



A Toolkit for Gender Equality in Practice - Initiative

Girls' Day

Germany's largest career orientation project for girls

Summary of the initiative

Girls are under-represented in Germany in the fields of STEM (science, technologies, engineering and mathematic) disciplines and jobs. In this context, the "Girls' Day" was born as a nationwide initiative to provide effective tools aiming to reach girls and the media with the view to tackle gender stereotypes and gender roles.

Each year in April, companies with technical departments and training facilities, universities and research centers open their doors to students in grades 5 to 10. They provide useful inputs on career choices with targeted information, action materials, an interactive internet portal and individual orientation services.

One of the success factors is the strong participation of many different actors: schools, parents, the media and companies at both national and regional levels.

Since 2001 the programme has reached around 1,5 million girls. Each year more than 100 000 girls participate in the open day events and over 10 000 companies, universities and research centres participate and/or offer a programme.

The Girls' Day or similar actions take place in 20 different countries in and outside Europe: Germany, Luxembourg, the Netherlands, Austria, Czech Republic, Belgium, Kosovo, Poland, Spain, Italy, France, Switzerland, Hungary, Norway, Estonia, Slovenia and Liechtenstein. Cross-border activities are conducted together with Austria, Luxembourg, Belgium, Poland, the Czech Republic and Switzerland. In 2012 the first Girls' Day outside of Europe was held in Kyrgyzstan. Another Girls' Day initiative started 2013 in Japan and 2014 in Ethiopia. To direct the girls attention to IT professions worldwide the "Girls in ICT Day" was established.

The initiative is funded by the Federal Ministry of Education and Research (BMBF) and the Federal Ministry for Family Affairs, Senior Citizens, Women and Youth (BMFSFJ).

The Girls' Day is supported by the Confederation of German Employers' Associations (BDA), the German Trade Union Confederation (DGB), the Federal Employment Agency (BA), the German Industry and Commerce (Chambers), the Federation of German Industries (BDI), the German Confederation of Skilled Crafts (ZDH), the Federal Parent Council (BER) and the Initiative D21. The Standing Conference of Ministers of Education and Cultural Affairs (KMK) and the Conference of Ministers of Gender Equality (GFMK) are represented as a permanent guest in the steering group.

Girls' Day is a reference project managed by the Kompetenzzentrum Technik-Diversity-Chancengleichheit e.V. (Competenccenter Technology-Diversity-Equal Chances).

Priorities

Addressing gender roles

Sector(s)



Type

Enterprise initiative

Country

Germany

Model of social partnership

Tripartite

Launch date

2001

References

<http://kompetenzz.de/>

This initiative was submitted by:

BDA (BUSINESSEUROPE), ZDH (UEAPME), bvö (CEEP) and DGB (ETUC)

Website

<http://www.girls-day.de/>