

IM CULTURAL

GENDER EQUALITY PLAN

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Introduction

This Gender Equality Plan compiles the objectives and actions developed by IM Cultural with the purpose of adopting an organisational culture sensitive to differentiated gender needs, promoting the free and equitable development of each person.

To contextualise, a Gender Equality Plan compiles a series of commitments and measures with the objective of promoting gender equality within the organisation by implementing structural modifications. This policy tool strives to create lasting changes in research and innovation (R&I) by addressing and diminishing gender disparities and inequities in organisational processes, cultures, and structures. These measures apply to the entire organisation and even to the stakeholders with whom it relates. Also, they are designed to address the disparities and differences between men and women in all their breadth and complexity.

With this GEP, the organisation proposes the strategy on promoting gender equality for the next years. It contains a declaration of commitment as an organisation to promote gender equality internally and in the scope of action; the objectives and the proposed action plan to address the identified needs of the organisation to promote gender equality.

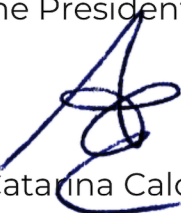
During this period, the plan may be subject to review and modification as deemed necessary to adapt it to new needs and challenges that may arise.

STATEMENT

The promotion of gender equality is one of the top priorities for IM Cultural since its beginning. Being an organisation that works with Media, Image, Memory, and Media Literacy as a mechanism of social intervention, it recognises the importance of the promotion of equality, especially gender equality, when encouraging social and political changes. The organisation seeks to promote parity both at the level of its internal team and at the level of its beneficiaries.

This, recognising that talking about "gender equality" does not only mean eliminating barriers to women's participation, although of course it is part of the priorities, but we recognise that gender is non-binary and that there are various genders included LGTBQI+ community, that have also been made invisible, marginalised and excluded from participation systems.

The President



Ana Catarina Caldeira
1 of January of 2022



NATIONAL AND REGIONAL LEGAL FRAMEWORK

Gender equality is a fundamental value inscribed in the legal and political documents of the EU. We can see it in:

- Articles 2 and 3 of the founding Treaty on European Union (TEU)
- Articles 21 and 23 of the Charter of Fundamental Rights
- Article 8 of the Treaty on the Functioning of the European Union (TFEU) calls for equality between women and men.
- Article 8 of the TFEU, explicitly requires the Union to 'eliminate inequalities and promote equality between women and men through all its activities' (gender mainstreaming)
- The Treaty of Lisbon includes a commitment to gender equality through Declaration 19, annexed to the Final Act of the Intergovernmental Conference that adopted the treaty.

In the specific case of Portugal, although it has not adopted laws, it has been a country that has satisfactorily fulfilled its commitments with inclusion and promotion of Human Rights. In addition, it has prioritised the promotion of gender equality through the constitutional principles of equality and non-discrimination.

ACTION PLAN

The key priority areas identified to focus and improve for this Gender Equality Plan were:

- **Gender representation in management and decision making process**

Promote the equal participation of gender diverse individuals in decision making process and stimulate real opportunities of advancement in their careers.

Strategies	Measures of success
Promote the representation of gender diverse individuals in leadership positions	Encourage the breaking of glass ceilings by showing representatives of gender diverse individuals in leadership roles
Encourage gender and diversity inclusive, bias-free recruitment, opportunities in career advancing and equitable evaluation processes	Policies to promote gender equality and equal career opportunities
Balanced representation of individuals of diverse genders in events and activities promoted by the organisation	Promotion of an image of an organisation sensitive to gender equality for other organisations and influencing them positively

ACTION PLAN

- **Organisational culture and work-life balance:**

Promote an organisational workflow that allows staff to maintain healthy and balanced routines between work and their personal lives.

Strategies	Measures of success
Promote flexible working time that ensures the conciliation of professional, personal and family time	The staff has agreed in a working schedule that complies with its possibilities and particular need and fulfils their responsibilities correctly
Evaluate special needs of the staff when considering off days and absences, for example, for medical conditions, taking care of family members, and others	Increase in the physical and mental well-being of the staff by having disconnection spaces for their recovery
Promote the implementation of mechanisms such as teleworking to promote productivity, build solid bases of trust with the staff and contribute to the balance of the work environment and the personal lives of the members.	The staff gains autonomy in their work and in the management of their time, maintaining their productivity and building healthy and balanced work dynamics.

ACTION PLAN

- **Gender dimension in research, media literacy and in training:**

Promote the integration of the gender equality perspective in the research process and dissemination of scientific knowledge as well as in the training and training processes of staff, stakeholders, beneficiaries and people involved in the organisation.

Strategies	Measures of success
Promote an analytical and critical approach towards the media through Media Literacy tools, for the internal team, stakeholders and beneficiaries.	Staff and stakeholders are aware of the role of the media and transfer tools to beneficiaries through projects and activities.
Advocate for the inclusion of age and gender mainstreaming in trainings and capacity building activities, both for the internal team, stakeholders and beneficiaries	Staff trained to integrate the vision of gender equality and promotion of diversity to the design, implementation and evaluation of programs
Encourage the inclusion of sex and gender dimension in research	Compilation of a large research database (articles, publications, reports...) disaggregated by sex and gender

ACTION PLAN

- **Combating gender biases, stereotypes, sexual and gender-based harassment:**

Preserve the mental health, well-being, physical and emotional integrity of employees

Strategies	Measures of success
Promote awareness about gender-biases and stereotypes	Sensitised staff about their own personal prejudices and biases, collaborate to combat gender-based and any form of harassment
Develop a gender-sensitive, communication, dissemination and exploitation strategy by promoting the use of neutral and inclusive language, colors and images that show women, LGTBQ+ people and other historically invisibilised population groups in leadership positions, actively working and participating in highly qualified roles	Increase of diverse gender people are integrated into the activities and projects of the organization
Create mechanism to address possible cases of sexual and/or gender-based harassment and any other issue related to gender balance	Staff is aware and feels safe to go to the relevant mechanisms in case of identification of gender-based harassment and gender balance issues

Measuring Progress

Key Indicator	Activity / Project	Data / Outcome
Implementation of the Gender Equality Plan	Monitoring at all levels of the organisation	Corrective measures and modifications on the plan
Trained and sensitized staff on gender equality	Regular trainings in gender related issues	Use of tools in the design, implementation and analysis process of the projects implemented by the staff
Age and gender-disaggregated database	Generation of specialised tools for data disaggregation and management	Age and gender-based needs assessments
Use of Gender Planning and Gender Budgeting in the life cycle of each project	Establishing equitable performance evaluation processes	Transparent gender-equal wage classification and grading of jobs