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JORNADAS SOBRE  
**NUEVOS RETOS  
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PRÁCTICAS  
URBANAS**

Experiencias españolas y europeas

FAIR SHARED CITY: GENDER MAINSTREAMING PLANNING STRATEGY IN  
VIENNA: AUSTRIA.

DI Elisabeth Irschik  
Madrid, Nov 17<sup>th</sup>, 2008



STADT FAIR  
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StadT+Wien  
Wien ist anders.



# Fair Shared City: Gender Mainstreaming Planning Strategy in Vienna

# City of Vienna

- **1.6 million inhabitants**, 23 districts, 415 km<sup>2</sup>
- **increasing population** after decades of stagnation
- high percentage of historical districts
- „green city“, but **lack of open space** in districts close to the city center
- extensive **public transport** system
- large **city administration**: 67 municipal departments (20 departments in the technical sector)



# 17 Years Women's Interests in the Field of Planning

- 1991: **exhibition** „Who Does Public Space Belong to – Women's Everyday Life in the City “
  - 1992: **Women's Office**
  - 1998: **Co-Ordination Office** for Planning and Construction Geared to the Requirements of Daily Life and the Specific Needs of Women
- since 2001: Co-Ordination Office puts focus on **Gender Mainstreaming**  
(about 50 gender mainstreaming **pilot projects** up to now)

# Co-Ordination Office

- institutional background: Co-Ordination Office was established at the **highest level** of **City Administration** (Chief Executive Office – Executive Group for Urban Planning, Development and Construction)
- Co-Ordination Office works together mainly with 12 **planning** and **traffic departments**
- **combining** technical requirements and social skills
- **personal staff** of **5**: head of office, 2 co-worker, secretary, tracer
- small, **annual budget** (~30.000 Euro) and **extra budget** for certain projects

# Gender Mainstreaming in the Field of Planning

planning was traditionally focusing on a work and leisure-time perspective  
gender-sensitive planning as an **essential extension**

- **thematically:** supply and family work, subjective feeling of safety, girls' interests in playing activities and sports, patterns of mobility

- **methodically:** systematic und differentiated  
discussion on different needs of user groups

**challenge:** systematic evaluation and aggregation of experiences, identification of new topics and necessary activities, implementation of new successful methods into the mainstream

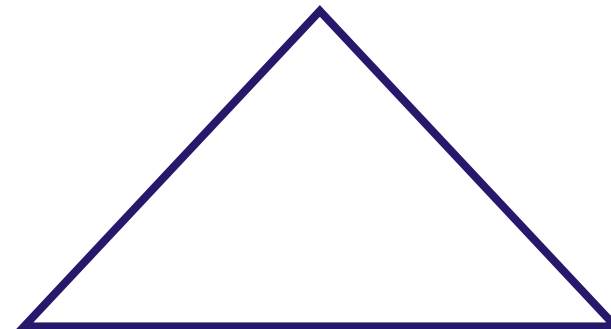
# Gender Mainstreaming / New Public Management

defining target groups, **quality assurance**

gender mainstreaming giving important **impulses**:

decision support for conflicts of objectives with respect to social impacts

**new demands**



**constant level of supply  
and quality standards**

**reducing costs**

**chances of success** depending on type of planning projects, social awareness and general level of quality assurance

# Field of Activity

- gender-sensitive housing
- gender-sensitive park-design and playgrounds
- security in public space
- gender-sensitive traffic and transport planning
- public purpose building
- urban development

conducting **research studies**, **evaluations** and **pilot projects**, preparing **checklists** and **planning recommendations**, developing overall concepts, representing relevant interests in **juries**



