

# Gender Equality Plan

Executive Management

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## **Media owner and publisher**

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## Changes to previous version

The design of the previous version has been adapted to the new corporate design. The figures from the context analysis have been determined for the year 2024/25 and compared with those from the 2022/23 academic year.

The completed goals of version 1.0 have been removed from the document. Additional goals will be included in the document starting from the summer semester of 2025.

## Preamble

The Gender Equality Plan of the IMC University of Applied Sciences Krems GmbH (IMC Krems) is founded on the following principles:

- Equality and the promotion of anti-discrimination are fundamental goals of IMC Krems, with equal opportunities at all levels being a core priority.
- The university leadership is firmly committed to gender equality for all genders. Through strategic and procedural integration, all members of IMC Krems take responsibility for achieving the university's gender equality goals.
- The equality plan, enshrined in the university's statutes, forms part of this comprehensive Gender Equality Plan.
- The university fulfills its legal obligations concerning gender equality as stipulated in § 2 (5) of the Austrian University of Applied Sciences Act (FHG), as amended, and the Federal Act on Equal Treatment, BGBl. I No. 66/2004, as well as promoting the advancement of women.
- In addition to adhering to national legal frameworks for gender equality, IMC Krems is committed to enabling at least a third gender entry and to valuing gender identities beyond the gender binary, in line with Article 8 of the European Convention on Human Rights (ECHR; see the Constitutional Court ruling of 15.6.2018, G 77/2018-9).



- IMC Krems is committed to the equal treatment of all employees and students, regardless of gender, gender identity, social background, ethnicity, religion or belief, age, sexual orientation, or nationality. Moreover, the university is dedicated to the promotion of women and the active equality of genders, as well as individuals with disabilities and/or chronic illnesses.
- The implementation of these commitments and the broadening of gender and diversity competencies are the responsibilities of all team members at IMC Krems, especially those in leadership roles.
- The Gender & Diversity Advisory Board is the key body for addressing all matters related to gender and diversity. It is supported in particular by the appointed Gender and Diversity Officer.

The Gender Equality Plan was developed by members of the Gender & Diversity Advisory Board, implemented by the university leadership, and communicated accordingly to all university members.



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# 1. Introduction

## 1.1 Purpose

The Gender Equality Plan aims to ensure gender equality and equal opportunities for all members of the university community. Specifically, this means that the plan is designed to guarantee that all students, faculty, and staff, regardless of gender or other socio-economic characteristics, receive equal opportunities and access. This includes access to education, career development, research opportunities, and all other resources. The plan also outlines measures to prevent discrimination and to raise awareness of gender and diversity issues. Additionally, it addresses research and teaching with a particular focus on gender and diversity perspectives.

## 1.2 Scope

	<b>AUSTRIA</b>	<b>TPP</b>
<b>Students</b>	Ja	Nein
<b>Staff</b>	Ja	Nein
<b>Faculty/ Adjunct Faculty</b>	Ja	Nein
<b>INFORMATION</b>		
<b>Valid from</b>	23.10.2024	



## 1.3 Abbreviations

<b>ABBREVIATION</b>	<b>MEANING</b>
<b>BGBI</b>	Begleitblatt/ Document Accompanying
<b>BIS</b>	Bereitstellung Informationen über den Studienbetrieb/ Provision of Information about the Study Operations von
<b>BMBWF</b>	Bundesministerium für Bildung, Wissenschaft und Forschung/ Federal Ministry of Education, Science and Research
<b>EC</b>	European Commission
<b>ECHR</b>	European Convention on Human Rights
<b>ERA</b>	European Research Area
<b>FHG</b>	Fachhochschulgesetz/ University of Applied Sciences Act
<b>GIBG</b>	Gleichbehandlungsgesetz/ Equal Treatment Act
<b>IHS</b>	Institut für höhere Studien/ Institute for Advanced Studies
<b>No.</b>	Number
<b>PDCA</b>	Plan-Do-Check-Act



<b>QM</b>	Quality Management
<b>Rev.</b>	Revision
<b>SDGs</b>	Sustainable Development Goals
<b>TPP</b>	Transnational Programs and Projects



## 2. Background

IMC Krems was founded in 1994 and has three campuses in Krems, Lower Austria. It currently offers 16 bachelor's programs and 13 master's programs, with approximately 50 percent of these taught in English. Many programs are available for full-time and part-time study. The curriculum focuses on the areas of business, digitalization and technology, health, and life sciences. IMC Krems conducts research in the fields of health, biosciences, and economics.

