



# Final Report



Unlocking the  
Female Potential

Partner Organisations



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*

**National Commission for  
the Promotion of Equality**

**UNLOCKING  
THE FEMALE POTENTIAL**

**FINAL REPORT**



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## FOREWORD

*Unlocking the Female Potential* was designed to learn and understand the reasons behind the low female employment rate in Malta and Gozo, while at the same time promoting a culture of equality within the business sector in order to address labour market distortions. The overall objectives of this project are those of increasing the female employment rate by providing indirect incentives for work. The expected long term outcomes of this project are more effective policymaking proposals and the elimination of discrimination between men and women.

This report has been designed and published as part of this same project. It brings together all the components of the project and the activities that were held as part of the same constituents.

The Equality Mark certification which emanated from this project is a good practice which has received recognition not only locally but also in other EU countries. Congratulations to all employers who uphold gender equality principles and put them into practice in their workplace. The Equality Mark logo is a certification in recognition of their contribution towards a more gender equal labour market.

The National Commission for the Promotion of Equality (NCPE) would like to thank all those persons who have contributed to the implementation of the project. The Partners of this project contributed towards the implementation and promotion of this project. Particular recognition is given to the service providers who have so diligently collaborated with NCPE to deliver excellent services for the implementation of this project, namely M. Fsadni & Associates, Outlook Coop, Communique Creative, Mediterranean Conference Centre and Gatt & Partners.

The Project Co-Ordinators on this project Ms. Davinia Vella and Ms. Natalie Haber have contributed their all in order to ensure the success of this project, as have the Equality Mark Promoters Ms. Elaine Dutton and Mr. Karl Lepre.

The input of all members of staff at NCPE particularly of Ms. Therese Spiteri who was Project Leader on this project, Mr Edmond Apap, Ms. Lara Bezzina, Ms. Maria Theresa Portelli, Ms Maria Borg Filletti and Ms Amanda Catania, has enriched this experience leading the way to further NCPE work on this important area.

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## 2. PROJECT BACKGROUND

*Unlocking the Female Potential* was designed to learn and understand the reasons behind the low female employment rate in Malta and Gozo, while at the same time promoting a culture of equality within the business sector in order to address labour market distortions. The overall objectives of this project were those of increasing the overall female employment rate by providing indirect incentives for work. As outlined in national policy documents and the EU Lisbon objectives this was considered necessary for the economic competitiveness of the state and to ensure a sustainable welfare state. In addition, the project aimed to provide policy makers with vital information through the research which was carried out.

The need for strengthening and valuing gender equality at the workplace was a key strategy on which this project has worked upon, since the cultural element which associates the stereotypical gender roles to specific choices in their life path, has been serving as a main stumbling block to Maltese women in engaging themselves in employment and further training. At the time of project conception in 2010, this was clearly evident from the low levels of female employment rate (33.9%) and low levels of female activity rate (36.9%). Furthermore, despite the fact that 60% of university graduates are females they are only present in the labour market for a very short period. It is within this policy context, as well as following the review of national policy documents and the EU Lisbon objectives, and also as a follow up on the work NCPE has carried out in earlier actions/projects, that this project has been designed.

To this aim, *Unlocking the Female Potential* was an initiative developed and implemented by the National Commission for the Promotion of Equality (NCPE), part-financed by the European Social Fund (ESF) and co-financed by the Government of Malta. Throughout this project NCPE was in a partnership with the Employment and Training Corporation (ETC), the Malta Employers Association (MEA), the Union Haddiema Magħqudin (UHM), Foundation for Human Resources Development (FHRD) and the General Workers Union (GWU).

## 3. AIMS OF THE PROJECT

The objectives of the ESF 3.47 Unlocking the Female Potential, was to address a two-fold overall objective namely:

- To increase the overall female employment rate by providing indirect incentives to work.
- To provide policy makers with vital information through the research on the current situation of women in Malta and Gozo.

These objectives were, in turn, broken down into four specific objectives, namely:

- To understand the job/skills match for the inactive population, in order to ensure employability;
- To create a need for business to become 'certified equal opportunities employers', to have a family-friendly environment at the work place;
- To incentivise the inactive to the labour market through better work arrangements available;
- To further promote the need for work/life balance both for men and women

The target groups of this project were mainly employers, human resources managers and equality committees/ representatives within the workplace.

## 4. PROJECT COMPONENTS

The two main components of this project involved research and awareness-raising.

The research component of this project is aimed to equip policy makers with factual data on different socio-economic niches present in Maltese society. The research focused on Maltese and Gozitan women; the inactive population; social security benefits; entrepreneurs; employees in 'vulnerable' employment and teenage parents. The research component involved five in-depth research studies which delved into various facets related to the female participation in the labour market. The research activities sought to understand, among other factors, the life prospects of teenage parents; the expectations and opportunities of entrepreneurs and contract workers; the relevance of economic independence for the Maltese female; the skills of the inactive population; and the factors effecting Gozitan women in their perception of employment.

The second component of this project involved the creation of the concept of the 'Equality Mark'. This was possible through an awareness-raising campaign which was intended to have a positive impact on female employment. This aspect of the project was considered as an innovative approach to the promotion and official recognition of gender equality at the work place. In fact it was set out to target business and employers' organisations with the aim to promote the culture of equality within the business sector. Consequently employers' efforts in ensuring gender equality at the workplace were reviewed and certified, with the aim to creating a standard for family friendly workplaces, as well as gender sensitive employers and their staff. This would be possible through various work arrangements offered to their staff, thus the place of work would be more attractive for a wider section of the population. Furthermore, the equality mark also sought to enhance and ensure gender inclusive services/products/and campaigns.

This report presents and explores these two main components together with their respective outcomes.

## 5. UNLOCKING THE FEMALE POTENTIAL - THE CORPORATE IMAGE



The corporate image of Unlocking the Female Potential (UFP) comprised of two elements; the UFP circle and article lines and the words 'Unlocking the Female Potential'. The article lines are representing a woman holding a ribbon. The UFP corporate image is a one colour identity. In order to reflect the UFP's spirit as well as to give it a fresh feel, violet has been chosen as the UFP primary colour, known as UFP violet.

## 6. RESEARCH

The Research component of this project addressed various issues that influence the female participation in the labour market. The research findings and recommendations that emanated from this research will be a valuable tool for policy makers in related policy formulation.

The research component has encompassed five (5) key policy areas:

### 1) Life Prospects of Teenage Parents

A longitudinal study examining the life prospects of teenage parents, with regards to educational and job prospects, pattern of roles and the use of support structures.

### 2) The Situation of Male and Female Entrepreneurs and Vulnerable Workers in Malta

This was researched by way of:

a) A comparative study to focus on male and female entrepreneurs, which sought to explore their main reasons for making such a choice in their lives, also looking at their overall expectations.

b) A study understanding the reality of self-employed/contract workers in the tourist industry/ cleaning/ language schools, and what makes their situation vulnerable.

### 3) The Relevance of Economic Independence to the Maltese Female

This was analysed by way of:

a) A research study analyzing what produces the 'glass ceiling' and the 'glass cliff' in the Maltese society;

b) A quantitative and qualitative study which sought to identify whether economic independence is relevant to the Maltese female;

c) A study examining the effects of social security benefits on the decision to take up employment or otherwise.

### 4) Analysing Inactivity from a Gender Perspective

This was explored by way of:

a) A study identifying, understanding and validating the reasons underlying the inactivity of the female segment in the Maltese population as a follow up research to the studies carried out by the Employment and Training Corporation (ETC) and the EQUAL 4 – 'Promoting Equal Opportunities through Employment' (a project carried out by NCPE);

b) An inactive population skills study.

### 5) Research on Gozitan Women in Employment

A study which sought to understand the factors affecting Gozitan women, in order to identify their perception and needs vis-à-vis employment.

The following is a synopsis of each of the research studies, including the aims and results. The Research Findings Report is available on NCPE website's [www.equality.gov.mt](http://www.equality.gov.mt).



## 6.1 Life Prospects of Teenage Parents

The overall objective of the research was to conduct a longitudinal study looking at the life prospects of teenage parents.

The main aim of this research was to explore the perceptions, attitudes and views of teenage parents. In connection with this, the researcher needed to examine various research areas namely: the respondent profile (age, hometown, family background); overall feelings and perceptions of teenage parents; educational prospects and job prospects among teenage parents; lifestyle and hobbies/pastimes; immediate family's reaction to respondent becoming a teenage parent and views and attitudes on sex among teenage parents as well as their relationship with the other parent.

