



Debuting

Proyecto para la igualdad de género en industria

Workshop 1 - Captación de talento

¿Cómo priorizar la contratación de mujeres?

¿Cómo establecer criterios para fomentar la inclusión mujeres en las listas de contratación?

Entender el mercado laboral para evitar la segregación por género

¿Cómo innovar en la captación de talento?

30 de Agosto de 2023 | On line | Inglés | 9:00 – 10:45

[Inscríbete](#)
[aquí](#)

Theme 1: Competence supply

30 of August 2023, 09.00- 12.00 CET

Streamed via YouTube

(the link will be shared with the participants one day prior to the event for security reasons)

09.00-10.00

Part one: Lectures

- *“what we know”*
- Opening the session and welcome remarks/ Manuel [Almberg Missner](#)
- Evidence from research (title TBA)—
Speaker: Dr. Anne-Charlott [Callerstig](#).
- Examples from a company perspective based on a “journey done” and what results they have achieved (title TBA)
Speaker: [Pär Lärkeryd](#)
- Participants/audience are project partners and their regional stakeholders. No limited numbers.

10.10 – 10. 45

Part two: Panel conversation

- *“what do we see”*
- This part of the program is consist of a panel conversation between Karlstad University’s gender equality expert, Manuel [Almberg Missner](#), Dr. Anne-Charlott [Callerstig](#) (Örebro University), and Associate Professor Lena Grip (Karlstad University)
- Our experts discuss hands on/empirical examples of competence supply in relation to gender equality in the Swedish context.
- Participants/audience are project partners and their regional stakeholders. No limited numbers.

11.00 -12.00

Part Three: Q&A with the panelists and discussion

- This part will be done on Zoom
- Q&A with Pär [Lärkeryd](#), Anne-Charlott [Callerstig](#), Lena Grip.
- Break-out rooms and discussions in small groups (4-6). Prepare one line that summarize the core of your discussion.
 - Suggestions for discussion:
 - *“what can we” do.*
 - How do you see gender equality as an important issue within competence supply in your local context?
- Sharing discussions: one min per group to share the sentence they prepared. And final remarks
- *Only forb project partners.*

Speakers del primer workshop



Anne-Charlotts Callerstig, researcher from Örebro University. Her research areas includes equality policy and organisation; policy implementation and evaluation; interactive research; innovation and research policy.



Norra Skogsägarna's CEO and CEO Pär Lärkeryd wants to help invent the future. Through close collaborations with universities and a great commitment to gender equality and forestry issues, he finds constructive solutions to societal challenges.



Lena Grip is an associate professor in human geography at Karlstad University. research in different ways show how people's everyday and working lives are affected by conceptions of place, gender and ethnicity, and how these conceptions influence politics and the practical implementation of politics; in integration policy, gender equality projects and spatial planning, as well as how it affects individuals' everyday lives, working lives and opportunities.

Programa completo workshops

Thematic workshops | Karlstad university

30th of August
2023,
9-11

1. Competence supply

- How to find women in order to recruit them in the first place?
- How to formulate and include women to be on the recruitment lists?
- How to know why the labor market is segregated in order to change it?
- How to go beyond traditional mindsets regarding competence supply chain.

14th Nov. 2023,
9-11

2. Organizational culture and structure

- What are the social bias and cultural norms/stereotypes and how to change them?
- Emotional labor and women getting tired of trying when nothing changes?
- Competences coded as masculine are valued more in the labor market. How to change it?
- Female authorities are often questioned or ridiculed, how to change that?
- Pay gap (both between men and women but also among jobs coded as masculine vs jobs coded as feminine).
- Women's work are taken for granted

15th May 2024,
9-11

3. Communication

- Lack of an inclusive language in general and how to change it?
- Gendered messages (both grammatically, use of vocabulary, but also culturally) circulated within an organization) - E.g. when promoting both men and women in leadership position we can use both feminine and masculine in the use of terms and titles that are often assumed to be universal
- How to provide awareness/information/education on gender differences in the organization (differences between groups, e.g. men and women, but also differences within the group, eg. migrant woman, queer woman, disabled woman, etc.)
- How to communicate inclusiveness
- How to approach difference within people/genders

Thematic workshops | Karlstad university

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4. Innovation through user involvement

- Is and can a product be inclusive for all?
- How to test accessibility in a product? – Living labs, co-design workshops, public debates.
- Who designs a product? Competences and social positioning. E.g. hackathones, collective design workshops, mixed and interdisciplinary design events.

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5. Business models and relations

- More female role models (CEOs, etc.)
- More women in decision making positions
- Including women's perspective in decision making
- Empowering education for all, e.g. primary school and vocational training for women in breaking the gender norms around occupations/sparking interest
- Awareness building in different social levels (family, school, company, etc.)
- Incentive for women to go for male dominated fields such as IT

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6. Sustainable business development

- Why do we have so few women in green/sustainable development and energy sectors?
 - Male dominated context/cultural norms.
 - Heavy and hard physical work?
 - Heavy equipment?
 - Outdated images of energy industry?
- Low awareness about women
- Lack of encouragement / good examples

Thank you!

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