

# EIT Culture & Creativity Gender Mainstream Policy





**EIT Culture & Creativity Procurement Policy**

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## 1. EXECUTIVE SUMMARY

The Gender Mainstreaming Policy of EIT Culture & Creativity is part of the overall Diversity initiative for the organization in line with the [EU gender equality strategy 2020-2025](#) and the [EIT Gender Mainstreaming Policy](#). In line with the EIT Gender Equality Policy and Action Plan, efforts will be made to ensure improved access for members of under-represented genders and to achieve balanced representation in expert involvement and program monitoring, among others.

The overarching aim of this Policy is to achieve gender equality and promote the participation of women within EIT Culture & Creativity and its wider community.

The main goals include:

1. Demonstrate a lead role in gender mainstreaming in the CCSI
2. Capacity building and awareness
3. Demonstrate a gender balanced representation across the organization (staff and management)
4. Promote gender equality in education
5. Promote gender equality in innovation
6. Promote gender equality in entrepreneurship

This Gender Mainstreaming Policy outlines a range of organizational priorities relating to a 3-year Gender Mainstreaming Action Plan. Based on the assessment of the EIT Culture & Creativity and relevant benchmarks in the sector, actions underway will be documented, enhanced, and strengthened. The Gender Mainstreaming process at EIT Culture & Creativity will be overseen by the Management Board.



## 2. BACKGROUND AND RATIONALE

Gender equality is a fundamental value of the European Union, embedded in its legal and political framework. It is also recognized as a human right and a crucial aspect of the Sustainable Development Agenda for 2030, interconnected with all 17 SDGs. The EU actively promotes gender equality through legislation, policies, and initiatives to ensure equal rights and opportunities for all genders.

The European Commission has expressed a commitment to promoting gender equality in innovation and technology as part of its broader Gender Equality Strategy for 2020-20251. The strategy outlines the Commission's dedication to advancing gender equality in all areas of EU policies, including research, innovation, and technology. The European Commission reaffirms its commitment to gender equality in innovation, technology, and research within the framework of Horizon Europe. The legal base of Horizon Europe establishes gender equality as a crosscutting priority, highlighting the significance of promoting gender equality throughout the program's implementation. This means that gender equality considerations should be integrated into all aspects of Horizon Europe, from project proposals and evaluations to project implementation and outcomes. Furthermore, the legal base introduces strengthened provisions to advance gender equality in research and innovation. These provisions aim to address the underrepresentation and gender gaps that persist in the field.

In line with the gender equality objectives of Horizon Europe, gender requirements are of significant importance for all activities supported and funded by the EIT, including the EIT Headquarter (HQ) and the EIT Knowledge and Innovation Communities (KICs). The gender requirements in Horizon Europe and EIT-funded activities aim to foster gender equality and address the existing gender imbalances and biases that persist in the innovation and entrepreneurship ecosystem.

EIT Culture & Creativity as a part of the European innovation scheme aims to provide equal opportunities and make a long-lasting societal impact.

## 3. GOALS AND OBJECTIVES

In accordance with the EU framework on gender this Gender Mainstreaming Policy is to achieve the following objectives both within EIT Culture & Creativity and its wider community:

- Strengthen the prominent role of the KIC in its wider community: ensuring gender equality and embracing diversity in the culture and creativity sector is essential for fostering inclusivity, creativity, social cohesion, economic growth, and cultural preservation. By valuing and celebrating diverse identities and perspectives, the sector can become more vibrant, relevant, and reflective of the diverse societies it serves.
- Build capacity and awareness: EIT Culture & Creativity fulfils this objective by a mixed set of strategies such as through the implementation of comprehensive educational programs that promote gender equality, the conduct of workshops and seminars addressing topics such as unconscious bias, gender stereotypes, and workplace gender dynamics.



- Achieve a gender balanced representation in staff and management: this is supported by an appropriate human resources policy which fosters a working environment where employees of all genders have equal opportunities for professional growth and advancement.
- Promote gender equality in education: EIT Culture and Creativity aims to create inclusive and empowering learning environments where all individuals have equal opportunities to thrive and succeed.
- Promote gender equality in entrepreneurship: EIT Culture and Creativity aims to foster economic empowerment, breaking gender barriers, and creating a more inclusive business landscape
- Promote gender equality in innovation: EIT Culture and Creativity aims to harness the full potential of diverse perspectives, advancing societal progress, and creating a more inclusive and equitable innovation ecosystem.
- Gender mainstreaming requires both integrating a gender perspective into the content of the different activities, as well as aiming for gender parity in EIT Culture&Creativity as an organisation and community. In doing so, EIT Culture&Creativity includes non-binary gender identities and takes an intersectional approach by considering how gender interacts with other identity es such as age, race, class, sexual orientation, physical ability, etc. EIT Culture&Creativity's aim is to promote wider diversity and equality which are key principles of EIT Culture and Creativity's vision, mission and strategic objectives.

