



Project environment analysis

- Target group(s):** Gender mainstreaming guidance or control groups, project managers
- Objective:** Focus on relevant environments as well as players, and identify (strategic) approaches for the process of implementation
- Method:** Work in a plenary session
- Schedule:** The project description - for example introduction of gender mainstreaming in organisation XY – is stapled or written to the centre of a large pin board. Relevant environments as well as players within the organisation are written on round cards, which are then grouped in succession around the centre.

The degree of influence is visualised by two differently sized circles (round cards), and the closeness to the project by vicinity or distance to the centre (project description). Further assessments (see questions below) are noted on the flipchart. The overall view sheds light on possible (strategic) approaches for the realisation of the project.

Questions:

- Who influences the introduction of gender mainstreaming by the control group? How strong is this influence? (visualised by large or small cards)
- How large is the closeness or distance to the project and to the work of the control group? (visualised by the distance to the centre point)
- What expectations regarding the work of the control groups can be deduced from the different aspects of the relevant environments or players? (make a note on the flipchart)
- What inconsistencies and conflict potential can be deduced from it? (make a note on the flipchart)
- Where do you expect to encounter resistance, receive support? (visualised with red or green adhesive dots)

- Evaluation:** Discuss the overall result and following questions:
- What strategic conclusions will you draw from it?
 - What kind of impact will it have on the self-image of the control group?

Time: 60 – 90 minutes



Exercises > Gender in profession / Expert Fields > Organisation Development > Project environment analysis

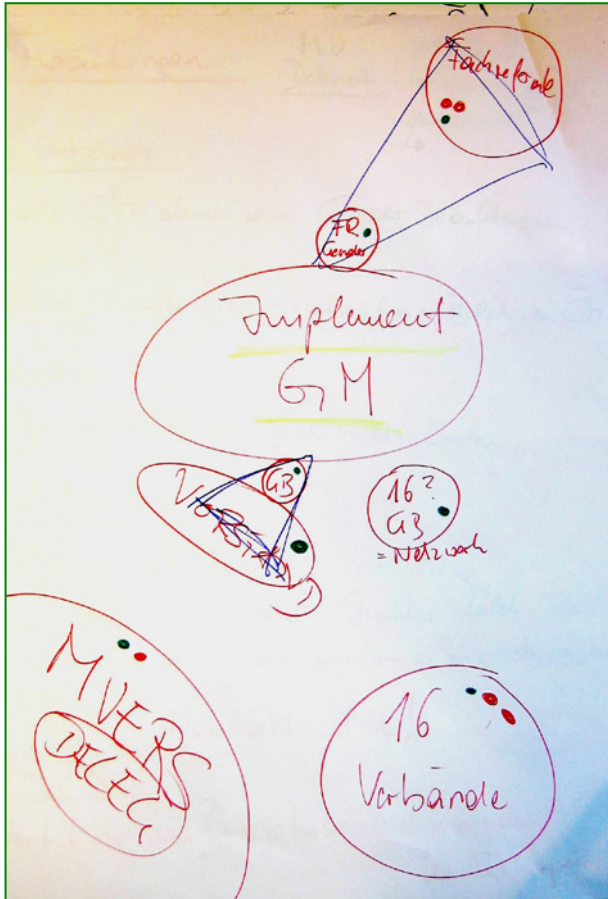
Materials: Pin board, round metaplan cards in two sizes, red and green adhesive dots, thick marker

Note:

Example photo from a wall newspaper



Examples: Photos from a wall newspaper



- Communication is not determined primarily by gender

- man are trying to divide (society) sphere public ~~space~~ into two parts
 1) reserved for man 2) for women

- there are the differences -> the tendencies - we are trying to find the source - patriarchal social structures

- in history these communication habits are changing

