

BE EXCITED!
UNIQUE
& SPECIAL TIME



INCLUSIVE FAMILY POLICIES FOR A BETTER FUTURE

SHAPING FAMILY POLICIES TO BOOST GENDER EQUALITY & DEMOCRATIC RESILIENCE



GOALS FOR TODAY

- LEARN
- ADVOCATE
- RAISE AWARENESS

HELLO!



WELCOME!

WE GO TO THE HEART OF POLICIES THAT **CREATE A BETTER SOCIETY**



FLORENCE BAUER
REGIONAL DIRECTOR UNFPA
EASTERN EUROPE & CENTRAL ASIA



SÖKAN DUYUKAN
DEPUTY MINISTER OF FAMILY
& SOCIAL SERVICES, TURKEY

WITH WOMEN
HUMANITY WILL RISE!

WOMEN ARE THE **BUILDING BLOCKS** OF SOCIETY & FAMILY IN EVERY SHERE

WE WANT TO **CHOOSE** HOW MANY CHILDREN WE HAVE



WE WANT TO HAVE A WORK-LIFE BALANCE THAT IS HEALTHY!

Expanding Choices THROUGH FRIENDLY POLICIES

AUSTRIAN Development Cooperation

DECADE OF Demographic Resilience

WOMEN & MEN COMBINING FAMILIES & WORK

IMPACTS ALL AREAS OF SOCIETY!

IT'S ALL ABOUT...
IMPORTANCE OF CHOICE

POWERFUL WOMEN • POWERFUL FAMILY • TURKEY

#DemographicResilience

#ExpandingChoices

DEMOGRAPHIC RESILIENCE THROUGH GENDER-RESPONSIVE FAMILY POLICIES



We are here at a **CRUCIAL** time for the future of gender balance in the EU & healthy families

HEALTHY FAMILIES = HEALTHY SOCIETY & ECONOMY

EU'S POLICIES ON FAMILY FRIENDLINESS & HUMAN RIGHTS: & GENDER EQUALITY

IS NOT AN ISLAND → GLOBAL APPROACH

EU HAS MADE PROGRESS BUT STILL 11.3% GENDER GAP - STILL BIG WAGE GAP

7.5 MILLION WOMEN TAKEN OUT OF LABOUR MARKET COMPARED TO 450,000 MEN... STARK DIFFERENCE

DO THE **UNPAID WORK**



WOMEN DO ± **3 HOURS** MORE WORK ON HOUSEHOLD DUTIES

22% less pay (AVERAGE)

LESS PENSION
LESS JOB OPPORTUNITIES

MOLDOVA **60%** OF MEN WOULD LIKE TO SHARE PARENTING DUTIES
↳ STUDIES HAVE SHOWN

#EXPANDINGCHOICES
#DEMOGRAPHICRESILIENCE

BY @IRISSHAERTENS FOR VISUAL HARVESTING



STABILITY is essential
LONG-TERM POLICIES!

PARENTS NEED TO PLAN **LONG-TERM** ... SO THEY NEED STABILITY & ASSURANCE.



A DIAMOND CHILD IS FOREVER

BREAK DOWN



GENDER ROLES!

TALKING ABOUT IT WILL **FACILITATE** THE CHANGE

WILL NOT HAPPEN OVERNIGHT BUT WE MUST CREATE ENVIRONMENTS FOR CHANGE



FRANCESCO C. BILLARI
SOCOM UNIVERSITY
DORIANA DINCA
EUROPEAN COMMISSION
VICE-PRESIDENT FOR DEMOCRACY & DEMOGRAPHY

BALANCE WOMEN & MEN IN CARE FUNCTIONS

WOMEN STILL DESIGNATED AS PRIMARY CARER

FAMILY IS **CORE** OF SOCIETY → MUST STAY TOP PRIORITY!



THERE IS MORE INTEREST & ATTENTION TO DEMOGRAPHICS

NO ONE LEFT BEHIND

RURAL AREAS AFFECTED DIFFERENTLY

NO ONE-SIZE FITS-ALL policies!

I AM **FIRST** IN THIS ROLE.

CREATIVE WAYS TO FIND CARE & SUPPORT... YOUNG & OLD & ACROSS GENDERS → INTEGRATED HELP



WE MUST **BUILD BRIDGES**

Expanding Choices through Family-Friendly Policies

GOVERNMENT INTERVENTION IS KEY

- TAX SCHEMES
- 1 YEAR MATERNITY LEAVE FOR MEN
- CHILD CARE IMPROVEMENT

NURSERIES! BENEFITS FOR YOUNG FAMILIES

DEMOGRAPHICS ARE CHANGING RAPIDLY MUST REGAIN TRUST



WE ONLY HAVE **35%** EMPLOYMENT FOR WOMEN

LACK OF SERVICES FORCES WOMEN TO STAY HOME

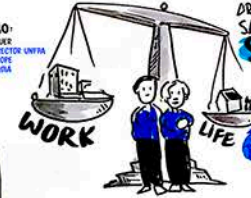
CARE PACKAGE

- AS AN ESSENTIAL TOOL
- MUST BE AFFORDABLE & ACCESSIBLE



ANNETTE STRÖBER
PRESIDENT, COFACE FAMILY EUROPE

... & ALSO: FLORENCE BAHR
REGIONAL DIRECTOR UNFPA EASTERN EUROPE & CENTRAL ASIA



FAMILIES ARE IN THE SAME **STORM**... BUT NOT IN THE SAME **BOAT**

WORK-LIFE **BALANCE** DIRECTIVE... WHICH MUST BE IMPLEMENTED!