# Gender-sensitive Housing



**Frauen-Werk-Stadt I: move-in 1997, 357 flats**



**Frauen-Werk-Stadt II: move-in 2004, 140 flats**



**Frauen-Werk-Stadt III: move-in 2010, 41 flats**

Ansicht Nord-West

# Gender-sensitive Housing

## gender-sensitive **housing criteria**

- for housing projects that have applied for subsidies (developers' competitions, property advisory board)
- supporting supply and family work, encouraging neighbourly contact through „social space“, supporting subjective feeling of security, considering different family set-ups and life phases when designing flats

**implementing into mainstream:** Co-Ordination Office has assessed **966 residential buildings** and **71.162 flats** since 1997

## **noticeable increase of quality for**

- staircases and entrance
- secondary utility rooms
- outlines of flats
- open space and playgrounds

# Gender-sensitive Park-design

1997: „Foul Play with Opportunities? – Girls into Public Space!“  
(**socio-scientific survey** by Schlaffer / Bernard)

different range of mobility and activity interests of girls and boys  
⇒ **specific interests of girls** have to be considered

2000: **strategic project** within the City`s Strategy Plan

since 1999: **6 model projects** realized (4 projects: testing different forms of participation for girls)

**evaluation:** usability analysis of 5 parks,  
design analysis of 14 parks in Vienna

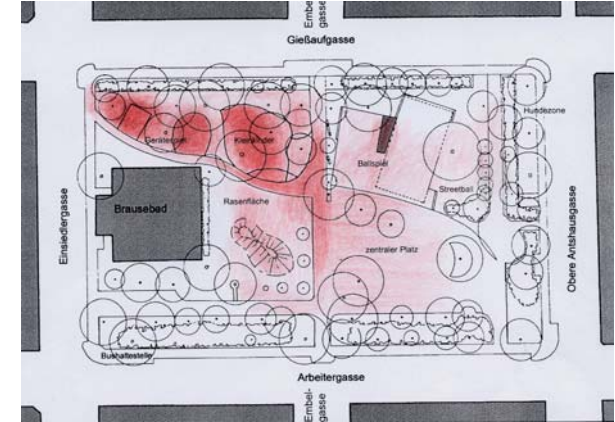
# Gender-sensitive park-design



Odeonpark



Draschepark



usability analysis Einsiedlerpark

**working group** accompanying the whole process (Co-ordination Office, Departments for Parks, Urban Planning, Out-Of-School Activities)

2006: elaboration of **planning recommendations** for gender-sensitive park design effective from January, 1<sup>st</sup>, 2007: citywide, for all park-design or -redesign processes, annual evaluation workshop

