



## ***Gender Equality – a key priority for German Development Cooperation***

Gender equality is a target of the 2030 Agenda for Sustainable Development and an explicit goal, a principle and a quality criterion that runs throughout German development cooperation. To this end, the Federal Ministry for Economic Cooperation and Development (BMZ) has made a commitment to follow a human rights based approach.

With its 2014 cross-sectoral strategy on Gender Equality in German Development Policy, BMZ established a three-pronged approach to the promotion of gender equality and women's empowerment consisting of gender mainstreaming, empowerment and policy dialogue.

The Development Policy Action Plan on Gender Equality 2016-2020 (GAP II) lays down concrete steps for implementing the binding gender equality strategy and the three-pronged approach. Annual road maps implement GAP II. Thematic areas and strategic goals are selected each year and measures for implementation are presented. Women's economic empowerment is a key goal in the Gender Action Plan and thus a priority for German Development Cooperation.

Germany is also committed to promote gender equality domestically, and passed several new legislative and non-legislative initiatives to promote women's economic empowerment. In 2015, the Act on the Equal Participation of Women and Men in Leadership Positions in the Private and the Public Sector came into effect. In July 2017, a new Act to Promote Transparency in wage structures went into force. Further, Germany amended its Parental Allowance and Parental Leave legislation, to promote partnership and improve the reconciliation of family and work. Finally, woman empowerment is also measured within the German Sustainable Development Strategy.

The following domestic and international initiatives can serve as best practice examples:

### ***Economic Integration of Women in the MENA region (EconoWin)***

"When women work, economies win". Since 2010, the GIZ EconoWin programme, has successfully improved the conditions for the economic participation of women in Egypt, Jordan, Morocco and Tunisia. Private sector, civil society and governmental partners have thrived jointly in promoting the active participation of all men AND women.

The project worked in four areas: 1) addressing societal and cultural stereotypes within the area of 'women and work' through an initiative 2) promoting female talent through female mentoring, professional orientation and career guidance, 3) professionalizing the management of gender diversity in the private sector and 4) integrating women from rural areas into the labour market and upscaling their products.

The project has produced tremendous results. 6,000 participants were reached through 325 film events on the subject women and work; 150 sector representatives publicly discussed the implementation of supportive labour laws for women and families at roundtable talks; and 30 regional business advisors and 25 business associations were introduced to the concept of gender diversity management.