

A photograph of two young girls with blonde hair sitting inside a bright yellow tent. The girl on the left is wearing a striped long-sleeved shirt and grey overalls, looking down. The girl on the right is wearing a pink shirt with a graphic and looking towards the camera. The tent's interior is illuminated with a warm, golden light.

Betha Thorsen Kanvas-kindergarten (ECECI)  
- gender mainstreaming

# Betha Thorsen Kanvas-kindergarten

- Opened March 9. 2009
- 8 groups, 122 children
- 30% male employees (Sept -11)
- Run by Kanvas



## Kanvas

- Private
- Runs 56 kindergartens in 10 municipalities
- Non-profit organisation

# Why focus on more male employees?

- Boys and girls need both male and female rolemodels to develop own gender-identity
- Men are more absent during children's early years
- Traditional gender roles limit boys and girls possibilities



# Challenges in recruiting

- A profession with low status
- Fear of masculinity being doubted
- Women's definition of pedagogics and culture in the institutions
- Lack of male professional identity



# How to recruit?

## Kanvas' strategy:

- Responsibility of the managers
- Advertising aimed at men
- Interview all male applicants

## Managers – kindergartens:

- Set specific goals for a gender equal and diverse group of employee (staff)
- Dear to take some chances and hire untraditionally
- Attitude-altering discussions in the staff group

# Gender mainstreaming in practice

- Does more male employees lead to gender equality?
- Boys and girls have the right to create their own interpretation of their gender
- Girls and women conquer more arenas in society
- How do we respond and meet boys and girls who don't meet our expectations of their gender?

## Links:

[www.kanvas.no](http://www.kanvas.no)

[www.genderloops.eu](http://www.genderloops.eu)

[www.regjeringen.no/en/dep/kd/documents/reports-and-actionplans/Actionplans/2008/action-plan-for-gender-equality.html?id=508110](http://www.regjeringen.no/en/dep/kd/documents/reports-and-actionplans/Actionplans/2008/action-plan-for-gender-equality.html?id=508110)