The research adopted a longitudinal study whereby 100 interviews were conducted with respondents who became parents during their teenage years. Being a longitudinal study, these respondents had to be interviewed four times in order to record any changes in their opinions and their future prospects.

31% of the respondents declared that they became parents at the age of 18. Whereas 23% indicated that they became parents at a younger age. The level of education of 66% of the teenage parents at the time when they became parents was of a secondary level while that of 31% was of a college/ technical school level. The level of education of teenage parents increased from the time they became parents.

Becoming a teenage parent had more impact on the mothers, rather than on the fathers, on the way they feel when they compare themselves to others of their age. In fact, a high 84% of the teenage mothers indicated that they feel different/ very different from other females of their age. This response was given by a lower 67% of the teenage fathers. The main **challenges** identified among teenage parents in this study were the financial burden of having a child. The increase in responsibility, the change in lifestyle, restricted freedom and the pressure to keep a good relationship with the partner are also challenges which teenage parents have to face when they become parents. While in general, the teenage parents remain facing the same problems for a number of years, others face new problems. Furthermore it emerged that most teenagers were less prepared than older parents to face these challenges.

With respect to **education and job prospects**, one of the main regrets among teenage parents was the difficulty of continuing their education. While a considerable percentage of young mothers consider their job prospects to be positive, overall, the avenues available to most teenage parents were not very encouraging, also considering their limited educational qualifications, experience and skills. Therefore, one should also consider the types of jobs that such a vulnerable group may have at their disposal due to such limitations. Such findings point to the dire need for social policy to give more serious consideration to work-life balance issues and the importance of sex education. This needs to be combined with more awareness raising campaigns through various media and educational activities such as seminars, talks, interactive activities targeted at adolescent groups at local level such as e.g. youth groups.

## 6.2 The Situation of Male and Female Entrepreneurs and Vulnerable Workers in Malta

The overriding research objective of this study aimed at researching the situation of male and female entrepreneurs and vulnerable workers in Malta. This was researched by way of two activities.

### a) A comparative study to focus on male and female entrepreneurs.

This research focused on male and female entrepreneurs. The main aim of this research was to explore their main reasons for making such a choice in their lives, also looking at their overall expectations. There were several research questions proposed. Primarily, it was essential to explore and identify the major differences characterizing male and female entrepreneurs in their initial motivation factors that encouraged them to take up entrepreneurship, the training opportunities that they participated in, the support structures and incentives that they make use of, their main achievements and challenges and their future plans. In connection with this, the researcher needed to identify the particular fields that male and female entrepreneurs are engaged in and analyse the reasons behind any potential gender segregation in entrepreneurship in Malta and Gozo. This enabled the researcher to identify their challenges and how available support structures may be enhanced; as well as developing recommendations on how potential male and female entrepreneurs in Malta and Gozo may be assisted in the transition between training, self-employment and business.

The research adopted a quantitative approach whereby face-to-face interviews were conducted with 600 male and female entrepreneurs and self-employed hailing from Malta and Gozo. 82% of the respondents (495 respondents) were male and 18% of the respondents (107 respondents) were female.

Both males and females mentioned 'ambition' as their main reason to start their own business. There were no gender differences in this initial motivation. On the other hand males mentioned 'being one's own boss' as their second motivation to start their own business, whereas females mentioned 'being better off financially' as their second motivation to start their own business. Although the majority of respondents claimed that caring responsibilities did not affect their decision to start a business. Yet, 12% of the entrepreneur respondents claimed that their decision to set up their own business was intended to earn money to support their caring responsibilities. A clear finding emerged that caring responsibilities do have a stronger impact on female entrepreneurs than male entrepreneurs vis-à-vis their decision to start a business, indeed, 56% of the females stated that their caring responsibilities affected their decision to set up their own business, compared to 27% of men entrepreneurs with caring responsibilities.

There are mixed feelings among the whole entrepreneur cohort on whether differences in management styles between male and female entrepreneurs exist. Indeed, 54% of the whole cohort perceived no differences in how males and females manage their business, whilst 41% believe that there are differences in their management style. 6% did not have an opinion on this. There were minor gender differences in these perception findings. From the same 41% of the whole (male and female) cohort who perceive differences in how male and female entrepreneurs take decisions and risks, 50% believe that females are too cautious when taking decisions. This perception was common to both male and female respondents. 17% (mostly females) believe that females take long to consider and evaluate and 14% (both males and females) believe that females are more emotional. Over 60% of both male and female entrepreneurs do not perceive that the gender of the entrepreneur operating in their line of business is an issue. A clear finding emerged that gender segregation is still evident in various sectors namely in Construction; Real

Estate; Communications; Beauty and Hairdressing as well as Childcare and Fashion business. Reasons for gender segregation in these business sectors are largely the traditions and **societal perceptions** in gender and the male (or female) entrepreneur dominance in these sectors.

With regards to existing services and support structures, more than 43% of the whole entrepreneur cohort gave a positive response, primarily by male entrepreneurs. On the other hand, a rather worrying 33%, primarily females, stated that they do not believe that such services/ support structures exist. Various entrepreneur respondents proposed various measures to assist and encourage aspiring males and females to take up entrepreneurship. These recommendations largely focused on the need of the setting up of a one-stop shop (in Malta and Gozo) offering services to small businesses; the development of more tailor-made training programmes on entrepreneurship studies; the setting up of more family-friendly structures to encourage the participation of aspiring entrepreneurs with caring responsibilities.

### **b) A study to increase the knowledge of the reality of 'vulnerable' workers in Malta.**

This research study sought to explore self/employed/contract workers in the tourist industry, the cleaning industry and language schools and to try and assess and understand what makes their situation vulnerable. Primarily, for this to be achieved, the researcher needed to conceptualize the meaning of 'vulnerability' in order to assess it and to establish the profiles of the persons who work in the tourist industry, cleaning services and language schools. This enabled the researcher to determine a number of criteria namely; the conditions that make jobs in the tourist industry, in the cleaning services and in language schools vulnerable and the differences between grades and positions within each industry and which grades are most vulnerable within each of the above industries. Consequently such findings allowed the researcher to propose how working conditions can be improved to reduce vulnerability and respective consequences of being a vulnerable worker.

A quantitative research study was conducted with 600 male and female individuals, whose existing conditions of employment render them 'vulnerable workers'.

52% of the respondents are employed in the Tourism Sector (mainly restaurant/bar staff, kitchen helpers, food preparation personnel); 35% of the respondents derived from the Cleaning Sector (mainly holding designation of 'cleaner'; majority are 40+ women); while 13% of the respondents came from Language Schools (mainly language teachers and animators/group leaders). 77% of the respondents were Maltese while the remaining 23% were Gozitan.

Whereas ILO's definition of 'Vulnerable Employment' focuses largely on 'family workers' and 'own-account workers', Malta's reality is very different. Vulnerable employment in the three industries in question largely consists of workers who are not family workers but individuals who are not given the basic working conditions they should be entitled to, as stipulated by Maltese law on employment rights. The majority (56%) of these vulnerable workers are aged 15 – 29 years old, with the exception of the vulnerable workers engaged in the Cleaning industry, whose majority (52%) are aged 40+ years old, and are largely female.

This study indicated that although 52% of respondents are employed by 'formal registration', the 'remuneration package' or other working conditions may be not according to those stipulated in laws. In fact, this study showed that 69% of respondents do not have a fixed amount of hours of work, but are paid according to the hours worked (this is more offered to females); 15% of respondents are paid less than the minimum wage; 37% of respondents work during weekends/ public holidays but are paid the normal hourly rate. Different remuneration arrangements are also being offered to male and female employees. As a result of these vulnerable conditions at the place of work, 33% of respondents feel vulnerable due to insecure conditions; low pay and

financial strain are further contributing to vulnerability leading to the inability to make long term projections.

This study clearly illustrated that worker vulnerability is rampant across all three industries and is tied directly to employers not adhering to existing employment conditions and employment rights regulations with regards to wages, national insurance contributions, government bonuses, vacation and sick leave entitlements, occupational health and safety standards and other working conditions. This situation clearly calls for more funds and resources to be allocated to enforcement and proactive initiatives by the various regulatory Government authorities, namely, Department of Industrial and Employment Relations (DIER), Employment and Training Centre (ETC) and Occupational Health and Safety Authority (OHSA).

### **6.3 The Relevance of Economic Independence to the Maltese Female**

The objective of this research project aimed at researching the relevance of economic independence to the Maltese female. This was researched by way of three distinct activities.

