



European Union
European Social Fund
Operational Programme Employment

Equality Beyond Gender Roles

Annalise Frantz, Senior Executive (Projects)

National Commission for the Promotion of Equality,
Malta



Project Partners

Beneficiary

NCPE



NCPE

Partner

The Drama Unit



DRAMA UNIT

Associate Partner

Malta Employers' Association
(MEA)



Associate Partner

General Retailers and Traders
Union (GRTU)





Brief Overview

Project Duration	January 2016 – December 2017
------------------	------------------------------

Main Objectives:

- To raise awareness on the relevance of **men's role in gender equality**
- To **break down gender stereotypes** tied to traditional gender roles
- To further **encourage men to share domestic duties and care responsibilities**, as well as to strive towards **equal economic independence** between the genders
- To increase overall awareness of the various types of **Family-Friendly Measures** and the benefits and responsibilities of making use of them



The need for Work-Life Balance

Benefits:

- Able to focus on both work and family life since the time is allocated appropriately
- Less stress
- Better mental health
- Equal economic independence
- Increased loyalty at the workplace resulting in less staff turnover
 - Reduce staff training costs
 - Retain valuable work experience, competent staff
 - Reduce the uptake of sick leave
 - Greater job satisfaction

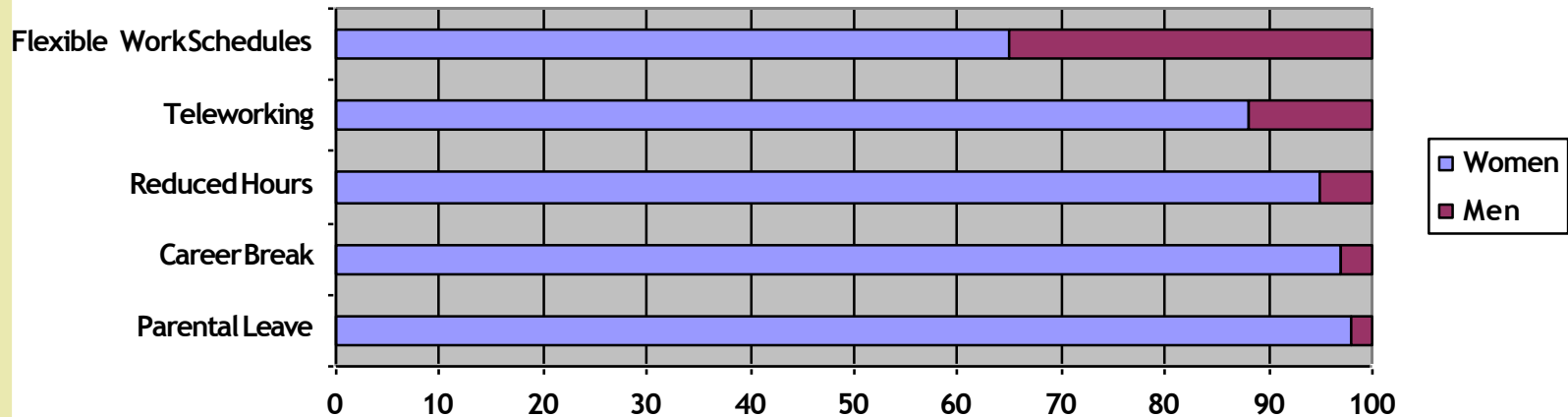


The role of Men in gender equality

- Work-life balance for both women AND men
- The need for men to be more involved in family life
- Breaking down stereotypical roles
- Seeing men as more than just the main breadwinners
 - Equal economic independence
 - Women are able to have a personal and a professional life



Family-Friendly Measures



Public Administration HR Office, Malta Public Service, 2013

- Only 13% of men availed of FFM
- Most men avail of measures which do not have any financial implications, e.g. Flexible work schedule and telework

Reasons for lack of uptake of FFM by men

- Financial concerns
- Effects on career and career progression
- Demanding work-schedule
- Lack of information on FFM
- Stereotypical notions tied to masculinity





Flexible Work Environment

- Differences between uptake of FFM between the public and the private sector
- NCPE's Equality Mark
- The importance of Role Models

