How to Develop SMART Gender Equality Objectives

4 Steps & Examples

1. Set your key objective

Key objectives are long-term visions or mission statements, and not directly measurable.

For example, raising the percentage of female full professors.

2. Define your intermediate objective

Intermediate objectives are derived from key objectives, are medium-term, and provide approaches for action. They are only vaguely measurable.

For example, to support women in their career development, including their visibility and participation in relevant research projects as leaders.

3. Define your action goals

Action goals are derived from intermediate objectives and are quantitative or qualitative targets that can be achieved at the level of individual actions at a certain point in time and with a certain quality.

For example, to increase the share of female full professors at the faculty of Physics by 5% in 5 years.

4. Keep in mind: Action goals are SMART goals

Action goals describe a clear and specific final state for the achievement of which certain interventions can and should be used.

They should be SMART goals: specific, measurable, attainable, realistic, and time-bound.

Supporting material for SMART action goals

- Community of Practice Co-creation Toolkit, developed within the ACT project includes two easy-to-follow templates for defining SMART goals¹
- GEAR Step-by-Step Guide for establishing a Gender Equality Plan in the GEAR Tool²

Examples - Gender Equality Objectives

Gender Dimension in Research

Key Objective: To include a gender perspective in research projects
Intermediate Objective: To support research staff to include a gender perspective by providing workshops and information material
Action Goal: To increase the percentage of research projects including a gender perspective at the faculty of civil engineering by 25% in four years

Decision-Making Bodies

Key Objective: Decreasing the gender imbalance in decision-making bodies
Intermediate Objective: To decrease the gender imbalance in decision-making bodies by introducing a quota
Action Goal: To increase the share of women in decision-making bodies across university by 10% in five years


CREATED BY
Claudia Schredl / GESIS Leibniz Institute for the Social Sciences

Within the Framework of the Horizon 2020-funded Project Gender Equality in Engineering through Communication and Commitment (GEECCO)
Grant Agreement Number 741128 funded by the European Commission
How to Develop SMART Gender Equality Objectives

4 Steps & Examples

1. Set your key objective

Key objectives are long-term visions or mission statements, and not directly measurable.

For example, raising the percentage of female full professors.

2. Define your intermediate objective

Intermediate objectives are derived from key objectives, are medium-term, and provide approaches for action. They are only vaguely measurable.

For example, to support women in their career development, including their visibility and participation in relevant research projects as leaders.

3. Define your action goals

Action goals are derived from intermediate objectives and are quantitative or qualitative targets that can be achieved at the level of individual actions at a certain point in time and with a certain quality.

For example, to increase the share of female full professors at the faculty of Physics by 5% in 5 years.

4. Keep in mind: Action goals are SMART goals

Action goals describe a clear and specific final state for the achievement of which certain interventions can and should be used.

They should be SMART goals: specific, measurable, attainable, realistic, and time-bound.

Supporting material for SMART action goals

- Community of Practice Co-creation Toolkit, developed within the ACT project includes two easy-to-follow templates for defining SMART goals¹

- GEAR Step-by-Step Guide for establishing a Gender Equality Plan in the GEAR Tool²

Examples - Gender Equality Objectives

Gender Dimension in Research

Key Objective: To include a gender perspective in research projects
Intermediate Objective: To support research staff to include a gender perspective by providing workshops and information material
Action Goal: To increase the percentage of research projects including a gender perspective at the faculty of civil engineering by 25% in four years

Decision-Making Bodies

Key Objective: Decreasing the gender imbalance in decision-making bodies
Intermediate Objective: To decrease the gender imbalance in decision-making bodies by introducing a quota
Action Goal: To increase the share of women in decision-making bodies across university by 10% in five years


CREATED BY
Claudia Schredl / GESIS Leibniz Institute for the Social Sciences
Within the Framework of the Horizon 2020-funded Project Gender Equality in Engineering through Communication and Commitment (GEECCO)
Grant Agreement Number 741128 funded by the European Commission