MUCH TO DO

- MONITORING
- EXAMPLES IN OTHER COUNTRIES
- HOW TO **CONVINCE** BUSINESSES?
- ACCESSIBLE**



HAND IN HAND

FAMILY & GOVERNMENT

CHANGE GENDER NORMS: NEUTRAL TOYS

INSPIRING PRACTICES

IMPROVE CARE

- INVEST
- RECOGNIZE THAT MEN & WOMEN BOTH NEED TO DO THE WORK
- CHANGE NORMS

CHANGES IN SOCIETIES DEMAND A **CARE** MARKET.

EU IS RESPONSIVE - PAYMENT OF LEAVE IS **ESSENTIAL**



With funding from Austrian Development Cooperation



THE EVIDENCE IS CLEAR...
BUT implementation is still a challenge!

INVESTMENTS

- ARE A BIG PART OF WORK IN ALBANIA:
- AFFORDABLE HOUSING
- CARE CENTERS
- RETIREMENT HOMES
- CARE TAKERS & SOCIAL WORKERS
- SOCIAL PROTECTIONS
- COMMUNITY CENTERS
- LOCAL & NATIONAL PROJECTS

PARTNERSHIPS

WITH THE PRIVATE SECTOR!



LEAST PROTECTED GROUP
→ HERE IS WHERE PROGRAM MUST FOCUS!



SOCIAL PROTECTIONS ARE A BIG HAP

LOW FERTILITY: WE HAVE A LONG LIST OF POLICIES & STRATEGIES TO ADDRESS THIS!

POLICY-MAKERS & GENDER-RESPONSIVE FAMILY POLICIES

IMPROVED POLICIES

EVERYONE AWARE!
EMPLOYERS & EMPLOYEES
RIGHTS & RESPONSIBILITIES
MATERNITY LEAVE IMPROVEMENT
OVERSIGHT MECHANISMS
→ TO CHECK ON POLICIES
EQUAL WORK EQUAL PAY
HARASSMENT POLICIES

NEW & IMPORTANT: INVOLVED IN MAKING CHANGE & RESIST



ALL POLICIES ARE GENDER-ALIGNED!

SENIGA DZERI
DEPUTY MINISTER OF HEALTH & SOCIAL PROTECTION
ALBANIA



TAMILA BARVALAIA
DEPUTY MINISTER OF LABOUR, HEALTH & SOCIAL AFFAIRS
GEORGIA



MARINA MOROZOVA
MEMBER OF PARLIAMENT
MOLDOVA



FATHE MULARAKA KOLLCAJ
MEMBER OF PARLIAMENT
KOSOVO



NOW I FEEL THAT IT IS POSSIBLE TO HAVE A BIGGER FAMILY... GOVERNMENT SUPPORTS ME!

WE BELIEVE BOTH PARENTS SHOULD PARTICIPATE:

- 14 DAYS PATERNITY LEAVE → UP TO 12 MONTHS
- FLEXIBLE WORK SCHEDULES
- COMPANIES WITH CHILDCARE FACILITIES.

BENEFITS OF POLICIES

20% LOWER EMPLOYMENT FOR WOMEN WITH CHILDREN WHY?

PROUD TO INTRODUCE NEW MEASURES FOR WOMEN

NOW WE MUST IMPLEMENT

- RURAL CHALLENGES
- FAMILY & HOUSEHOLD CARE
- CHILDCARE RESPONSIBILITIES

WE ARE WORKING ON FOLLOWING POINTS

WOMEN GRADUATE BUT THEN DISAPPEAR FROM THE WORK FORCE

SCHOLARSHIPS FOR WOMEN & GIRLS

SUPPORT OF WOMEN AFTER CHILDBIRTH

AFFORDABLE HOUSING

STRENGTHEN THE JUSTICE SYSTEM IN VIOLENCE AGAINST WOMEN

COMPLEX REFORMS!

WOMEN IN POLITICS PLAYS A BIG ROLE!

GOOD PRACTICES?



STRONGER POLICIES!

#EXPANDINGCHOICES
#DEMOGRAPHICRESILIENCE



I HAVE 2 DREAMS CAN I HAVE BOTH?