#### **a) Analysing the Glass Ceiling and Glass Cliff Effect and how this Affects Females in the Labour Market**

This research study sought to understand what produces the 'glass ceiling' and the 'glass cliff' in the Maltese society. First of all it was essential to compile statistics about gender segregation in employment and to identify the sectors mostly represented by either males or females and to understand the main reasons underlying such figures. Secondly the researcher needed to explore the main factors hindering Maltese and Gozitan women from occupying managerial positions in employment; whether current education practice reflects or influence 'glass ceiling' and 'glass cliff' and whether the 'glass ceiling' and 'glass cliff' affect women entering or continuing their participation in the labour market after having children.

A quantitative research study with 600 females currently in paid employment, hailing from Malta and Gozo was conducted to analyse the extent of the glass ceiling and glass cliff effects on these women at their workplaces.

The survey captured a rather low number of workers from the Elementary sector (17%) and a very low number of workers with a primary level of education, or with no formal education (2%). This suggests that a number of workers may be working informally in Malta. Various incentives should be introduced towards different categories of women to encourage them to move from the informal economy to the formal labour market. One of the barriers for women to advance in their career is that of the 'sticky floor' phenomenon where they are stuck in jobs with no opportunities for promotions. Indeed this study revealed that only 30.7% of respondents received a job promotion, while 68.5% of respondents never received any promotions with their existing employer.

With regards to the perceptions of the Glass Ceiling and Glass Cliff among respondents, the large majority of respondents from all age groups and occupations were not aware of any instances of the Glass Ceiling's effect on women without childcare responsibilities (71%). Evidence of the Glass Ceiling and Glass Cliff can be described as invisible, hence the difficulty lies in becoming aware of their existence, after one understands the concepts. While this study has confirmed that situations of Glass Cliff are much more difficult to detect due to the low female participation in Malta and especially with the low number of women in Managerial grades, the factors that make up the Glass Ceiling are very evident.

Clearly motherhood has a negative impact on the working time patterns of women and more so, on their career advancement as 34% of respondents with childcare responsibilities claimed that the aspects they looked for in a job changed when they had these new responsibilities. They started looking at the 'working hours' and 'flexitime'. Before having childcare responsibilities they used to take into account the 'salary', 'how much the job inspired them', and the 'working hours' when looking for a job. This finding reflects how traditional gendered norms and expectations shape women's involvement in the labour market

60% agree that managerial posts are occupied by males, the majority of whom attribute this to the cultural norm in Malta that males are usually in authority. Others believe that mothers would not be able to take very demanding jobs or that they would have to leave their jobs eventually to take care of their family. Housework is perceived as women's duty (69%) and this puts extra pressure on working women (84%). Most duties (cooking, washing clothes, housework, shopping and helping kids with homework) are performed by most of the respondents with more help from grandparents rather than the husband/partner. Support for employees to find a better balance between family and work will impact positively on women's advancement. Although women are typically the primary caregivers, employers (and society in general) make false assumptions regarding women's availability for a job without 'disruptions' from the family.

#### **b) Assessing the Relevance of 'Economic Independence' to the Maltese Female**

This research study sought to identify whether economic independence is relevant to the Maltese female. Primarily the researcher needed to conceptualize the term 'economic independence' in the Maltese context. In connection with this, the researcher needed to identify any values related to labour market participation which participants deem important or other relevant values and perceptions related to the topic, as held by the research respondents. This enabled the researcher to identify a number of criteria, including whether economic independence is truly linked to greater well-being in women or if economic affluence is a more important issue; and whether the economic independence actually results in social independence and female empowerment.

A quantitative research study was conducted with at least 600 (607 actually conducted) female individuals who were selected on their existing employment status, i.e. females who currently occupy an "elementary/ service worker" position; females who currently hold a "managerial position" and females who are either inactive or unemployed.

Whether prompted or asked to define 'economical independence' spontaneously, respondents linked it with the general well-being that a woman receives when she does not have to rely on anyone for money (47%). Most responses did not reveal the need of having an abundance of wealth that the term 'affluence' suggests. Wellbeing of women through economic independence in society has a ripple effect on family and society in general and public policy plays an essential part in strengthening structures that give women control over their living conditions through having a job that makes work pay. 63% of respondents claimed that they presently feel 'economically independent', especially those who are in Managerial grades. On the other hand inactive/ unemployed respondents feel the least 'economically independent' (40%), more than half of whom are not doing anything to increase their economic independence. Women who have been out of the labour market for a long time may have run out of unemployment benefits and may often face financial, health and personal problems. The risk of poverty and economic dependency may give them restricted access to adequate disposable income and limit their right to choose their own lifestyle, thus their own empowerment.

This study identified that 70% of the respondents agree that women should be in paid employment to be economically independent. However, 56% of those inactive/unemployed respondents who agreed to this, disagreed in the case that the woman has caring responsibilities.

This clearly indicates how the main obstacle facing women with regards to being economically independent through paid work is the trouble reconciling domestic and family responsibilities and employment. This is a constant hurdle that keeps being mentioned throughout the study.

### **c) Analysing the Effect of Social Security Benefits on Women in their Decision to take up Employment or otherwise**

The aim of this research study was to grasp a better understanding of unemployed males and females in Malta and Gozo when it comes to their perceptions on employment and social security benefits. For this to be achieved the researcher analysed the relationship between social security beneficiaries and their educational and social background. In relation to this the researcher analysed whether social security benefits hinder or promote the uptake of labour market employment and whether governmental incentives are, in fact, seen as incentives to participate in the labour market.

This research study was based on a quantitative approach with 500 unemployed persons. 64% of the respondents receive benefits 70% of males and only 49% of females. Social benefits for those seeking employment are the benefits mostly given to the respondents (74%). This study revealed that 93% of respondents claimed that their wish to find a job would be because of financial need. In fact 75% of respondents are not undergoing any training to improve their chances of finding a job. 45% of respondents tend to feel that there is abuse of the social security benefits, this being due to the high number of persons who register for employment and are doing informal work simultaneously.

Various suggestions mentioned by respondents for increased participation in the labour market, were for government/ authorities to increase job opportunities; to offer incentives to employers to employ Maltese employees rather than foreigners; increase salaries; to offer incentives targeting older employees; more work opportunities in Gozo; more training opportunities; to offer incentives targeted towards separated persons; and more availability of childcare services.

## **6.4 Analysing Inactivity From A Gender Perspective**

The overriding research objective of this research area aimed at researching inactivity in the labour market from a gender perspective. This was researched by way of two Activities.

### **a) To analyse inactivity from a gender perspective**

The main aim of this research was to identify, understand and validate the reasons underlying the inactivity of the female segment in the Maltese and Gozitan population. There were several research questions proposed. First of all, it was essential to explore and identify the main reasons and perceptions embraced by inactive Maltese and Gozitan women. Hence the researcher sought to identify whether men and women are aware of the available support structures and other incentives<sup>1</sup>. In connection with this, the researcher needed to identify the perceptions among inactive men and women towards these support structures and other incentives; as well as the extent to which inactive men and women are willing to utilize each and every one of them. Secondly the researcher needed to analyse the strengths and weaknesses of every support structure, allowing the researcher to propose recommendations as to how support structures and incentives can be improved.

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<sup>1</sup> By available support structures and other incentives this study is taking into consideration support offered by relatives and friends, childcare facilities, day centres & respite services for dependent adults and tax incentives, amongst others.



A quantitative research study with 600 inactive females hailing from Malta and Gozo was conducted to analyse inactivity from a gender perspective. 34% of respondents were inactive from paid employment for more than 10 years while 26% of respondents have never been employed. 61% of respondents declared to having child caring responsibilities.

A clear finding emerged that the care of children is proving to be the biggest stumbling block for Maltese women as over a third of the inactive women (38%), irrespective of their age, said that they were not working in order to take care of their children. This study also revealed that there are clear differences in the orientation to paid work between younger and older inactive women. As nearly one in every four women aged between 15-34 years is either not satisfied or, not at all satisfied, with her activity status. While the percentage of women who are not satisfied or not at all satisfied, goes down to 16% in the case of older women whose age is between 35- 59. 61% of the respondents would be interested to find a job, mainly due to financial reasons, to socialise or to pursue a career (the majority would like a part time job).

