

# BREAK GENDER STEREOTYPES, GIVE TALENT A CHANCE

Review of the national situation for the  
purpose of the workshop in SPAIN

2008



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*The seven-year Programme targets all stakeholders who can help shape the development of appropriate and effective employment and social legislation and policies, across the EU-27, EFTA and EU candidate and pre-candidate countries.*

*The programme has six general objectives:*

- (1) to improve the knowledge and understanding of the situation prevailing in the Member States (and in other participating countries) through the analysis, evaluation and close monitoring of policies;*
- (2) to support the development of statistical tools and methods and common indicators, where appropriate broken down by gender and age group, in the areas covered by the programme;*
- (3) to support and monitor the implementation of Community law, where applicable, and policy objectives in the Member States, and assess their effectiveness and impact;*
- (4) to promote networking, mutual learning, identification and dissemination of good practices and innovative approaches at EU level;*
- (5) to enhance the awareness of the stakeholders and the general public about the EU's policies and objectives pursued under each of the policy sections;*
- (6) to boost the capacity of key EU networks to promote, support and further develop EU policies and objectives, where applicable.*

*For further information, see: [http://ec.europa.eu/employment\\_social/progress/index\\_fr.html](http://ec.europa.eu/employment_social/progress/index_fr.html).*

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## FOREWORD

Does the European economy manage to make full use of its human capital?

This document intends to contribute to this discussion, from the perspective of gender equality.

This document has been prepared in the framework of “Raising the awareness of companies about combating gender stereotypes”, an EC initiative commissioned by the European Commission, DG Employment, Social Affairs and Equal Opportunities, under a contract managed by the International Training Centre of the ILO in partnership with the Association of European Chambers of Commerce and Industry (EUROCHAMBERS).

The initiative, which involves Chambers of Commerce and SME organizations in 15 EU Countries<sup>1</sup>, aims at helping SMEs discover how overcoming gender stereotypes can have a positive impact on productivity and competitiveness.

The country reviews do not have the ambition to give an exhaustive picture of gender issues in the labour markets of the 15 countries. They rather aim to enrich with country-specific information the tools that the initiative offers to all those engaged in improving SME competitiveness and productivity. They collect up-to-date statistical data and qualitative information on the different ways in which women and men enter and progress into employment and occupations in the various countries. They contain information on existing legislative provisions, public and private initiatives and good practices. Suggestions on the impact of gender stereotypes are also provided, to initiate dialogue and action at enterprise level.

The final aim is to offer concrete suggestions on how SMEs in the selected countries can overcome gender stereotypes and tap the business potential of gender equality.

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<sup>1</sup> Bulgaria, the Czech Republic, Estonia, France, Germany, Greece, Hungary, Ireland, Italy, Malta, Poland, Portugal, Romania, Slovenia, Spain