### 2.1 Equality in Austria

In Austria, equality has been enshrined in higher education policy and laws for many years. This applies not only to universities but also to the university of applied sciences sector. Equality goals and policies are established in the University of Applied Sciences Studies Act. § 2 paragraph 5 obliges providers to ensure gender equality and a balanced representation of genders in all positions and functions. Providers must also adhere to the Federal Act on Equal Treatment (Equal Treatment Act GIBG, BGBl. No. 66/2004).

Furthermore, § 4 stipulates that all students who meet the academic requirements must have access to universities of applied sciences, regardless of gender, social background, ethnicity, religion or belief, age, sexual orientation, or nationality. Regarding faculty and program directors, § 10 requires that efforts be made to ensure gender-balanced representation in the nomination proposals for elected representatives from each group. These provisions are based on three equality goals: (1) achieving gender-balanced representation at all hierarchical levels, (2) eliminating structural barriers so that individuals of all gender identities have equal access to career paths in academia and research, and (3) integrating the gender dimension into research content and research-led teaching.

These goals largely align with those of the European Research Area (ERA)<sup>1</sup>.

The entire university of applied sciences sector is characterized by a nearly balanced gender ratio among students and graduates, while the percentage of women among faculty and program directors is significantly lower at 34% (2016).<sup>2</sup>

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<sup>1</sup> EC [European Commission] (2012). Communication from the Commission to the European Parliament, the Council, the European Economic and Social Committee and the Committee of the Regions. A Reinforced European Research Area Partnership for Excellence and Growth, COM(2012) 392 final.

<sup>2</sup> Wroblewski, Angela; Striedinger, Angelika (2018). Gleichstellung in Wissenschaft und Forschung in Österreich, Wien, BMBWF.







