

# Gender equality in projects

**How to take gender into account when planning a project?**

Tutkimuspalvelupäivät 21.8.2025



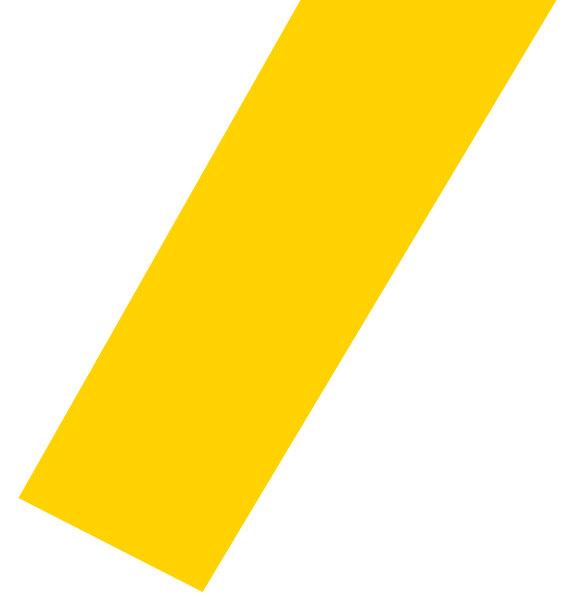
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## **Tasa-arvo-Gender equality**

The Equality Act (formerly the Act on Equality between Women and Men) : aim is to promote equality between women and men, prevent discrimination on the grounds of sex and improve the position of women, particularly in working life.

## **Yhdenvertaisuus-Equality**

Non-discrimination Act: designed to promote equality and prevent discrimination. Discrimination grounds include age, origin, nationality, belief, disability, sexual orientation, language, religion, political activity, trade union activity, family relations.



**Project activities are suitable for all  
genders and everyone can participate in**

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- We are used to a "gender neutral" approach in Finland, bringing up gender can feel unfamiliar
- Assumptions, expectations and prejudices influence people's choices and actions
- If gender is not considered, it may favour one gender and ignore the others.
- The same problem may require different solutions.

# Insight - Amazon scraps secret AI recruiting tool that showed bias against women

By Jeffrey Dastin

October 11, 2018 3:50 AM GMT+3 · Updated 6 years ago

Aa



SAN FRANCISCO (Reuters) - Amazon.com Inc's machine-learning specialists uncovered a big problem: their new recruiting engine did not like women.

The team had been building computer programs since 2014 to review job applicants' resumes with the aim of mechanizing the search for top talent, five people familiar with the effort told Reuters.

Automation has been key to Amazon's e-commerce dominance, be it inside warehouses or driving pricing decisions. The company's experimental hiring tool used artificial intelligence to give job candidates scores ranging from one to five stars - much like shoppers rate products on Amazon, some of the people said.

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TURKU AMK



## UK passport photo checker shows bias against dark-skinned women

8 October 2020

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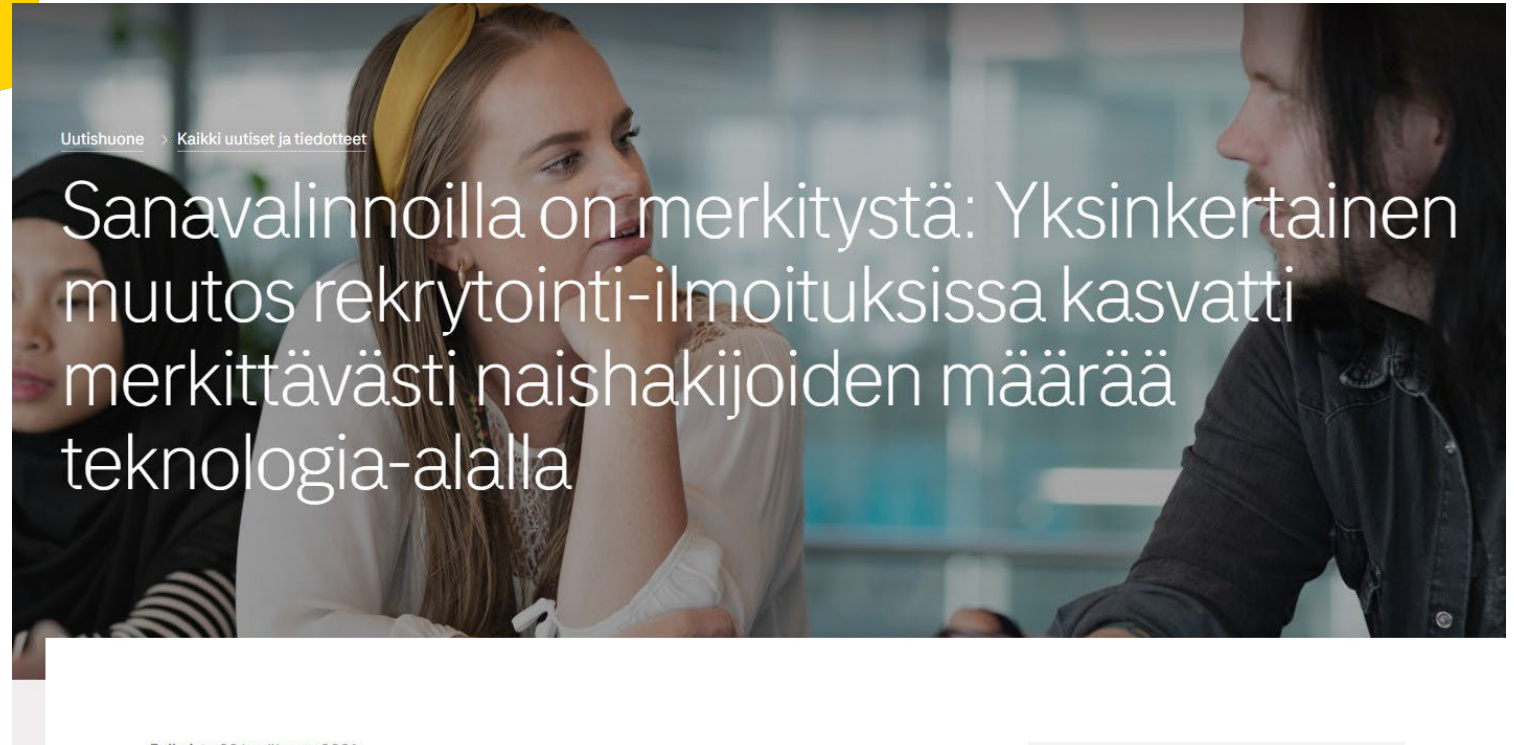
Maryam Ahmed  
BBC News

