

GenCo: First project results available now!

A State-of-the-art Review and an HR Survey that bring new light and give useful insights on the situation of gender equality in Europe and the needs of HR Practitioners & Leaders aiming at applying gender equality practices in the workplaces, are now available from www.gender-competence.eu!



GenCo HR managers survey on gender equality

The core product of the GenCo project is the e-toolbox with measures for the equal treatment of men and women that have been successfully introduced in business and at universities. Aimed at HR decision makers, these measures are intended to provide members of the target group with ideas how they might proceed within their own organisations and also with specific information on the implementation process.

To find out which areas are particularly relevant to the target group and where there is a high demand for information about the implementation process, the consortium run an online survey in each of the partner countries of the project from March to May 2011.

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GenCo State of the Art Report

Published in June 2011, the GenCo State of the Art Report depicts the situation of men and women in the working environment of Europe.

The report shows that women do increasingly participate economically and that they have outreached men in education. Yet, there is still a lot to improve: on European average, women gain 17% less than men in the same occupation ("gender-pay gap") and possibilities to reconcile work and family are largely missing. Moreover, stereotyping is strong. Often, women still (have to) take over their traditional role and (have to) interrupt their career when setting up a family. This is due to the fact that there is a huge lack of childcare-facilities, of flexible working arrangements, of career perspectives in part-time and of re-integration possibilities into the job market after a longer time-off.

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GenCo HR managers survey on gender equality

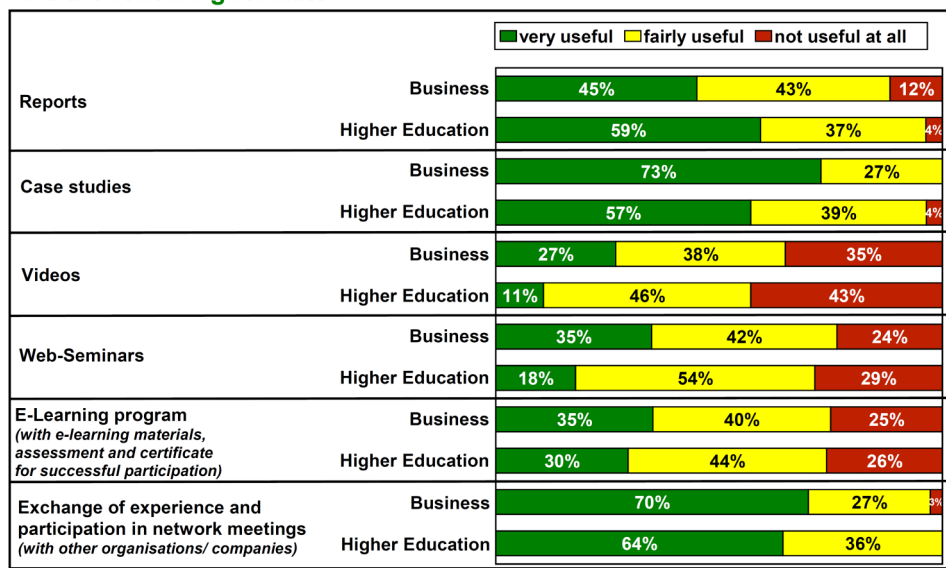
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The respondents were individuals in business and academia who had applied for or obtained official acknowledgement for their successful equality policies or good workplaces, as they are highly experienced on the issue of gender equality in the workplace.

Industry respondents believe that the most important areas are "reconciliation of work/career and family", "career and personal development" and "organisational culture for the implementation of gender equality policies". Respondents from universi-

The greatest demand for information on the implementation of gender equality policies was found among respondents in "career and personal development", both in industry and academia. It is from this field that two areas of implementation appear right at the top of the ranking: "career support programmes for women" and "incentives for executives to promote women's careers". Industry respondents also felt they needed information and help on the implementation of "mentoring/cross-mentoring programmes" and on "management training for female staff". In addition, university respondents expressed a considerable need for information on "strategies to increase the number of female students in male-dominated disciplines" and on "career opportunities for part-time employees".

To learn more about gender equality issues how helpful would you find the following formats?



Results

The areas of implementation where gender equality measures can be initiated, have been divided into six fields of activity for businesses and seven for universities:

- ★ Career and personal development
- ★ Recruitment and filling of vacancies
- ★ Reconciliation of work/career and family
- ★ Senior management and organisational gender equality policies
- ★ Management and assessment tools in organisational development
- ★ Organisational culture
- ★ Research, teaching and education (universities only).

ties, too, believe that "reconciliation of work/career and family" and "organisational culture" are extremely important, while many also add "research, teaching and education" as an important element.

