

The gendered landscape of Umeå (Sweden): How the city creates pleasant and safe public places and mobility for women

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Umeå

**Overall goal for gender equality,
Municipality of Umeå**

Create conditions for women and men to have equal power to shape society and their own lives.

A city with high accessibility
without being traffic intensive

A competitive public transport system
requires a dense structure

A CITY WITH
HIGH DENSITY

—
A STRATEGY
TOWARDS
200 000

INHABITANTS

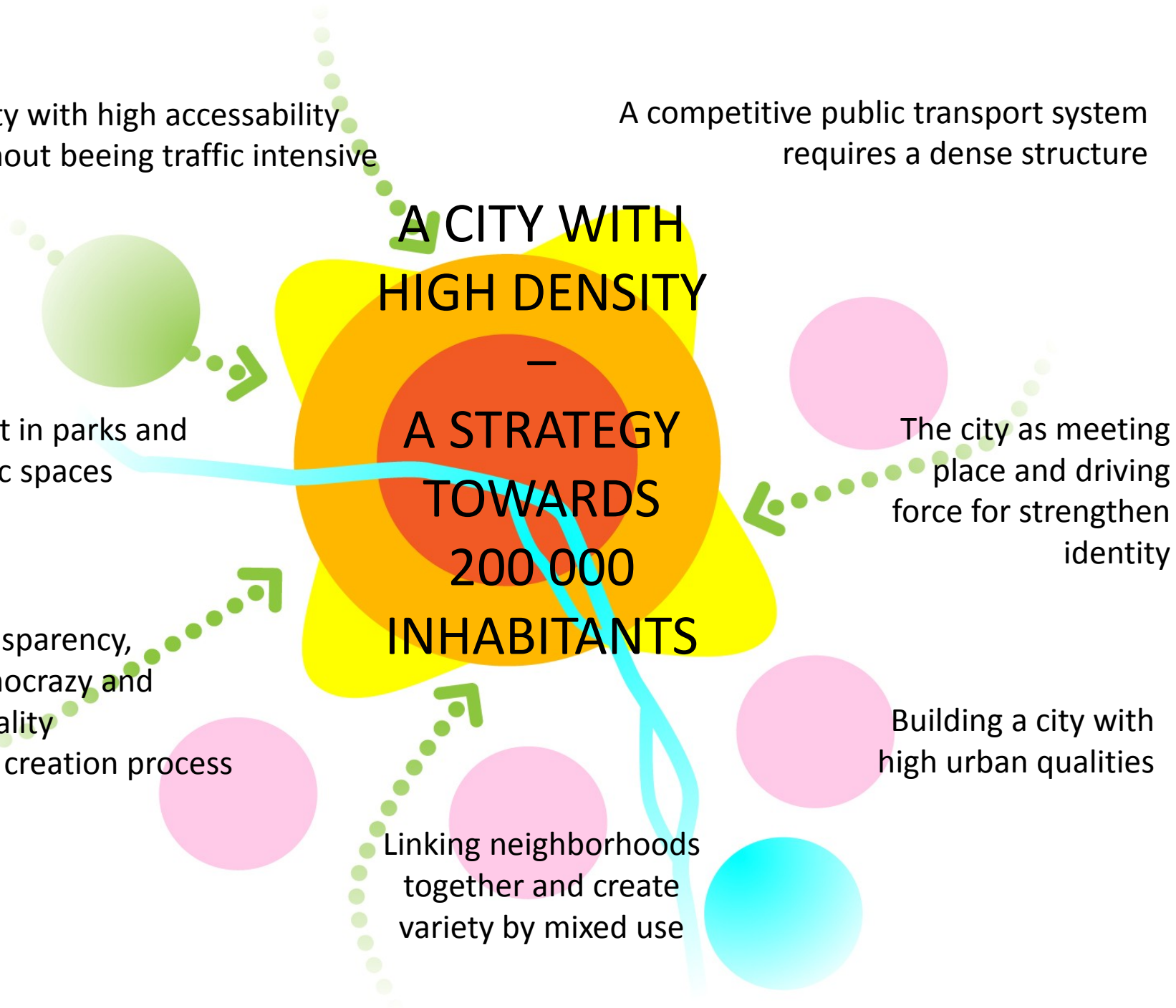
Invest in parks and
public spaces

The city as meeting
place and driving
force for strengthen
identity

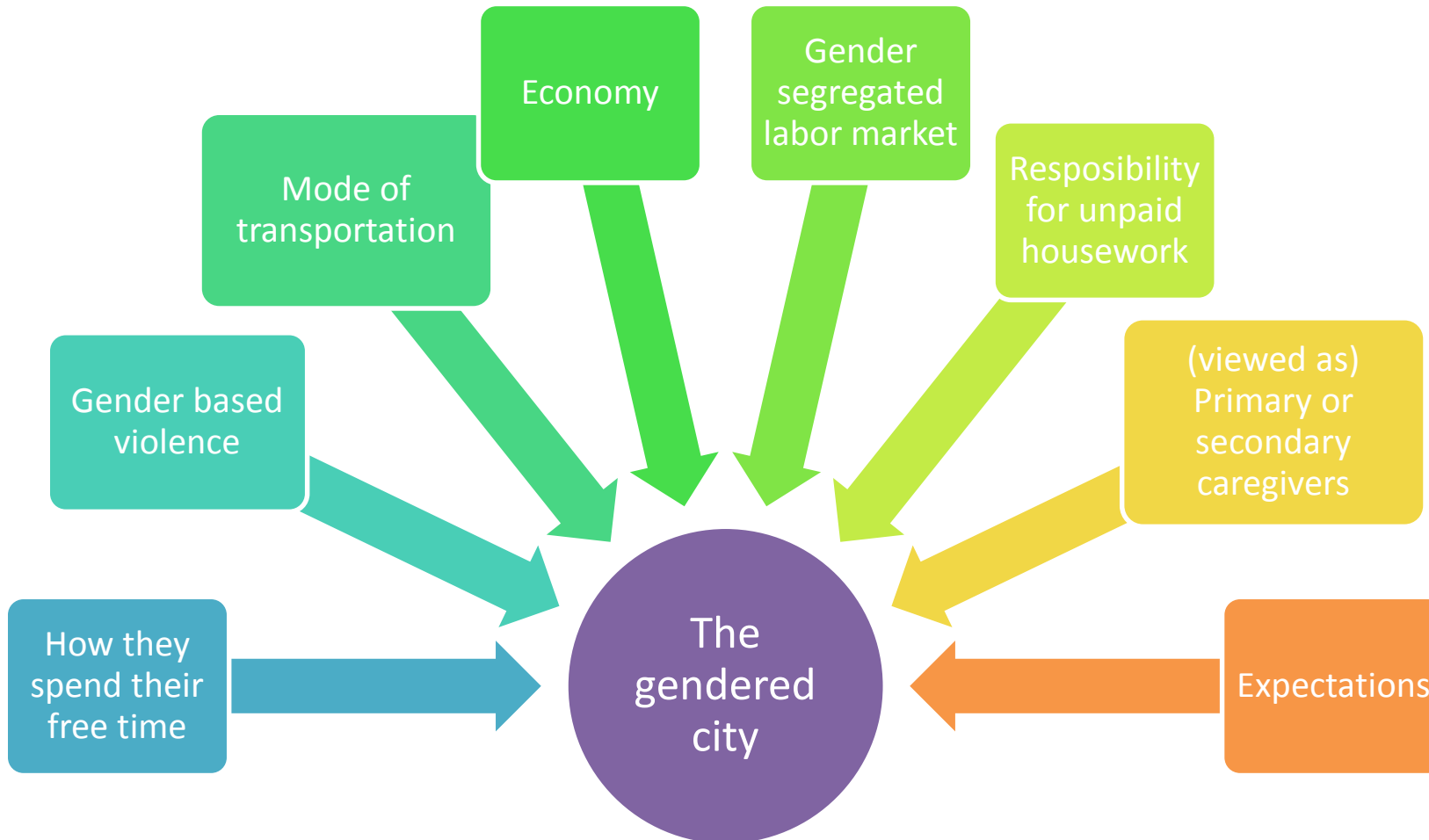
Transparency,
democracy and
equality
- Co creation process

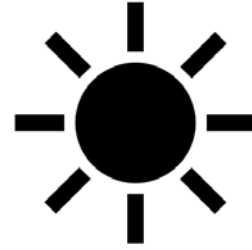
Building a city with
high urban qualities

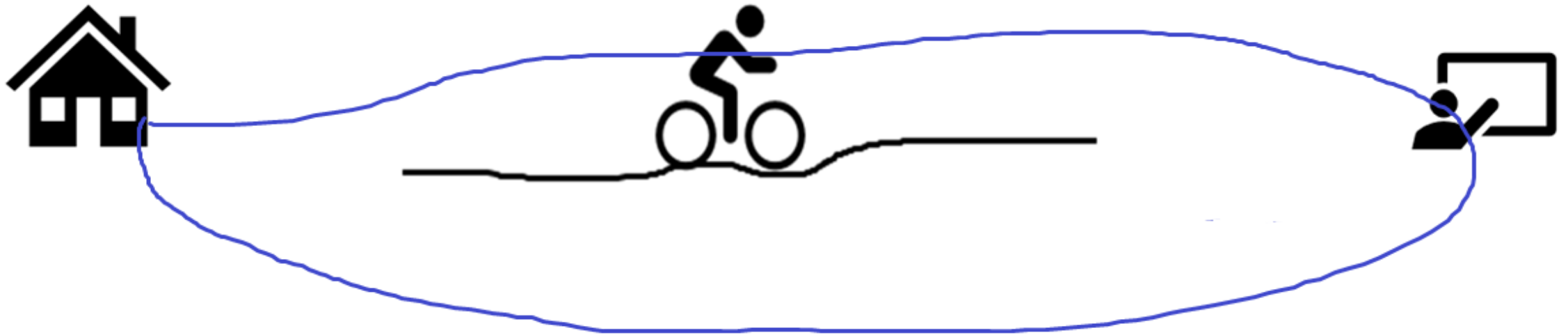
Linking neighborhoods
together and create
variety by mixed use