With regards to awareness of the available incentives, 68% of the respondents are not aware of any government incentives aimed at encouraging women to return or remain in paid employment. On the other hand, 19% of the respondents were aware of the tax rebate of up to 2000 euro for inactive women who return to paid employment. This finding clearly highlights the need for more promotion of incentives particularly by the income tax department, to increase awareness and accessibility of government incentives. This study indicates that measures that may encourage inactive individuals to participate in employment include: child care services, more flexibility on the job, and tax benefits.

#### **b) To conduct an 'inactive population skills study'**

The aim of this study was to better understand where and why the skills of the inactive do not match the requirements of the current labour market by analysing what hinders participation in lifelong training or education among the inactive population. First of all it was essential to identify the skills of inactive men and women in Malta and Gozo. In connection with this, the researcher needed to explore the skills required for the job opportunities currently available and to identify in what sectors and posts is the skills mismatch most common. This enabled the researcher to develop a skills needs assessment of the inactive men and women in Malta and Gozo, in order to identify what skills are lacking. Thus providing recommendations on possible training sessions that can be designed for the inactive in order to improve or upgrade their skills were possible.

Another quantitative research study was conducted with at least 600 inactive females hailing from Malta and Gozo, this time to analyse inactive females' skills and assess their 'employability' potential. In tandem with the inactive females study, another quantitative research study was conducted with 600 local employers, hailing from the public and private sector and representing Malta's salient business sectors.

This study shows that in the last five years<sup>2</sup> 26% of the employers interviewed recruited inactive females. With regards to training, 72% of the inactive females were not attending any courses or training. The main reasons for this were: not having time or not being interested or motivated. Furthermore 75% of the respondents do not possess an ECDL certificate. The majority of the respondents are competent in using emails (60%) and internet (53%). On the other hand, respondents were less competent in using word processing (44%) and spreadsheet packages (31%), and not competent in graphic design applications (12%). Computer and ICT training is the

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<sup>2</sup> The inactive population skills study was conducted during 2010/2011. Hence five years in the text is referring to the period 2006 – 2011.

most recommended training by employer respondents for inactive females who are seeking paid employment.

In this study, 44% of all employers feel that the most important practical skills they look for when recruiting new employees (not necessarily inactive females) are previous work experience and team work. This was also confirmed by inactive females. 30% of inactive females claimed that they do not see themselves working in the business sector in future. Whereas most inactive females would like to work in the Health, Social Work and Care sector (19%), followed by the Education sector (14%).

With regards to job vacancies, 38% of all employers did not have any job vacancies (over the last five years) which they considered could have been appropriate for inactive females seeking employment. In fact, these employers did not employ any previously inactive females over the last five years. These employers were largely engaged in the 'real estate and construction sector'. Whilst it is positive to note that 64% of employers claim that they do not take gender into consideration when recruiting new employees, it is worrying to note that 28% do so and tend to prefer men or women for specific jobs. This shows that certain employers are not aware that it is illegal to discriminate on the basis of gender or simply intentionally break the law.

## 6.5 Research on Gozitan Women in Employment

The overriding objective of this research aimed at exploring and understanding the factors affecting Gozitan women, in order to identify their perceptions and needs in the area of paid employment.

There were several research questions proposed. Primarily this study sought to identify the differences between Maltese and Gozitan females as to the reasons behind being in employment, the difficulties encountered, and the availability of family friendly measures at their place of work. Secondly this study aimed at exploring and understanding how Gozitan society perceives employed Gozitan females.

A quantitative study was conducted with 1,000 Maltese and Gozitan females, currently in paid employment. This study was conducted by way of face-to-face interviews. In parallel, another quantitative study was conducted with Gozitan households hailing from the various towns/villages of Gozo and aimed at exploring and understanding how Gozitan society perceives employed Gozitan females. Any female individuals who participated in this second survey were not in paid employment at the time of the survey. This latter study was conducted by way of telephone interviews. These two studies are largely addressing the same research areas of the whole research project, but from different perspectives, that of the Maltese/Gozitan female in paid employment and that of the Gozitan society.

This study showed that 77.4% of Gozitan women work in Gozo, while the remaining 22.6% of Gozitan women work in Malta. Younger women are more likely to be working in Malta. A clear finding emerged that the main reason to work among Gozitan respondents is financial necessity and this is higher in the older group but at the same percentage as Maltese respondents (69%). Gozitan women see their job as less of a career, in fact only 2.4% of the respondents chose career as their first option. Yet they believe that further education and training are important.

In this study there were no particular differences in the difficulties faced by Gozitan and Maltese female employees. 64% of all employed females stated that the salient difficulty they face is



how to juggle their family and work commitments. 51.3% of respondents were mothers who claimed that motherhood affected their employment. 36% stopped working. Another 19% were not in employment when they became mothers, and only 22% of the mothers indicated that they had continued working on a full-time basis. 10% made use of the services of a childcare centre. Mainly these were Maltese mothers, as Gozitans were more likely to use family for babysitting. Indeed Gozitans find more support from family and relatives and this allows them to remain in full-time employment. The creation of affordable childcare centres, catering for longer hours, may provide more possibilities for women working. Furthermore, due to the fact that the majority of gozitan women work in gozo, more policies focusing on job creation in Gozo is the optimal way of increasing employment on the island without the need to travel to Malta.

## 7. EQUALITY MARK

The Equality Mark is a certification which is awarded to companies that have gender equality one of their values and whose management is based on the recognition and promotion of the potential of all employees irrespective of their gender and caring responsibilities.

The equality mark developed, designed and introduced as part of this project, is based on a set of principles which include:

- Implementing an equality and harassment policy with efficient reporting mechanisms;
- Taking measures to ensure equal opportunities in recruitment and employment practices;
- Setting up of Employee Equality Representatives and/ or an Equality Committee;
- Taking measures to ensure equal opportunities in career and personal development opportunities;
- Implementing Family Friendly Measures and Work Live Balance options;
- Gender audit and gender impact assessment.

The Equality Mark has so far aimed to serve as an incentive for companies to put in place and implement Work/Life Balance Options, while acting as an acknowledgement for organisations that already have such measures in place. Furthermore as an indirect outcome, the publicity campaign for the Equality Mark exposed the whole population to the promotion of gender mainstreaming and Work/Life Balance Options.

### 7.1 The Equality Mark Logo



The Equality Mark logo was designed with the objective to have a strong clearly defined brand that appeals at a professional level to directors of organisations and Human Resources personnel. The logo is a simple graphic play on the two letters that is at the basis of the whole logo. The letters “e” and “q” signify the first two letters of the word “equality”. At the ‘foot’ of the “q” a double

line outlines the “=” symbol that further emphasises the concept of equality in this tautology. Underneath this symbol is the text “Equality Certified”. The symbol and the text is boxed in a rectangle with the letters “NCPE” underneath the box. During the consultation process, the logo generated appeal from stakeholders, who described it as a professional mark which fits in well with the image that NCPE wants to portray and the message it wants to get across.

The Equality Mark logo has been designed to distinguish the certified equal opportunity employers. Certified organisations are able to use this logo on all outgoing correspondence, including recruitment advertising and press releases. Additionally, certified organisations are promoted locally such that their practices are showcased as a standard for other employers to emulate and for job seekers to look out for.

## 7.2 Pilot Study

A pilot study was carried out towards the beginning of the implementation of the project where the guidelines were formulated for equality mark certification. This pilot study also served to test the ground in relation to what in tangible terms do organisations currently have in place with regards to gender equality as well as to gauge their response to a possible Equality Mark Certification. Whilst gender equality should be implemented in all political, economic and social spheres, the equality mark certification is targeted towards places of work, with the aim of incentivising and supporting employers to make the most of all the human resource potential available. The equality mark certification also extends to the goods and services offered by the companies with the aim of ensuring that the service users of that organisation are provide gender inclusive and neutral services/products and that the companies are gender sensitive in the campaigns/ marketing developed, i.e. particularly free from reinforcing gender stereotypes.

## 7.3 Press Launch

On the 6th July 2010, the *Unlocking the Female Potential* project was officially launched. During this press conference the Equality Mark certification was launched. This press conference was held at the Mediterranean Conference Centre. NCPE presented the main aims and objectives of the project *Unlocking the Female Potential* and the Equality Mark. The speakers on behalf of this project presented the activities which were going to take place throughout its implementation. Media professionals and NCPE stakeholders attended the event and the media attention that followed verified the impact the conference had.



