



National Commission  
for the Promotion  
of Equality for  
Men And Women

Kummissjoni Nazzjonali  
ghall-Promozzjoni  
ta' l-Ugwaljanza  
ghall-Irgiel u n-Nisa



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# Prepare the Ground for Economic Independence

## Launch Conference

25<sup>th</sup> October 2018

*Annalise Frantz*

*Senior Executive (Projects)*



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Project part-financed by the European Union  
Co-financing rate: 80% EU funds; 20% National Funds





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# Brief Overview



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<b>Project Duration</b>	September 2018 – August 2020 (24 months)
<b>Project Budget</b>	c. €350,000

## Main Objectives:

- inform the relevant target groups on the gender pay gap, the gender pension gap and inactivity
- empower the target groups to act where necessary and possible
- raise awareness & generate discussion



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# Activities



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## Equality Mark Enhancement

- Research on Equal Pay best practices
- Development of Tool
- Pilot testing of tool
- Award Ceremony
- Promotion to Equality-certified organisations

## Campaigns

- Gender Pay Gap Campaign
- Gender Pension Gap Campaign
- Re-launch of the Equality Mark

## Trade Union Research & training

- Research on equal pay in collective agreements
- Consultation Sessions
- Information booklet



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# Activities



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## Seminar

- Gender Pay Gap
- Inactivity
- Gender pension gap

## Career Guidance Sessions

- Train-the-trainers

## Evaluation Study

- External evaluation of project activities



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# *Equality Mark*



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A certification awarded to  
companies / organisations that  
make gender equality one of  
their values

Based on the recognition and  
promotion of the potential of all  
employees, irrespective of their  
gender and caring  
responsibilities



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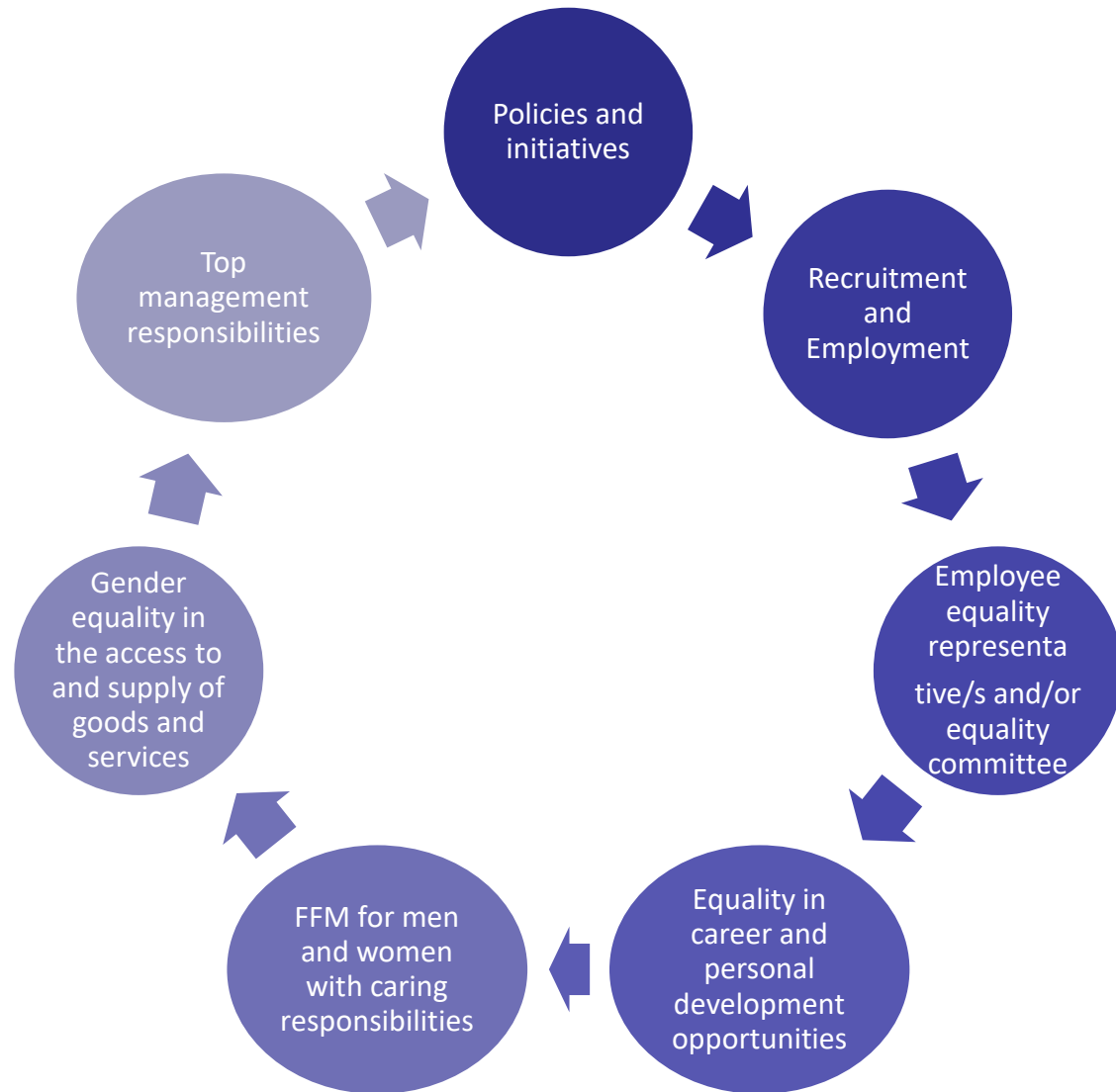
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# *Equality Mark Auditing Process*