European Commission's **Directive on Work-Life Balance for Parents and Carers**

- This new initiative takes into account the developments in society over the past decade in order to enable parents and other people with caring responsibilities to better balance their work and family lives and **to encourage a better sharing of caring responsibilities between women and men.**
- **to address women's underrepresentation in the labour market**



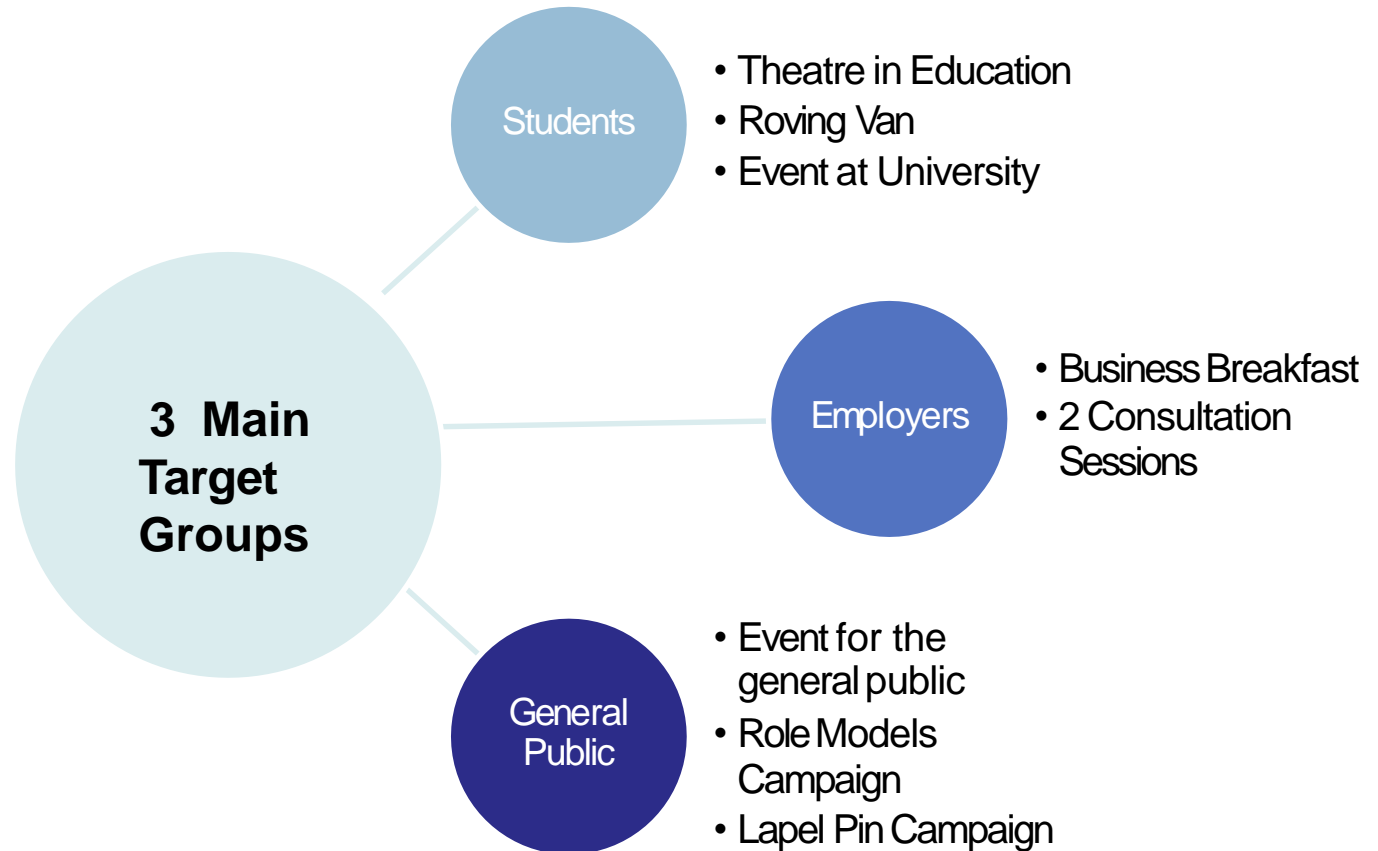
European Commission's Directive on Work-Life Balance for Parents and Carers