## 1. STATISTICS

Table 1: Statistical data

Demography and Employment	Spain			EU27		
	Men	Women	Total	Men	Women	Total
1. Total population 2007 (figure in 1000)	21,943	22,532	44,475	241,671	253,457	495,128
(Figure in %)	49.3	50.7	100.0	48.8	51.2	100
2. Life expectancy 2005 (%)	77.4	83.9	80.5	75.4	81.5	:
3. Fertility rates 2005 (%)	1.34			1.51 <sup>b</sup>		
4. Employment rate 2007 (%)	76.2	54.7	65.6	72.5	58.3	65.4
5. Unemployment Rate 2007 (%)	6.4	10.9	8.3	6.5	7.8	7.1
6. Activity rate 2007 (%)	81.4	61.4	71.6	77.6	63.3	70.5
7. Youth unemployment rate 2007 (%)	<b>15.2</b>	<b>21.9</b>	18.2	15.2	15.8	15.5
8. Long term unemployment rate 2007 (%)	1.1	2.5	1.7	5.6	6.6	6.0
9. Part-time work 2007 (%)	4.1	22.8	11.8	7.7	31.2	18,1
10. Employees 2007q04 (1000)	9,517	7,359	16,876	97,388	86,042	183,430
11. Self-employment 2007q04 (1000)	2,399	991	3,390	15,491	7,417	22,908
12. Entrepreneurs 2007q04 (1000)	<b>861</b>	<b>275</b>	1.136	7,574	2,375	9,949
13. Average hourly pay 2002 (in euro)	<b>9.09</b>	<b>6.82</b>	8.36	13.79 <sup>c</sup>	10.40 <sup>c</sup>	12.56 <sup>c</sup>
14. Gender Pay gap in unadjusted form 2006 <sup>g</sup>	13			15		
15. Participation in decision-making 2007						
National Parliaments (%)	64	36	100	76	24	100
President in largest publicly quoted companies (%)	<b>100</b>	<b>0</b>	100	97	3	100
Member of highest decision-making body in largest publicly quoted companies (%)	94	6	100	90	10	100
GEM Value 2007	0.794			:		
GEM Rank 2007	12			:		
16. Graduations of women and men in tertiary education 2004						
ISCED 5 (%)	42.0	58.0	100	40.8 <sup>c</sup>	59.2 <sup>c</sup>	100 <sup>c</sup>
(Ratio Women/Men)	1.4			1.4 <sup>c</sup>		
ISCED 6 (%)	52.5	47.5	100	56.8 <sup>c</sup>	43.2 <sup>c</sup>	100 <sup>c</sup>
(Ratio Women/Men)	0.9			0.8 <sup>c</sup>		
17. Single-headed households, 2005 (%)	6	5.2	:	14 <sup>c</sup>	14 <sup>c</sup>	:
18. Children in childcare aged 0-2 years, 1-29hrs/30+hrs 2006 (%)	20/19			14/12		
19. Children in childcare aged 3 to mandatory school ages, 1-29hrs/30+hrs 2006 (%)	47/44			44/40		

NOTES: a - 2004, b - 2005, c - EU25, e - Estimation, g - The Pay Gap is the difference between men's and women's average gross hourly earnings as percentage of men's average gross hourly earnings (for paid employees), p - Provisional, : - No data

## Review of the national situation for the purpose of the workshop in SPAIN

Source: European Commission, *Indicators for monitoring the Employment Guidelines including indicators for additional employment analysis, 2008 compendium*. Except:

1, 10, 11, 12: Eurostat Database

2, 3: Eurostat News Release, "A statistical illustration of the situation of women and men in the EU27", 32/2007, March 2007 and UNDP, Human Development Report 2007/08, Table 1

13: Eurostat, «Salaires bruts en Europe, Principaux résultats de l'enquête sur la structure des salaires 2002», *Statistiques en bref, population et conditions sociales*, 12/2005, Communautés européennes, 2005

15: European Commission, DG EMPL, Database on women and men in decision-making and the Human Development Report 2007/2008 (for the GEM rank and value)

16, 17: European Commission, *The life of women and men in Europe – A statistical portrait*, Luxembourg, Office for Official Publications of the European Communities, 2008

## 2. SITUATION AND STEREOTYPES

### 2.1. WOMEN IN THE LABOUR MARKET

Women's position in the labour market has made impressive advances in Spain. In 1980 the female activity was 28%. Younger women tended to be active in the labour force, but maternity usually meant discontinuity in or even the end of their professional careers. By 2007, the female activity rate has reached 61.4% and the age profile has changed to resemble men's rates (i.e. higher rates in the central age groups). Likewise, women's unemployment has dropped significantly (from 20.3% in 2000 to 10.9% by 2007), but continues to be above men's (6.4% in 2007)<sup>2</sup>.

### 2.2. OCCUPATIONAL SEGREGATION

Gender segregation in occupations is calculated as the average national share of employment for women and men applied to each occupation; differences are added up to produce the total amount of gender imbalance expressed as a proportion of total employment (ISCO classification). Gender segregation in economic sectors is calculated as the average national share of employment for women and men applied to each sector; differences are added up to produce the total amount of gender imbalance expressed as a proportion of total employment (ISCO classification).

**Table 2. Country segregation index 2005**

	Gender segregation in occupations	Gender segregation in economic sectors
Spain	26.6	20.4
EU27	24.9	17.8

*Source: Indicators for monitoring the Employment Guidelines including indicators for additional employment analysis 2008 compendium, pp. 52-53.*

As the following pages show, occupational and vertical segregation in Spain can be linked to the prevailing stereotypes about women and men. The segregation index in Spain is close to the EU average, and women are concentrated in "care-related" occupations and economic sectors such as education, health and social work. Women are widely represented among mostly public sector employees. In the private sector, they concentrate in occupations linked to retail trade, and as domestic workers in the private sector.

