

Public Relations

The public relations department of the City of Vienna Department for Women's Affairs effectively communicates the department's initiatives, events, and achievements, fostering public awareness and support for gender equality efforts. Public relations contribute to shaping a positive perception, build credibility, and engage with various stakeholders, including the community, media, and other organisations, strengthening the department's influence and impact in advancing women's rights and empowerment within the city and beyond.

Awarding Outstanding Women

Since 2002, the City of Vienna has been awarding prizes to women who contribute to making the city more liveable and gender-equitable through various approaches. In 2023 the Vienna Women's Prize was awarded in the categories „Director“ and „Everyday Heroine“. Additionally, a new category was added: the „Käthe Leichter Special Prize of the City of Vienna“, awarded for the first time in cooperation with the Chamber of Labour. The winners of the Vienna Women's Prize are endowed with 3,000 euros and receive a statue.

International Women's Day

Every year, the Vienna Women's Day takes place around March 8th, the International Women's Day, with an extensive program and an open house in the City Hall. In 2024, the City of Vienna Department for Women's Affairs in cooperation with the City Councillor for Women coordinated a Women's Week from the 4th to the 8th of March. The department is working together with other divisions of the city and their partners to organise the Women's Week and offer a wide array of events and activities for the women of Vienna. This initiative contributes positively by providing a platform to celebrate women's achievements, fostering a sense of community, and raising awareness about gender equality issues.

The event can inspire and empower women, promote dialogue on relevant challenges, and encourage collective efforts toward creating a more inclusive and supportive environment for women living in the city.

Since 2024, the department coordinates the Vienna Women's Week. Different departments in the City of Vienna and surrounding institutions offer a widespread array of workshops, lectures and other programs designed for girls and women in Vienna.



Social Media

The City of Vienna Department for Women's Affairs is present on various social media channels such as facebook and Youtube. On these channels, the public relations team regularly publishes updates and achievements of the department. Social media presence offers a direct and accessible platform to communicate with the public, share information on initiatives, and raise awareness on relevant issues. Through social media, the department can engage with the community, amplify its messages, and foster a sense of inclusivity, reaching a broader audience and effectively promoting women's rights and empowerment in Vienna. Additionally, it allows for real-time interaction, feedback, and dialogue, creating a dynamic and responsive communication channel.

[instagram.com/frauenservicewien](https://www.instagram.com/frauenservicewien) 

[facebook.com/FrauenserviceWien](https://www.facebook.com/FrauenserviceWien) 

Newsletter

The City of Vienna Department for Women's Affairs monthly newsletter provides information on current topics, recent achievements and upcoming events for the public. It serves as a concise and regular communication tool to foster engagement, keep stakeholders informed, and reinforce the department's commitment to transparency and open communication regarding women's rights and empowerment in the city.

wien.gv.at/newsletter/frauenservice/index.html

Presence at events

The City of Vienna Department for Women's Affairs is regularly represented at relevant events organised by the City of Vienna or its partners. Hosting information stands or contributing as speakers and discussants at these events is a way to engage with the community. It allows for the dissemination of important information, resources, and initiatives, fostering public awareness and participation in gender equality programs while creating a tangible and approachable presence within the city.