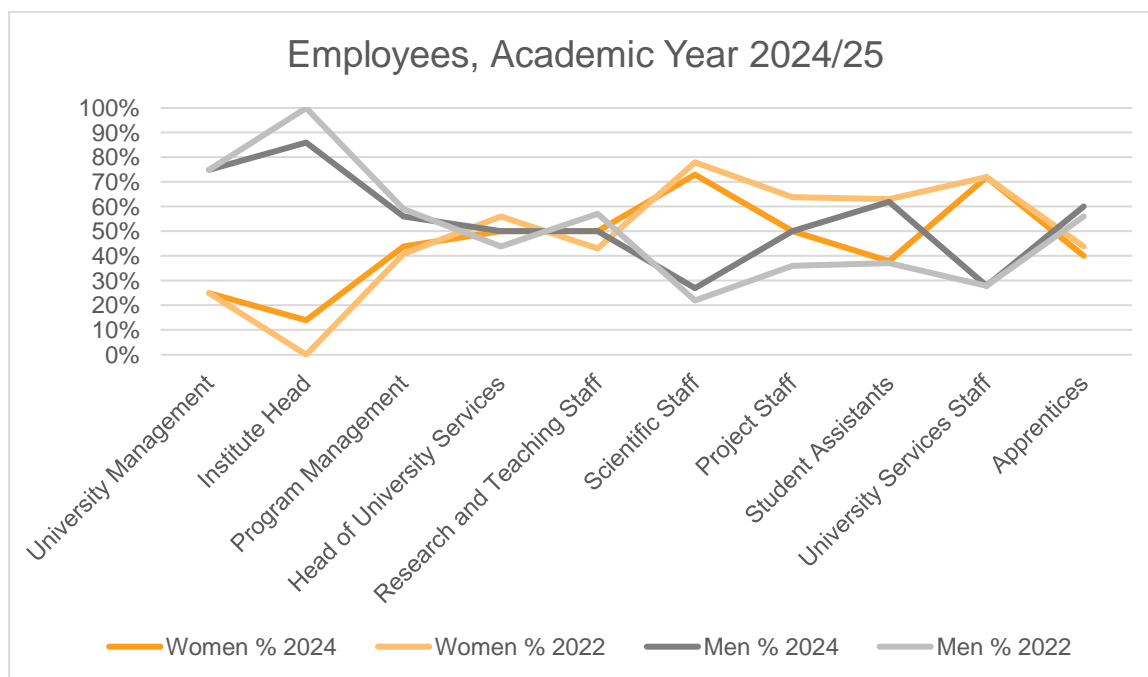
### 3. Context analysis

The following tables show the current status of gender distribution among staff and students. Monitoring of the defined key figures is regularly conducted through the FHfigures system and the IMC Krems annual report. Specifically, the following key figures are collected: gender, age, nationality, highest completed education, and working hours for staff. For students, additional data on professional status, access to studies (eligibility for study), and completed semesters are collected.

The university leadership consists of a chairperson, an academic director, a head of research, and a Chief Operating Officer.

	Women	Men	Sum	Women %
University Management	1	3	4	25% (+0%)
Institute Heads	2	12	14	14% (+14%)
Program Management	7	9	16	44% (+3%)
Head of University Services	5	5	10	50% (-6%)
Research and Teaching Staff	25	25	50	50% (+7%)
Project Staff	33	12	45	73% (-5%)
Project Assistants	1	1	2	50% (-14%)
Student Assistants	5	8	13	38% (-25%)
University Services Staff	109	42	151	72% (+0%)
Apprentices	4	6	10	40% (-4%)

Source: FHfigures Academic Year 2024/25, Head Count [23.9.2024], Changes in the female quota in percentage points compared to the values from December 1, 2022



Source: FHFfigures, Head Count [3.1.2024]

A total of 3,532 students are enrolled at IMC Krems in the winter semester 2024/25, of which 2,352 are women and 1,180 are men. This corresponds to a female proportion of 67% (compared to 66% in 2022). The percentage of women is particularly high in the Department of Health, which includes programs such as Midwifery, Occupational Therapy, Applied Health Sciences, Health and Nursing, and Advanced Nursing Practice. The program with the lowest percentage of women is Informatics, with 28%.

	Women	Men	Sum	Women &
Advanced Nursing Practice	65	18	83	78% (-2%)
Applied Health Sciences	64	6	70	91% (-2%)
Applied Chemistry	79	38	117	68% (+18%)
Business Administration for the Public Health Sector	79	36	115	69% (-1%)
Business Administration	79	56	135	59% (-1%)
Digital Business Innovation and Transformation	45	47	92	49% (-9%)
Occupational Therapy	99	3	102	97% (+3%)
General Nursing	480	123	603	80% (-4%)
Global Sustainability and Circular Business	12	10	22	55%**