## 7.4 The Equality Mark Certification Process

Any organisation (public or private entity) can apply for the Equality Mark<sup>3</sup> and the process is initiated by contacting NCPE, where the Equality Mark Promoter assists the organisation with the application, including documents that need to be submitted to attest to one's eligibility. These documents are then verified and assessed by the Equality Mark Promoter, which is then followed by visits to the organisation's facilities as well as meetings. The meetings held with employers were a constructive exercise, during which organisations were aided by NCPE to fulfil their obligations according to the law, and implement Human Resources practices which were in line with and promote gender equality principles.

**The certification is based on a set of criteria that is split in six (6) main principles that organisations need to show a commitment to, namely:**

- Policies and initiatives
- Recruitment and employment
- Employee Equality Representatives or Equality Committee
- Equality in career and personal development opportunities
- Family friendly measures for men and women with caring responsibilities
- Gender Equality in the access to and supply of goods and services

The criteria for certification were developed by NCPE in collaboration with employers and its partners in the project. These principles were launched through the awareness raising campaign. However through the equality mark promoter, individual interested companies were informed about the equality mark. This method of accessibility and availability particularly for the private sector was vital for the success of this project.

When the application was complete and organisations together with the Equality Mark Promoter felt they had reached the desired standard, the application was put forward to the Equality Mark Committee<sup>4</sup>. The final decision was taken by the vote of the said Committee, which also formulated any recommendations to the employer if the awarding of the Equality Mark was subject to the verification of specific conditions.

Following the approval of evidence, the employer/s were certified with the 'Equality Mark' certificate and official logo that could be used in all publications published by the respective employer for a particular time frame. The certificate and use of the official logo gave the opportunity to the employer to show that s/he is truly an equal opportunity employer.

**By October 2012, 43 organizations were awarded the Equality Mark certificate and 14,795 employees have benefited from gender equal work conditions.**

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<sup>3</sup> The Equality Mark certification is valid for a two-year period, and companies need to be reassessed on the expiration of the said period.

<sup>4</sup> The aim of the Equality Mark committee is to assess and formally award the Equality Mark to an organization. The certification process is based on evidence that is collected by the Equality Mark Promoter during meetings with applicants. The Committee is composed of the Executive Director of NCPE, two commission members, Project Leader (or his/her representative as approved by Executive Director), the UFP project coordinator and the Equality Mark Promoter.

### **Certified Gender Equal Opportunities Employers<sup>5</sup>:**

- Medavia Ltd
- HSBC Bank Malta plc
- Betsson Malta Ltd
- European School of English (ESE)
- National Statistics Office (NSO)
- Vodafone Malta Ltd
- Foundation for Social Welfare Services (FSWS)
- Melita plc
- National Audit Office (NAO)
- FTIAS Ltd
- Intercomp
- Chetcuti Cauchi & Associates
- Alert Communications
- Link School of English (LES) / Sunlingua
- Internal Audit & Investigations Department (IAID)
- Enemalta Corporation
- World Aviation Group
- Deloitte
- Pharmacy of Your Choice Dept.
- Bank of Valletta
- Mater Dei Hospital
- Lotteries & Gaming Authority
- ADPRO Instruments
- Megabyte
- Foundation for Medical Services (FMS)
- Directorate for Pharmaceutical Policy and Monitoring
- Nexia BT
- Alf Mizzi & Sons (Marketing) Group
- MISCO International Ltd
- MISCO Consulting Ltd
- Partit Laburista (Centru Nazzjoni Laburista)
- ST Microelectronics (Malta) Ltd
- Grand Hotel Excelsior
- Sign Services (Malta)
- PwC
- Nectar Group of Companies
- Uniblue Systems Ltd
- Besedo Ltd
- MSV Life
- Public Administration HR Office (PAHRO)
- Northway Brokers Ltd
- ADI Associates
- Studioseven Co. Ltd

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<sup>5</sup> Organisation awarded till October 2012. List of organisations is according to date of award.

## 8. EQUALITY MARK CAMPAIGN

The awareness raising campaign consisted of various activities with the aim of promoting the Equality Mark. The scope of this campaign was to expose the whole population to the promotion of gender mainstreaming and Work/Life Balance Options. The publicity campaign targeted the general public with a particular focus on business and employers' organizations, as well as the inactive population. The aim of targeting business and employers' organisations was to incentivise organisations to implement Work/Life Balance Options while acting as an acknowledgement for organisations that already have such measures in place. The inactive population was provided with indirect incentives to work through the promotion of organisations who value their employees and who took the initiative to adopt Family Friendly Measures (FFM) beyond legislative obligations. Hence, given the right conditions to work, the inactive population would be motivated to return to the labour market.

This section lists the various activities which form part of the awareness raising campaign and include: information brochures (in English and Maltese), promotional material, publications, billboards, bus shelter adverts, online awareness campaign, newspapers adverts, magazine adverts, radio and television PR as well as radio and television PSAs.

### Information Brochures

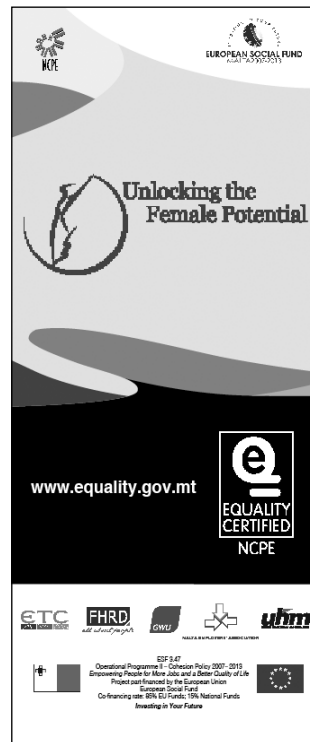
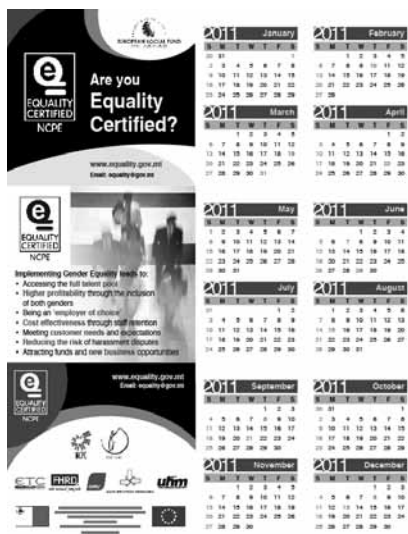
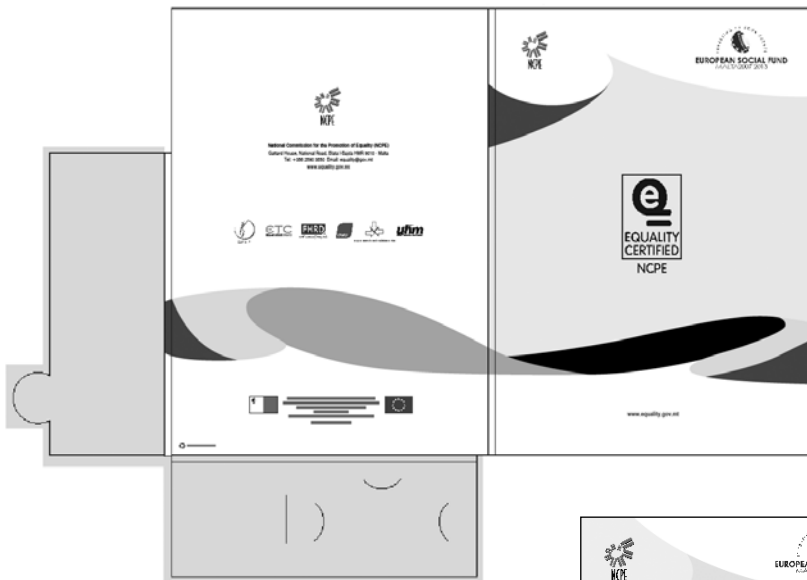
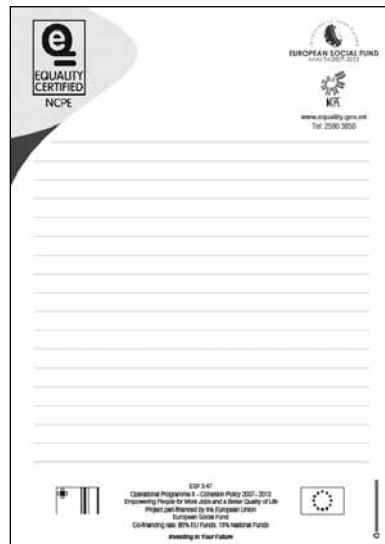
These brochures were published as part of this project with the aim of raising awareness about the Equality Mark and to promote it among organisations. This brochure involved a compilation of information which indicated the beneficial aspect of organisations which uphold gender equality in their practices. This brochure also contains information on the set of criteria upon which the Equality Mark is based upon along with contact details for interested organisations to contact NCPE. This brochure was published in both English and Maltese and was disseminated for the first time in July 2010 during the press launch.



