

**BZB**Bildungszentren des
Baugewerbes e.V.Funded by the
Erasmus+ Programme
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WOMen Can Build

Re-envisioning vocational training towards an equal construction industry

CONTEXT OF PROJECT

Lately the demand of equal opportunities is one of the main issues to improve as a society. However, the construction industry remains predominantly a male enclave, despite all the efforts made to make it inclusive. Today there are signs of a cultural shift in the industry and women can be found in high-skilled occupations, such as engineers or architects, still being scarce in percentage of women working on construction site. What are the real obstacles to women entering and remaining in different construction occupations? Some individual, market and social difficulties have been already identified:

*Intrinsic barriers: women do not see themselves as construction workers

*Labor market barriers: where a job is carried out by a woman it can be considered as not professional

*Barriers among colleagues

In addition to above blockades, it could be also mentioned the inappropriate provision of training, as well as employment and working conditions, which also determined the male-oriented shape of the construction industry.

OBJECTIVES

In order to contribute to overcome the barriers explained above, the project will try to re-envision the vocational training towards an equal construction industry by achieving the following objectives:

*Change the paradigm in the construction industry by making the sector more equal, attractive and social responsible throughout gender-oriented training

*Break down big cultural barriers and enhancing women sensitivity towards this sector

*Catch women's eyes on the construction industry, underscoring those activities with more possibilities to get an effective insertion of them into the labor market

*Provide VET centers with gender competences that enable them to rethink their training focus approach and look for opportunities for a more equal sector

*Establish mentoring guidance measures in order to facilitate the transition of the construction industry towards a gender awareness-raising and balance



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*Achieve the recognition of gender competences and build up functional conditions that allow further programs with better performance

PARTICIPANTS

The project will address mainly four target groups:

- 1: Women, particularly long-term unemployed and young - under 30 (60)
- 2: Trainers of Construction sector (690)
- 3: VET centers (292)
- 4: Enterprises and labor market (175)

All in all, we envisaged 1.217 participants directly benefited by project core activities as well as 1.306.964 of potential recipients.

ACTIVITIES

A number of activities will be carried out to achieve project's objectives and to contribute to remove existing barriers to women's access to the construction sector:

1. Gender-sensitive MOOC (Massive Open Online Course) and trainer's manual for construction VET Trainers
2. Learning by-doing: immersive experience for women by constructing a small scale NZEB building
3. Guidelines for VET centers to develop mentoring skills for women
4. Definition of an action plan, a roadmap and support services for companies
5. Establishment of a standard recognition and a training e-platform

METHODOLOGY

The initiative will use an inclusive methodology that will aim to target and involve, on the one hand main beneficiaries that will participate directly in the activities, and on the other hand relevant key players that will evaluate results and endorse the project.

Also the combination of quantitative and qualitative research techniques will get the most out of different sources, allowing sound and supported conclusions and recommendations.

Besides the production of new training contents and skills using EQF methodology guarantee its transference to others sectors alike and countries with similar difficulties.

RESULTS

The project is willing to obtain the following results:

*Triggering gender equality within construction industry

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- *Dealing with labor market issues and youth unemployment
- *Delivering of new educational methods with a gender-oriented approach
- *Development of new training courses: MOOC and immersive training on NZEB
- *Valorization of the construction and improvement of its social image
- *Attraction of women to the construction site

IMPACT

A high project's impact within the sector and its organizations is ensured by the presence of large and relevant VET providers, which are mainly formed by employers' associations and trade unions and/or public institutions. The actions envisaged also ensure a multiplier effect on the territory via endorsement of public authorities and women organizations with a position to transfer outcomes to broader audience. Moreover, the European dimension of actions will foster social innovation and impact at EU level.

POTENTIAL LONG-TERM BENEFITS

The findings may guide organizations to develop and implement policies, strategies and initiatives geared towards attracting, integrating, supporting and motivating women who are, or wish to be, employed in historically male-dominated occupations in the construction industry. The project is funded by ERASMUS+ program.

Project period is 1st of September 2017 – 31st of August 2020 under the lead of Fundación Laboral de la Construcción (FLC), Madrid / Spain.

Project promoter: FLC / Madrid / Spain, Mr. Javier González López

Project Manager and contact for BZB Krefeld:

Frank Bertelmann-Angenendt, frank.bertelmann@bzb.de

Partners:

- Bildungszentren des Baugewerbes e.V., Krefeld, Germany
- Agencia para el Empleo de Madrid, Spain
- Ente Confederale di Istruzione Professionale per a'Artigianato e le Piccole Imprese Associazione senza Fine di Lucro, Italy
- FORMEDIL, Rome, Italy
- Centre IFAPME, Liege, Belgium
- CCCA-BTP, Paris, France
- CENFIC, Lisbon, Portugal