

# CLOSING THE GENDER GAP IN THE MODERN WORKPLACE



CULTURE OF  
INCLUSION IN  
ENTERPRISES



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# EQUALISER PROJECT

# ABOUT THE PROJECT

The EQUALISER project strives to promote **gender equality** in the modern **workplace** by assisting private firms in implementing gender mainstreaming strategies.



# ABOUT THE PROJECT

EQUALISER aims to:

1. Raise awareness about workplace gender inequalities
2. Inform about the needs and gaps in organizational structure, processes, and practices contributing to this issue
3. Encourage decision-makers to make gender mainstreaming a continuous organizational process
4. Integrate a long-term change in the business culture, with fewer stereotypes and discriminatory behaviors
5. Create a safe and secure environment in which all employees can thrive and grow



# THIS PRESENTATION

The material presented is part of **EQUALISER project** and seeks to support the employees of an enterprise in their working context.

The material is developed in order to help the target group overcoming **gender knowledge gaps and stereotypes** in order to transform the working environment and change the relationship dynamics in the workspace.



# MODULES

**Module 1:** Gender Equality Fundamentals: Unveiling Terms, Definitions, and Key Understandings

**Module 2:** Exploring Paths: Gender Equality in Culture -Attitudes, Beliefs, and Norms

**Module 3:** Breaking Barriers: Tackling Stereotypes and Fostering Positive Workplace Relationships

**Module 4:** Unmasking Injustice: Confronting Gender-Based Verbal Violence in the Workplace

**Module 5:** Unmasking Injustice: Confronting Gender-Based Physical Violence in the Workplace

# MODULES

**Module 6:** Balancing Act: Women as Employees and Caregivers

**Module 7:** The know-how: A practical guide to fighting workplace gender inequality

**Module 8:** Empowerment Avenue: Navigating Gender Equality & Human Rights

**Module 9:** Leading the Way: Women in Positions of Power

**Module 10:** Take action: Your role in fighting gender workplace stereotypes



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# MODULE 1

## Gender Equality Fundamentals: Unveiling Terms, Definitions and Key Understandings





# MODULE 1 - TOPICS OUTLINE

- 01** Why Gender Equality Matters
- 02** Gender Identity and Expression
- 03** Gender Inclusion
- 04** Activities
- 05** Conclusion - Summary
- 06** References

# Gender Equality Fundamentals: Unveiling Terms, Definitions and Key Understandings

By implementing the EQUALISER program, employees and companies demonstrate their commitment to promoting diversity and creating an inclusive work environment. This can lead to increased employee satisfaction, improved morale, and a stronger company culture.

Gender diversity in the workplace has been linked to better decision-making processes and improved financial performance. By promoting gender inclusion through the EQUALIZER program, a company and their employees can enhance their leadership team's effectiveness and drive better business outcomes.



Source: [Image by vectorjuice on Freepik](#)

# Gender Equality Fundamentals: Unveiling Terms, Definitions and Key Understandings



Source: [Image by Freepik](#)

**As a result, this module aims to:**

- ✔ Help employees to create a workplace with gender inclusion, eliminate sexual harassment and address gender gaps.
- ✔ Help employees to create awareness among company employees and managers to create a more egalitarian and fair system.

Achieving gender equality  
requires the engagement of  
women and men, girls and boys.  
It is everyone's responsibility

- Ban Ki-Moon -



# TOPIC 1: Why Gender Equality Matters

Gender equality is **not just an ethical concern**; it's also a business imperative. Studies have shown that inclusive and diverse workplaces lead to better performance, increased innovation, and higher employee satisfaction.

