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# GEECCO Infographic – SMART Gender Equality Objectives

Tutorial - How to use the GEECCO Infographic  
“SMART Gender Equality Objectives”

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# GEECCO Infographic – SMART Gender Equality Objectives: Aim and Target Groups

## Aim

- To build up capacity on how to formulate SMART gender equality objectives and how to classify objectives in gender equality plans (GEPs) of research performing organizations (RPOs)
- To serve as resource for increasing the impact of GEPs in RPOs

## Target Groups

- Gender equality officers in RPOs
- Gender change agents in RPOs

# GEECCO Infographic – SMART Gender Equality Objectives: Learning Objectives

- Acquiring knowledge on the basic steps to formulating objectives and establishing an objective hierarchy
- Being able to categorize your objectives as key goals, strategic goals and action goals
- Acquiring knowledge for improving your gender equality plan set-up by formulating SMART (specific, measurable, achievable, realistic and time-bound) objectives
- Being able to formulate SMART objectives for your own gender equality plan

## Preconditions for Optimal Use

1. Get an overview of the existing gender equality plan of your RPO – if one is in place
2. Conduct a gender analysis at your organization
3. Identify the priority areas for the gender equality plan at your RPO

## Step-by-Step Guide: Part I

1. Define the gender equality objectives of your GEP by classifying your objectives as:
  - a) Key objectives: Long-term visions that are not directly measurable.
  - b) Intermediate objectives: Derived from key objectives, medium-term, and provide approaches for action, but are only vaguely measurable.
  - c) Action goals: Derived from intermediate objectives and are quantitative or qualitative targets that can be achieved at the level of individual actions at a certain point in time and with a certain quality.

# Establishing an Objective Hierarchy



# Step-by-Step Guide: Part II

2. The GEECCO Infographic “SMART Gender Equality Objectives”, also provides further supporting material on SMART action goals and examples of gender equality objectives in the thematic areas ‘gender dimension in research and ‘decision-making bodies’. For each example, the objective hierarchy is demonstrated.

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**Keep in mind: Action goals are SMART goals**

Action goals describe a clear and specific final state for the achievement of which certain interventions can and should be used.

They should be SMART goals: specific, measurable, attainable, realistic, and time-bound.

**Supporting material for SMART action goals**

- Community of Practice Co-creation Toolkit, developed within the ACT project includes two easy-to-follow templates for defining SMART goals<sup>1</sup>
- GEAR Step-by-Step Guide for establishing a Gender Equality Plan in the GEAR Tool<sup>2</sup>

**Examples - Gender Equality Objectives**

**Gender Dimension in Research**

- *Key Objective:* To include a gender perspective in research projects
- *Intermediate Objective:* To support research staff to include a gender perspective by providing workshops and information material
- *Action Goal:* To increase the percentage of research projects including a gender perspective at the faculty of civil engineering by 25% in four years

**Decision-Making Bodies**

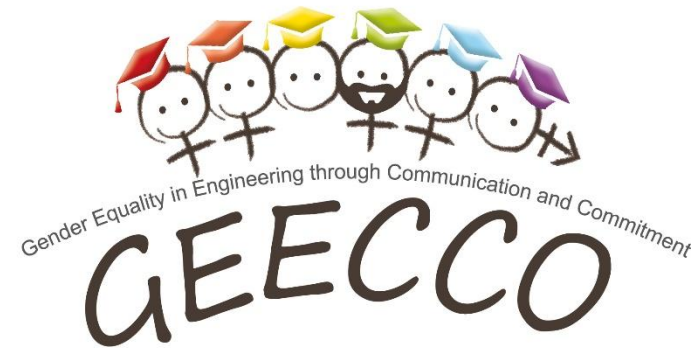
- *Key Objective:* Decreasing the gender imbalance in decision-making bodies
- *Intermediate Objective:* To decrease the gender imbalance in decision-making bodies by introducing a quota
- *Action Goal:* To increase the share of women in decision-making bodies across university by 10% in five years

<sup>1</sup>Thomson A., Rabsch K. (2019): Community of Practice Co-Creation Toolkit. Version 1.3 of deliverable D2.3 of HORIZON 2020 project ACT. EC Grant Agreement no. 798204.  
<sup>2</sup>European Institute for Gender Equality (EIGE) (2016): Gender Equality in Academia and Research - GEAR tool. Making a Gender Equality Plan. Vinius. Online available: <http://eige.europa.eu/sites/default/files/mh0716096enn.pdf>



# Background Information – Tutorial Development

- The GEECCO Infographic “SMART Gender Equality Objectives” results from the evaluation exercise within the framework of the Horizon 2020-funded project "Gender Equality in Engineering through Communication and Commitment" (GEECCO).
- GEECCO aims to establish tailor-made Gender Equality Plans (GEPs) in four European universities (RPOs) and to implement the gender dimension in two research funding organisations (RFOs) in funding schemes, programmes and review processes.
- The GEECCO Infographic “SMART Gender Equality Objectives” is part of five developed tutorials aiming at building-up evaluative steering capacities in research performing organizations.



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