Women represent more than half of all university students and secondary level graduates and their presence among university graduates in technical and scientific subjects is constantly growing.<sup>3</sup> Like the rest of Europe, Spain, with its increasingly elderly population and declining birth rate, needs to be prepared to offset labour shortages, particularly in occupations requiring advanced technological skills.<sup>4</sup> There is a

<sup>2</sup> European Commission (2008), Indicators for monitoring the Employment Guidelines including indicators for additional employment analysis 2008 compendium.

<sup>3</sup> Eurostat, *The life of women and men in Europe: a statistical portrait*, Office for Official Publications of the European Communities, Luxembourg, 2008. pp. 36-37 and 162-163.

<sup>4</sup> Kolding, M., and Kroa, V., *Networking Skills in Europe: Will an Increasing Shortage Hamper Competitiveness in the Global Market?* International Data Group (IDC) White Paper, 2005. p. 11. Available at [www.idc.org](http://www.idc.org)

good potential for increasing women’s presence in non-traditional occupations and sectors. This would allow for a more efficient use of the existing talent pool, particularly in the private sector.

Some improvements in “horizontal desegregation” have occurred, mostly in sectors in which women were very heavily under-represented. The trend may change depending on the region of the country and, in a country like Spain, with high decentralisation, this is a relevant issue.

In the following table the concentration of women and men in different sectors of activity is shown comparing the EU25 average with the corresponding figures for Spain.

**Table 3:** Concentration of men and women in sectors of activities (NACE two digit)<sup>5</sup>

<b>% of women employed</b>	<b>ES</b>	<b>EU25</b>	<b>% of men employed</b>	<b>ES</b>	<b>EU25</b>
<b>Retail trade</b>	<b>14.3</b>	<b>12.5</b>	Construction	19.5	13.0
Health & Social work	10.9	17.2	Public administration	6.5	7.2
Education	9.6	11.4	Retail trade	6.0	6.3
Hotels & restaurants	9.4	5.1	Agriculture	5.8	5.2
Business activities	8.9	7.3	Education	5.5	3.8
<b>Private households</b>	<b>8.2</b>	<b>2.3</b>	Business activities	5.2	6.1
Public administration	6.0	7.3	Land transport	4.4	4.2
Agriculture	3.3	3.8	Wholesale trade	4.2	4.1
Other service activities	2.6	2.6	Hotels & restaurants	3.4	3.4
Wholesale trade	2.5	2.6	Vehicle sale & repair	3.1	3.2
Manufacture food & beverages	2.1	2.2	Manufacture food & beverages	2.7	2.5
Cultural & sporting activities	2.1	2.1	Health & Social work	2.6	4.0
Construction	1.7	1.5	Metal products	2.6	3.1
Financial intermediation	1.6	2.2	Machinery	1.8	2.7
<b>Top 6</b>	<b>61.3</b>	<b>60.8</b>	<b>Top 6</b>	<b>48.5</b>	<b>41.9</b>

**Notes:** Persons aged 15 years and over. No distinction is made between private and public sectors. The top six sectors are listed according to the EU average, and may not coincide with the top six in each country. In the adaptation the sectors are ordered according to the importance to the country, but some important sectors might not appear.

Source: Adapted from *Statistics in Focus publication (Population and Social Conditions 53/2007) (NACE 2 digit – see Eurostat Statistics in Focus, Population and Social Conditions 53/2007 and for a comparison with EU aggregated data see “European Business: Facts and figures 2008 (European Business: Facts and figures ISBN 978-92-79-07024-2 available from the Eurostat web page)*

The following table shows how women are highly concentrated in care-related occupations, and how domestic helpers and cleaners double the EU25 proportion.

<sup>5</sup> NACE is an international classification of economic activities. The digits indicate the level of disaggregation.