The implementation options for gender equality policies were rated by respondents with regard to their significance, but each person was also asked to specify to what extent they were already experienced in such implementation and to what extent they required further information.

As shown in this page's graph, the 73% of industry respondents and the 57% of university respondents believe that case studies are a very useful way to learn, while the 70% of industry respondents and the 64% of university respondents feel that an exchange of experience and network meetings are very useful ways forward. This clearly shows that, as far as the learning format is concerned, the two central work packages of the GenCo project, i.e. the e-toolbox and network meetings, are accurately geared towards the target group.

You can get access to and download the report online at www.gender-competence.eu/en/onlinesurvey

GenCo project leader and partners would like to thank everyone who took part in the survey. The results provide useful ideas about the issues that must have in mind when selecting gender equality tools and designing the e-toolbox.

The e-toolbox will be available on-line in early 2012 at www.gender-competence.eu. The project expresses its belief that HR decision makers will find it a good source of ideas and implementation tools.

GenCo State of the Art Report

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Fortunately, the European Commission's basic legislative requirements on gender-equality have mostly been adopted from national laws. It is worth mentioning that although the transposition is mandatory, infringements are not sanctioned. Currently, regulations on shared parental leave are to be implemented in all member countries by March 2012. On the national level, politics and managers have actively fostered projects to enhance gender-equality in Austria, Germany and the UK, where lots of ministry- and company-driven initiatives can be found. Activities like the "equal-pay-day" have been established in many European countries. In Czech Republic,

Greece and Lithuania, private companies' initiatives are starting to evolve in the field. In the latter countries, the GenCo project partners take clearly a leading role in the promotion of gender equality in the workplace.

The State of the Art Report has offered a deep and well documented analysis of the current state of gender equality in these six European countries and can be considered as a good basis for the e-toolbox, the central outcome of the GenCo project. The report is available (in English) at www.gender-competence.eu/en/stateofart.

All over all, the State of the Art



Report shows that gender equality is being increasingly promoted in modern European workplace! But, surely, there is still a lot of work to be done to reach real gender-EQUALITY in the workplace!

... .. NEXT STEPS !!!

e-Toolbox:

GenCo project partners are in the process of developing a European e-toolbox with concrete, practical examples of gender equality measures, which have been implemented in organisations across Europe, focusing on examples from the six participating countries. The “good examples” have been already identified by project partners and are in the final phase of elaboration into presentable cases that give all practical details for HR Practitioners and Leaders who intend to implement gender equality promotion actions. The intention is the e-toolbox to be an innovative self-learning instrument that will describe examples and change processes in detail, in order to assist, inspire, and motivate decision makers to improve gender quality in their own organisations. **The Toolbox will be available in early 2012.**

National Network Meetings:

Networking and exchange of personal experiences in gender equality measures implementation is one of the main project's targets. One national network meeting between HR Practitioners and Leaders with experience in the field of gender equality will be conducted in each of the six project member countries. Depending on each member's preferred topics and strengths, each will focus on one of 6 different areas of activity in relation to gender equality implementation in the workplace (e.g. equal salaries, work-life balance, etc.). Meetings will include input from the project partner that will lead the discussion, as well as group discussion and exchange of expertise. **The national network meetings will be held at the beginning of 2012.** If you are interested in participating in one of them, please contact the partner organisation in your country or the coordinator of the project.

GenCo Project builds on the organizational expertise of seven organizations from six EU countries which derives from their extensive and long term involvement in the planning, development and running of gender equality related corporate competitions. Project's main aim is to promote women position in enterprises and universities by offering to HR Practitioners and Leaders concrete tools and solutions that will help them implement women-friendly policies into their organisations.

Project Partners:

- TU Dortmund, Sozialforschungsstelle Dortmund (sfs), Germany (Project Leader)
- TU Berlin, Institute for Tool Manufacture and Industrial Manufacturing, Department of Gender and Diversity in Organisation, Germany
- ALBA Graduate Business School, Greece
- Gender Studies, Czech Republic
- ÖGUT – The Austrian Society for Environment and Technology, Austria
- The UKRC – Advancing gender equality in Science, Engineering & Technology, UK
- SIF – Social Innovation Fund, Lithuania