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Although an increasing share of engineers are female, efforts are underway to further enhance the profession's attractiveness to women.

Making equality a matter-of-course: Valtava Programme

Male and female professions are history – or at least they should be. The Valtava programme intervenes in the segregation, mainstreaming the gender perspective and integrating it in all activities.

THE AIM OF THE DEVELOPMENT PROGRAMME VALTAVA is to dismantle the segregation of educational and employment careers into traditional male and female professions. Schools and Employment and Economic Development Offices host briefings in which men and women describe working in a profession atypical to their gender. In addition, teachers and student counsellors are trained to take account of the gender perspective in student counselling.

Male or female dominated enterprises are motivated and trained to employ both men and women. Work organisations are also supported in preparing equality plans. Moreover, work organisations and supervisors are trained to support women's career development. A best practice has been developed, of presenting an applicant to the prospective employer without disclosing the applicant's name, gender, age and nationality in the application letter. This highlights the applicant's competencies and prevents stereotyping from having an effect on recruitment.

Valtava highlights and supports women's competencies and innovations in various ways, e.g. by promoting female entrepreneurship. In addition, a substitute service system for entrepreneurs is being developed, in order to further entrepreneurs' wellbeing at work and the willingness of enterprises to grow. Programme participants include immigrants, since women in particular may experience discrimination on various grounds, due to their gender and ethnic background.

Women's school for immigrants, Virina invites women to choose technology

The association Oulun Seudun Setlementti ry is implementing the project 'Women's school – integration and everyday skills for immigrant women', which is developing a new type of operating model for unemployed immigrant women lacking a basic or vocational education. This

model combines practically oriented and interactive training with rehabilitation work activity that trains people for working life. Individual training and career paths are created for participants, for instance with the help of a cultural mentor. This enhances their integration into Finnish society. Another aim is to develop work organisations in a more immigrant-friendly direction.

The project 'Virina – women into the technology industry', implemented by Tampellan Teollisuusoppilaitos Oy, is developing a customised training model allowing participants to familiarise themselves with professions and workplaces in the technology industry. Following a period of orientation, an individual path is planned for them through vocational and on-the-job-training, leading to positions in industry. The project works in close cooperation with enterprises in the field and supports equality planning work within enterprises.

Gender Mainstreaming Programme Valtava

Financing 2007–2013: € 18.7 million

Administration: Ministry of Employment and the Economy

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