



Rights, Equality and Citizenship Programme 2014 - 2020

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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 cohabitating 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.

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