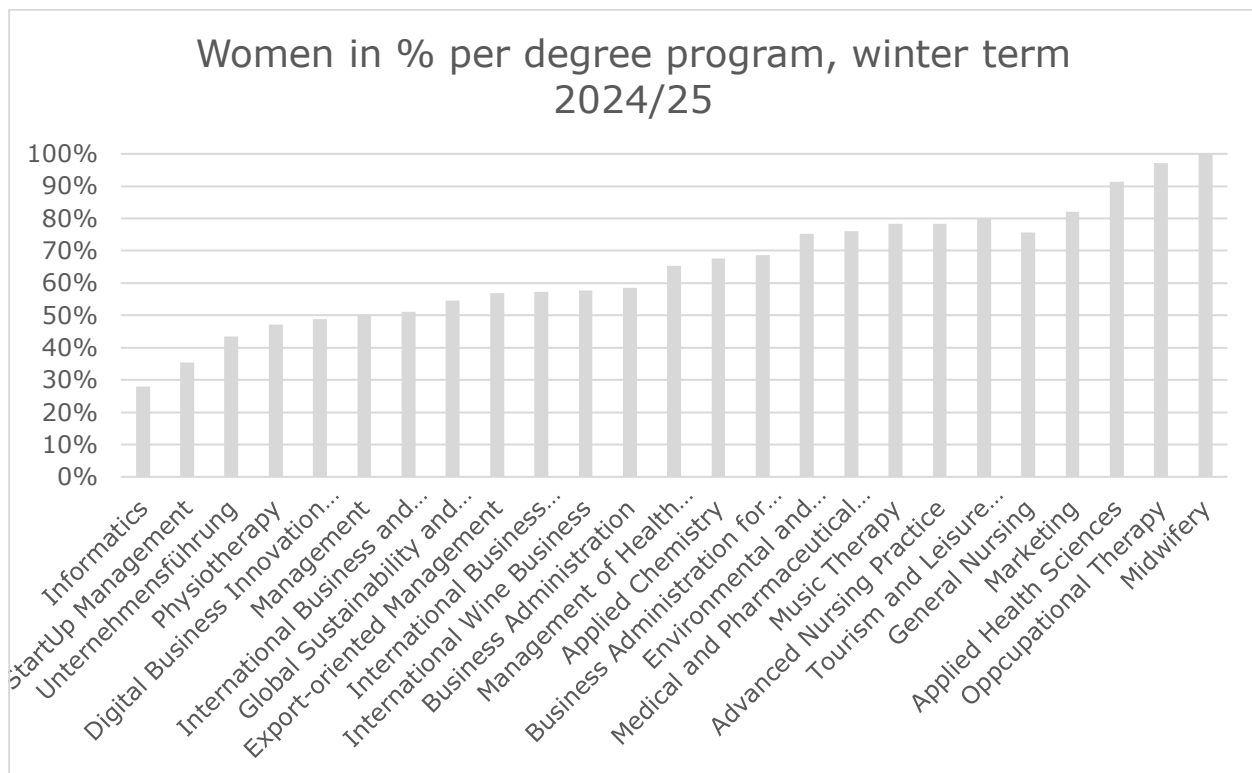
Midwifery	70		70	100% (+0%)
Informatics	42	108	150	28% (+3%)
International Business and Economic Diplomacy	65	62	127	51% (-4%)
International Business Management*	98	73	171	57% (+0%)
International Wine Business Management	45	33	78	58% (+8%)
Management of Health Enterprises	81	80	161	50% (-1%)
Marketing	68	36	104	65% (-6%)
Medical and Pharmaceutical Biotechnology	91	20	111	82% (-2%)
Music Therapy	267	84	351	76% (-1%)
Physiotherapy	36	10	46	78% (+6%)
StartUp Management	89	100	189	47% (-1%)
Tourism and Leisure Management	11	20	31	35%**
Environmental and Sustainability Management	192	48	240	80% (+2%)
Business Administration (Unternehmensführung)	73	24	97	75% (+9%)
	97	126	223	43% (+2%)

\* vormal: "Export-oriented Management"

\*\* Subject to accreditation from the winter semester 2024/25 (as of September 23, 2024)

Quelle: FHFfigures, Head Count [23.9.2024]

Changes in the female quota in percentage points compared to the values from December 1, 2022



Source: FHFfigures, Head Count [23.9.2024]

Almost 70% of students at IMC KREMS are classified as first-generation students, meaning they have parents who do not hold a higher education degree.

## 4. Organisational Integration and Resources

IMC KREMS takes responsibility for creating the necessary conditions for a working and learning environment where discrimination, role clichés, gender stereotypes, and disadvantages of any kind have no place, and where gender and diversity are naturally integrated into research and teaching. Everyone at IMC KREMS should be able to learn, teach, research, and work equally without fear of discrimination, sexism, or racism. Access for minorities and marginalized groups should not be hindered or prevented by favoring specific groups.

In 2019, IMC KREMS established the Gender & Diversity Advisory Board, which currently consists of 12 core members.

The Gender & Diversity Advisory Board includes management, faculty leadership, the gender and diversity officer, representatives from HR services, and other members from



the academic sector and university services. Additionally, experts may be invited to meetings as needed.

The goals of the Gender & Diversity Advisory Board are to support a productive overall atmosphere at the university, to recognize and prevent discrimination, and to improve equal opportunities for all university members while maintaining an intersectional perspective. This allows for an examination of who benefits from which measures and which implicit values and norms may be reproduced. Gender and diversity are thus integrated as cross-cutting themes across all organizational areas and levels in academia and university services, involving both students and staff, to enable participation for all members of the university.

The board is tasked with designing measures, implementing them, and evaluating their success. In addition to personal resources, the Gender & Diversity Advisory Board allocates financial resources, beyond those designated for the gender and diversity officer, for specific gender and diversity initiatives as needed. The board also provides a channel for staff and students to submit proposals and suggestions. The entire team of the Gender & Diversity Advisory Board possesses gender and diversity competence and therefore acts as a multiplier within their respective departments.

