

# GENDER EQUALITY PLAN

## 2023 - 2025



### Placemaking Europe

#### Organisation details:

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## 1. About

**Placemaking Europe** is a non-profit foundation. It is a European network that connects practitioners, academics, community leaders, market players and policy makers across the field of placemaking. Placemaking Europe develops and shares knowledge; contributes to designing and testing tools; creates the ground to exchanging ideas; and actively advocates for better public space policies.

Our mission is to together accelerate placemaking as a way to create healthy, inclusive, and beloved communities - to make the spaces we live into places we love and create a thriving, equitable, and sustainable world by joining values, passion, and action around our public spaces.

Our values are:

- **stewardship:** uphold standards for kindness, creativity, and inclusion. The work ethics entail no professional prejudice, simply embracing the human scale. We are playful, creative and approachable;
- **connection:** enthusiastic for new knowledge and to share our information and experiences open source, based on mutual respect of each other's view, a positive attitude, empathy, and honesty;
- **creation:** elevate cooperation and knowledge exchange through the sharing of stories and tools, presenting best-practices and placing open-calls for help;
- **collaboration:** invite the Board, the Leaders and all other participants to join us in endeavours towards joyful cities and thriving places;
- **commitment:** aspire to scale up thoughts, skills, and the execution of placemaking projects to help the network grow, while keeping our word on our promises.

The main objective of Placemaking Europe is to promote the idea of placemaking in European countries. The organisation has carried out several projects with different European partners that have led to the promotion of placemaking as a tool to address urgent urban challenges in different contexts. The value of public space and its ability to connect people, build communities and foster a sense of attachment to a place is at the heart of all Placemaking Europe's activities.

## 2. Gender Equality Plan - Mission

Placemaking Europe is fully devoted to embracing equity, upholding fairness, and tackling discrimination in all its forms. Our commitment guarantees that all perspectives are considered, and we promote an environment that is truly welcoming to everyone. Central to our approach is the commitment to treating everyone with

fairness, courtesy, and respect. We are committed to ensuring that our policies, strategies, procedures, and conduct promote equity and foster an inclusive organisational culture.

At Placemaking Europe, we value the diverse range of backgrounds, experiences, viewpoints, and identities that our staff brings to our organisation. Our commitment to diversity extends beyond acceptance and encompasses wholehearted support and promotion of the unique qualities that each person possesses.

We value diverse perspectives and encourage collaboration from individuals with varying backgrounds, life experiences and areas of expertise. This inclusive approach ensures our solutions remain relevant, effective and attuned to the communities we serve. We strongly believe that diverse perspectives are the driving force for innovation. We foster active participation from individuals from various backgrounds to tap into a wider array of ideas and solutions to address the challenges posed by urban settings.

### 3. Goals to be achieved by implementing Gender Equality Plan

Implementing the following strategies will not only foster a more inclusive and equitable workplace at Placemaking Europe but also contribute to a broader societal shift toward gender equality and social justice.

#### Equal Representation

Achieving equal representation of genders in all decision-making bodies and leadership positions within Placemaking Europe is crucial. By ensuring a balanced representation, we create a more diverse and inclusive decision-making environment. This diversity of perspectives leads to more well-rounded decisions that consider a broader range of viewpoints, ultimately enhancing innovation and problem-solving. It also sends a powerful message about our commitment to gender equality, inspiring others to follow suit and fostering a workplace culture that values inclusivity and diversity.

**Target and timeframe:** By the end of 2023 we already have gender equality both in the directorial level and in the Board representation of Placemaking Europe.

## Pay Equity

Conducting regular pay equity assessments is vital to address and rectify any gender-based pay disparities. Achieving pay equity demonstrates a commitment to fairness and equal treatment, enhancing employee morale and trust in the organisation. It helps in retaining and attracting top talent, which is essential for our mission. Additionally, closing the gender pay gap contributes to broader societal goals of economic equality.

**Target and timeframe:** By the end of 2023, Placemaking Europe will have a zero gender pay gap.

## Work-Life Balance

Offering flexible work arrangements and family-friendly policies benefits all employees, irrespective of gender. It allows individuals to better balance their professional and personal lives, leading to increased job satisfaction and productivity. By prioritising work-life balance, we demonstrate our commitment to the well-being of our team members and create an environment where everyone can thrive both personally and professionally.

**Target and timeframe:** By the end of 2025, we will adopt a specific sub-plan focused on actions and deliverables to implement work-life principles, to build on the actions we already have in place on leave, remote working and working hours.

## Recruitment and Promotion

Implementing transparent and bias-free recruitment and promotion processes ensures equal opportunities for all genders. This not only attracts a more diverse pool of talent but also helps us select the most qualified individuals for roles within the organisation. An unbiased process enhances trust among employees and stakeholders and strengthens our reputation as an equitable and fair employer.

**Target and timeframe:** By the end of 2025, we will have an explicit code covering gender equality and recruitment and promotion practices.