# Gender-sensitive Traffic Planning

considering women`s „everyday life“ mobility

**purpose of traffic:** complexity of journeys (esp. combination of employment and supply / family work)

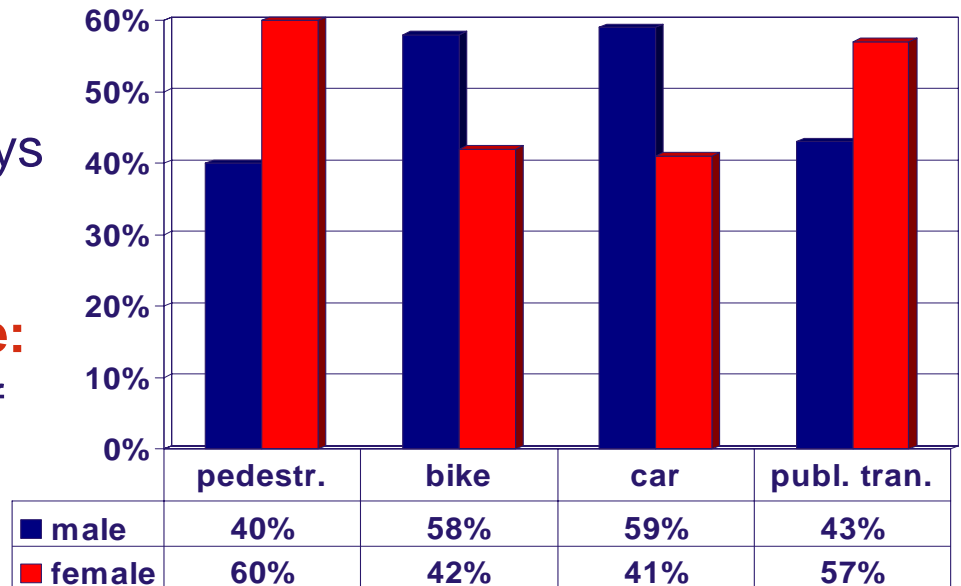
**means of traffic (gender-split):**

60% of all journeys on foot in Vienna are made by women, 59% of all journeys by car are made by men

**methodical and strategical challenge:** needs of pedestrians - a „blind spot“ of traditional traffic planning

**Traffic Master Plan 2003:**

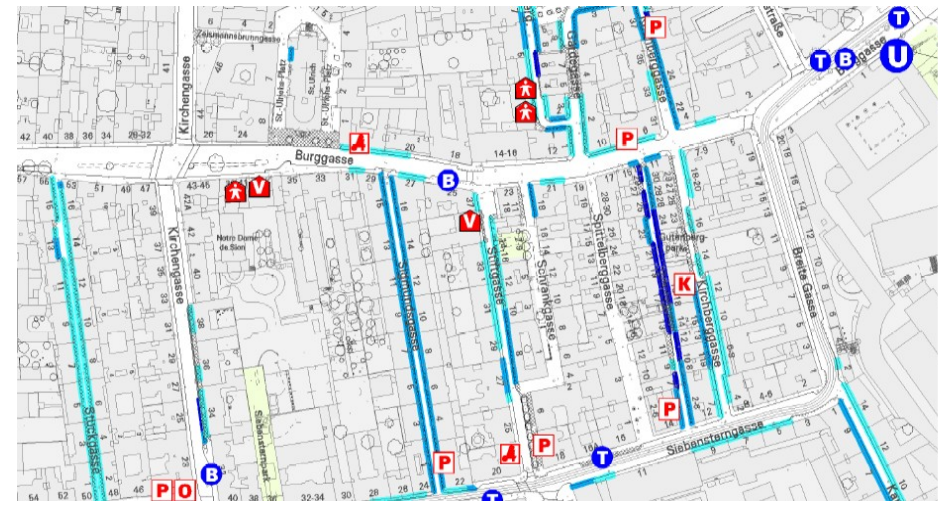
contains principles and objectives for pedestrians



# Gender Mainstreaming Model Districts (2002)



qualities



deficits

providing 23 Viennese districts with a set of maps depicting **qualities** and **deficits** in the pedestrian-path network related to highly frequented destinations

**2006 / 2008:** improving and updating

**prioritizing** measures in public space (limited resources)

# Gender Mainstreaming Pilot District (2002)

**Mariahilf** as a small district close to the **city center**

28.000 inhabitants, 1,5 km<sup>2</sup>, high density,  
road network with a total length of 27 km



**7 involved municipal departments**

**challenge:** to make participants sensitive  
to the different, gender-specific needs of road users

developing **planning instruments** for each department  
(e.g. **checklist** for road construction projects)



# Gender Mainstreaming Pilot District

**realized measures** within the project (2002 - 2006):

widening 1,000 metres of pavement, 40 street crossings, 26 lighting projects, 5 barrier-free pavements, installing one lift in public space, 2 minor square designs and additional seating in 9 different locations