Each winter semester, relevant key figures are collected, evaluated, documented, and, if necessary, additional measures are developed and implemented after the BIS report.

To make a clear statement for diversity at the university, IMC Krems signed the Charter of Diversity in 2013. This is a voluntary commitment to appreciate all members of society.

#### Work-Life-Balance

IMC Krems is a family-friendly university that provides equal access requirements for all individuals to scientific teaching, research, learning, and working. By participating in the audit "hochschuleundfamilie" and receiving the state quality seal, IMC Krems positions itself as a family-friendly institution. Balancing professional opportunities and family needs is particularly challenging in the academic field, and IMC Krems therefore plays a key role as an employer and educational institution in providing its staff and students with a family-friendly working and learning environment.

As part of this certification, measures for improving the compatibility of family and work or study were developed collaboratively through a participatory process involving staff and students from all areas of IMC Krems. This participatory approach will also be maintained in future re-certifications.



In 2018, the initiative "Family Matters" was launched initially for employees at IMC Krems and later extended to students. Since then, "Family Matters" has aimed to facilitate the balance between work, study, and family life for employees and students. IMC Krems defines family life not only as childcare but also includes caregiving for relatives and the general balance with family and private obligations, as well as support during challenging life phases.

These measures include, in addition to childcare services and midwifery counseling, re-entry programs, flexible working time models, remote work options, educational leave, a comprehensive training and further education program, and various benefits. Responsibilities for care and personal limitations of students are also addressed through exceptions and support offers.

#### Gender Equality in Personnel Decisions

In the statutes of IMC Krems, it is established that gender mainstreaming and measures for promoting women are implemented in personnel planning and development to work towards gender equality. IMC Krems aims to be characterized by lived diversity and to foster a gender- and diversity-oriented corporate culture.

During hiring processes, the members of the Gender & Diversity Council are available to provide advice and support to reflect on potential biases and counteract them. IMC Krems offers a respectful research, teaching, and working environment for all individuals through flexible working models and transparent career paths. When filling leadership positions, there is a focus on increasing the proportion of women based on the established strategic goals. IMC Krems is among the companies in Austria that successfully implement internal women's promotion, as confirmed by the equalitA quality seal.

#### Gender & Diversity in Teaching and Research

In the field of teaching and research, gender and diversity topics are addressed through their incorporation into the statutes of IMC Krems, the study and examination regulations, and the curricula within the academic and research activities. Gender and diversity issues are also integrated into all internal working groups, such as those for course development and course reviews.

Examples of gender and diversity in teaching include elective courses such as "Gender-Specific Health Promotion" and "Disability Sports" in the BA Physiotherapy program, "Diversity Management" in various Business Bachelor's and Master's programs,



"Diversity and Intercultural Competencies," and various courses on sustainability and ethics across all three departments (Business, Science and Technology, Health Science). Examples of ongoing gender and diversity training and workshops for staff, educators, and research personnel include:

- Cultural Awareness Training
- Diversity Competence – a general overview
- Intercultural Awareness – focus on Southeast Asia
- Fundamentals of Gender and Diversity at IMC Krems
- IHS: "The Gender Dimension in Research and Innovation"
- "Foundations of Gender & Diversity in Higher Education Teaching"

The importance of gender and diversity topics is also strongly reflected on the eDesktop and in the topic choices for Bachelor's and Master's theses by students.

#### Gender-based and sexualized violence

Violence against women is rooted in gender inequality. To eliminate sexualized and gender-based violence, it is necessary to promote full social, economic, and political equality.

IMC Krems takes its responsibility as an educational institution very seriously and tolerates no form of violence. Specifically, IMC Krems enforces a zero-tolerance policy regarding sexual harassment in the workplace and educational environment. Neither suggestive looks, sexist remarks, inappropriate touching, (threats of) sexual violence, subtle or open pressure for sexual acts, sexual coercion, nor rape will be tolerated at IMC Krems.

