Against Stereotypes Exploit all Potentials

Supporting Diversity and Gender Equality

Eleni Asvesta HR Manager Seprtember 2012





- 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 Company

- 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 Products



Our Values

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

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

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

ACTIONS:

- 2004: Research program EQUAL
- 2006: Action for Women
- 2007: Partnership AUTH
- 2009: Sign the Declaration of Diversity

RESULT:

5,0% in Sales in 2004

27,0% in Sales in 2011

