



Raising the awareness of companies about combating gender stereotypes (VC/2007/0350)

BREAK GENDER STEREOTYPES, GIVE TALENT A CHANCE

ITALY

NATIONAL INSTITUTIONS IN CHARGE OF IMPLEMENTATION OF THE INITIATIVE AT NATIONAL LEVEL:

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Organizational network:

Member of:

- API-TO (Association of Small Enterprises): 3,200 associated
- CONFAPI (National Confederation of SMEs): 65 territorial API's with 60,600 associated
- FEM - European Women Entrepreneurs Organization (17 organisations of women in SMEs covering 10 European countries) member of UEAPME

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Organisational network: Network of 85 Italian Chambers of Commerce (approx. 5,000,000 enterprises registered) for project and integrated services

National Focal Point:	Expert on Gender Issues and SMEs in the country:
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DATE AND VENUE OF THE WORKSHOP “Break Gender Stereotypes, Give Talent a Chance”:

27 June, 16 and 22 September 2008

INTERNATIONAL TRAINING CENTRE OF THE ILO
Viale Maestri del Lavoro, 10
I – 10127 Torino

NATIONAL AND LOCAL STAKEHOLDERS INVITED/INVOLVED IN THE INITIATIVE:

- SME Associations
- Business Associations
- Trade Unions
- Women associations

SMEs IN THE COUNTRY:

3.8 million SMEs, each with up to 250 employees, account for 99.9% of all Italian enterprises. They therefore represent the backbone of the Italian economic system. On average, 3.8 people are employed per company in Italy. It decreased from 4.4 in 1995-2000, which is part of a persistent and growing trend:

- A relative decline in manufacturing industry (especially in textiles and clothing); fewer employees in commerce; employment growth in construction, hotel, public goods and service sectors.
- A fall in the average number of employed in large companies: The number of companies with over 250 employees has risen from 2,890 to 3,272, but with practically the same number of employees (3.15 m. to 3.17 m.). So average numbers of workers per large company fell from 1,088 in 1991, to 970 in 2001.
- A growth in the absolute number of craft enterprises (and of employees in the segment), which represent almost a third (30.7%) of all Italian enterprises



GENDER SEGREGATION IN THE LABOUR MARKET (*):

- Gender segregation in economics sectors 17.9%

- Gender segregation in occupation 23.9%

These indexes measure gender segregation in the Italian labour market in 2005; the higher the value of both indexes, the higher the segregation biased against women.

The distribution of women's employment in Italy is more concentrated than that of men among the top six sectors of activity. Moreover, the concentration of women and men in sectors of activity in Italia is higher than in the EU25, for both genders. In 2005 men were mainly employed in construction, retail trade, public administration, business activities, wholesale trade and agriculture. Men's employment is less concentrated in a small range of sectors of activity than that of women. Women are mainly found in education, health and social work, retail trade, business activities, and hotels/restaurants. It is worth noting the low proportion of women working in typical male sectors such as construction, industry and agriculture.

In 2005 women were more concentrated in fewer occupations than men, not only in Italy but in most countries of EU25. Most women work as administrative workers and secretaries, salespersons, cleaners and launderers, in housekeeping and restaurants, but also as managers of small enterprises. Many of these professions are traditionally considered to be feminine (secretary, cleaner) and are often undervalued in society and thus less well paid. As far as men are concerned, they are less concentrated in few occupations, and their main occupations are: managers of small enterprises, building frame and related trades, physical and engineering science technicians, motor vehicle drivers, or occupations related to construction and mechanics.

The occupational segregation observed corresponds to traditional gender stereotypes, such as men being providers and women carers.

GENDER ISSUES AND STEREOTYPES (*):

The EU trans-national project STER-E/O summed up many examples of cultural influences and actual behaviour towards women in the work context, including in Italy. The chart shown on the next page shows some conclusions of the project's extensive qualitative enquiry:



<i>Contexts in which stereotypes are generated</i>	<i>Current opinions and assumptions for the persistence of stereotypes</i>
Psychological characteristics <u>Man</u> = ambitious, strong <u>Woman</u> = weak, emotional	Women have weaker characters than men
Social roles <u>Man</u> = worker, family breadwinner, responsible type <u>Woman</u> = earner of "pin-money", non-protagonist	Women are unsuitable for roles of responsibility
Socio-sexual relations: <u>Man</u> = legitimised for career <u>Woman</u> = unable to command, unacceptable either to Men, or to Women	Women in command create problems because they are not accepted as legitimate by those who are "under" them.
Division of labour <u>Man</u> = technical, professional <u>Woman</u> = carer, educator	Women have problems with technology. Women prefer social fields, children, animals.
Intrusion of sexuality into gender differentiation. <u>Man</u> = doubts about sexual identity, curiosity <u>Woman</u> = innovation, or "equivocal" proposition.	Doubts whether promotion is on grounds of merit or because of an ambiguous recommendation.

(*) From the review of the national situation for the purpose of the workshop in Italia produced in the framework of the Contract "Raising the awareness of companies about combating gender stereotypes", commissioned by the European Commission to the International Training Centre of the ILO in partnership with EUROCHAMBRES.



This document was prepared by the International Training Centre of the ILO in partnership with the Association of European Chambers of Commerce and Industry (EUROCHAMBRES) under the framework of the Contract "Raising the awareness of companies about combating gender stereotypes" commissioned by the European Commission, Directorate-General for Employment, Social Affairs and Equal Opportunities.

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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.

PROGRESS mission is to strengthen the EU contribution in support of Member States' commitments and efforts to create more and better jobs and to build a more cohesive society. To that effect, PROGRESS will be instrumental in:

- (1) providing analysis and policy advice on PROGRESS policy areas;*
- (2) monitoring and reporting on the implementation of EU legislation and policies in PROGRESS policy areas;*
- (3) promoting policy transfer, learning and support among Member States on EU objectives and priorities; and*
- (4) relaying the views of the stakeholders and society at large.*

For further information, see:

http://ec.europa.eu/employment_social/progress/index_en.html.

The information contained in this document does not necessarily reflect the position or opinion of the European Commission.