Statistics demonstrate that gender disparities in terms of opportunities and compensation still exist. **These disparities not only impact individuals but can also have a negative effect on the company as a whole.**



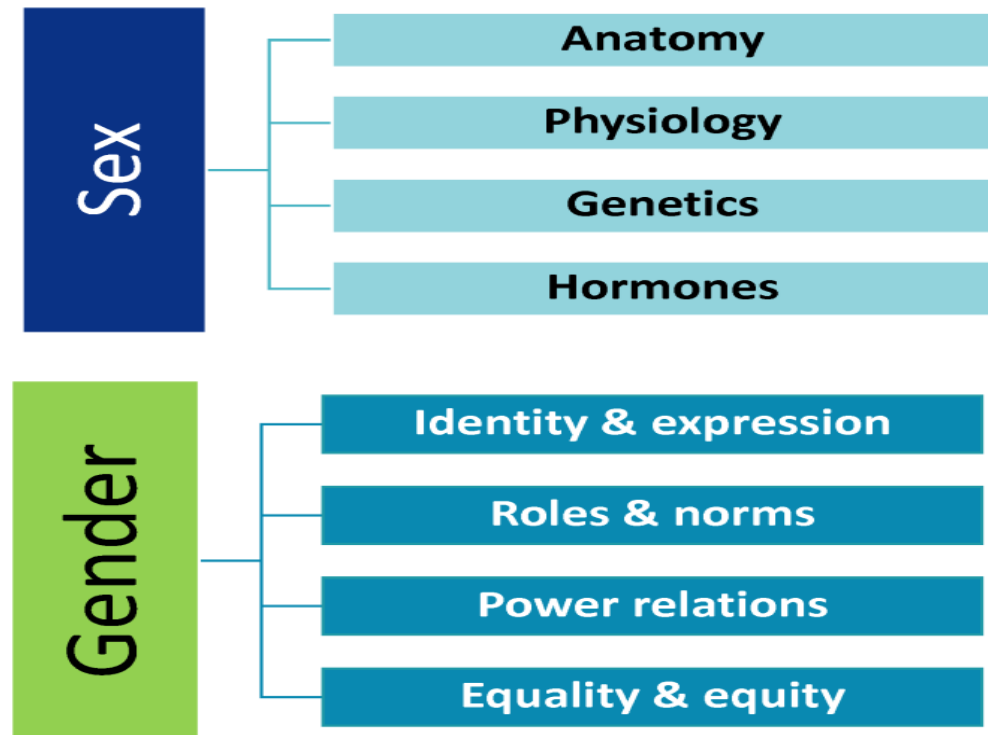
# TOPIC 1: Why Gender Equality Matters

## Gender vs. Sex

- ❖ "Gender" refers to the **social and cultural characteristics** associated with being male or female.
- ❖ "Sex" refers to **biological characteristics**.

Recognizing this difference helps us comprehend that gender identities and expressions can vary independently of biological sex.

## Domains of Sex and Gender



# TOPIC 2-Gender Identity and Expression

## Gender Identity and Expression

- ❖ **"Gender identity"** relates to how individuals feel and identify in terms of gender, which may differ from their assigned sex at birth.
- ❖ **"Gender expression"** is about how individuals outwardly display their gender identity through appearance and behavior.

Respecting and supporting each individual's gender identity and expression is essential to creating an inclusive environment.



# TOPIC 2-Gender Identity and Expression

## Gender Stereotypes and Bias

- ❖ **Gender stereotypes** involve generalized beliefs about how individuals of different genders should behave.
- ❖ **Gender bias** refers to automatic prejudices that can influence our decisions and actions without our awareness.

Recognizing and challenging these stereotypes and biases is crucial to ensuring fair and equitable treatment in the workplace.