Women with darker skin are more than twice as likely to be told their photos fail UK passport rules when they submit them online than lighter-skinned men.



[Source: UK passport photo checker shows bias against dark-skinned women](#)

**“Choice of words matters:  
a simple change in  
recruitment  
advertisements  
significantly increased the  
number of female  
applicants in the tech  
sector”**






# Project examples

**Solar-integrated  
public buildings  
with vehicle-to-  
everything  
solutions to  
accelerate EV  
adoption**

- The project aims to tackle the challenges that make it difficult to use electric vehicles (EVs), especially the lack of charging options in apartment buildings, and the absence of clear standards and services for private EV users.
- To address this, the project will focus on developing and installing new charging stations and smart services at public workplace buildings, tailored to meet the needs of EV users.

# How to take a gender perspective into account?

- Target group: Electric car users, who are they ?
- Involving users in the design process to ensure that products and services are tailored to their actual needs.  Ensuring diversity of the users
- The project will carry out surveys and workshops. Who will be invited? How to get a diverse mix of participants?
- Charging in public workplace buildings: who works in these buildings?

**Lukutaidon  
kehittäminen  
työelämän perustana-  
Developing literacy as  
a basis for working life**

- Project activities aim to increase reading motivation and indirectly contribute to the development of reading skills, vocabulary and self-expression.
- Target group: students in vocational colleges and students in preparatory education for degree school
- Guiding low-reading unemployed or students at risk of unemployment to library services

# How to take a gender perspective into account?

- Reading is differentiated by gender, girls read more than boys
- On the other hand, taking account of other differences-> the impact of wealth and parental education level
- Gender-related perceptions, i.e. reading is seen as a "girl thing".
- Attitudes and models: if there are events, who will run them, who will be invited to attend? Taking gender into account here.
- Which types of texts are read? Who is the author?

**"Few men seek help for mental health challenges - lack of information, traditional male image and female-dominated services are barriers"**

**Harva mies hakee apua mielenterveyden haasteisiin – esteinä tiedonpuute, perinteinen mieskuva ja palvelujen naisvaltaisuus - MIELI ry**



# How to get started?

- Does it have an impact on people's lives and everyday life?
- What is the target group?
- Is the target group divided by gender?
- If a service is planned, is there a gender distribution in the use of the service?
- Is there a gender segregation of the activities?
- Are there different needs between the genders for the problem in question?
- Are resources (e.g. time, money, space) distributed differently?



YES

Make a gender impact assessment



# Questions?





## Reading material:

- [Sukupuolten tasa-arvo ja yhdenvertaisuus - Miksi ja miten? – eOppiva](#)
- [Tasa-arvon tarkistuslista hankkeelle – THL](#)
- [Sukupuolivaikutusten tarkistuslista – THL](#)
- [Tasa-arvon muistilista hankkeille – THL](#)
- [Syrjimättömyystesti | Yhdenvertaisuuden arviointi](#)
- Yksittäistapaus-lyhytelokuvat Yle Areenassa: [Yksittäistapaus | Yle Areena](#)  
(english subtitles available in settings)
- Kirja: Caroline Criado Perez: *Näkymättömät naiset/ Invisible Women: Data Bias in a World Designed for Men*
- [End Gender Stereotypes - European Union](#)
- [Gender equality - THL](#)



# Kiiitos

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