- **Paternity leave:** Fathers/second parents will be able to take at least 10 working days of paternity leave around the time of birth of the child, compensated at least at the level of sick pay.
- **Parental leave:** 4 months compensated at least at sick pay level and non-transferable from a parent to another. Parents will also have the right to request to take leave in a flexible way (part-time or in a piecemeal way) and the age of the child up to which parents can take leave will be increased from 8 to 12 yearsold.
- **Carers' leave** for workers caring for seriously ill or dependent relatives. Working carers will be able to take 5 days per year, compensated at least at sick pay level.
- Right to request **flexible working arrangements** (reduced working hours, flexible working hours and flexibility in place of work) to all working parents of children up to 12 and carers with dependent relatives.





Equality Beyond Gender Roles





Students: Theatre in Education

- Implemented by the Drama Unit



Interactive Performances for
14-16 year olds

To encourage youths
to challenge
stereotypical notions
of men and women



Students: Forms 3, 4, 5
No. of Performances: 22
No. of Students reached: over 2000 students

Students:

Theatre in Education

Stereotypical replies such as:

I have an appointment with the beautician

- “Men don’t go to the beautician”
- “Men don’t have blackheads”

I need to take the car to the mechanic

- “Because women do not go to the mechanic, it’s a men’s thing to do”

In this house I have to do everything!

- “Because mothers are housewives”
- “Eqq men work (outside the home)!”
- “My mum works outside the home, but she still does the cleaning, men don’t know how to clean”



Students:

Theatre in Education

Scene 1: Stay-at-home mum, Employed dad

- *“The roles can be reversed”*
- *“It is a common scene in a Maltese family”*
- *“Not all families are the same - single parent families, same sex couples”*

Scene 2: Role Reversal

- *“The man is wearing women’s clothes... itsfunny”*
- *“Men should be role models, not stay at home cleaning!”*
- *“We see it differently coz we are not used to see it this way”*
- *“Traditions... Stereotypes...”*



Students:

Theatre in Education

Scene 3: Mum decides to find work outside the home

- *“Dad will arrive home and he won’t find any dinner... we cannot order chicken everyday!”*
- *“Men do not have the right to impose their opinions on women”*
- *“I do not agree with women working, they will have more time for affairs”*
- *“Women feel better about themselves when they work”*
- *“The financial situation would be better for the family”*



Students: Roving Van and Picture Statements

Target Group:

- Post-secondary and tertiary students

Aim:

- To raise awareness on gender equality, equal economic independence, sharing of domestic responsibilities, work-life balance



Students: Roving Van and Picture Statements



Mcast Mosta: 20th Feb-3rd March
UOM Msida: 6th-17th March
Giovanni Curmi Naxxar: 20th-30th March
Mcast Paola: 3rd-7th April, 24th-28th May
Junior College Msida: 2nd-12th May
MA Refalo 15th-26th May



“Għandha tkun id-decizjoni tal-koppja jekk il-mara għandniex toħroġ taħdem jew le, pero mara m'għandha qatt tkun sfurzata biex tiegħi decizjoni li tibqa' d-dar”

Dylan Mangion
Student MCAST

#beingaman

RovingVan



European Union
European Social Fund
Operational Programme Employment

Students: Roving Van and Picture Statements

- Students were invited to give their opinion on the topic
- A photo was taken of the students



Students: Roving Van and Picture Statements

Their expressed views and photos were uploaded on
NCPE's Facebook page



Promotional material was disseminated



European Union
European Social Fund
Operational Programme Employment

Students: Event on Campus

Target Group:

Post-secondary
and tertiary
students

Aim:

- To raise awareness and increase knowledge amongst students on the importance of work-life balance
- To create awareness on the importance of finding a job which offers FFM and values work-life balance