### Promotional Material

Various promotional materials were produced during this campaign with the aim to further promote the Equality Mark. The promotional materials were imprinted with the Equality Mark logo. The promotional materials included:

- Pens
- Note pads
- Sticky notes
- Rollup stand
- Sealed Conference folders; and
- Desk calendars.



## Publication

The **Research Report** (ISBN: 978-99909-89-44-1) is intended primarily for policy makers. The research contains a socio-economic and cultural analysis of certain realities that limit the involvement of women in the labour market, as well as an explanation of the various ways in which society is tackling issues of gender inequality.

The Research Projects incorporated in this report were:

- The Situation of the Male and Female Entrepreneurs and Vulnerable Workers in Malta
- The Relevance of Economic Independence to the Maltese Female
- Analysing Inactivity from a Gender Perspective
- Research on Gozitan Women in Employment.

This Report presents the salient findings highlights, conclusions emanating from the four distinct research studies and their respective policy considerations. This report was launched during the Research Conference of this project, held in January 2011.

A similar Research report<sup>6</sup> has been published at the end of this project. This Report incorporated the Longitudinal Research Study: *Unlocking the Female Potential*. This Report presents the salient findings highlights, conclusions emanating from this Research Study. This report was launched during the Final Conference of this project, in December 2012.

## Billboards

This Campaign also involved the design, renting and printing of Billboards. The billboards involved adverts in order to further promote the Equality Mark.

Four billboards were rented throughout three different periods. The adverts designed were in English and the selected locations were in prominent places on main arterial roads in Malta (covering the North, Central and South arterial) and Gozo.

The following text was used on the billboards to further promote the Equality Mark:

- **October 2010:** Are you Equality Certified?
  - o Equality Mark logo, NCPE website and email were also incorporated on the billboard.
  - o The Locations were Aldo Moro, Marsa; Manoel Dimech Road, Qormi; Bahar ic-Caghaq and Victoria Road, Gozo.
- **February 2011:** Gender Equal Employer = Equality Certified (logo). Look for it!.
  - o Equality Mark logo, NCPE website and email were also incorporated on the billboard.
  - o The Locations were Aldo Moro, Marsa; Manoel Dimech Road, Qormi; Bahar ic-Caghaq and Victoria Road, Gozo.
- **October 2011:** Over 11,000 benefit from gender equal work conditions! Do you?
  - o Equality Mark logo, NCPE website and email were also incorporated on the billboard.
  - o The Locations were Marsa; Luxol, St. Andrews; Attard and Mgarr Gozo


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<sup>6</sup> The Research Report was issued in this publication.




Are you  
**Equality  
Certified?**

www.equality.gov.mt  
Email: equality@gov.mt




EUROPEAN SOCIAL FUND  
MALTA2007-2013




Operational Programme II – Cohesion Policy 2007-2013  
Empowering People for More Jobs and a Better Quality of Life  
Project part-financed by the European Union  
European Social Fund  
Co-financing rate: 80% EU Funds, 15% National Funds  
Investing in Your Future

**Gender  
Equal  
Employer** =



look for it!

www.equality.gov.mt



Operational Programme II – Cohesion Policy 2007-2013  
Empowering People for More Jobs and a Better Quality of Life  
Project part-financed by the European Union  
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Investing in Your Future  
Email: equality@gov.mt



**Over 11,000  
benefit from  
gender equal  
work conditions!**

do you?

www.equality.gov.mt



Operational Programme II – Cohesion Policy 2007-2013  
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Investing in Your Future  
Email: equality@gov.mt


### Bus Shelter adverts

During Equality Mark campaign, 34 adverts were produced and advertised in various bus shelters around various localities in Malta namely in:


- Northern Region: Mosta, Naxxar, Rabat, St. Paul's Bay and Mellieha
- Central Region: Bikirkara, Qormi, San Gwann, Lija and Santa Venera
- Inner Harbour Region: Valletta/ Floriana, Pieta/ Msida, Gzira/Ta' Xbiex, Swieqi, Pembroke, Saint Julians and Sliema

This campaign was promoted for ten days during the month of October 2010.

Ghandek  
il-Marka  
tal-Ugwaljanza?



www.equality.gov.mt  
Email: equality@gov.mt



Operational Programme II – Policy for Growth 2007-2013  
Inizjattiva għal Aktar Impjuggi u Awaħta ta' Pijażi għir  
Proġett parzjalment finanzjat mill-Unjoni Ewropea  
Fond Soċjali Ewropeu (FSE)  
Rata ta' Ko-finanzjament: 80% Fond UE, 15% Fond Nazzjonali  
Ninvestu fl-Futur tagħna



## Online Awareness Campaign

Web banners with the Equality Mark Logo appeared online on the five top online local news<sup>7</sup> websites during the periods of October, February 2010 and May 2011. The websites are as follows:

- timesofmalta.com
- di-ve.com
- okmalta.com
- maltarightnow.com
- maltastar.com



## Newspaper Adverts

Eight newspaper adverts were created and published with the aim of raising awareness amongst the general public and organizations about the Equality Mark. Three adverts were published on five daily newspapers and another five adverts were published on seven Sunday newspapers. The adverts promoted the Equality Mark through various ways, such as promoting the principles this certification is based upon; and showcasing organisations that were awarded the Equality Mark as well as promoting the information sessions.



<sup>7</sup> Ranking of online local news websites was based on Alexa ranking <http://www.alexa.com/> MT ratings





## SHOULD YOUR LOGO BE HERE TOO?

The Equality Mark is a certification recognising organisations that demonstrate a commitment towards gender equality, certifying them as true equal opportunities employers.

The organisations below have already demonstrated best practices in gender equality. If you believe that your organisation possesses the right attitude to obtain the Equality Mark certification, then contact the National Commission for the Promotion of Equality (NCPE) for more information.





















PROJECT PARTNERS






Email: [equality@gov.mt](mailto:equality@gov.mt)  
 Phone: 2590 3850



[www.equality.gov.mt](http://www.equality.gov.mt)





### 15,105 impjegati bbenefikaw minn kundizzjonijiet tax-xoghol lbbażati fuq ugwaljanza bejn is-sessi... Ghandek il-Marka tal-Ugwaljanza?

Għal dawn l-ohor senejn il-Marka tal-Ugwaljanza ngħatat lil-organizzazzjonijiet fejn min ifaddem juri impjenn lejn l-ugwaljanza bejn is-sessi, u għalhekk jipprova wi opportunitajiet indaqs.

- Tixtieq tkun parti minn dawn l-organizzazzjonijiet?
- Temmen li l-organizzazzjoni tiegħek għandha l-attitudni l-tajba?

Dalwaqt jiskadi ċ-ċertifikat tal-Marka tal-Ugwaljanza tiegħek?

Jekk tixtieq tapplika għall-Marka tal-Ugwaljanza jew tixtieq testandi iċ-ċertifikat tal-Marka tal-Ugwaljanza aghmel kuntatt magħna fuq:  
 Telefon: 2590 3850  
 Email: [equality@gov.mt](mailto:equality@gov.mt)  
 Web: [www.equality.gov.mt](http://www.equality.gov.mt)

 Follow us on Facebook  
 NCPE tista' tassistent matul il-proċess.

INSIEBBA FIL-PROĠETT








 Programmi Operattivi II – Politika ta' Koerenza 2007-2013  
 Incastru Millha għal Aktar Impjegi u Aważza ta' Riġa Aħjar  
 Proġett parzjalment finanziat mill-Unjoni Ewropea  
 Fond Soċjali Ewropew (FSE)  
 Rate ta' ko-finanzjament: 85% Fondi UE, 15% Fondi Nazzjonali  


Nevensu il-Kurar tiegħek





### 15,105 employees have benefited from gender equal work conditions... Are you Equality Certified?

For the past 2 years the Equality Mark has been awarded to organisations that demonstrate a commitment towards gender equality, certifying them as true equal opportunities employers.

- Do you wish to be one of these organisations?
- Do you believe that your organisation has the right attitude?

Does your certificate expire soon?

