1. Vasaplan
   Public art: “Nobody puts Baby in a corner” by Moa Krestesen and Michaela Krestesen.

2. Car park Nanna
   Working with gender mainstreaming, the 3R method

3. The city between the bridges
   The skateboarding park: “Sparken” and the organisation “YSG – You Skate Girl”

4. Club Feliz
   For a long time home of RFSL – The Swedish Federation for Lesbian, Gay, Bisexual and Transgender Rights

5. The County Administrative Board of Västerbotten
   Responsible for the regional coordination of the national goals for gender equality

6. Fridhems Gymnasiet
   Gender segregated choices for high school-education

7. University Hospital of Umeå
   The second largest public sector employer in Umeå municipality

8. Umeå Östra
   Safety and public places in the newly built railway station

9. Volvo Trucks
   The largest private employer in Umeå municipality

10. Tunnel
    Elevation of the roof of an existing tunnel

11. Ön
    General outline plan according to the method “Värderosen” (value rose)

12. Statue
    Public Art – Figuration of the body

13. Pre-school Grönstenen
    working with gender pedagogy

14. Geografigränd
    Sustainable Ålidhem

15. Centre against violence
    Working with mens violence to women. Support directed at women and children as victims of violence and men who have or are at risk of being violent in their close relationships

16. IKSU
    Sports and gender

17. Umeå University
    UCGS – Umeå Centre for Gender Studies

18. Berghem pre-school
    Umeå’s first public pre-school

19. The park below Axtorpvägen
    Permanent light installation

20. Gammlia Vallien
    Practice hours for UIK (Womens’ soccer team)

21. Hagaskolan
    Attractive workplace on equal terms

22. Tunnel by Umeå C
    Awareness raising, accessibility, safety and power in a newly built city passage

The Gendered Landscape of Umeå
The gendered city bus tour

The gendered city tour of Umeå is based on the report “Umeå – the gendered city” from 2009, and an original idea from the gender equality officer at that time, Helene Brewer.

The tour is a way of making the statistics in the report come alive and an innovative way of demonstrating concrete effects of striving for gender equality, work that has been led both by the municipality, but also by other organizations and persons.

We will during the tour exemplify successful changes and landmarks in the city as well as illuminate remaining issues. The purpose is also to underline the importance of gender in society and show the results of a long term work with gender issues in Umeå municipality.

For more information on Umeå’s work with gender equality, visit umea.se/jamstalldhet or contact gender equality officer Linda Gustafsson: linda.gustafsson@umea.se

The Skateboarding park called “Sparken” is an arena for skateboard, inlines, kickbike and BMX. During the spring, summer and fall it attracts people all hours of the day. An active work has been done by the organization: “You skate girl” to challenge gender stereotypes in the park.

A political decision in the municipal board of leisure (1999) led to that practice hours were divided according to what division soccer teams played in, regardless of gender. As a direct result Umeå’s leading women’s soccer team: Umeå IK got to choose their practice hours before the leading men’s team: Umeå FC.

The new city passage between the city centre and the neighbourhood Haga is an example of gender mainstreaming in physical planning. The architects have worked with space, height, daylight, rounded edges, gradual gradient, artwork and maximal transparency. Working with gender mainstreaming meant awareness raising on issues of safety, fear, violence and power in public spaces.

By transferring the famous sentence from one context to another, the artist builds on the broad meaning it has. Nobody puts Baby in a corner encourages young girls and women to dare to take space, not letting the increasing violence limit their movement in the public space.

Umeå university has over 34,000 full-time, part-time and distance students. Umeå centre for gender studies is one of three research environments in Sweden appointed as a Centre of Gender Excellence by the Swedish Research Council.

Many of the preschools in Umeå have worked with gender pedagogy. They have worked awareness raising and with gender neutral playing and clothing, video recording of the staff’s interaction with the children, norm critical children’s literature etc. The goal has been to increase the children’s independency, regardless of their gender.