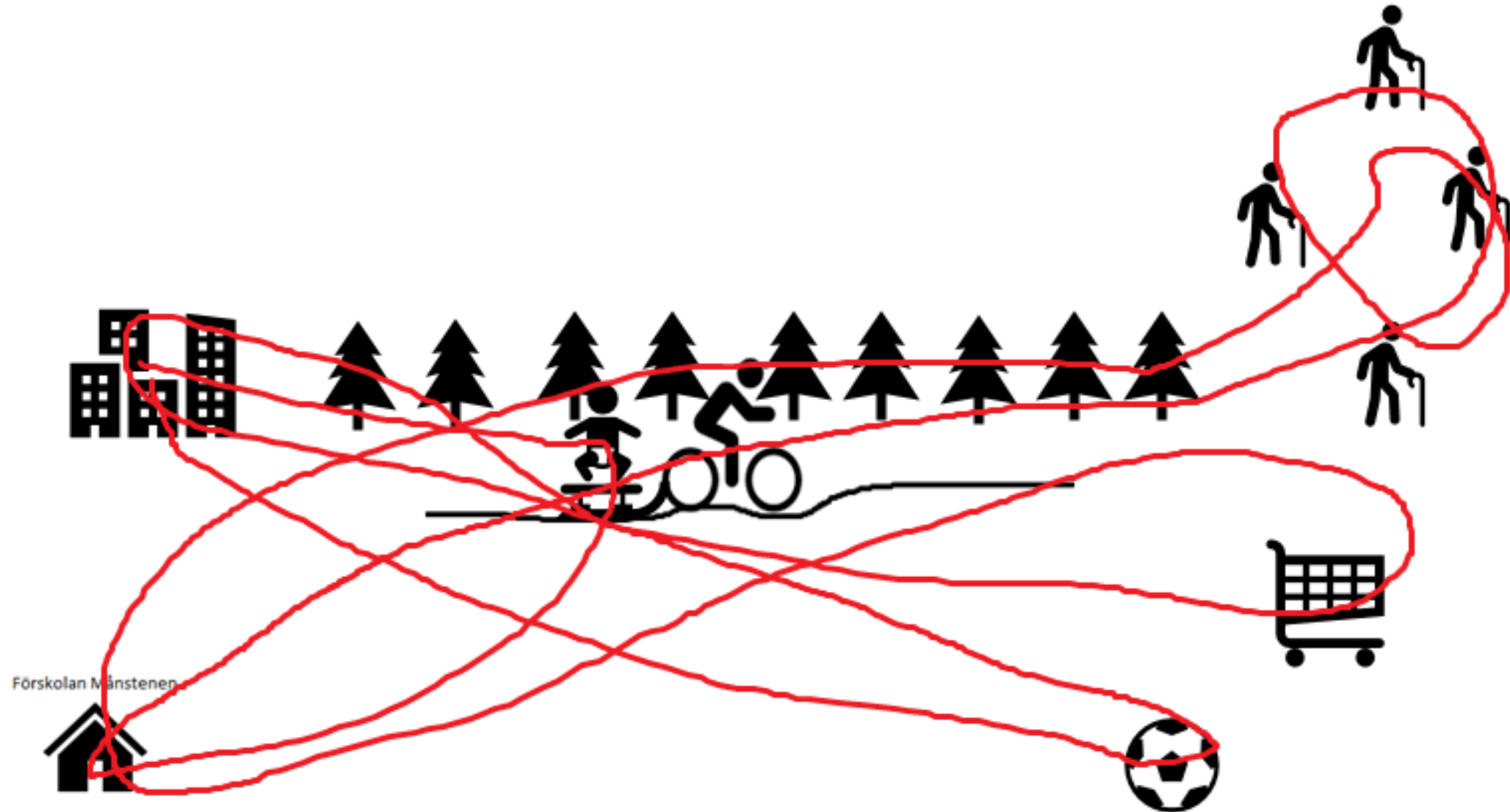


Women and men **use** public space in different ways
and **feel** different about public space because of