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# *Equality Mark Current Snapshot*



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# *Equality Mark Enhancement*

<b><i>Aim</i></b>	to strengthen the Equality Mark Certification
<b><i>Action</i></b>	to include the measure for equal pay for work of equal value between women and men



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# Equality Mark Enhancement



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**Research** best practices  
of equal pay tools

Develop the technical  
specifications for the  
**creation of an equal  
pay tool** suitable to the  
national scenario for  
use during the Equality  
Mark audits

**Pilot testing** of the tool  
with 5 organisations  
during the Equality  
Mark re/certification  
process



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# *Equality Mark Enhancement*



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## Expected Outcomes:

User-friendly tool

Research report

Dissemination of tool with organisations

Training for equality representatives



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# Campaigns



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Gender Pay Gap Campaign

Gender Pension Gap  
Campaign

Re-launch of the Equality  
Mark Campaign



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# Gender Pay Gap Campaign



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## Aims of the Pay Gap Campaign

- To provide information on what equal pay for work of equal value and the gender pay gap are
- To highlight the importance of addressing them
- To promote equal economic independence for women



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# Gender Pay Gap Campaign



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## The Gender Pay Gap Info Campaign

- Participation on TV Discussion Programmes
- Interviews on Radio Programmes
- Articles on newspapers
- Adverts on newspapers



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# Gender Pension Gap Campaign



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## Aims of the Gender Pension Gap Campaign

- To raise awareness on the repercussions that career choices may have both in the present time and in the future
- Disseminating real-life experiences
- Creating a call for action



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# Gender Pension Gap Campaign



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## The Gender Pension Gap Campaign

- Development and production of real-life stories by individuals
- Television Adverts showcasing real-life stories, including a call for action
- Online advertising campaign



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# Campaigns



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# *Re-launch of the Equality Mark Campaign*



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## Aims of the Re-launch of the Equality Mark Campaign

- To announce the new equal pay measure of the Equality Mark
- To raise awareness on the importance of, significance and realities of equal pay for women and men
- To illustrate the benefits which can be acquired through having the Equality Mark as well as the positive experiences of those already certified



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# *Re-launch of the Equality Mark Campaign*



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## The Re-launch of the Equality Mark Campaign

- Targeted marketing
- Adverts on business magazines
- Mailshots
- Certificate and plaque to all those who participate in the piloting of the tool
- Award ceremony
- Weekly Facebook posts promoting each Equality-Certified organisation



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# Research and Consultation Sessions with Trade Unions



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## Research

- To research how trade unions in Europe deal with the equal pay requirement during collective agreement negotiations and if possible to identify tools developed for this purpose

## Training Content

- To develop the training content for the project training sessions to representatives from three local trade unions in order to empower them with knowledge on equal pay for women and men and how to ensure that collective agreements are inclusive, equal and fair

## Info Booklet

- To develop the content of an information booklet on equal pay to be presented to each trade union representative



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# Career Guidance Sessions: Train-the-Trainers



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Aim

- To empower young students to make wise choices

Activity

- Train-the-trainers course with career advisors, career guidance teachers, guidance teachers



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# *Career Guidance Sessions: Train-the-Trainers*



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To empower and guide students to make career choices based on several factors including:

- Demand of occupation in the labour market
- Job prospects
- Career progression
- Financial gain

How to deal with obstacles which the girls might encounter in their professional lives

Contribute towards the development of the students' critical thinking skills in decision-making



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# *Seminar on the gender pay gap, inactivity and the gender pension gap*



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<b>Aim</b>	To generate further awareness and discussion on the gender pay gap, inactivity and the gender pension gap
<b>Activity</b>	Panel discussion on: <ul style="list-style-type: none"><li>• the root causes as well as the implications of the gender pay gap,</li><li>• the long-term repercussions of inactivity including the risk of poverty, and</li><li>• the gender pension gap</li></ul>
<b>Target group</b>	National policymakers, NGOs, relevant stakeholders and social partners, career guidance officers, PSCD teachers



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# *Project external evaluation*



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- Evaluation of the project and its activities
- To assess the impact of the awareness-raising campaigns
- To provide an insight into the level of knowledge and awareness the activities had on the target groups
- Gender impact assessment
- Key findings
- Recommendations







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# *Final Conference*



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The project will come to a close with a  
**Final Conference** scheduled for  
August 2020



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***Thank you!***

Any questions?



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