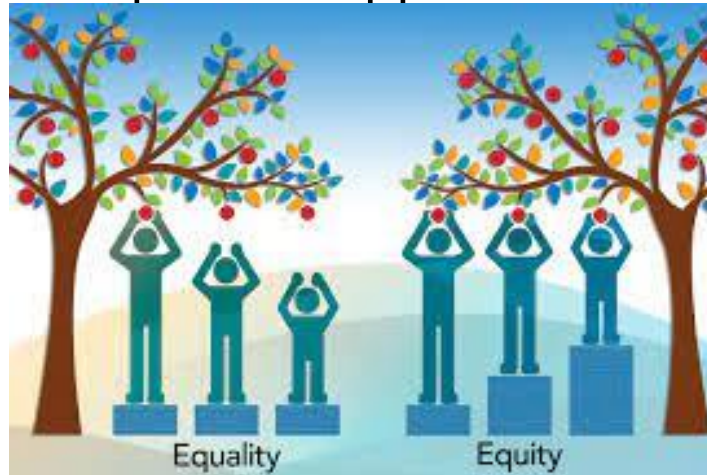




# TOPIC 2-Gender Identity and Expression

## Gender Equality vs. Gender Equity

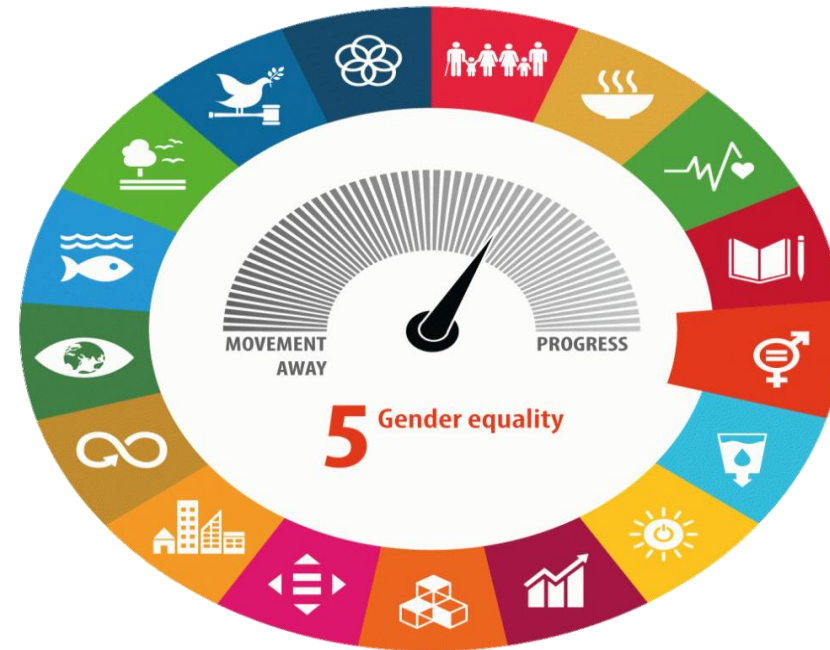
- ❖ "**Gender equality**" means ensuring all genders have equal rights and opportunities.
- ❖ "**Gender equity**" goes further by addressing specific differences individuals may face to ensure fair treatment and equitable opportunities.



# TOPIC 2-Gender Identity and Expression

## Legal Framework in the EU

- ❖ The European Union has a robust legal framework supporting gender equality in the workplace.
- ❖ Directives, regulations, and policies are designed to promote equal treatment and opportunities for all genders.



# TOPIC 2-Gender Identity and Expression

## Legal Framework in the EU

- ❖ One prominent example is the **EU Gender Equality Directive**, which prohibits discrimination on the grounds of sex in areas of employment, including recruitment, working conditions, and promotions.
- ❖ Another key piece of legislation is the **EU Work-Life Balance Directive**, aimed at ensuring work-life balance for parents and caregivers by providing parental leave and flexible working arrangements.
- ❖ The **Equal Pay for Equal Work Directive** addresses the gender pay gap, requiring employers to provide equal pay for men and women for the same work or work of equal value.
- ❖ National laws of EU member states, influenced by these directives, are designed to ensure consistent adherence to gender equality principles.

These legal measures underline the EU's commitment to fostering an inclusive and equitable work environment for all genders.

# TOPIC 3: Gender Inclusion

## Gender Inclusion

Inclusion has long been a buzzword in the business world and society, and for good reason. Creating a workplace culture that embraces diversity and inclusion has been shown to have numerous benefits, such as improved productivity, engagement, and retention. However, when it comes to gender inclusion, there is still much work to be done. Despite progress in recent decades, women continue to face challenges in the workplace due to the ongoing presence of gender inequalities in society. This manifests itself in various forms, including pay gaps, underrepresentation in leadership positions, and pervasive gender stereotypes. As more and more companies strive to become more inclusive, it is important to address these challenges head-on and create a culture of gender diversity and inclusion.



