



Understanding Why Gender Matters for Standardization

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Standards
Council
of Canada

Open a world of possibilities.

Canada



“The structural imbalances which contribute to an unequal distribution of the benefits from trade must be acknowledged and acted upon.”

- Ambassador Yvette Stevens, Sierra Leone's Head of Delegation to MC11

Standards are not neutral

They reflect the views of those who invest time and expertise in the development process





Seriously?
THE COMMUNITY AGAINST
preventable
INJURIES

#preventable

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Women are Not Small Men



- The failure to consider women in research and policy-making, among other areas, has had dire consequences for women – and men. E.g.:
 - Medical research
 - Voice recognition
 - Personal Protective Equipment
 - Car accidents



Across Countries, Standards are Protecting Men – But, Not Women...

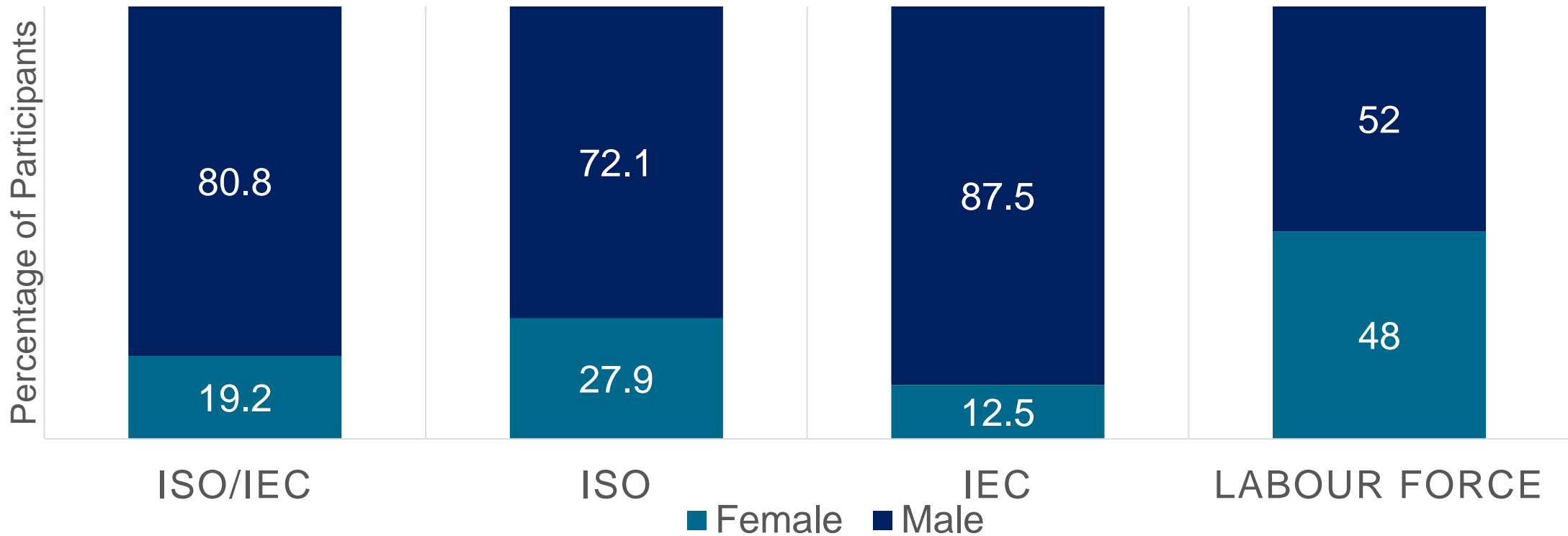
A 1% increase in standardization was associated with a 0.29% decrease in unintentional fatalities, or 6,700 fewer male deaths in 2015.



For women, there was no significant effect. If women were protected at the same rate as men, then a 1% increase in standardization would have been associated with 3,500 fewer female deaths in 2015.



Participation of Canadians by Gender

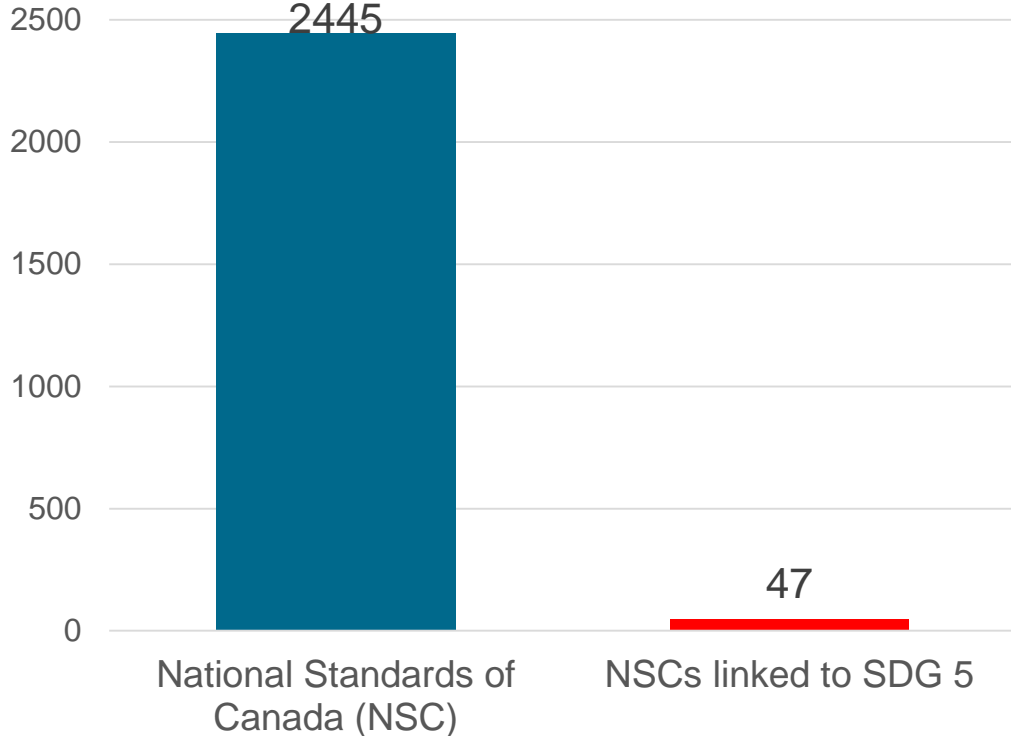




Canadian Standards & SDG 5



Achieve gender equality and empower all women and girls





What Can We Do?

As Organizations

Support gender responsive standards initiatives (UNECE & ISO/IEC)

Develop and implement gender strategies tailored to your needs

Collect and analyse data by gender.

As Individuals

Spearhead initiatives in your organization

Ask questions and challenge assumptions

Be prepared to be dismissed, and persist anyway



Final Thought

“Just because something has always been done in a certain way is never a sufficient reason for continuing to do it that way.”

— Clarence Birdseye, American inventor, entrepreneur, and naturalist. 1886–1956

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