To mainstream gender equality EIT Culture and Creativity takes the following steps:

- Obtains gender-disaggregated data and qualitative information on the representation and participation of women and men. This data provides evidence for advocacy, policy development, and informed decision-making. It helps identify gaps, measure progress, and inform targeted interventions.
- Conducts a gender analysis as this serves as the foundation of gender mainstreaming. Gender analysis helps identify the specific gender issues and disparities that need to be addressed through gender mainstreaming and helps ensure that policies, programs, and initiatives are responsive to the diverse needs and experiences of different genders. It provides the evidence and rationale for designing targeted interventions and strategies that promote gender equality and address gender-based discrimination and inequalities.
- Establishes a monitoring and evaluation system to systematically evaluate the organization's progress towards gender balance in staff and management positions. Regularly assess the effectiveness of strategies and initiatives, gather feedback from employees, and make adjustments as necessary to ensure ongoing improvement.



## 4. ORGANIZATIONAL ARRANGEMENTS FOR IMPLEMENTATION

The implementation of this Gender Mainstreaming Policy is supported by a Gender Action Plan (GAP) spanning a period of 3 years which aims to bring institutional change across the activities of EIT Culture & Creativity. Before setting up the Gender Action Plan a status quo analysis (SQA) will be conducted, which is an in-depth gender assessment to provide a baseline for EIT Culture & Creativity's three-year action plan. In this phase, the aim is to compile facts and information of what works well and what needs improvement. The results of this SQA forms a baseline and guides the planning of the GAP, in which objectives are defined, targets are set, actions and measures to remedy the identified problems are decided, resources and responsibilities are attributed, and timelines are agreed upon.

A Gender Action Plan can be broken down into the following phases to facilitate its implementation and monitoring:

- **Preparation and analysis:** This phase includes steps such as conducting a gender analysis to identify existing gender disparities, gaps, and challenges within the target policy areas or sectors, reviewing relevant national and international commitments on gender equality and engaging stakeholders and gathering input on priority areas and potential actions.
- **Goal setting and priority areas:** This phase includes steps such as a) defining clear and measurable goals and objectives for promoting gender equality and b) identifying priority areas where gender disparities are significant or where interventions can have a significant impact.
- **Action planning:** This phase includes steps such as a) developing specific actions, strategies, and interventions to address the identified gender disparities and promote gender equality in the priority areas, b) determining the responsible stakeholders for each action while establishing timelines for implementation and c) allocating necessary resources, including funding, personnel, and technical support.
- **Implementation:** This phase includes steps such as a) Initiating the implementation of the identified actions and strategies, ensuring the involvement of relevant stakeholders, b) Monitoring the progress of each action and tracking the achievement of milestones and c) Ensuring coordination and collaboration among different actors and sectors involved in the implementation.
- **Monitoring & evaluation:** This phase includes steps such as a) establishing mechanisms to monitor and evaluate the implementation of the Gender Action Plan, b) Collecting and analysing gender disaggregated data to measure progress and outcomes, c) Conducting periodic reviews and assessments to identify strengths, challenges, and areas for improvement and d) Using evaluation findings to make necessary adjustments and refinements to the plan.



## 4.1 The Three-Year Action Plan of the EIT Culture & Creativity (2024-2027)

EIT Culture & Creativity is developing a 3-year action plan which is consistent with its broader Diversity and Inclusion initiative:

### Year 2024:

- Actions and planification regarding the balanced gender participation and leadership in all forms of decision-making, including at EIT Governing Board level, and EIT KICs Management level, at company boards of start-ups/scaleup supported by the EIT and its KICs.
- A no gender pay policy created and limit for equivalent roles and levels of responsibility within the EIT Community
- Balanced representation actions in terms of gender when employing external experts at EIT KICs level and when conducting evaluations of projects. Monitored by the C-team and Supervisory Board.

### Year 2025:

- Investment planification: to equally level the investments of the companies in the KIC independent of gender definition leads and market-oriented innovation projects supported by EIT investments
- Mobilization of untapped potential of talent and contributions to the EIT Culture & Creative activities independently of gender.
- Gender sensitive planning and monitoring of work programmes, business plans and budget
- The innovation capacity of countries and regions in Europe that belong to the groups of so called 'modest and moderate' innovators.

### Year 2026:

- Better access for underrepresented gender to EIT KICs activities:
  - o Business support activities for entrepreneurs
  - o Educational activities, including at secondary school, higher-education and professional levels;
  - o Innovation activities of the EIT KIC
  - o Regional Innovation Scheme activities, of which the objective is to contribute to boosting

### Year 2027:

- Monitoring and reporting all the activities and setting up the improvement plan for the upcoming period





## 4.2 Monitoring and Evaluation

The policy and its action plan address different actions at strategic and operational levels both within EIT Culture & Creativity. Monitoring and evaluation instruments are embedded, to allow assessment of the progress that is made towards targets, based on quantitative and/or qualitative indicators. Top leadership, as well as the internal working group will be structurally involved in the monitoring and evaluation process. The progress of the policy will be discussed twice a year at Management Team level and once a year at board level, based on an annual report prepared by the working group, and follow-up after Activities' midterm reviews.