European Union
European Social Fund
Operational Programme Employment

Students: Event on Campus



European Union
European Social Fund
Operational Programme Employment

Equality
BEYOND Uni

NCPE

Sir Terri Zammit Hall

Film Screening

Photo Exhibition

Live Music

Debates

Workshops

Info Points

KSU Common Room

QUADRANGLE

Equality Beyond Gender Roles

7TH NOVEMBER 2017
10:00 - 16:00

UNIVERSITY CAMPUS
QUADRANGLE & KSU COMMON ROOM



Debates:

- Work: A Man's World
- Breadwinners vs Caregivers

Screening of 'Burning
Bikinis'



Rights, Equality and Citizenship Programme 2014 - 2020
Project part-financed by European Union
Co-financing rate: 80% EU funds; 20% National Funds



Students: Event on Campus



European Union
European Social Fund
Operational Programme Employment



Scriptorium by artist
Glen Calleja

Photo Exhibition



Employers: Business Breakfast



European Union
European Social Fund
Operational Programme Employment

Corporate event for employers



23rd January 2017

Employers: Business Breakfast

- Panel discussions on FFM and flexible working arrangements:
 - The economic and financial impact of FFM
 - The employees' wellbeing
 - The benefits and obstacles faced by both the employers and the employees



Employers: Consultation Sessions

- Two-day consultation sessions

Aim:

- To provide information on FFM
- To create a safe space whereby the benefits and the obstacles faced can be discussed
- Peer-to-peer discussions
 - Initiating a dialogue on the lack of uptake of FFM by men
 - The importance of work-life balance
 - Monitoring tools and creative management styles



Employers: Consultation Sessions

- Held twice;
 - 27th April & 16th May 2017
 - 6th & 13th September 2017



Employers: Consultation Sessions

Day 1:

- Different types of FFM
- Best practices
- Employers' perspective
- Employee's perspective

Day 2:

- Management and monitoring
- Adopting creative HRmanagement styles
- Developing an Inclusive Policy; Workshops



Employers: Animated Video Clip

- Informing the employers of the family-friendly measures (FFM) available
- Outlining the benefits of FFM for employers





Employers: Animated Video Clip

- Encouraging companies to offer and implement FFM and flexible working arrangements to women and men since by offering these measures companies would still maintain high output, substantial economical growth and quality standards.



Link:

<https://youtu.be/GBF-T0AAYyM>

General Public: Event



Equality Beyond
Gender Roles



Il-Kummissjoni Nazzjonali
għall-Promozzjoni tal-Ugwaljanza (NCPE)

TIXTIEQ TISTIEDNEK GĦAL
NOTI KKULURITI

Inghaqad magħna għal-lejl ta' Mużika, Letteratura, u Arti!
28 ta' Ottubru 2017, 19.00-22.00
Pjazza San Ġorġ, Valletta

Mistiedna Speċjali
AIRPORT IMPRESSIONS



European Union
European Social Fund
Operational Programme Employment

General Public: Event

Aim:

- To counteract stereotypical notions that exist in the Maltese language through:
 - Literature
 - Interviews
 - Maltese Idioms
 - Traditional *għana*
 - Songs



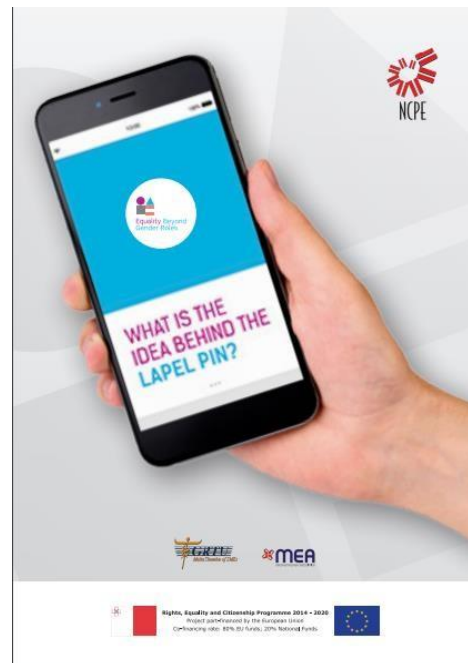
European Union
European Social Fund
Operational Programme Employment

General Public: Lapel Pin Campaign



European Union
European Social Fund
Operational Programme Employment

The idea behind the lapel pin was to convey an understanding that traditional gender roles and stereotypes that confine women to the household and men to the workplace are archaic and insensitive to many contemporary families' needs.



