

Yaring Pinay Gender Communication Toolkit for Employers

Engendering the Workplace and Breaking Stereotypes in Technical and Vocational Education and Training (TVET) System

How do you ensure that your training environment is gender-responsive?
What role does the communication play in achieving gender diversity and equality?

What is the Yaring Pinay Gender Communication Toolkit for Employers?

Edukasyon.ph, in collaboration with Investing in Women, an initiative of the Australian government, is proud to share the **Yaring Pinay Gender Communication Toolkit for Employers**.

This toolkit was developed to equip TVET employers to **ensure that their marketing, placement, recruitment and talent attraction efforts are gender-responsive**. This toolkit serves as a practical guide in **understanding how gender norms impact recruitment and result in occupational segregation in TVET schools and companies**. It promotes gender equality and diversity in the workplace as an essential factor in **achieving competitiveness and inclusive economic growth with equity** towards labor market-responsive vocational employment.

Why is this Toolkit important?

8 DECENT WORK AND ECONOMIC GROWTH



One of the key targets of the **Sustainable Development Goals (SDG)** on **Goal #8: Decent Work and Economic Growth** is to achieve full and productive employment and decent work for all women and men,

including for young people and persons with disabilities, and equal pay for work of equal value by 2030. The SDG on Education also **calls for the attainment of equal access for all women and men to affordable and quality technical, vocational and tertiary education**, including university by 2030.

In order to contribute in achieving these goals and accelerate progress in promoting women's participation, gender equality and diversity in male-dominated technical vocational employment, leadership and decision-making at all levels, this toolkit is set to equip TVET employers on the needed gender lens and perspective. An important feature of this toolkit is **the integration of gender inclusive core messages and illustrative cases to guide the users in identifying and responding to gender bias and discrimination** related to the technical vocational work environment.

Who should use this toolkit?

This communication toolkit was developed to guide **TVET employers**, especially the **Human Resource and Program Management unit or division** of the organization. This toolkit is also useful to **communication and marketing practitioners within the organization** to guide them in transforming harmful gender norms and attitudes through integrating gender sensitive core messages, images and practices towards gender responsive employment in technical and vocational field.

What's in the Toolkit?

The toolkit has three sections namely:

Section 1: Gender Equality in Technical and Vocational Career.

This section presents the international and national mandates in achieving gender equality. It also tackles common gender issues and discrimination in technical and vocational field.

Section 2: Setting the Basic Minimum Standards in Gender Responsive Employment in Technical and Vocational Field.

This section presents illustrative examples and core messages in ensuring a gender-responsive employment from recruitment to promoting accountability at work.

Section 3: Re-Entry Gender Action Plan (REGAP). This section presents development of a Gender Action Plan that is needed to achieve a gender-responsive employment. The REGAP will serve as a roadmap and monitoring tool towards gender equal and diverse workforce.



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