## 4.3 Responsibilities

The responsibilities regarding the Gender Mainstreaming Policy is going to be included in all aspects of the organization in the following manner:

### 1. The role of EIT Culture & Creativity Supervisory Board

- Publicly support the principle of gender equality in/for EIT Culture & Creativity – including in governance structures.
- Review annual report on gender equality progress, and when relevant, request updates regarding the implementation of the policy and action plan and progress towards gender equality.

### 2. The role of EIT Culture & Creativity Management Team is to:

- Publicly support the principle of gender equality in/for EIT Culture & Creativity.
- Publicly endorse the Gender Mainstreaming Policy and the Gender Action Plan and the structure responsible for its implementation make available sufficient financial and human resources to implement the Policy and Gender Action Plan.
- Approve relevant documents, procedures and activities supporting structural change towards gender equality in the KIC.
- Request updates regarding the implementation of the policy and action plan and progress towards gender equality.
- Ensure the practical implementation of the measures, procedures and activities listed in the policy and action plan.

### 3. The role of EIT Culture & Creativity managers (those not part of Management Team) is to:

- Publicly support the Gender Mainstreaming Policy and Gender Action Plan.
- Ensure the practical implementation of the measures, procedures and activities listed in the policy and action plan.
- Provide information and data to monitor the implementation of the action plan and progress towards gender equality.



#### 4. The role of non-managerial EIT Culture & Creativity staff is to:

- Support the Gender Mainstreaming Policy and Gender Action Plan and integrate aspects into their own work;
- Provide input to practical implementation on and follow-up of the action plan.

## 5. DIVERSITY AND INCLUSION INITIATIVE

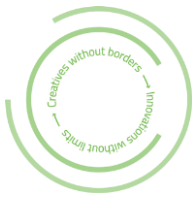
Diversity and inclusion are essential concepts for EIT Culture & Creativity. They aim to create an environment where people of different backgrounds, identities, experiences, and perspectives are respected, valued, and actively engaged. The benefits they bring to our organization include:

- **Enhanced Creativity and Innovation:** Diverse groups bring a broader range of perspectives and ideas, fostering creativity and innovative problem-solving.
- **Improved Decision-Making:** Diverse teams are better equipped to consider a wider array of viewpoints, leading to more informed and thoughtful decisions.
- **Increased Productivity and Performance:** Inclusive workplaces tend to have higher employee satisfaction and engagement, leading to improved productivity and overall performance.
- **Attracting Top Talent:** Organizations that prioritize diversity and inclusion are more appealing to a diverse pool of skilled individuals.

EIT Culture & Creativity promotes diversity and inclusion ensuring the following:

- **Leadership Commitment:** it starts with leaders championing diversity and inclusion initiatives and setting an example for the rest of the organization.
- **Diverse Hiring:** actively seeks out candidates from diverse backgrounds during the hiring process to ensure a diverse workforce.
- **Equitable Policies:** implements policies that promote fairness, equity, and inclusion in all aspects, such as pay, promotion, and career development.
- **Training and Education:** provides training programs to raise awareness about unconscious biases and promote inclusivity.
- **Fostering an Inclusive Culture:** encourages open communication, respect, and empathy to create an inclusive environment where all voices are heard and valued.
- **Diversity in Leadership:** strives to achieve diversity at all levels of leadership within the organization.
- **Regular Assessment:** continuously evaluates and measures the organization's progress towards diversity and inclusion goals and adjusts as needed.

EIT Culture & Creativity sees promoting diversity and inclusion as an ongoing journey that requires continuous effort and dedication from all members of the organization and its community. By embracing



diversity and fostering inclusion, EIT Culture & Creativity aims to create more positive and enriching environments that benefit everyone involved.



## ANNEX 1 – STATUS QUO ANALYSIS

The status quo analysis will be performed in 2024, through an analysis of gender disaggregated data, and will create a baseline for the execution of the 3yr Gender Plan. The status quo analysis will enable EIT Culture & Creativity to identify the current situation regarding gender equality as well as potential opportunities for improvement. EIT Culture & Creativity employees are committed to making the community more inclusive and diverse, which sets an ambitious scene for the Gender Mainstreaming Policy and Gender Action Plan to create a transformative impact.

## ANNEX 2 – THREE YEARS ACTION PLAN (Example)

Thematic Area	Category	Objective	Action	Timeframe		
				2024	2025	2026
HR	Recruitment	Gender-balanced representation in staff and management	Use of gender-neutral language in recruitment posts	X	X	X
HR	Training	Gender-balanced representation in staff and management	Leadership training provided to women in the organization		X	X
Communications	Events	Cross-cutting	Create an expert speaker list with good gender balance		X	X
Communications	Events	Cross-cutting	Zero tolerance policy on “manels” (Male only panels)	X	X	X