## Safe and Inclusive Environment

Fostering a safe and inclusive working environment by addressing and preventing gender-based harassment and discrimination is vital. It ensures that all employees can perform at their best without fear of bias or mistreatment. This, in turn, promotes

employee well-being and retention and contributes to a harmonious and productive workplace.

**Target and timeframe:** By the end of 2025, we will adopt a specific sub-plan focusing on actions and deliverables to create a safe and inclusive environment that enables Placemaking Europe members to work in a harmonious and productive workplace.

## Gender-Responsive Programs

Developing and implementing gender-responsive initiatives and projects is crucial for addressing the distinct needs and challenges encountered by various genders within the placemaking approach. By tailoring our programmes to account for gender-specific factors, we can ensure that our efforts are more efficient and have a more significant impact on communities. This highlights our dedication to promoting inclusivity and social equity.

**Target and timeframe:** By the end of 2025, we will adopt a specific sub-plan focusing on the implementation of gender-responsive initiatives and projects..

## Data Collection and Reporting

Regularly collecting and analysing gender-disaggregated data allows us to measure progress in gender equality. It provides us with valuable insights into where improvements are needed and allows us to track the impact of our initiatives. Transparent reporting communicates our dedication to accountability and serves as a benchmark for our commitment to gender equality

**Target and timeframe:** The annual reports, beginning with the 2023 report, will incorporate a dedicated section on gender equality, inclusive of relevant indicators..

## Partnerships

Collaborating with external organisations and partners that share a commitment to gender equality amplifies the impact of our gender-related initiatives. It enables us to access additional expertise, resources, and networks, ultimately advancing our mission to create inclusive and beloved communities. These partnerships also demonstrate our commitment to collaboration and innovation in the pursuit of gender equality.

**Target and timeframe:** By 2025, we will form strategic partnerships with respected external organisations committed to gender equality.

## Gender-Inclusive Language

Promoting gender-inclusive language in our communications is a small yet impactful step toward fostering an inclusive culture. It ensures that all employees feel respected and valued, regardless of their gender identity. By using gender-neutral language, we demonstrate our commitment to creating a welcoming and supportive environment for everyone.

**Target and timeframe:** By the end of 2025, our organisation will implement gender-inclusive language in our communications to ensure that all recipients are valued, regardless of their gender identity.

## 4. Implementation

This implementation strategy will be a dynamic and evolving process. It will involve the active engagement of all employees and stakeholders to ensure that gender equality remains a central focus of our organisational culture and operations. Regular reviews and assessments will be conducted to measure the effectiveness of our initiatives and make necessary adjustments to achieve our gender equality objectives. Together, we will create an inclusive and equitable environment where all individuals, regardless of gender, can thrive and contribute to our mission of placemaking.

Our commitment to gender equality is an ongoing process. We will continuously strive to improve our efforts and adapt to changing circumstances and evolving best practices in the field of gender equality.

### Dedicated resources:

Placemaking Europe is committed to dedicating the essential financial and material resources for the successful execution of this plan, while leveraging the gender equality proficiency that numerous leaders and members within our network have.

### Data collection and monitoring

We will utilise surveys and feedback mechanisms to gather qualitative data from employees and stakeholders. This information will provide valuable insights into the experiences and perceptions of gender equality within our organisation. These surveys will be conducted periodically to gauge progress and identify areas for improvement.

We are committed to transparently reporting our progress on gender equality initiatives. In addition to formal reports, we will maintain open lines of communication

with employees and stakeholders about our gender equality efforts. Regular updates through internal communication channels and external platforms will ensure that our commitment to gender equality is visible and well-understood.

We will regularly review the Gender Equality Plan to objectively evaluate its impact and effectiveness. We will actively seek feedback from employees and stakeholders and integrate it into the evaluation process. Furthermore, we pledge to gather gender-specific data for all of our training, workshops, and public events, and share it publicly in our annual reports. This will aid in identifying potential problem areas and necessary adjustments. Based on the results of our evaluations, we will implement essential modifications to our schemes and approaches.

## Diversity Training

Implementing diversity and inclusion training programmes is crucial for enhancing awareness and knowledge of gender-related issues among employees and stakeholders. These programmes equip our team with essential skills and information required for creating a more inclusive workplace, thus enhancing collaboration, communication, and teamwork, ultimately resulting in improved organisational performance and the achievement of our mission.

We are committed to making diversity training accessible to all Placemaking Europe members. Additionally, we aim to include diverse perspectives in every event, project and training that we organise and collect feedback regarding gender equality in our work. We promise to implement corrective measures whenever necessary.

**This Gender Equality Plan was approved on September 1, 2023**

Signed by Ramon Marrades - Co-Director of Placemaking Europe

A handwritten signature in blue ink that reads "Ramon Marrades". The signature is written in a cursive style and is positioned above a horizontal line.