**Table 4: Occupational patterns of women's and men's employment (ISCO three digit)<sup>6</sup>**

<b>% of women employed</b>	<b>ES</b>	<b>EU25</b>	<b>% of men employed</b>	<b>ES</b>	<b>EU25</b>
Domestic & related helpers, cleaners & launderers	14.6	7.6	Building frame & related trades workers	8.8	4.7
Shop salespersons & demonstrators	8.7	8.0	Motor vehicle drivers	6.0	5.2
Housekeeping & restaurant services workers	6.6	3.9	Managers of small enterprises	4.9	4.4
Administrative associate professionals	6.1	4.4	Building finishers & related trades workers	4.5	4.0
Personal care & related workers	5.6	6.6	Finance & sales associate professionals	3.9	3.3
Other office clerks	4.9	5.2	Machinery mechanics & fitters professionals	3.2	3.5
Secretaries & keyboard-operating clerks	4.3	3.7	Shop salespersons & demonstrators	2.7	2.6
Managers of small enterprises	4.3	2.9	Architects, engineers & related professionals	2.2	3.1
Finance & sales associate professionals	2.2	2.9	Physical & engineering science technicians	1.3	3.6
Nursing & midwifery associate professionals	0.0	2.6	Production & operations department managers	0.7	2.6
<b>Top 6 in each country</b>	<b>46.5</b>	<b>35.6</b>	<b>Top 6 in each country</b>	<b>31.7</b>	<b>25.5</b>

**Note:** The top six occupations are listed according to the EU average, and may not coincide with the top six in each country. In the adaptation the occupations are ordered according to the country importance, but some important occupations might not appear.

Source: Adapted from *Statistics in Focus publication (Population and Social Conditions 53/2007)*.

Furthermore, vertical segregation in Spain, as in the rest of the EU, shows that less than one-third of managers in the private sector are women. The figures in the table below seem to indicate that the situation in Spain has worsened comparing 2001 and 2006.

**Table 5: Distribution of managers by sex in EU Member States – 2001 and 2006 (%)**

	<b>Women</b>	<b>Men</b>	<b>Women</b>	<b>Men</b>
	<b>2001</b>		<b>2006</b>	
Spain	32.3	67.7	31.8	68.2
EU27	30.1	69.9	32.6	67.4

**NOTE:** EU aggregate for 2001 is the value for EU-25 and not EU-27.

Source: Adapted from *Report on equality between women and men, p.32. (Eurostat ISCO 12 and 13)*.

With regard to both vertical and horizontal segregation, in a recent study specifically aimed at investigating the reasons of women's scarce presence as entrepreneurs in certain sectors<sup>7</sup>, a number of stereotypes were identified. Moreover, some of the masculine stereotypes have been adopted by women (for example full time availability), while all the others are the expected stereotypes which coincide with the figures on sectoral and occupational concentrations shown above (caring, sympathetic, etc.).

<sup>6</sup> ISCO is an international classification of occupations. The digits also indicate the level of disaggregation: the higher the value, the higher the level of disaggregation.

<sup>7</sup> ASEME (2005). Causas de la escasa representación de las mujeres empresarias en determinados sectores y segmentos del tejido empresarial de la Comunidad de Madrid. Madrid. p. 62

### 2.3. THE ROLE OF SMEs

According to the 2004 report on SMEs in Spain, published by the General Directorate of Small and Medium Enterprises in 2006, in January 2005 99.87% of total Spanish enterprises were SMEs. Micro enterprises accounted for 92.3% of all enterprises, while small enterprises accounted for 6,8% and medium enterprises for 0.8%. Since 2000, the number of SMEs has grown steadily in Spain, with an annual increase of 4.01% in 2004. Particularly encouraging is the strong increase in the number of medium sized enterprises in 2004 (5.4%). In 2004 SMEs accounted for 79.1% of total employment in Spain, while large enterprises accounted for the remaining 20.9%. Micro firms had the largest share of employment (38.9%) followed by small (25.5%) and medium enterprises (14.7%). Managers of SMEs are predominantly men (91.8%).

According to the Eurostat publication *European Business: Facts and Figures 2008*, in 2004 the number of firms in Spain was almost two and a half million, larger than the number in UK, France and Germany, but below the number in Italy, the country with the largest number of firms at more than three and a half million.

Within the Lisbon Strategy for growth and jobs, the Spanish Government has recognised the importance of SMEs for the national economy and is promoting the development and growth of SMEs by fostering innovation and improved competitiveness at international level. In this context, overcoming stereotypical ideas on women and men's professional abilities and ambitions, adopting more flexible working arrangements and times, together with other measures to reconcile work and private life, are important elements for innovation and increased productivity.