This lapel pin signifies an appreciation for progressive social growth and modernity. Those who wear it convey an understanding that traditional gender roles and stereotypes that confine women to the household and men to the workplace are archaic and insensitive to many contemporary families' needs.

Equality Beyond Gender Roles

As more and more women are opting to remain in the labour market, many families are moving away from a traditional structure by which women are the exclusive caregivers and men, the sole breadwinners. The sharing of family and domestic responsibilities between married and/or cohabiting partners therefore denotes one of the lynchpins of modern life.

Men play a pivotal role in the changing of traditional structures at work and in the family. Through the uptake of Family Friendly Measures at the place of work, men can achieve a viable work/life balance and thereby also fulfill their family and domestic responsibilities.

Women benefit too, as their working life is facilitated through the breaking down of traditional gender stereotypes that inhibit their earning power and in turn, their independence.

On the other hand, employers offering Family Friendly Measures to both men and women benefit from an increasingly focused, content and productive workforce.

This lapel pin is an expression of its bearer's support for the provision of Family Friendly Measures, such as flexible working hours, parental leave, reduced working hours, telework and others to both men and women.

For more information on the NCFE's initiatives, please contact us at:

Gattard House, National Road, Stata 5-Bajda 1892 9010, Malta.
T: +356 25 903 850
E: equality@govt.mt

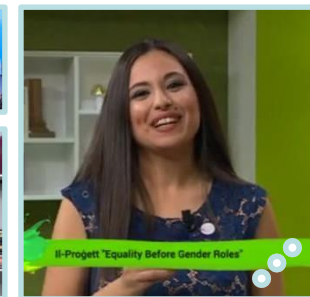
www.equality.gov.mt

The publication has been produced with the financial support of the Rights, Equality and Citizenship Programme of the European Union. The content of the publication and the sole responsibility of the National Government for the promotion of Quality and Growth in Malta have been reflected in the logo at the bottom of the cover page.



General Public: Lapel Pin Campaign

Media presenters wore the Project's lapel pin in the weeks leading up to the Event for the General Public *Noti Kkuluriti*



General Public: Media Campaign



NCPE officers were invited to speak on several TV programmes whilst promoting *Noti Kkukuriti*



European Union
European Social Fund
Operational Programme Employment

General Public: Role Models Campaign

- A video clip was developed showcasing five male role models who have taken up incentives to be able to balance work and family life.
- The aim of this video is to increase awareness on:
 - incentives which may be utilised in order to ensure reconciliation of professional and private life;
 - the importance of men's role in gender equality; and
 - the benefits of sharing domestic duties.

Posters of the role models were also developed and disseminated.



General Public: Role Models Campaign



European Union
European Social Fund
Operational Programme Employment



Mario Camilleri, HR Office Executive at Enemalta plc

I make use of **Telework** to look after my mum who has a disability



Rights, Equality and Citizenship Programme 2014 - 2020
Project partially funded by the European Union
Co-financing rate: 80% EU Funds, 20% National Funds



Ashley Kind, Assistant Digital Marketing Manager at IDOH

I made use of **Additional Paid Vacation Leave** to care for my son who was born prematurely



Rights, Equality and Citizenship Programme 2014 - 2020
Project partially funded by the European Union
Co-financing rate: 80% EU Funds, 20% National Funds



General Public: Role Models Campaign



European Union
European Social Fund
Operational Programme Employment



Mario Mallia, Head of School at St. Albert the Great College

Eighteen years ago, I made use of **Parental Leave** to look after my two year old son



Rights, Equality and Citizenship Programme 2014 - 2020
Project cofinanced by the European Union
Cofinancing rate: 80% EU Funds, 20% National Funds



Brian Ferrans, Financial Controller at Argus Insurance

When my kids are unwell, I make use of my own **Sick Leave** to care for them



Rights, Equality and Citizenship Programme 2014 - 2020
Project cofinanced by the European Union
Cofinancing rate: 80% EU Funds, 20% National Funds



