size, does a product take this into consideration?”*

- We need to understand the **impact of these differences, and their implications.**
- With a **gender lens** in gathering data and writing standards, we can meet new, more and other needs.
- This is important to manufacturers, salespeople, governments, healthcare etc. The list is endless.

## Why *shouldn't* standards and standards development be gender responsive?

- ▶ Women are **51%** of the population in Europe
- ▶ Women are professionally active in every field & industry
- ▶ We are all committed to making standards which are relevant and needed by industry and society
  - Gender Responsive standards will be more relevant **and** address the needs of both men and women

**Gender responsive standards will be better standards for everyone and will ensure that men and women are equally benefitting from standards**



## Why does it matter?

- ▶ E.g. Health and Safety Benefits
  - ▶ the benefits of standardization for health and safety are not gender neutral...
  - ▶ Men are benefiting more from the protective effects of standardization

*“The **failure of many standards to account for women** may boil down to two inter-related factors: the lack of female representation in the development of standards; **and the lack of gender expertise in standards development.**”*

*“For women, full-time employment decreases volunteering. Moreover, there is some evidence that **employers are less likely to support the volunteering of female than male employees.**”*

*Source: Standards Council of Canada Report When One Size Does Not Protect All: Understanding Why Gender Matters for Standardization*

**→ “We can’t expect ‘superheroes’ ”**

*Source: From research/concept of Renée B Adams, Professor of Finance, Saïd Business School, University of Oxford*

# Setting the Gender Scene

## It's not as hard as we may think it is

- ▶ We make the “rules” and set the expectations...
- ▶ We can understand the barriers and change them...
- ▶ There are lots of resources and these are growing every day...

European Women's Management Development Network (EWMD)  
Business & Professional Women Europe (BPW)  
International Federation of Women in Legal Careers  
Medical Women's International Federation  
University Women of Europe  
Women in AI  
Women4Cyber  
Women in Energy Club  
Soroptimist International of Europe  
European Professional Women's Network (EPWN)  
European Network for Women in Leadership (WIL)  
Women in International Security

Security Women  
Women in AI (Chapters in 115 countries)  
Women in Technology International  
European Women Association  
European Women's Audiovisual Network  
European Platform of Women Scientists  
European Association for Women in Science, Engineering and Technology (WiTEC)  
European Women in Mathematics (EWM)  
European Women in Payments Network (EWPN)  
European Association of Midwives  
Gender Portal  
*Etc...*

# Change comes from multilevel actions



- ▶ CEN-CENELEC Gender Action Plan
- ▶ National best practices
  - ▶ SIS activities
  - ▶ BSI activities
- ▶ International activities
  - ▶ ISO & IEC Joint Advisory Group
  - ▶ UNECE Working Groups

# CEN-CENELEC Gender Action Plan

CEN and CENELEC are committed to an inclusive, transparent and open standardization system → **Gender Responsive Standards**



- ▶ Signed the **UNECE Declaration** for Gender Responsive Standards and Standards Development (May 2019)
- ▶ More than 20 CEN-CENELEC Members are also individual signatories
- ▶ Launched a **Members' survey** on best practices & challenges
- ▶ Approved the **CEN-CENELEC Gender Action Plan** (November 2019)
- ▶ Collaboration & exchange as key drivers

## Informal Gender Coordination Group

- ▶ Kicked-off in April 2020
- ▶ Open to all CEN and CENELEC Members; Encouraged to nominate a man and a woman
- ▶ Raising awareness for European Standardization Community
- ▶ Exchange views, ideas, experience and best practices
- ▶ Ensure the link between activities at national and international levels to avoid duplication and boost collaboration and aligned & complementary outcomes (ISO, IEC, UNECE,...)
- ▶ Collaborations & Joint actions





## Parallel continuous activities

In addition, CEN-CENELEC continue to actively **participate in European initiatives** gathering women professionals of sectors of interests for CEN-CENELEC:



- ❖ **Women4Cyber** ([Cybersecurity](#))
- ❖ **WeClub** ([Energy](#))
- ❖ **UNECE WP.6** ([Working Party](#) on Regulatory Cooperation and Standardization Policies)



- Support the UNECE declaration & Gender Action Plan
- Increase participation of women in the CEN and CENELEC activities in those 2 key priority sectors



## The Swedish Institute for Standards **SIS**

- ▶ Representation is diverse internally and relatively good in technical community (M/F)
- ▶ Key focus – **writing and delivering gender responsive standards**
- ▶ The steps we are looking at:
  1. Awareness raising – understanding (and accepting). We do this for women **and** men! Understanding why gender responsiveness is good business.
    - ▶ Data collection – check, question and challenge
    - ▶ Content and language – develop checklists to help standard writers understand what they (all) can do about it and “what’s in it for them”.
    - ▶ The standards we write – the need for standards – for everyone? Are there standards missing?
    - ▶ How do we write standards, the process and rules – remove obstacles on a national level!
  2. When knowledge and understanding is achieved – we hope to attract more participants with gender awareness (women and men).
- ▶ Remember more women in a group does not guarantee gender responsiveness. We must challenge **all** standard-makers – **together we can make a difference!**

## The British Standards Institution (BSI)



- ▶ “Root and branch” approach in our strategy
- ▶ Removing structural barriers to participation
- ▶ Driving culture change
- ▶ Building awareness and seeking allies

# International activities

## ISO & IEC Joint Advisory Group on GRS

- ▶ Part of ISOs Gender Action Plan and IECs diversity project
- ▶ Mandate:
  - ▶ Create tools to ensure standards are gender responsive
- ▶ Ideas & challenges:
  - ▶ Making the technical community understand why this is important to **all**
  - ▶ Taking small steps and keeping it simple
  - ▶ Sticking to the male/female definition (considering our worldwide community)
  - ▶ Provide support, tools and to foster understanding of why gender matters – to women **and** men!
- ▶ Deliverables:
  - ▶ Checklists, communication to the technical community, recommendations to our governing boards on processes and tools needed, guidance on how to use gender responsive data and trying to identify measurements of success



## UNECE Gender Responsive Standards Initiative - Working Groups

**NB:** You and your colleagues are all invited to join the UNECE Gender Responsive Standards Initiative and the webinars. Access past presentations and other resources via the [Trello board](#).



### ► WG 1 – Knowledge Sharing & Training

- Identifying, evaluating and making available resources and tools and identifying best mechanism for sharing them

### ► WG 2 – Methodology

- Developing methodology for assessing gender responsiveness of standards and methodology/process for developing gender responsive standards

### ► WG 3 – Network Development

- Accelerating the expansion of the network, promote the core message of GRSI in the standards community, increase the number of signatories

1. **Inclusiveness is a core value** of the CEN and CENELEC Standardization System
2. Gender responsive standards **benefit ALL**: Diversity & Inclusiveness make for higher quality standards that protect everyone & reach greatest market acceptance
3. **We need you!**
4. **Sharing is caring**: Members of CEN and CENELEC can join the Informal Group; everyone is welcome at the UNECE WGs;...
5. Assume **ALL** standards have gender implications

# Question time

► Use the Q&A panel to submit your questions

Question and Answer

You 04:36 PM

When is the next session?

Type your question here...

☐ Send anonymously

Send





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Thank you for your participation!

*Next webinar: 2021-04-09 - [Standardization in Horizon Europe](#)*