### 2.4. GENDER STEREOTYPES

Cultural factors such as gender stereotypes can also explain differences in the labour market between men and women. Traditionally, women have acted as housewives and sacrificed their work life in order to take care of their families. The common stereotype in society is to view women as mothers in charge of house chores. In addition, women occupy fewer high ranked and better remunerated jobs than men. Nonetheless, women are more qualified than men: 60% of European graduates are women. Two factors could explain women's lesser pay despite their higher qualifications. First, girls predominantly choose less well-paid professions, which will influence their future careers. Second, women's careers are frequently interrupted by maternity leaves or periods of part-time employment. Consequently, women access jobs with the highest pay and responsibilities less often than men.

Below are some examples of masculine and feminine stereotypes.

MASCULINE STEREOTYPE	FEMININE STEREOTYPE
Have a strong personality	Be willing to sacrifice herself
To be competitive	Watch over the team spirit
A decided and entrepreneurial character	Become excited about things
To be audacious and take risks in business	Have a good appearance, care for the physical aspect
Leadership	To be sympathetic
Self-confidence	Time availability for work

Source: ASEME (2005). Causas de la escasa representación de las mujeres empresarias en determinados sectores y segmentos del tejido empresarial de la Comunidad de Madrid. Madrid. p. 62

According to the study previously mentioned<sup>8</sup>, when cross-checking stereotypes (what women think about themselves and what they think about men and vice-versa), the results point to an adoption by women of some male stereotypes and men of feminine stereotypes. These are leadership (masculine to feminine), good appearance and care for the physical aspect (feminine to masculine), and to be understanding (feminine to masculine).

Another study in Spain that examines management and leadership from a gender perspective<sup>9</sup> shows that women tend to have the following characteristics:

- Emphasis on persons and processes
- Leadership as a group responsibility
- Construction of less bureaucratized structures and giving priority to social relations and a sense of community
- Capacity to engage in brokering relations among people and learning with others
- A laissez faire attitude empowering groups through their own knowledge and ideas
- Clear preference for cooperative and consultative approaches
- Collaborative, shared and non-competitive style
- Development of team work policies and mutual support

These characteristics can be a disadvantage in environments where opposing values are exalted. However, all of these characteristics are in line with the literature and practice of leaner and more efficient organisations, knowledge management, application and impact of new technologies, etc. It is no wonder that a large proportion of CEOs, directors and top level executives of the most famous information society firms in Spain are women (IBM<sup>10</sup>, Microsoft<sup>11</sup>, Yahoo<sup>12</sup>, Google<sup>13</sup>, etc.).

<sup>8</sup> ASEME, *ibid.*

<sup>9</sup> Coronel, J.M. Moreno, E. and Padilla M<sup>a</sup>. T. (1999). La gestión y el liderazgo como procesos organizativos: Contribuciones y retos planteados desde una óptica de género. Revista de Educación, Madrid.

<sup>10</sup> Amparo Moraleda Martínez

<sup>11</sup> Rosa María García

<sup>12</sup> Noelia Fernández

<sup>13</sup> Isabel Aguilera

### 3. SUCCESS STORIES

The LIDERA programme of the Region of Madrid aims to upgrade skills of business women and promote leadership skills in particular through training and role models. The government of Madrid has a large knowledge on public policies for women and of gender equality. The programme is for women in all sectors of activity. It includes scholarships for young women to access the more renowned business schools of Spain (IESE, IE and ESADE). In order to reach the aims of the programme, LIDERA offers training in leadership skills, professional orientation and the possibility to network and share different experiences and solutions to problems faced by business and professional women.

The EQUAL programme in Spain has funded a number of projects directly linked to fighting gender stereotypes in the labour market. One characteristic of the programme is that it also focuses on persons who have severe difficulties in entering or remaining in the labour market. It is interesting to note that in all of the projects selected, both trade unions and employer associations are part of the teams in charge of coordinating and implementing the projects.

Trade unions and employer organizations in Spain are not only sensitizing their own members, but also society in general about breaking gender stereotypes and other stereotypes preventing the employment of persons with different types of qualifications and ready to join the labour market. The training options being given to women outside the traditional occupations is another specificity of all of these projects.