If you wish to apply for the Equality Mark or extend your Equality Mark certificate, contact NCPE on:  
 Phone: 2590 3850  
 Email: [equality@gov.mt](mailto:equality@gov.mt)  
 Web: [www.equality.gov.mt](http://www.equality.gov.mt)

 Follow us on Facebook  
 NCPE can support you throughout the process.

PROJECT PARTNERS








 Operational Programme II – Cohesion Policy 2007-2013  
 Empowering People for More Jobs and a Better Quality of Life  
 Project part-financed by the European Union  
 European Social Fund  
 Co-financing rate: 85% EU Funds, 15% National Funds  


Investing in Your Future

## Magazine Adverts

The Equality Mark was also promoted through Magazine adverts. The top four<sup>8</sup> business magazines in Malta were identified to advertise the Equality Mark:

- The Commercial Courier
- The Business Agenda
- The Economic Update
- The Executive

This was conducted in three phases:

- Phase 1: December 2010
- Phase 2: February/ March 2011
- Phase 3: April/ May 2011

Throughout these phases, 7 articles<sup>9</sup> (written by NCPE staff) and adverts highlighting the principles of the Equality Mark were published in these business magazines:

- Davinia Vella, ***A Mark of Equality***. The Executive (November 2011)
- Davinia Vella, ***The Equality Mark...One year on***. The Commercial Courier (October-November 2011)
- Maria Theresa Portelli, ***Achieving effectiveness and employee well-being...making use of family-friendly measures***, The Economic Update (October 2011)
- Davinia Vella, ***Getting the right person for the job***, Business Agenda (September-November 2011)
- Elaine Dutton, ***Are you truly deserving of an Equality Certification?*** The Executive (2011)
- Elaine Dutton, ***Family-friendly measures: a win-win situation?*** The Economic Update (February 2011)
- Elaine Dutton, ***Implementing a Sexual Harassment Policy at the Place of Work***, The Commercial (April – May 2011)

## TV and Radio Public Service Announcements (PSAs)

The objective behind the TV and Radio PSAs was to promote the 'Equality Mark', to create a demand by employers to obtain such certification and to empower employers to adopt various equality principles within their own organisation.

### TV PSAs

The two storylines of the TV PSAs<sup>10</sup> produced for this project involved the promotion of the principles of the Equality Mark namely gender equality policies and initiatives; sexual harassment at the place of work; equality in recruitment and employment; family friendly measures for men and women with caring responsibilities; equality in career and personal development opportunities; gender equality in the access to and supply of goods and services. This message was promoted through the showcase of how these principles were applied in different working environments. During the PSAs a sign language interpretation was provided in order to ensure that the message reaches a larger audience.

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<sup>8</sup> These were identified by NCPE, after a local market research was carried out internally collecting distribution quantities from all local business magazines and finally selecting the top 4 as per above.

<sup>9</sup> Articles are available on NCPE website [www.equality.gov.mt](http://www.equality.gov.mt)

<sup>10</sup> The PSAs were also uploaded on You Tube and on NCPE Facebook page.

### Script 1:

*Smajt bl- Equality Mark, ic-certifikazzjoni fl-ugwaljanza ghal min ihaddem?*

*L-organizzazzjoni tieghek diga' tahdem' kontra l-fastidju sesswali fuq il-post tax-xoghol?*

*Toffri mizuri ta' opportunitajiet indaqz fir-reklutagg u l-zvilupp personal ital-impjegati? Timplimenta mizuri favor il-familja?*

*Mela uri li l-organizzazzjoni tieghek hi ta' standard gholi u ikseb L-Equality Mark. Aghti valur lill-impenn tieghek. (After 'mela', the sound effect has to change place. Anice sound effect on the word 'tieghek')*

*Cempel lil Kummissjoni Nazzjonali ghal Promozzjoni tal-Ugwaljanza fuq 2590 3850 jew zur is-sit equality.gov.mt.*



### Script 2:

*Female employee age 30: Il-kumpanija li nahdem maghha ghandha policies cari dwar l-ugwaljanza u kontra l-fastidju sesswali.*

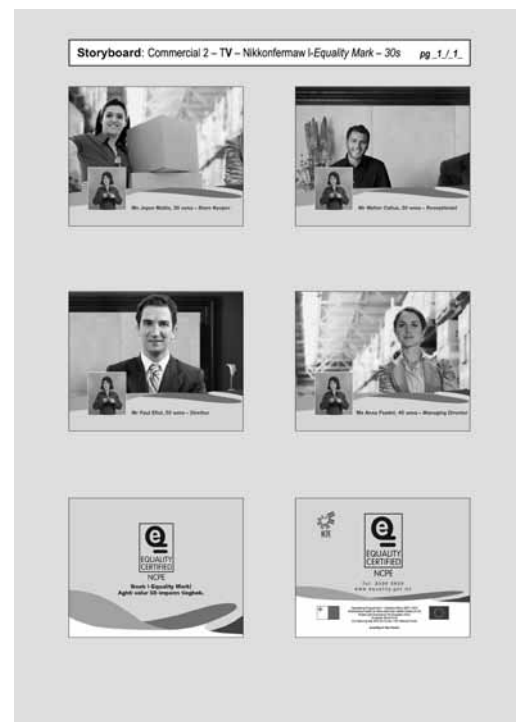
*Male employee age 30: Naf zgur li jekk ikolli bzonn, nista' napplika ghall-mizuri favor il-familja*

*Male employee age 50: Fil-fatt, l-impjegati taghna jafu li ahna noffru opportunitajiet indaqz u dan jghinna nibqghu kompettitivi fis-suq!*

*Female employer age 45: Bhala kumpanija li ksibna L-Equality Mark ingawdu minn reputazzjoni tajba mal-klijenti u l-imsiehba taghna.*

*Ikseb L-Equality Mark- Aghti Valur lill-Impenn Tieghek*

*Ghal aktar taghrif cempel lil Kummissjoni Nazzjoni ghal Promozzjoni tal-Ugwaljanza fuq 2590 3850 jew zur is-sit equality.gov.mt*



## Radio PSAs

### Script 1:

*Have you heard of the Equality Mark, the certification awarded by the National Commission for the Promotion of Equality, to equal opportunities employers?*

*Is your organization already implementing a policy against sexual harassment?*

*Does it offer equal opportunities in recruitment and personal development of employees?*

*Does it implement family friendly measures?*

*Then demonstrate your organisation's standard and give value to your efforts by attaining the Equality Mark.*

*Call the NCPE on 25903850 or visit [www.equality.gov.mt](http://www.equality.gov.mt)*

*The project is partially funded by the European Union- European Social Fund – Investing in your Future.*

### Script 2:

*Christine: The company I work for has clear policies on gender equality against sexual harassment.*

*Clive: I can apply for family friendly measure if the need arises.*

*Peter: In fact, our employees know that we offer equal opportunities to keep them satisfied and motivated, making us competitive in the industry.*

*Josephine: The Equality Mark has given our company a good reputation with our clients and partners which helped us gain new business opportunities.*

*Toni: Give value to your commitment get Equality Certified.*

*The project is partially funded by the European Union- European Social Fund – Investing in your Future.*

## TV and Radio Public Relations (PR)

Throughout the campaign a number of NCPE staff participated on a 27 TV and 33 Radio programmes broadcasted on local stations in order to maximize exposure of the Equality Mark campaign, particularly the Project Coordinator and the Equality Mark Promoter. The types of programmes targeted for the TV and Radio presence campaign included those with the highest audience and those types of programmes that have sections which are namely educational or business- related. This ensured that the campaign reached the target audience.

Various Press calls and press coverage were also issued during various events organized throughout this project such as during the Project's press conference and first awarding ceremony, in order to further increase exposure of this campaign.

## Website

The internet with its vast capabilities of delivering information in fast and creative ways was an integral part of this Project's contact with the public both locally and at an international level.

NCPE's website – [www.equality.gov.mt](http://www.equality.gov.mt) – featured information about Unlocking the Female Potential and the Equality Mark Certification and included related documents and publications that can be downloaded.

This project also used social network websites like Facebook and Twitter, with the aim of reaching to a wider range of audience and spreading information on its various initiatives and events. It has since been constantly updated with latest news and information on the Equality Mark, as well as with links to information about the certification (in the form of FAQs) as well as contact details of NCPE.

