

DAY-2
SESSION ON MIGRATION AND GENDER ISSUES

**GENDER POLICY IN LOCAL GOVERNMENTS:
HOW TO IMPROVE DEVELOPMENT ROAD?**

Galyna Fesenko

O.M. Beketov National University of Urban Economy in Kharkiv, Ukraine

ORCID 0000-0001-7133-484X

Tetiana Fesenko

*Kharkiv Petro Vasylenko National Technical University of Agriculture,
Ukraine*

ORCID 0000-0001-9636-9598

Keywords: gender mainstreaming, local governance, feminine and masculine logical systems, municipality website, equal access, gender responsibility

The paper focuses on the issue of gender orientation in local governance. The local authority is a good place to implement gender policy. Many vital needs of women and men, girls and boys are properly considered. Nevertheless, the road to women's empowerment still features some major obstacles to address existing gender inequalities. This, in turn, requires the use of an integrated information policy by local governments. This, in turn, requires local governments to apply an integrated information policy. It should cover such an important area as the provision of municipal services, as well as monitoring relevant practices from the point of view of the principle of gender equity. In this regard, a methodology for assessing the gender orientation of the official website of municipalities is proposed. The model was tested by assessing the

gender mainstream practices of local government bodies in Ukraine (on the example of cities such as Kyiv, Kharkiv, and Dnipro).

The research methodological prism is integrative, based on the application of a systematic approach. The authors proposed a methodology for assessing the gender orientation of local management systems, which designed in the following parameters: Gender Focal Point (in the organizational structure), gender-sensitive leadership style, gender budget, gender statistics, and gender planning, gender-responsible performance. The development of the model is focused on researching the content of the official websites of local governments. It is worth noting that the analysis of websites is a relevant approach to assessing the work of municipalities in terms of the satisfaction of stakeholders with available services. The methodological basis of this study is the model of assessment of digital municipal governance, proposed by the United Nations (“Digital governance in municipalities worldwide”).

The use of the methodological principle of mutual complementarity made it possible to study the gender-sensitive components of the local government system in their systemic interconnection and interdependence. The analysis technique is proposed the gender content of the municipality website, applied it to the Vienna website as a “best practice” of city governance. The model was tested by assessing the gender mainstream practices of local government bodies in Ukraine. Also, a comparative analysis/monitoring of the websites of the municipalities of cities with a population of one million in Ukraine (Kyiv, Kharkiv, Dnipro) was carried out.

The developed methodology for assessing gender orientation should become an important tool for further integration of the principles of gender equality into the system of municipal governance (achieving gender-valued results, reducing the quality of life of the community). The use of qualitative characteristics of gender orientation of the local management system allows for both internal introspection and external monitoring. This will allow municipalities to design an individual trajectory for improving gender-mainstreaming practices.