

## International Conference "Gender Equality in the Workplace"

### GenCo project offers to European HR managers the opportunity to "learn from the best!"

The International Conference "Gender Equality in the Workplace" will be organised by ALBA Graduate Business School at The American College of Greece, in Athens on 13 September 2012. Distinguished keynote speakers and renowned international figures from academia, industry and European institutions will offer their insights and ideas on the field of promoting gender equality in the workplace!

Gender Equality is much more than just a matter of ethics and equal opportunity! It is also a very important way of dealing with the current economic situation, demographic changes and skills shortages. This conference, organised by the partnership of the GenCo Project, will provide information about gender equality measures and offer insights into good practice currently being applied in European organisations.

The conference is organized around two major pillars: on the first part, research findings on the situation of gender equality, in Europe and internationally, will be presented, while on the second part, experienced HR managers with extensive experience in applying gender equality promotion techniques will present their experiences and discuss with participants.

The participation is free of charge.

The Conference will be a half day event (in English) held at Athens Royal Olympic Hotel (28-34 Athanasiou Diakou Str., Athens, [www.royalolympic.com](http://www.royalolympic.com)). For more details (program, speakers, participation form) please visit [www.gender-competence.eu](http://www.gender-competence.eu).



## The GenCo HR National Networking Meetings

The GenCo Project held a series of National Network Meetings across six European countries – Germany, Greece, Czech Republic, Austria, UK and Lithuania – in May to July 2012. These meetings showcased the new GenCo European Gender Equality E-toolkit and covered topics from work life balance, cultural changes in universities, part time working for women leaders to gender equality policies and practices,

in both industry and academia. A small selection of case studies were presented by organisations who had actually instigated gender equality initiatives, giving practical tips and answering questions on the impacts and issues faced.

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Apart from learning more about our E-toolkit and gaining an in-depth understanding of the case studies, participants also shared practical ideas and interventions in group discussions to take back and implement in their own workplace.

Nearly two hundred people attended overall, and they told us that the events were excellent. Many enjoyed the networking aspect and the informal, relaxed discussions where knowledge was shared among participants. From their initial overview of the GenCo E-toolkit over 60% stated that they would find it very useful in the future, with the rest stating that they would look at it in more detail as it appeared to be a very useful tool. "GenCo fits our strategy, 100%" stated a Greek participant." "We will use the GenCo case studies to help us implement new gender equality practices" commented a UK attendee. From feed-

back on the group discussions, many had taken away ideas and initiatives to discuss further, or possibly even implement back in the workplace.

To find out more about the GenCo E-toolkit and see how useful it will be



## The GenCo Project:

GENCO Project brings together knowledge and expertise in the field of gender equality promotion in the workplace from seven European organisations, to assist HR management professionals in applying gender equality promoting techniques in their work environments!

**Gender equality good practices from European organisations are selected and presented in the E-Toolkit, the central outcome of the project. This, in combination with the national HR networking meetings organized in six European countries and the International Conference "Gender Equality in the Workplace" organised in Athens as part of the GENCO project in September 2012, are expected to inspire and empower HR executives in promoting gender equality in a critical mass of European companies and education organisations!**

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## The GenCo 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 at The American College of Greece, Greece**
- **Gender Studies, Czech Republic**
- **ÖGUT – The Austrian Society for Environment and Technology, Austria**
- **The UKRC – The UK Resource Centre for Women in SET, UK**
- **SIF – Social Innovation Fund, Lithuania**