



NCPE

Are you Equality Certified?

The National Commission for the Promotion of Equality (NCPE) is awarding the gender equality certification

The Equality Mark, which was launched in July 2010, can be attained by organisations that ensure that opportunities offered to female and male employees are based on the individuals' skills and capabilities

and are not determined by the persons' gender. If you believe that your organisation possesses the right attitude to obtain the Equality Mark certification, then contact us to attend one of the upcoming information sessions.

NCPE can support you throughout the application process and provide you with further information tailored to your organisation's needs.

For booking contact us on:

Web: www.equality.gov.mt Email: equality@gov.mt Phone: 2590 3850

Project Partners



Operational Programme II – Cohesion Policy 2007 – 2013
Empowering People for More Jobs and a Better Quality of Life
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Investing in Your Future



Elaine Dutton

EDITOR'S NOTE Elaine Dutton is the Equality Mark Promoter for the National Commission of Equality (NCPE) ESF Project 'Unlocking the Female Potential'. She is a psychologist by profession and a visiting lecturer at the University of Malta.

CORPORATE BRIEF The National Commission for the Promotion of Equality (NCPE) works to ensure that Maltese society is a society free from any form of discrimination based on: (i) sex / gender and family responsibilities in employment, and (ii) racial / ethnic origin and gender, in the provision of goods and services and their supply. The Commission offers assistance to employers, employees, service providers and the general public on issues related to discrimination and harassment and offers regular training on these issues.

The 21st century has seen a shift from the 'job for life' mentality to one whereby individuals are more likely to move across organisations and job roles. What this means for organisations is that in order to remain competitive, they have to expend more effort in attracting and retaining the best workforce, particularly if it is a highly skilled one.

Yet how does one become an employer of choice? Research suggests that the conditions of employment are often regarded by employees as one of the most important factors when considering new posts. With both men and women likely to remain employed even after they become parents, measures such as flexibility, time-off, teleworking and reduced hour contracts have become highly regarded as they allow individuals to better reconcile work and family obligations.

FAMILY FRIENDLY MEASURES: A WIN-WIN SITUATION?

Elaine Dutton seeks a suitable work arrangement that meets both business and individual needs

But what does the employer reap back from all this? Why endorse family friendly measures? Research consistently shows that organisations offering family friendly measures (FFM) have noted higher job satisfaction on the part of employees, which is related to higher motivation at work and increased productivity. Motivated employees are also more likely to promote their organisation and to carry out tasks pro-actively and efficiently. An international survey focusing on the impact of introducing flexible working conditions as part of family friendly measures within the organisation, found that managers around the world look upon this move positively as it also leads to a better adaptation of the workload, lower absenteeism and sick-leave and ultimately higher staff retention.

"Organisations offering family friendly measures (FFM) have noticed higher job satisfaction"

The National Commission for the Promotion of Equality (NCPE) is currently certifying employers for their commitment towards gender equality including family friendly measures. The Equality Mark is based on a number of criteria that demonstrate equal opportunities for men and women at the place of work including: policies against discrimination and sexual harassment, recruitment and staff development practices as well as practices that safeguard work life balance.

Whilst numerous organisations honour and promote the above mentioned concepts, a concern that is often voiced by employers

is whether granting a specific measure to one employee (e.g. to work on a reduced hour basis) would automatically imply that every employee has to be granted the same measure. It is important to point out that informing all members of the organisation about which requests can be made, is demonstrating equal opportunities in the availability of FFM or work-life balance options.

Yet, how these measures are granted and their duration will always depend on business exigencies, the trust that the employer has in the employee and the job role in question. For example certain job roles within the administrative stream might lend themselves better to telework than those requiring continuous face to face interactions with customers. In some cases staff re-organisation may be possible thus accommodating specific requests. The argument being posed here is therefore of finding that win-win situation whereby both the employer and employee find a suitable work arrangement that meets both business and individual needs.

For further information on the Equality Mark or assistance in developing the appropriate policies for your organisation, contact the National Commission for the Promotion of Equality (NCPE) on 25903850 or email at: equality@gov.mt.