This Gender Equality Plan clearly states that (sexual) harassment, gender-based violence, or sexist behavior among all stakeholders of IMC Krems will not be tolerated. IMC Krems not only rejects all forms of discrimination but also ensures that all leadership personnel take appropriate measures and offer support. Furthermore, the Gender & Diversity Council or the designated Gender and Diversity Officer can be contacted to report any incidents in consultation with the affected individual.

At IMC Krems, there is both a point of contact and a transparent process for handling reports of sexual and gender-based harassment and violence. The designated contact person is responsible for supporting victims of harassment and violence and for designing and implementing preventive measures.





Starting in 2023, mandatory training for individuals in leadership positions will be implemented to educate them on this issue. Additionally, the intranet (eDesktop) lists various organizations that can be contacted free of charge and anonymously in cases of sexual or gender-based harassment. Students can also access the free services of psychological counseling available for students.



## 5. Strategy and Goals

In the strategy of IMC Krems, gender and diversity are established as important corporate values and thus form part of the guiding principles as follows:

*"As a family-friendly and inclusive university, we take into account the individual needs of our staff, students, and faculty. Diversity is reflected in all dimensions. Therefore, we conduct our activities regardless of social or ethnic origin, gender, sexual orientation, religious affiliation, worldview, age, or other personal characteristics."*

A culture of openness, trust, and mutual respect is to be promoted.

The issues of gender and diversity are viewed holistically at IMC Krems, beginning at the strategic level. Through guiding processes and documents, including the PDCA cycle, gender mainstreaming is anchored as a cross-sectional task in the areas of teaching, research, and administration.

By embedding gender and diversity in the guiding principles of IMC Krems, the foundation has been laid to derive associated strategic objectives (valid and published since September 1, 2022), primarily in the area of the Sustainable Development Goals (SDGs).

### Strategic Goal 13: Attractive Framework Conditions and Innovative Work Environment

*"Through measures aimed at personal development, health promotion, and work-life balance, we create a modern and rewarding environment for research, teaching, and work. Diversity is lived by the IMC team, enabling equal access to education, research, and employment for all. Clear career paths and a performance-based reward system make the appreciation for exceptional achievements visible."*

### Strategic Goal 17: Social Impact

*"We are committed to the Sustainable Development Goals (SDGs) as a guiding principle for society and align our actions accordingly—in teaching, research, and services. To this end, we focus on addressing specific SDGs and measure the contribution of our activities to all SDGs. We discuss this in dialogue with our stakeholders and work towards the goal of a climate-neutral university."*



Derived from the strategic goals, defined operational objectives serve to achieve and implement the requirements. Strategic and operational goals have been communicated to the entire team and are regularly monitored through goal control.

The Gender and Diversity goals of IMC Krems, which are also embedded in all strategic documents, aim to create conducive conditions for discrimination-free environments and balanced gender ratios at all levels and hierarchies. Measures focusing on gender mainstreaming, gender-specific personnel and organizational development, targeted support measures, and training activities in the area of gender and diversity in the organization, as well as in teaching and research, are developed and implemented. The gender pay gap is addressed through uniform and transparent salary schemes.

Since language constructs reality, the use of gender-inclusive and anti-discriminatory language in both words and images is a given at IMC Krems. This applies to both students and staff (see QM Document FHR-1-0089 "Gender and Diversity Sensitive Language at IMC Krems").

## 6. Further links to relevant documents

- [Working at IMC Krems](#)
- [Strategy IMC Krems](#)
- [Gender and Diversity at IMC Krems](#)
- [Studying with disabilities](#)
- [eDesktop Bereich Gender & Diversity](#)



## 7. Entry into force

The Gender Equality Plan of IMC Krems was approved by the provider on October 1, 2024, in version 1.0 dated May 25, 2022, and came into effect immediately. Version 2.1 was approved on October 17, 2024, and came into effect immediately.

Mag. Ulrike Prommer  
Geschäftsführerin IMC Krems

Prof. (FH) Dr. Martin Waiguny  
Akademischer Leiter



## 8. References

### 8.1 Overarching Processes/Policies

- Strategy IMC Krems
- (FHR-5-0039) Statutory Section on Gender Equality Plan

### 8.2 Relevant Documents

- (FHR-1-0089) Gender- und diversity sensitive language at IMC Krems
- (FHP-1-0103) sexual harassment at IMC Krems
- (FHF-1-0221) Organizational Chart of Responsible Persons