pedestrian-friendly traffic lights



barrier-free pavements

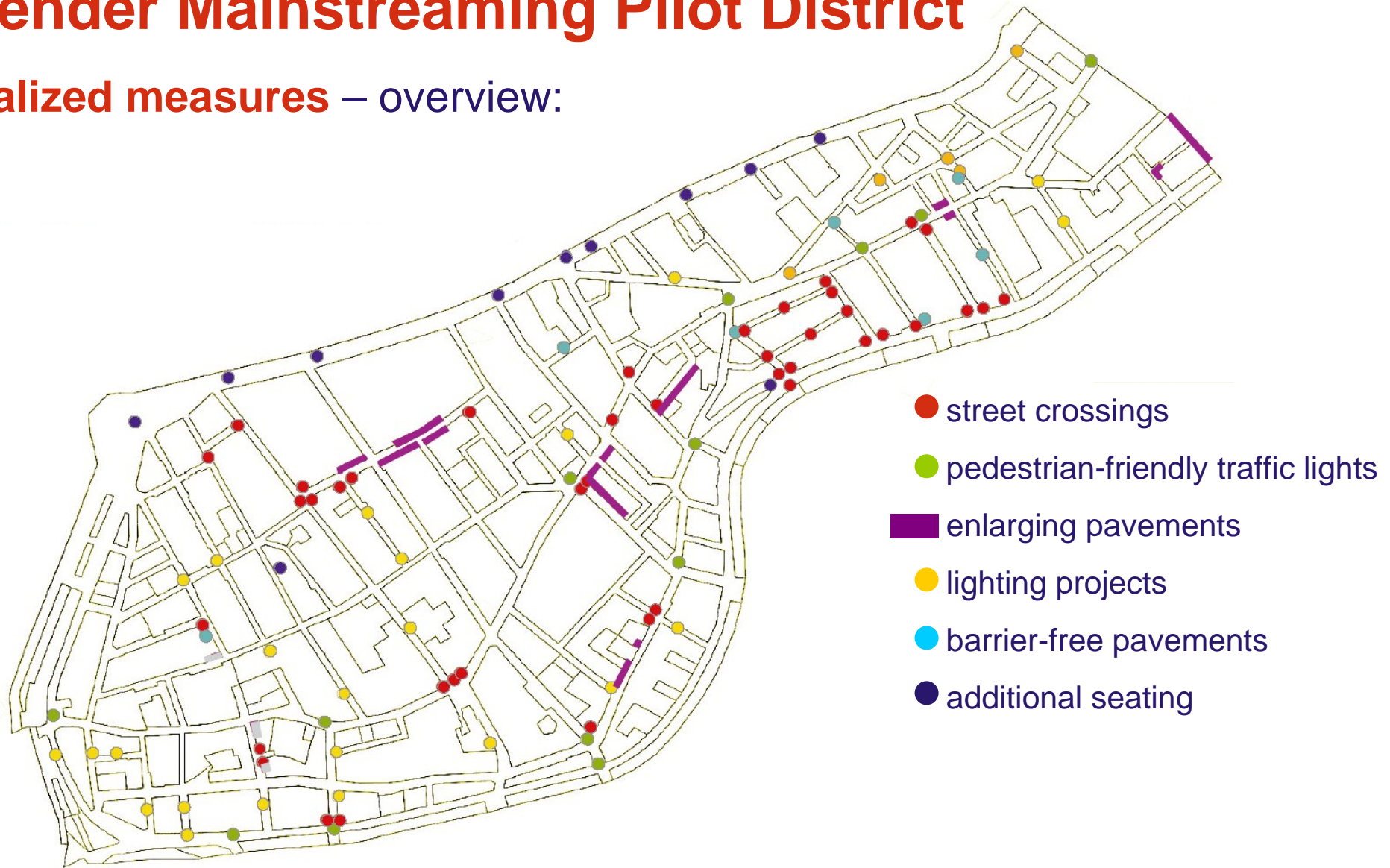


enlarging pavements



# Gender Mainstreaming Pilot District

realized measures – overview:



# Activities since 2006

## Gender Mainstreaming-Best Practice-Exhibition and –Competition (2008/ 09)

**focus:** projects in public space, contribution to equality

10 of 23 districts have submitted projects

**exhibition** of the projects will be shown in all participating districts

## Evaluation of the Traffic Master Plan

**focus:** lack of data, quality of sojourn, traffic lights

## Gender Mainstreaming Pilot Projects

8 municipal departments of planning and traffic sector choosing pilot projects

at least **2 p.a.**, **scope of action:** urban planning, urban design, land use, road construction, bridge construction, lightning, traffic organisation

since 2006: **42 pilot projects**, scale ranging from **1:200** (road construction) to **1:12000** (urban development)

# Urban Development: Flugfeld Aspern (Master Plan)



Flugfeld Aspern

size: **200 ha**

intended number of inhabitants: **20.000**

intended number of workplaces: **25.000**

focus: **social infrastructure** and **accessibility**

**gender-specific** urban development **expertise**

analysing 9 typical **sequences of journeys** of different daily life pattern on the basis of four virtual places of domicile

child, female/male youth, female/male student, paid working (supply work), paid working at night (supply work), working (no supply work), elderly person

# Sequences of Journeys



paid working (combined with supply work)



„supplied“ working

# Urban Development: Nordwestbahnhof (competition)



winning project (March 2008)

size: **41 ha**

intended number of inhabitants: **13.000**

considering gender mainstreaming:

- within the urban development

**competition** (prequalification and jury)

- Co-ordination Office is part of the core team

focus: quality of **public** and **semi-public space**

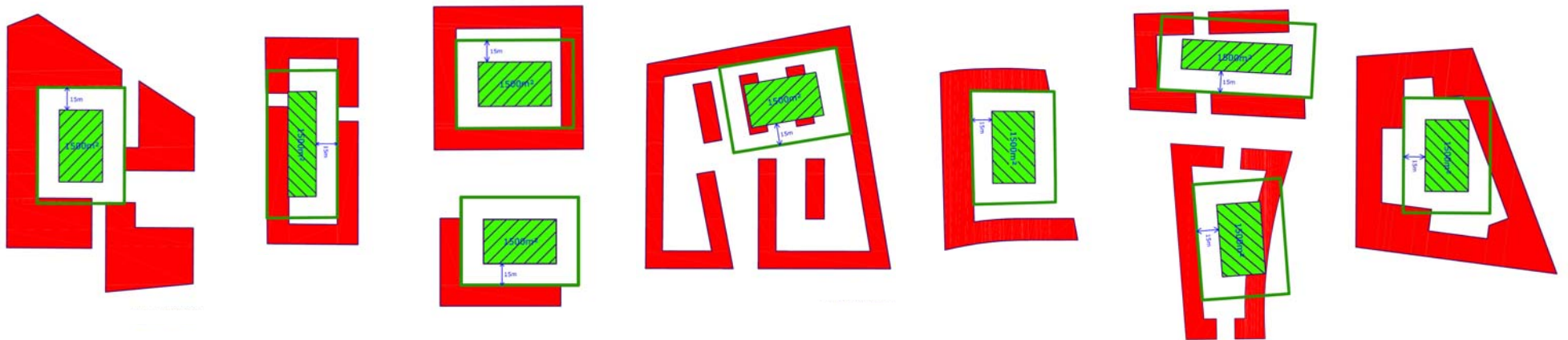
analysing the **shading** of **open space** for each submitted project at a certain time and date

analysing the possibility to establish children's **playgrounds** of adequate scale

# Shading of Semi-public Space (april, 10th, 3 p.m.)



# Establishing Children's Playgrounds of Adequate Scale



# Extension of Subway Line No. 1

extension of the subway line from densely populated areas (historical and recent multi-storey housing) to areas of urban development

optimizing **location** and **design of stations**



- ⇒ considering surrounding, highly frequented destinations (schools, municipal facilities,..) when defining location of stations, exits and number of elevators and escalators
- ⇒ considering the needs of sensitive target groups when discussing alternatives
- ⇒ public relation: gender-sensitive language, offering child care at information events

