

### 1. A short description of the action

The proposed action is based on the National Program of Substantive Gender Equality 2010-2013, initiated by the General Secretariat for Gender Equality (GSGE) in accordance with the policy priorities of the “Strategy for Gender Equality 2010-2015” as reflected on the Commission Communication COM (2010) 491/2010. One of our strategic goals is the support of women’s employment and their financial independence, while two gender equality policies of top priority include gender mainstreaming in public policies and the increase of women’s participation in decision-making. Through this program we aim at the balanced participation of men and women in economic decision-making in order to reach the real equality between the two sexes, raising awareness to all social partners and businesses, especially the companies, and reinforcing women to claim and earn a place in economic decision-making are the main purposes of this action. Our goals are in total accordance to the call of proposals and the Commission’s Strategy between men and women.

Main activities and outcomes:

- Study and comparative analysis of practices, methodologies, frameworks across EU countries and Greece with respect to women in economic decision-making.
- Self-assessment tool for the enterprises (online software for the elaboration of statistical analyses and measurement) and online tool // Link: <http://ggif.quercus.com.gr/sat>
- Specialised coaching for the reinforcement and special education for women managers, executive managers and CEOs
- Workshops for the exchange of good practices implemented in greek and foreign companies as presented by H/R Managers to men and women managers, executive managers and CEOs.

### 2. Main objectives of the action

The project’s main goal is to enhance the gender mainstreaming and equal opportunities for women in economic decision making at listed companies through targeted interventions.

The project’s general goals are to bridge the gap between the sexes in employment and social protection and to promote a better balance between work and private life for women and men in order to strengthen gender equality.

More specifically:

1. Promotion of equal participation of men and women in decision-making at all levels and in all sectors to exploit the full potential of all skills.
2. Encouragement of social partners and businesses to develop and effectively implement initiatives for gender equality and to promote programs for gender equality in the workplace.

3. Elimination of stereotypes and promote gender equality in working life.
4. Promote women in decision-making and closing the gender gap in employment, by combating all forms of discrimination.
5. Promotion of good practices and their possible integration into the greek management system of listed companies.

With the present project, the GSGE seeks to achieve the implementation of gender mainstreaming in all listed companies of all sectors and to develop and implement pilot model tools, such as the assessment tool for the equal and objective assessment of executives and managers aiming at high posts in economic decision-making.

### **3. Key results**

a. results/outcomes of the action, including benefits for main actors and target group(s)

With the present project, the GSGE sought to achieve the implementation of gender mainstreaming in all listed companies of all sectors and to develop and implement pilot model tools, such as the assessment tool for the equal and objective assessment of executives and managers aiming at high posts in economic decision-making.

The following activities and outputs have addressed the aforementioned goals and objectives:

a) Organisation of two large scale conferences in Athens, Greece, ensuring the establishment of public debate for balanced representation of men and women in economic decision-making. The conferences and the discussions/presentations undertaken evolved around the issue of Women in economic-decision making centers. Conference participants and delegates came from governmental institutions, labour market organisations, entrepreneurial world, local and regional authorities, gender equality organisations, general public. The Conference speakers, beyond the project partners' representatives, representing both the public and private sector have been chosen and invited to make presentations covering several topics and aspects in gender equality issues in economic decision-making.

b) Promoting good practices for the balanced participation of women and men in businesses, and specifically in economic decision making. To this end practices, methodologies and legislative frameworks across EU countries and Greece have been cross-fertilised and analysed, in order to support the support activities of the project by the means of workshops and coaching seminars as foreseen.

An overall study on gender equality in the business world, and especially at a cross-country level was by and large missing in the case of Greece. Comparisons and innovative approaches followed in EU countries beyond Greece have been thus documented and presented in a coherent study upon the basis of which all supporting initiatives of the project have been build and disseminated.

c) Awareness raising and prompting of actual involvement of Greek listed companies towards adopting or further promoting gender equality within their organisational structures through special developed tools for the measurement and self-assessment of their organisational structure and equal promotion of women and men.

The promotion of equality between women and men in economic decision making is neither efficiently monitored, nor subject to specific measures and regulations which are clearly reflected in the business world. Existing frameworks are not followed up in everyday processes within businesses and enterprises, leading to a reduced sense of organisational cultural and strategies that clearly and formally promote gender equality. Companies have thus at their disposal self-assessment tools that have piloted and utilised, leading them to well informed practices to be followed in line with the provision of equal opportunities for women and men to excel in professional careers, especially in the field of economic decision making which is largely male dominated. Further positive repercussions are then to be experienced in the world of political decision making, going well beyond formally established quotas practices and models which doesn't however seem to respond to the issue, as it is not a matter of women representation in quantitative terms, but rather in terms of attitudes towards gender representations at the cultural level.

d) Provision of training models towards safe-guarding gender equality in decision making on the hand, and addressing professional/personal/family balance on the other, which are interwoven in gender equality issues which go beyond the labour market and are actually constructed on the basis of gender stereotypes feeding the vicious circle of male vs female predispositions at the societal and cultural level.

b. added value of the action, i.e. the lasting impact and/or multiplier effect.

Within the scope of the project, it was evident that listed companies as much as small businesses across a variety of economic sectors have not thus far fully employed if not at all specific practices to balance participation of women and men in economic decision making. Targeted training for managers, HR managers, and business owners has been missing, and to an equal extend, no tools were in place to actually measure how companies account for gender equality issues when it comes to high level intracompany positions. To the same extend, women in low and middle management positions miss specialised coaching and support to overcome gender stereotypes as experienced in working environments and re-enforced at the level of society, the family, the world of education.

Taking the aforementioned issues under consideration, the project has offered a multi-faceted approach towards balancing the participation of women and men in economic decision making, which can serve as an integrated approach (combining training for managers, self-assessment for companies and enterprises, empowering of women themselves) to be further utilised and enhanced in the future. The project coordinator (GSGE) based on the results of the project can and will further employ the developed methodologies and tools, especially as combined with the organisations main goal to support gender equality at the personal, social and economic levels, as it is deemed, that gender equality issues are cross-cutting facets of life and are re-enforced respectively.