

The Ambassadors for professional gender diversity network

Today in France, vocational guidance remains strongly gendered: only 12% of jobs are called « mixed » and female employment is concentrated in 12 professional categories out of 871. A profession is said to be "mixed" when women and men represent between 60% and 40% of the workforce (second sex represented at least 40%). Some occupations are characterized by an almost total absence of men while others leave little or no room for women.

This gender division of careers can be considered as a major factor in the persistence of inequalities between women and men in the labor market, at the origin of the so-called "glass ceiling" phenomenon, and would already start in school.

In this context, the Information Center on Women's Rights and Families of the Bas-Rhin decided to elaborate the action : « The Ambassadors for professional gender diversity network ».



The CIDFF67 imagines and draws a network of professionals working in professions that are atypical for their sex, or "not traditionally feminine or masculine". The network is composed of 11 women and 3 men between 23 and 42 years old, exercising trades known as "not traditionally" male or female (nurse, social helper, programmer, sailor, methods engineer...). They all volunteered to conduct workshops in schools or with people looking for work, to give conferences in institutions on the theme of professional gender diversity.

The CIDFF67 has developed a complete offer of communication tools to support the Ambassadors during their missions:

- A booklet to introduce the network.
- Two posters.
- A guide of good practices and communication without stereotypes of gender.
- A folder containing the 14 ambassadors profile sheets.

- A suitcase specially created to easily transport all of these.
- An educational game: "Guess what my job is". Devised by the CIDFF67, it consists of an exchange of questions-answers between ambassadors and the audience. People have to ask questions in order to guess what is the Ambassadors job. The main objective is to deconstructing stereotypes, to get the public to open their mind and to rethink employment opportunities and reorientation choices.



The CIDFF67 has drawn a dynamic and positive network, aiming to highlight good practices and to enhance and support the efforts made in this area, based on the principle that valuing the existing is more promising than denouncing and criticizing the professional inequalities between men and women.



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