# Criteria on Social Infrastructure for Urban Development

## analysing case studies:

- 3 kindergardens
- 3 schools
- 2 geriatric hospitals

**interviews** with the heads of the institutions to gain knowledge about users' experiences

**recommendations** for size and location of site, orientation, structure and shape of buildings as well as height



# Public Purpose Buildings

competition „education center **Simmeringer Markt**“ (2006)

**library, music school, adult education**

revising draft plans after the competition



**Simmeringer Markt**



**Nordbahnhof**

competition „school and kindergarden **Nordbahnhof**“ (2007)

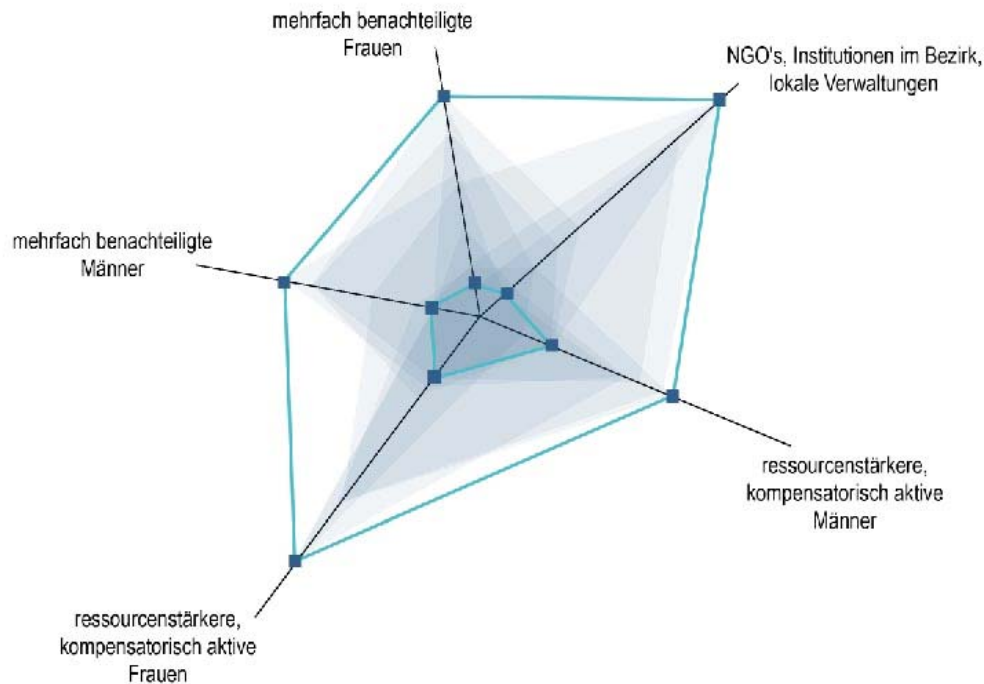
**large scale education center for 3 to 10 year-olds**

new prototype for urban development projects

considering planning requirements in the competition (prequalification, jury)

# „Salto“

Developing measures to assure the quality of life of **elder people** and to strengthen their autonomy (2 pilot districts)



**Method:** gender figure showing the impacts of a measure on a certain target group

# Conclusions

## urbanistic level:

social infrastructure: location, connection to the surroundings  
site (size and shape), building (extension, number of floors)

strong relation between shape of buildings and public and semi-public open space

two often neglected aspects: shadow / light, noise

## pedestrian traffic / needs of mobility:

quality of mobility / of staying in public space

importance for sensitive user groups, „aging society“

# Outlook

- defining „bricks“ and necessary elements
- systematic request of experiences of different user groups
- pilot projects, pilot processes
- involvement with all levels of planning => overall view

=> **demand** exceeds **resources** of Co-Ordination Office

**changed strategy:**

**key tasks** - concentration on processes with highest dynamics

# Gender Mainstreaming is a successful strategy for quality assurance



DI Elisabeth Irschik  
Madrid, Nov 17<sup>th</sup>, 2008