

Girl Empowerment

Girl empowerment refers to the process of enabling and equipping girls with the knowledge, skills, resources, support and opportunities necessary to assert control over their lives, make informed choices, and actively participate in social, economic, and political spheres. It involves fostering self-confidence, self-esteem, and a sense of agency, as well as advocating for equal access to education, healthcare, and opportunities without discrimination based on gender. Girl empowerment is a crucial aspect of gender equality efforts, aiming to dismantle traditional gender norms and create a more inclusive and equitable society, in which girls can reach their full potential.

Girl Power Workshops

In order to provide qualitative empowerment tools, the City of Vienna Department for Women's Affairs created informative and interactive "Girl Power Workshops". Schools or educational institutions in Vienna can book these workshops free of charge for groups of girls aged 14 to 22. The workshops focus on four topics:

- **Labour:** Knowing your rights and responsibilities at work.
- **Rights:** Learning about human, women as well as child and youth rights.
- **Media:** Supporting healthy self-esteem and safe conduct online.
- **Against Violence against Women:** Providing information and support to lead a safe life and learn about respectful relationships.
- **Safe Nightlife:** Receiving information about different organisations, projects and other forms of support when going out in Vienna.

The workshops use interactive methods, such as videos, quizzes and other collective exercises, to reflect on the chosen topic. External lecturers hold the workshop at the facilities of the Department for Women. In order to create a safe space during the workshops, teachers are asked to withdraw.



Wiener Töchterttag / Vienna Daughter's Day

At the Vienna Daughters' Day, girls can visit a company and get to know professions in the fields of technology, digitalisation, crafts, and natural sciences. All girls from the 1st grade of secondary school or high school up to graduation, who go to school in Vienna, Lower Austria or Burgenland are invited. Participation is free of charge for girls and companies. Meanwhile, the City has added two additional Daughter's Days: "KIDS" for girls in primary school and "MINI" for kindergarten groups. More than 4.000 girls and 250 companies take part in the Vienna Daughters' Day. The initiative has a positive impact by offering young girls a first-hand exposure to diverse career possibilities, fostering their aspirations, and challenging gender stereotypes. This initiative helps break down occupational gender barriers, encouraging girls to envision and pursue a wide range of professional paths.





Brochures for Girls

The brochures of the City of Vienna Department for Women's Affairs encourage girls' empowerment by providing accessible and informative resources. These brochures can offer girls essential knowledge, promote awareness of their rights, and equip them with the skills needed to make informed decisions about their bodies, relationships, and media consumption. By fostering education and awareness, these brochures contribute to girls' empowerment, helping them navigate key aspects of their lives with confidence and autonomy.

The brochures of the department cover the following topics:

- **Girls have Rights:** Informs girls on their rights and responsibilities throughout their adolescence.
- **An ABC for Desire and Love:** Contains different sexual education terminologies and their definitions as well as support services.
- **Girls Online I & II:** Educates girls on their rights and responsibilities in social media and more generally the internet.

Gender-sensitive Education

Gender stereotypes and role models shape gender identities and attributions from a young age. Teachers, parents and other caregivers often struggle to find reliable information and tools for gendersensitive education methods for young children.

The City of Vienna Department for Women's Affairs, together with the City Councillor for Women, developed the „Education Box“ – a comprehensive toolbox for educators, parents and other caregivers to anchor gender sensitivity in their daily work and interactions with children. The „Education Box“ provides background information on the topic of „gender-sensitive education“, encourages further reading and information, helps children to reflect on their own role models and offers practical instructions on how children can discover and deepen their interests through games. For example, the “Education Box” contains suggestions for inclusive literature and games, including a memory game that tries to challenge traditional gender norms.

The “Education Box” has helped to promote gender-sensitive education, dismantling gender stereotypes and providing a basis for the creation of alternative role models. In a larger sense, the projects contribute to all girls and boys having the opportunity to develop diverse interests and discover their talents, regardless of their attributed gender.

Genderroles.Picture.Book – Living Diversity: New Perspectives on Gendered Roles and Work

What societal role is typical for women? Which job is typical for men? Which tasks are mostly performed by women, and which by men?

These are the questions that form the basis of the Genderroles. Picture.Book and the materials on the website linked below. The goal is to present role and career images beyond gender-specific prejudices and stereotypes, making them not only visible but also approachable. The playful approach of the Genderroles. Picture.Book, along with the career and person descriptions on the website, provides a real-world approach for reflecting on gender stereotypes. In line with the premise „Prejudices are outdated!“, children and adolescents should be encouraged to perceive role models as changeable and to choose individual life, education, and career paths. Additionally, didactic guidelines for methodical implementation offer suggestions for working with children and adolescents of various age groups on this topic.

Available in print and online in German:
wien.gv.at/spezial/rollenbilder/



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