

# WHY ORGANISATIONAL CULTURE CHANGE IS CRITICAL TO ACHIEVING GENDER EQUALITY AND WOMEN EMPOWERMENT

THE **GENDER-TRANSFORMATIVE APPROACH (GTA)** IS PART OF THE EU'S AMBITIOUS AGENDA FOR GENDER EQUALITY AND WOMEN'S EMPOWERMENT (GEWE) IN ALL EXTERNAL POLICIES AND ACTIONS.

GTA is a framework that, together with the principles of intersectionality and an approach based on human rights, enables us to focus on understanding and addressing deep-rooted, harmful gender norms, stereotypes and biases that perpetuate inequality and discrimination.

It is one step further towards gender mainstreaming because it addresses the structural change that must take place to secure the human rights of women and girls, in all their diversity, and build the path to gender equality.



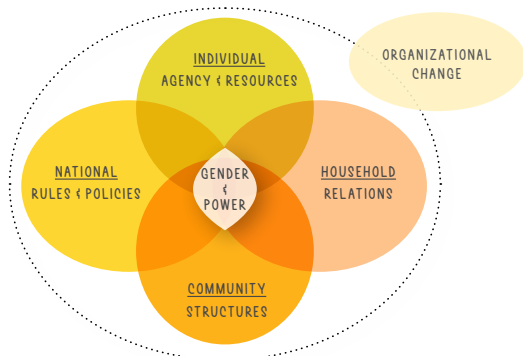
More detailed information and practical tools to apply the GTA in practice are available in [this infographic](#).

## BEING THE CHANGE WE WISH TO SEE.

GTA is a lens that helps us understand the power dynamics and structures that reinforce gender exclusion and inequality in the specific contexts and sectors in which we work.

Adopting this approach - mandatory under the Gender Action Plan III (GAP III) - is not a "one-off" step, but a process that requires actions and policies to:

### Have a **multi-layered** approach



Actively engage **men and boys**.



Focus on **young people** as drivers of change.



Identify and meaningfully engage **emerging actors** working on gender equality, including religious leaders.

Engage with **Civil Society actors** that promote gender equality, with a focus on working with women's rights organisations (WROs) as key partners (not only as "beneficiaries").

**However, doing so is often limited by our own rules, budgets and procedures - on timeframes for developing actions, funding for engagement of grassroots partners (in particular WROs), availability of gender expertise, to name a few.**

Therefore, adopting a GTA requires investment in our own organisational cultural change as well as a strong leadership buy-in of management, including:

- Openly and consistently **promoting and prioritizing** – based on the findings of a robust gender analysis - the advancement of the GEWE agenda in all EU external actions.
- **Using policy and political dialogue** as an entry point to serve as the basis for gender-transformative interventions, promoting culturally appropriate dialogue on the structural root causes of gender inequality and on changing discriminatory and harmful norms and traditions.
- **Actively promoting GTA** during the whole intervention cycle by, for instance:
  - ▶ *Investing in inclusive, gender responsive and participatory consultations*
  - ▶ *Supporting long-term changes and gender transformative outcomes and indicators that measure change (and not just participation).*
- **Supporting the key role of gender focal points in the GTA process**, while also encouraging and creating incentives for all EU staff, including management at the different levels in HQ and EUDs, to engage by:
  - ▶ *Promoting stronger accountability, integrating gender as a stronger performance criterion.*
  - ▶ *Creating opportunities for public recognition of individuals and Delegations/Units that champion the implementation of a GTA.*
- Investing in a **learning strategy for management** at all levels that:
  - ▶ *Strengthens the development of a “supportive gender responsive leadership” for transformative change.*
  - ▶ *Promotes a better understanding of the existing gender power dynamics and how these influence the practice of leadership within the institution and in working with implementing partners.*
- **Leveraging Member States and other donors/actors** with a strong interest in furthering the implementation of a GTA.

