

The Klischeefrei initiative

(as of: 08/01/2019)

The Klischeefrei initiative is an alliance of the education, politics, business and research sectors. It advocates the ability to select a career and study path free from gender stereotypes. The patron of the initiative is Elke Bündenbender.

The aim of the Klischeefrei initiative is to enable young people to select their career and study path on the basis of their individual strengths and interests and to actively support this through concrete actions. The gender connotations of occupations will hopefully be gradually reduced through a compilation of information, a network of active members and interest groups and highlighting relevant measures to expand the range of careers and study options available to young people.

The Klischeefrei initiative is supported by institutions that identify with the guiding principle of a stereotype-free career and study selection process. In addition to the responsible ministries on a federal and state level and the Federal Employment Agency, these institutions primarily consist of companies, trade unions, professional associations, early education institutions, school, universities, educational institutions, scientific institutes and other institutions that contribute to a career and study selection process free from gender stereotypes.

These partners have declared their willingness to take appropriate action in their respective areas of responsibility with the **Klischeefrei agreement**. They are consequently permitted to use the Klischeefrei initiative logo on their letterheads and online platforms, and their engagement is visible on klischee-frei.de. This all helps to create positive awareness for this socially relevant topic whilst simultaneously publicising the nationwide initiative.

All the information required to participate can be found at www.klischee-frei.de. Partnership is free of charge.

Origins of the Klischeefrei initiative

The origins of the Klischeefrei initiative can be traced back to the former expert panel “Gender Equal Career and Study Choices”, which was established by the Federal Ministry for Family Affairs, Senior Citizens, Women and Youth (BMFSFJ) in 2014. Upon the founding of the panel, the members agreed to establish the principle of stereotype-free career and study options as a national strategy in Germany. In December 2017, the Federal Ministry of Education and Research, the Federal Ministry for Family Affairs, Senior Citizens, Women and Youth and the Federal Ministry of Labour and Social Affairs launched the Klischeefrei initiative. Today, the **forum** consists of members from the expert panel and is the socio-political and scientific advisory board of the Klischeefrei initiative. The members would like to invite all those involved in the career and study selection process to join the initiative. More than 300 partners from the education, politics, business, and research sectors are already involved in the initiative.

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Members of the Forum

Federal Employment Agency | Federal Institute for Vocational Education and Training | Federal Ministry of Labour and Social Affairs | Federal Ministry of Education and Research | Federal Ministry for Family Affairs, Senior Citizens, Women and Youth | Federal Ministry for the Environment, Natural Conservation and Nuclear Safety | Federal Ministry of Economics and Energy | Federal Association of German Employers | DGB Federal Executive Board | German Chambers of Industry and Commerce | German Youth Institute | NRW University of Applied Sciences for Public Administration | Hessian Ministry of Economics, Energy, Transport and Housing | Kompetenzzentrum Technik-Diversity-Chancengleichheit e. V. | Conference of the Ministers and Senators for Equality for the federal states | Ministry for Family Affairs, Women, Youth, Integration and Consumer Protection Rhineland-Palatinate | Ministry for School and Education for the federal state of North Rhine-Westphalia | SCHULEWIRTSCHAFT Deutschland | Standing Conference of the Ministers of Education and Cultural Affairs of the federal states in the Federal Republic of Germany | Central Association of German Trades and Crafts

Networking structure and specialist portal klischee-frei.de

In order to support a stereotype-free career and study selection process and to ensure professional guidance, a **service centre** was set up for the Klischeefrei initiative alongside the pre-existing forum. The initiative's service centre consists of a specialist unit and press office at the Kompetenzzentrum Technik-Diversity-Chancengleichheit e. V. (Centre of Excellence for Technology, Diversity and Equal Opportunities) and an editorial office based at the Federal Institute for Vocation Education and Training (BBIB).

The service centre receives its funding from the Federal Ministry of Education and Research (BMBF) and the Federal Ministry for Family Affairs, Senior Citizens, Women and Youth (BMFSFJ).

The service centre develops group-specific material, compiles and publishes a range of information, data, facts, good practice examples and various materials on its specialist portal klischee-frei.de. This helps it to support all target groups in a professional manner. It additionally provides all active members who are committed to a stereotype-free career and study selection process within the framework of the initiative with a network and enables them to display their activities. Last but not means least, the annual Klischeefrei initiative conference enables participants to network, exchange ideas and gain new professional inspiration.

Transfer of knowledge

In order to constantly improve the stereotype-free career and study selection process and to initiate relevant measures, the forum provides the initiative with stimuli for action that can be taken in consideration of the current state of research. This transfer of knowledge enables the level of knowledge on stereotype-free career and study options to constantly develop. Furthermore, current scientific findings are presented to the initiative's network at the annual conference. Alongside the subject-related content on klischee-frei.de, the annual conference helps support the transfer of knowledge into practice.

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