URBACT
GOOD PRACTICE
CITY

UMEÅ
KOMMUN

The Gendered
Landscape of
Umeå



16. R&D Sports and gender
17. Umeå University UGOS - Umeå Centre for Gender
18. Berghem pre-school Umeå's first public pre-school
19. Public park Permanent light installation
20. Soccer stadium "Umeå Energi Arena" Practice hours for Umeå at FF Umeå
21. Hags school Interactive workplace on equal terms
22. City passage at Umeå Central Awareness raising, accessibility, safety and power in a newly built city passage

HÅLLPLATS A
Nobody puts Baby in a corner
Offentligt konstverk som uppmuntrar tjejer och kvinnor att inte begränsa sitt sätt att röra sig i offentliga miljöer.

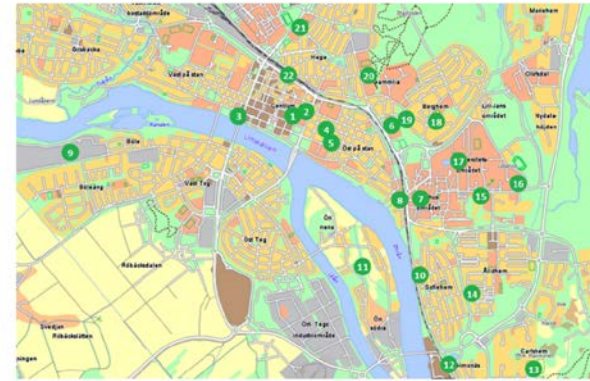
HÅLLPLATS B
Parkeringshuset Nanna
I parkeringshuset Nanna har man jobbat med jämställdhetsintegrering för att skapa en trygg och tillgänglig miljö.

HÅLLPLATS C
Väven och Kvinnohistoriskt museum
Väven är Umeås nya kulturhus, som invigdes 2014. Här ryms bland annat Kvinnohistoriskt museum.

HÅLLPLATS D
Frizon i Årstidernas park
En plats där kommunen jobbat med unga tjejer för att skapa en frizon, fri från förväntningar, otrygghet och rädslor.

HÅLLPLATS E
Skateparken Sparken
Kommunen har jobbat för att skateparken Sparken ska bli en plats för alla unga användare.

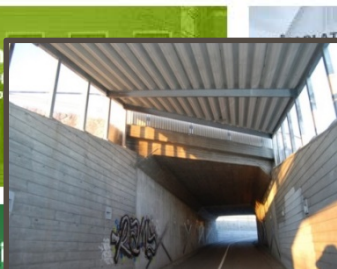
HÅLLPLATS F
Club Feliz
RFSLs första lokal i Umeå, som snabbt blev en populär mötesplats med livaktig verksamhet.



1. "Nobody puts Baby in a corner"
Public art by Miss Krossen and Mikaela Krossen located at the hub for public transport in Umeå
2. Car park "Nanna"
Working with gender mainstreaming, the SR method
3. The Skateboarding park "Sparken" and the organization "You Skate Girl" in the "City between the bridges"
4. Club Feliz
RFSL - The Swedish Federation for Lesbian, Gay, Bisexual and Transgender Rights
5. The County Administrative Board of Umeå Region
Responsible for the regional coordination of the national goals for gender equality
6. Frithusenhuset
Gender segregated choices for high school education
7. University Hospital of Umeå
The second largest public sector employer in Umeå municipality
8. Railway station "Umeå Östra" (Umeå East)
Safety and transparency in the newly built railway station
9. Volvo Trucks
The largest private employer in Umeå municipality
10. Underpass
Elevation of the roof of an existing underpass
11. Ön
General outline plan according to the method "Gästernas" ("wise men")
12. Statue
Public Art - Figure of the body
13. Pre-school Gården
Working with gender parity
14. Geografiska
Bostadsnämnden
15. Centre against violence
Working with more violence for women. Support directed at women and children victims of violence and men who have been or are at risk of being violent

HÅLLPLATS G
Länsstyrelsen
Länsstyrelsen har i uppdrag nationella jämställdhetspo

HÅLLPLATS I
Norrländs uni
Arbetsmarknaden är köns- och universitetsjuktus domän. Volvo jobbar flest män.



- Travel diary divided by sex
- Goal for 2015: 55 percent of travels in the city should be with sustainable transport (bus, bike, walking)
- Goal for 2022: 65 percent
- Men 40 percent, women 56 percent sustainable travels (under 5 km 51/72 percent)
- If men traveled like women we would have reached our goals for sustainable travel



UMEÅ
KOMMUN


Boverket


FRIZON



Good practice:
Safe and secure
public space

Creating a space free from expectations

- Inclusion through exclusion
- Girls between 15-20 years old
- Influence, dialogue and analysis
- Involvement from Umeå University
- Dialogue and design



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