**For more information:**

- LiderA Programme  
[http://www.madrid.org/cs/Satellite?pagename=Lidera/Page/LIDE\\_home&language=es](http://www.madrid.org/cs/Satellite?pagename=Lidera/Page/LIDE_home&language=es)
- Equal Programme in Spain  
[www.mtas.es/uafse/equal/descargas/PIC\\_EQUAL\\_2.pdf](http://www.mtas.es/uafse/equal/descargas/PIC_EQUAL_2.pdf)

#### 4. SUPPORT

The political and social changes brought about in Spain in the last 30 years, and the entry into the European Community in 1986 are fundamental events in the situation of women as equal opportunity laws between men and women were introduced in line with the Spanish Constitution of 1978. The subsequent transposition of European legislation on the subject is a further step in improving women's rights and equality. In addition Spain is signatory to the Convention on the Elimination of All Forms of Discrimination Against Women (CEDAW – UN, 1979) and the Beijing Declaration and Platform for Action of 1995, review and follow-up.

More recently, a number of laws have been introduced and others changed in order to strengthen equality between women and men. Firms with 250 workers or more are now obliged by law to have an equal opportunities plan and reconciliation of work and family life has become a right for all workers. Thus firms will be expected to review their human resources policies and will have an opportunity to introduce changes that, if carried out correctly, can lead to a more productive workforce.

What is the Spanish Public administration (central, regional and local) doing to support firms? The National Women's Institute (Instituto de la Mujer) has a series of private sector initiatives that help firms to engage in reconciliation of work and family life (OPTIMA<sup>14</sup>) with EU funding support, and also an enterprise support programme<sup>15</sup> in collaboration with Chambers of Commerce and an online support platform (<http://www.e-empresarias.net/>) for women entrepreneurs. It also has an observatory of communication and media that watches and sanctions stereotyped mass media commercials<sup>16</sup> and provides guidelines to media to avoid gender stereotypes.

At regional level, the regional machineries also have campaigns on violence against women, reconciliation of work and family life, support to employment and entrepreneurship, etc.

Finally, it is important to point out that several regional governments have started to support companies to carry out equality and reconciliation of work and family life plans. This usually takes the form of a grant and there are also now a wide variety of "how to" guides. In the box below a number of them are indicated. It is important to note that most of them have similar methodologies consisting of a diagnosis, a participative approach and the final plan or strategy that comes out as a result of these two previous steps.

With regard to grants or other programmes or support, the equality or employment departments in each region should be contacted for information.

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14 Details of the programme can be found at <http://www.tt.mtas.es/optima/>.

15 Details of the programme can be found at <http://www.mtas.es/mujer/programas/empleo/index.html>.

16 See Annex 2 in the complete report for links to the web page.

**Information on support to implement equality and work-life conciliation plans**

- Guide by the Chamber of Commerce in Madrid for SMEs  
[www.rse.camaramadrid.es/ficheros/Guia1.pdf](http://www.rse.camaramadrid.es/ficheros/Guia1.pdf)
- Guide by the Business Paper Cinco Días  
[www.cincodias.com/articulo/economia/Guia/elaborar/Plan/Igualdad/empresa/cdsctdi/20080609cd\\_sctieco\\_2/Tes/](http://www.cincodias.com/articulo/economia/Guia/elaborar/Plan/Igualdad/empresa/cdsctdi/20080609cd_sctieco_2/Tes/)
- Guide by the Women's Institute  
[www.mtas.es/mujer/publicaciones/docs/materiales\\_digital.pdf](http://www.mtas.es/mujer/publicaciones/docs/materiales_digital.pdf)
- Guide by the Trade Union Comisiones Obreras  
[www.comfia.info/noticias/txt/42366.html](http://www.comfia.info/noticias/txt/42366.html)

## ACRONYMS

EC	European Commission
EU	European Union
EU25	The 25 Member Countries of the European Union (from May 2004 to December 2006)
EU27	The 27 Member Countries of the European Union (as from January 2007)
GDP	Gross Domestic Product
GEM	Gender Empowerment Measure
GNP	Gross National Product
ISCED	International Standard Classification of Education
ISCO	International Standard Classification of Occupations
NACE	Classification of Economic Activities in the European Community
NGO	Non-governmental Organization
SMEs	Small and Medium Enterprises
SP	Spain
UNDP	United Nations Development Program