General Public: Role Models Campaign



European Union
European Social Fund
Operational Programme Employment



Timothy Zammit, Director at RSM

With **Flexitime** I can schedule
my working hours to take my
kids to and from school



Rights, Socially and Citizenship Programme 2014 - 2020
Project partially financed by the European Union
Co-financing rate: 80% EU Funds; 20% National Funds



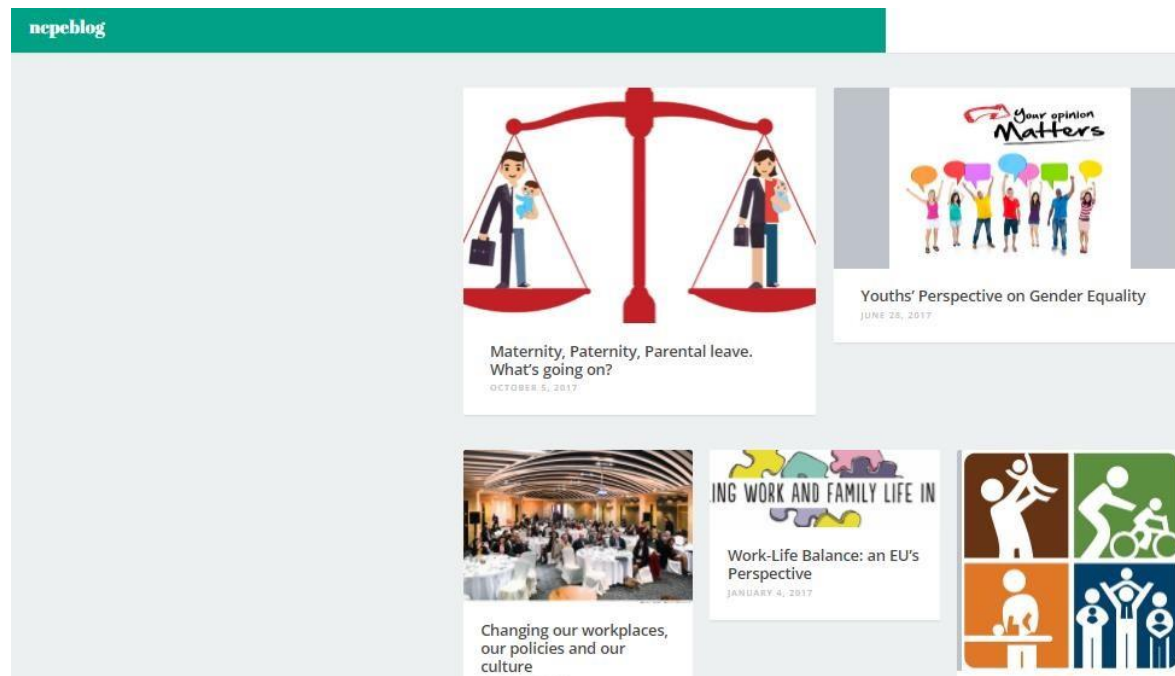
Link to the video:

[https://youtu.be/dvAkp
Lt0kiE](https://youtu.be/dvAkpLt0kiE)



NCPE Blog

A blog was created on which the themes of the Project were tackled:



<https://ncpeblog.wordpress.com/>

Way forward

Through this project, NCPE has gained a valuable insight on the importance on work-life balance:

- Employers' perspective
- Employees' perspective
- Prospective employees' perspective (post-secondary and tertiary students)
- The next generation (younger students)



Way Forward

NCPE will be working on:

- Disseminating the results of this project further, throughout the coming year
- Building upon the information gathered through this project
- Continuation of the assistance given to private sector companies with respect to introducing and implementing FFM, especially through the Equality Mark



Thank you!

Any questions?



European Union
European Social Fund
Operational Programme Employment

For further information please contact:

NCPE,
Gattard House, National Road,
Blata I-Bajda HMR9010
Malta

Tel: 00356 2590 3850

Email: equality@gov.mt / annalise.frantz@gov.mt

Web: www.equality.gov.mt



National Commission for the Promotion of Equality



YouTube NCPE Malta



European Union
European Social Fund
Operational Programme Employment