## 9. EQUALITY MARK IN THE MEDIA

The Equality Mark campaign also featured in a number of articles in the local media, mainly by organisations who were awarded the Equality Mark and by NCPE itself. The list below highlights a few of the publications that featured on the media throughout the project:

### 2010:

- Equality Commission launches 'equality mark' for commitment to gender parity – MaltaToday, June 2010
- Ghandek il-marka tal-ugwaljanza? – L-Orizzont, July 2010
- Tmien organizzazzjonijiet jinghataw il-marka tal-ugwaljanza mill-NCPE – In-Nazzjon, October 2010
- Bilanc bejn ix-xoghol u l-hajja personali (Vodafone Malta)– L-Orizzont, November 2010

### 2011:

- In the BALANCE – Pink Magazine, February 2011
- Alert Communications gets NCPE certification – Maltatoday, February 2011
- Bank of Valletta awarded Equality Mark Certificate – The Malta Business Weekly, September 2011
- Alf. Mizzi & Sons (Marketing) Group recognized for gender equality commitment – The Malta Independent in Sunday, December 2011

### 2012:

- Aktar nisa qed jidhlu fid-dinja tax-xoghol – Maltarightnow.com, January 2012
- Most women feel discriminated – timesofmalta.com, January 2012
- Maria Theresa Portelli, Unlocking Female Potential and Pockets - Pink Magazine, March 2012.
- Nectar Group awarded Equality Mark Certification – The Malta Business Weekly, June 2012

## 10. ACTIVITIES & EVENTS

### Equality Representative Training

As part of the Equality Mark campaign, NCPE embarked in 'Equality Representative Training'. The scope of this training was to train representatives of organizations that applied and/or were interested in obtaining the Equality Mark. The rationale behind these sessions was that the more persons involved and trained, the better equality would be mainstreamed. Additionally, persons placed in strategic positions within organizations who have been in contact with NCPE were more likely to seek information and advice from the Commission on equality issues, when required.



These representatives were trained during training sessions which were offered at regular intervals by NCPE since the launch of the Equality Mark.

During the training, NCPE trainers informed interested entities of the procedure to apply for the Equality Mark, its value in the work place, as well a basic knowledge of the laws and practices for good Human Resource Management in relation to gender equality. The training sessions also included information on what constitutes discrimination, harassment and sexual harassment, the Equality legislation that applies to Malta, NCPE's role and remit, application procedure for the Equality Mark and useful notes on how to formulate Equality and a Sexual Harassment policy tailor made for the organization in question. Apart from being a compulsory part of the process in obtaining the Equality Mark, such sessions were valuable equality training.

**Throughout the project 24 training sessions were conducted during which 102 participants were trained (70 females and 32 males).**

## Events

The Unlocking the Female Potential Project hosted various major events throughout the project:

- On the 6<sup>th</sup> July 2010 a Press Conference was held at the Mediterranean Conference Centre in order to launch the project 'Unlocking *the Female Potential*'. This conference introduced the aims and objectives of this project along with the proposed activities involved in this project.



- On the 15<sup>th</sup> October 2010, NCPE hosted the first Equality Mark Award Ceremony at the Monte Kristo winery and vaults. This is where the first eight (8) organisations were given their Equality Mark certificates and award packs by Hon Minister Dolores Cristina (Minister for Education, Employment and the Family) during the event. Images 11 – images of this event



- On the 16<sup>th</sup> January 2011 NCPE hosted the Research Conference at the Mediterranean Conference Centre. During this conference the findings and outcomes of four (4) research studies were presented. The second Equality Mark Award ceremony, presided by Hon Minister Chris Said (Minister for Justice, Dialogue and the Family) where fourteen (14) organizations were awarded the Equality Mark certificate. Images 12- images of this event





- On the 23<sup>rd</sup> March 2011 NCPE hosted its Annual Conference at the Mediterranean Conference Centre. The third Award ceremony was organized during this Annual Ceremony Conference for another five (5) organisations certified with the Equality Mark. Image 13 – images of this event



- At the end of the project, a final conference was held on the 11<sup>th</sup> December 2012. During the final conference the outcomes of the research study *Life Prospects of Teenage Parents* were presented to the general public. Moreover the findings of the Analysis of the Equality Mark were presented. The Final Report of Unlocking the Female Potential together with the Research findings report of Life Prospects of Teenage Parents were disseminated. An Award ceremony was also organised during the Final conference.

## 11. ANALYSIS OF THE EQUALITY MARK

Following the development of the Equality Mark concept and campaign, the project *Unlocking the Female Potential* commissioned an analysis to assess the impact of the Equality Mark campaign.

The purpose of this Study was to analyse the impact of the Equality Mark and seek ways develop, strengthen and enhance it, by seeking similar initiatives carried out in other EU Member States. The aim of this analysis was to create a tool supporting equal opportunities far beyond the project's lifetime, by strengthening the projects' longevity, as well as utilizing the full potential of the Equality Mark as a positive tool of change.

The Analysis of the Equality Mark consisted of three (3) main activities:

**(a)** consisted of a SWOT study to analyse the impact of the Equality Mark initiative and the impact it had on a local/national level. The use of SWOT analysis in this study served to analyse the impact of the Equality Mark by looking at the campaigns' strengths and weaknesses in its structure, management and delivery as well as looking at how opportunities and threats within the external environment may have influenced the initiative.

Information for this study was collected through means of questionnaires, focus groups and in-depth interviews with the Founders of the Equality Mark (NCPE); Project Partners of this project; Organisations who were awarded the Equality Mark certificate; Other organisations who did not apply for the Equality Mark; as well as a number of Employees of Equality Mark awarded companies and of Non-Equality Mark awarded companies.

Following amendments to *Chapter 456 Equality for Men and Women Act*, in June 2012 the remit of NCPE has been extended to promote equality on the basis of sexual orientation, age, religion or belief, racial or ethnic origin, and gender identity in employment, financial institutions and education. So far the Equality Mark campaign includes only gender equality. Hence this analysis sought to identify similar initiatives in other EU Member States and analyse how it worked and the remit it included. This served to develop a proposed way forward locally on enhancing the Equality Mark potential both strategically and in terms of remit it could cover.

**(b)** consisted of another SWOT study, this time to identify and analyse initiatives carried out in various EU Member States. This study sought to identify and understand other labels in EU MS and their remit. The use of SWOT analysis in this study served to analyse the strength and weaknesses present in the management of these initiatives as well as looking at how opportunities and threats within the external environment may be influencing the impact and effectiveness of the initiative.

Information for this part of the study was collected through in-depth, interviews with Representatives of the Equality bodies or other bodies from different Member states who implement or have implemented such initiatives.

**(c)** consisted of an exercise whereby a set of recommendations were delineated in order to further develop the Equality Mark. The recommendations were based on the information that was obtained from the interviews that were conducted through this Analysis.

This analysis delineated a number of recommendations<sup>11</sup> presented at the project final conference in December 2012, outlining the resources and knowledge envisaged to further promote and strengthen the Equality Mark initiative.

## 12. UNLOCKING THE FEMALE POTENTIAL: THE WAY FORWARD

The purpose of this report was to record the various activities implemented as part of the project '*Unlocking the Female Potential*' and to investigate further the methods used in order to reach the project's aims.

The Research component of this study provided a better understanding of specific issues related to the female participation (or lack thereof) in the labour market. Such understanding provided the ability to specifically target these issues. NCPE shall be implementing these policy considerations in its work and to bi-laterally use such information with the relevant authorities. Furthermore NCPE encourages other stakeholders, including social partners, NGOs, civil society and government policy makers to review the content of the reports. NCPE also aims at continuing to support and

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<sup>11</sup> The Analysis of the Equality Mark was still in progress at the time of printing of this report.

facilitate discussions to bridge gaps and lacuna identified in the system and to contribute to further policy updates and policy generation both at specific gender equality level, as well as at a gender mainstreaming level.

The *Equality Mark* and its campaign aimed to promote a culture of equality within the business sector. Throughout the project, the *Equality Mark* was developed, disseminated and taken up locally. The Equality Mark has indeed become a coveted certification among employers who compete for qualified and valid workers – an asset which helps the competitiveness of enterprises and ensures their success. As a result through the Analysis of the Equality Mark, NCPE plans to continue building on this success on supporting equal opportunities far beyond the Project's lifetime. NCPE is currently underway implementing the re-certification of the Equality Mark to organizations whose Equality Mark certificate expired. These organisations will be re-assessed in order to further extend their certificate.

The Project, *Unlocking the Female Potential* has shed light on new avenues which NCPE aims to work upon in the future. NCPE raised awareness on this project through the dissemination of the Research Findings Report among planners, policy makers, educators, practitioners, academicians, researchers, students, media and all those interested in the meaningful development of women in society.