

Equality Beyond Gender Roles



The Project

Overview

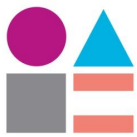


DRAMA UNIT



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



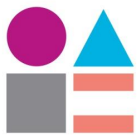


Equality Beyond Gender Roles



- Project Duration: 2 years (January 2016 – December 2017)
- Implementing Body: National Commission for the Promotion of Equality (NCPE)
- Co-Beneficiary: The Drama Unit
- Project Partner: Malta Employers' Association (MEA)
- Project Partner: General Retailers' and Traders' Union (GRTU)
- Funded by: Rights, Equality and Citizenship Programme (80%) and The Govt. of Malta (20%)





Equality Beyond Gender Roles



- ▲ 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 FFMs and the benefits and responsibilities of making use of them.



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- Awareness Raising:
 - Social Media Campaign
 - Roving Exhibition Van
 - Video Diary Campaign

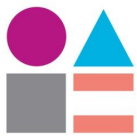
- Project Events:
 - Day-event on Campus
 - Open-Air event for General Public

- Self-Reflecting and Consultation:
 - **Business Breakfast for Employers**
 - Consultation Sessions
 - Theatre in Education



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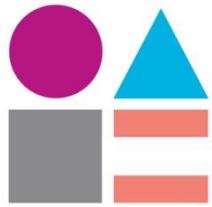
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The Business Breakfast for Employers

- = Discussion of Family-Friendly Measures (FFMs) and flexible working arrangements;
- = Economic and Financial impact on Employers;
- = Employees' Wellbeing
- = Benefits and obstacles faced by both Employers and Employees in terms of FFMs





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Next Up: Video

Nigel Marsh speaks of Work/Life Balance



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