# TOPIC 3: Gender Inclusion

## The Impact of Gender Inequality in the Workplace

Gender inequality in the workplace can have serious repercussions for women. For instance, women still earn less per hour in comparison to men on average, regardless of industry or job role, which is commonly referred to as the gender pay gap. This can have major financial impacts on careers and retirement savings over the course of a woman's lifetime. Additionally, women are underrepresented in leadership positions across various sectors, which limits their influence and opportunities for advancement. In a male-dominated culture, women may often face the challenge of having to work twice as hard to get half the recognition and advancement opportunities

### REMEMBER:

Gender stereotypes also play a significant role in perpetuating inequality, as certain roles and behaviors are still considered "feminine" or "masculine," which can result in lower expectations for women in the workplace

# TOPIC 3: Gender Inclusion

## Promoting Work-Life Balance and Flexibility

Companies could encourage work-life balance to attract and retain female talent. It is estimated that women fulfill up to three times more of the caregiving responsibilities in comparison to men. Therefore, employers could consider providing:

- ❖ Family-friendly policies
- ❖ Flexible work schedules
- ❖ Telecommuting options

This tasks could help to the employees to have a balance with their work duties and the family responsibilities. Mothers returning to work could benefit from transitional support programs, such as flexible working schedules or phased returns, to assist in their transition back to the workforce.

# TOPIC 3: Gender Inclusion

## Creating a Culture of Gender Diversity and Inclusion

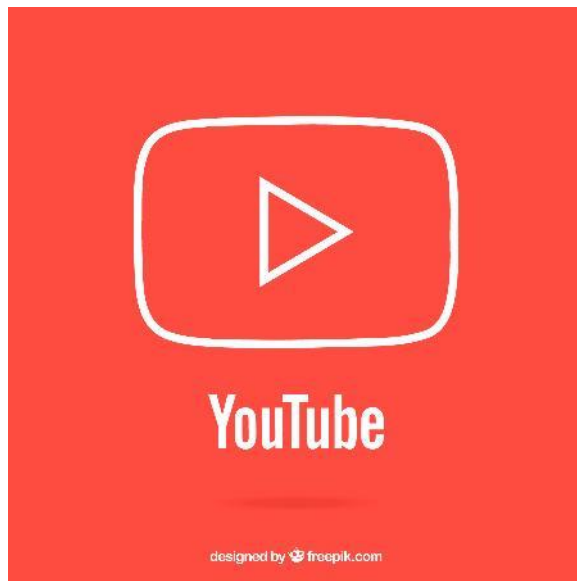
Efforts to create a more inclusive workplace culture should prioritize gender diversity and inclusion. To achieve this, society should focus on addressing the root causes of gender inequality. For example, companies can undertake surveys to identify pay gaps in relation to gender and race in their organizations, and take proactive measures to close them transparently and fairly. Inclusive recruitment practices could be adopted to address the underrepresentation of women in leadership and managerial roles.



# ACTIVITIES

## Activity 1 – Video “Why Gender Equality Is Good for Everyone — Men Included”

This activity aims to raise awareness of employee's role in fighting gender workplace stereotypes



Source: [Image by Freepik](#)

Employees should watch and reflect on the video “Why Gender Equality Is Good for Everyone — Men Included” ([www.youtube.com/watch?v=uyBLsiuRH0c](https://www.youtube.com/watch?v=uyBLsiuRH0c)) and reflect on it in smaller groups



# ACTIVITIES

## Activity 1 Guidelines

### Video "Gender equality in your organisation"

**Topics Covered:** Positive change, team unity promoting acceptance of differences, leadership more open to the needs of the team and potential to achieve gender equality with initiative and flexibility

**Skills Gained:** Communication, Problem-solving, Empathy, Critical thinking

**Duration:** 15 min

**Venue:** training room scenario (face-to-face)

**Requirements:** Computer, Internet, chairs, flipcharts

# ACTIVITIES

## Activity 1 Content

### Video “Why Gender Equality Is Good for Everyone — Men Included”

#### Video (15 mins)

To tackle the topic of promoting a more inclusive and equitable workplace, gather the group of participants and have them watch the video “Why Gender Equality Is Good for Everyone — Men Included”, on [YouTube](#).

