

## Break gender stereotypes, give talent a chance.

### How to participate

There is no charge for participating in the workshops or the consultancy, however places are limited.

To apply or for further information, please visit:

[www.businessandgender.eu](http://www.businessandgender.eu)

or else contact the Secretariat for the initiative in the UK:

Women's Business Development Agency

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Coventry University Technology Park  
Puma Way  
Coventry  
West Midlands  
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This initiative includes action in cooperation with Chambers of Commerce and SME associations in the 27 EU Countries plus Iceland and Norway. It is commissioned by the European Commission, DG Employment, Social Affairs and Equal Opportunities in the framework of the contract "Raising the awareness of companies about combating gender stereotypes" managed by the International Training Centre of the ILO in partnership with the Association of European Chambers of Commerce and Industry (EUROCHAMBRES).

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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 more information see:

<http://ec.europa.eu/social/main.jsp?catId=327&langId=en>

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



Cut out stereotypes or you'll be cutting your resources in half.



## Tap the business potential of gender equality

### Did you know that:

- Entrepreneurs see a skills shortage as a key barrier to their companies' progress? (European Business Survey 2007)
- 59% of new university graduates and some 80% of students in business administration in Europe are women?
- Europe can expect to run short of 24 million people in the active workforce by 2040?
- Women are the driving force behind more than 70% of purchasing decisions?
- Gender equality programmes have a positive impact for employees' motivation, creativity and productivity? (Nutek 1999)
- Firms with the best record of promoting women to high positions are between 18 and 69% percent more profitable than the median Fortune 500 firms in their industries? (Adler)

### Skills have no gender

Make the most of all the talent at your disposal. Gender equality benefits companies as well as their employees. Companies survive and succeed because of their interaction with customers, investors, shareholders, employees, suppliers and partners. These are all women and men, with diverse talents, expectations and needs. The forward-looking business manager is aware of these dimensions.

### Find the right person for the right job

Companies can't afford to waste talent. However, stereotypes related to what is more appropriate for men and women often act as barriers and may prevent companies from seeing and unlocking individual talent.

## Distribution of workforce by sector (EU-27, 2008)

Sector	% M	% W
Industry	71	29
Construction	92	8
Non-financial services	55	45
Financial services	49	51
<b>Total business economy</b>	<b>55%</b>	<b>45%</b>

Source: Eurostat, Labour Force Survey, 2008.

## The employed in the EU, by sex and occupational group (EU-27, 2008)

	% M	% W
Legislators, senior officials and managers	67	33
Professionals	51	49
Technicians/associate professionals	47	53
Clerks	31	69
Service/shop/market sales workers	31	69
Skilled agricultural and fishery workers	65	35
Craft /related trades workers	90	10
Plant and machine operators and assemblers	83	17
Elementary occupations	48	52
<b>Total employed</b>	<b>55%</b>	<b>45%</b>

Source: Eurostat, Labour Force Survey, 2008

In spite of their high educational attainments, half of the women in the EU work in low skilled or less valued jobs. Only 29% of scientists and engineers, and only 33% of managers working in the EU are women.

Conversely men are largely under-represented in the education, health and welfare sectors. In the private sector, the "anytime, anywhere" culture obliges men to cope with long working hours, stress and leaves little chance to reconcile work with family life.

The cost for companies can be high: loss of human capital, difficult employee relations, high levels of stress and absenteeism.

When the talents of women and men are merged into a culture that puts skills, professionalism and profitability first, women and men working together can create a win-win situation.

### Benefits include:

- Accessing and keeping a wider talent pool
- More creativity, innovation and profit
- A wider and more satisfied customer base
- Better staff morale and minimised risk of litigation
- Better public image and higher shareholder value.

## Break gender stereotypes, give talent a chance.

Discover the unexploited potential in your company.

This campaign aims to help SMEs across Europe to boost productivity by going beyond gender stereotypes and maximising employee potential.

It shows how gender equality actions can improve business performance and success through:

- provision of a "toolkit" for optimum use of individual talents within a company (also on line on [www.businessandgender.eu](http://www.businessandgender.eu))
- a practical workshop on how to gain competitiveness with gender equality action
- consultancy and information
- an opportunity for increased company visibility.

Activities target staff of chambers of commerce, business and professional associations, training bodies; businessmen and businesswomen; managers within small and medium-sized enterprises; human resource managers and all those who work to improve quality and competitiveness within SMEs.