

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



Break gender stereotypes, give talent a chance.

Of course recognising and overcoming gender stereotypes brings economic and social benefits to employees, but it also helps employers. Make the most of all the talent at your disposal. Visit: www.businessandgender.eu

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). This publication is supported under the European Community Programme for Employment and Social Solidarity (2007-2013). This programme is managed by the Employment, Social Affairs and Equal Opportunities DG of the European Commission. It was established to financially support the implementation of the objectives of the European Union in the employment and social affairs area, as set out in the Social Agenda, and thereby contribute to the achievement of the Lisbon Strategy goals in these fields. 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-EEA 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: providing analysis and policy advice on PROGRESS policy areas; monitoring and reporting on the implementation of EU legislation and policies in PROGRESS policy areas; promoting policy transfer, learning and support among Member States on EU objectives and priorities; and 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.



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