KLEEMANN
Against Stereotypes
Exploit all Potentials
Supporting Diversity and Gender Equality

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A Greek multinational company founded in 1983
Based in Kilkis, Northern Greece
Operates in the elevating systems industry
10500 new systems annually (2% of the world's new lift units)
Exports to 76 countries
Subsidiaries / rep. offices in 10 countries
600 (company) & 800 (group) employees
Our Products

- Hydraulic suspension components
- Piston, Power Unit, Car frames
- Mechanical suspension components
- Traction Machines, Car Frame, Counterweights, etc
- Cabins
- Electronic panels KLEEMANN
- KLEFER doors
- Compact Goods only lifts
- Home pre-fabricated lifts MaisonLIFT
Our Values

• Health
• Integrity
• Love
• Progress

Strategic Goals
• Quality
• Service
• Economy
• Growth
Diversity & Gender Equality in the workplace

AIM:

Achieve a working environment of equality & justice where all employees will be able to deploy their full potential and develop their careers

Improve efficiency and productivity of the company
Diversity & Gender Equality in the workplace

PROBLEM:
- Stereotypes of traditional roles of men and women
- Conflict between work & personal life
- Very small number of women working in the sales department
ACTIONS:

- Identify and map the current position of woman in the organization
- Analyze and challenge traditional assumptions, beliefs and values
- Develop work practices based on the nature of each function

Diversity & Gender Equality in the workplace
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ACTIONS:

- Improve quality of work life
- Promote balance of work and personal life
- Active support in the employment of women by recruiting them into “typically male” dominated functions and positions.
- Coach women for professional development
Diversity & Gender Equality in the workplace

ACTIONS:

- 2004: Research program EQUAL
- 2006: Action for Women
- 2007: Partnership AUTH
- 2009: Sign the Declaration of Diversity
Diversity & Gender Equality in the workplace

RESULT:

5.0% in Sales in 2004

27.0% in Sales in 2011
Thank you