#### Group discussion (15 mins)

Split the participants into small groups and appoint a facilitator. They should engage in discussions on how to create a more inclusive and equitable workplace. Allocate time for group discussions and for participants to present their findings to the team. Summarise the discussion and highlight key points.

#### Reflection Time (10 mins)

Participants should present their findings to the entire group, summarising the discussion and highlighting key points.

#### \*\*Requirements

Computer, internet, chairs, flipchart

# ACTIVITIES

## Activity 2 – “Productive or Reproductive work” Workshop

### This activity aims to:

- ❖ Introduce the concept of the productive and reproductive work and its effects
- ❖ Equip employees with knowledge and skills to shatter the productive and reproductive work effect



The “Productive or Reproductive work” workshop is a 2.5 - 3 hours interactive session aiming to empower employees, especially women, with the knowledge, skills, and confidence and advance their careers.

# ACTIVITIES

## Activity 2 Guidelines

### Activity 2 Title: “Productive or Reproductive” Workshop

**Topics Covered:** Definition of, causes of, implications of the Productive or Reproductive work effect and real-world examples and strategies to break it via discussion panel with successful leaders

**Skills Gained:** Deep knowledge regarding the phenomenon of the Productive or Reproductive work in the workplace, practical knowledge on how to break this effect

**Duration:** 2.5- 3 Hour approximately

**Venue:** Organizations/Company Premises or partner organization premises

**Requirements:**

Computers or smartphones

Video presentation equipment

Conduct with successful leaders

Paper and pen

# ACTIVITIES

## Activity 2 Content

### “Productive or Reproductive work” Workshop

**Energizer (10 min):** Participants should participate in rounds saying a word that comes to their mind related to productive work as fast as possible. If a participant says the same word or a word with the same meaning as someone else then it gets eliminated. Participants only have 3 minutes to say as many words as possible and the person/s who will not be eliminated is the winner/s of the activity.

**Presentation (30 mins):** Participants identify activities carried out by men and women, analyzing the differentiated value of productive work, compared to reproductive work.

# ACTIVITIES

## Activity 2 Content

### “Productive or Reproductive work” Workshop

**Career Strategies Activity (1 hour):** Participants will be divided into break-out rooms. The moderator will tell them a strategy name for breaking the TOPIC 4-ACTIVITY 2 effect and they should come up with a concrete idea of why this strategy is useful, how it can be implemented, setting a timeline, etc. The strategies can be derived from this presentation. Then each employee or team should present their idea and at the end, the other participants should exchange points of improvement, opinions, and suggestions.

**Panel Discussion (30- 1 hour minutes depending on guest speakers):** Invite successful leaders, especially those who have broken through the Productive or Reproductive work, to share their experiences and insights. Allow participants to ask questions and engage in a dialogue

**Reflection (10 mins):** Participants should reflect on their learning experience in an open discussion, expressing their interest, questions, and needs for any additional training.

# CONCLUSION



Only by recognizing and fighting against gender stereotypes can employees and organizations realize the full potential of their female talents. If employees and companies wish to succeed in implementing cultural changes to attract and retain female employees, they should show commitment towards creating an environment that is more gender-balanced. Company-sponsored mentorship programs and networking groups can also be established to foster an extensive professional network for women, providing the opportunity to learn from experienced professionals and build support networks.

# SUMMARY

## You have learned that:

- ❖ Employees play a pivotal role in changing attitudes by challenging biases, promoting inclusivity, and advocating for gender equality, creating a more equitable and progressive workplace.
- ❖ Recognizing and fighting against gender stereotypes can employees and organizations realize the full potential of their female talents.
- ❖ Efforts to create a more inclusive workplace culture should prioritize gender diversity and inclusion



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