RESPOND TO NEW REALITIES

LOWEST RATE OF WOMEN IN EMPLOYMENT → MUST CHANGE

THIS IS WHERE THE RUBBER MEETS THE ROAD

THE BUSINESS CASE FOR FAMILY FRIENDLY WORKPLACES

#EXPANDINGCHOICES
#DEMOGRAPHICRESILIENCE

CHILD CARE & EDUCATION FOR GIRLS IN RURAL AREAS.

WHY

SHOULD THE PRIVATE SECTOR JUMP ON BOARD?

- ◆ DREADE FOR WORKFORCE
- ◆ GOVT & CORPORATE SECTORS
- ◆ HIGHEST TURNOVER AFTER 2ND CHILD

DEPARTMENT WHERE IT SAGS

WOMEN EMPOWERMENT COMES WITH MEANING
→ TALENT COMES TO INNOVATIVE & INCLUSIVE POLICIES

◆ POLICY TO HAVE A MINIMUM AMOUNT OF WOMEN IN NEW JOB INTERVIEWS & IN HIGHER MANAGEMENT

WORKING WITH GOVERNMENT HELPS US TO REACH GOALS FASTER!

◆ DIVERSITY IS HARD TO MEASURE IN NUMBERS

BUT... THINGS CHANGE WITH A WOMAN IN THE ROOM

LANGUAGE CHANGES... IDEAS CHANGE

◆ WOMEN ALSO PERFORMING IN MALE-DOMINATED FIELDS



WE HAVE NEW & DIFFERENT IDEAS!

I TRY TO WORK MORE & PERFORM MORE TO SUCCEED



SPEND & INVEST IN THE RIGHT CAUSES FOR THE RIGHT FUTURE

OF COURSE WE HAVE EQUAL PAY!

GOOD EXAMPLES SHOULD BE SHARED



ÖZDE HAMARAT
HUMAN RESOURCES DIRECTOR
BORUSAN HOLDING, TURKEY



ELENE VARDEMAGHVILI
CHIEF EXECUTIVE OFFICER
MEAMA, GEORGIA



EKATERINA TRAKHTENBERG
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BELARUS



YANA HRACHARENKO
CHIEF COMMUNICATIONS & SUSTAINABILITY OFFICER
STARLIGHTMEDIA, UKRAINE

CARE AS A SOCIETY & IMPACT THE WORLD!

WE HAVE 5 MEN NOW ON PATERNITY LEAVE... WE HAD TO CONVINCE THEM TO TAKE PART... WE WANT TO BREAK NORMS!

LESS TURNOVER DUE TO FAMILY-FRIENDLY POLICIES!

& MOTIVATION IS BETTER IN THE COMPANY

ROLE MODELS ARE A HUGE HELP. LEAD BY EXAMPLE!



ALSO SUPPORT IN DOMESTIC ABUSE & VIOLENCE PP OUR CARE FOR YOU DOES NOT STOP WHEN YOU LEAVE THE WORKPLACE



ARE YOU OK?
WE REACH OUT TO YOU!

WE NEED OUR PRODUCTS TO REPRESENT ALL OF SOCIETY

- GENDER EQUALITY & INCLUSION
- WE DON'T WANT TO WORK FOR A PLACE THAT DOES NOT REFLECT OUR VALUES

IN ORDER TO ATTRACT TALENT WE MUST BE PROGRESSIVE

ACTIVELY TEACH WORKFORCE

50% ARE MEN (PARTICIPANTS)

SO THEY ARE INTERESTED TO CHANGE & SUPPORT THEIR PARTNERS

HOW TO MAKE WORKPLACES FAMILY-FRIENDLY & INCLUSIVE



COMMITMENT IS THE MOST IMPORTANT WAY TO CREATE CHANGE

WHAT ARE THE REASONS?

CAN WE WALK THE TALK?

NOW WE MAY BUILD OUR OWN KINDERGARTEN

I AM NOT THE SAME AS BEFORE... AS AN EMPLOYEE NEEDED TO LEAVE EARLY TO

- KEEP WORK-LIFE BALANCE
- ATTRACT TALENT
- HOW TO RETAIN EMPLOYEES

MORE POLICIES ARE WELCOME!

- PRODUCTIVITY
- LESS STRESS
- SAISFACTION FOR WORKFORCE

SKILLS FROM PARENTING?

- LEADERSHIP
- TIME-MANAGEMENT
- PATIENCE
- SEE MISTAKES



SKILLED LABOUR IS HARD TO FIND ... IF THEY LEAVE IT IS HARD TO REPLACE THEM

WE STARTED KINDERGARTEN INSIDE THE COMPANY!

IT IS IMPORTANT TO FEEL OK.

WE COOPERATE WITH KINDERGARTENS & COORDINATE WITH THEM

MORE ATTRACTIVE FOR EMPLOYEES EMPLOYEES WANT TO STAY



ALBAN JUSI CEO, BETA BUSINESS



ARTA CEJVAN LEADER IN PEOPLE CULTURE & LEARNING, NATIONAL SPACE RESERVE



SERGIO GUSTIN GENERAL DIRECTOR, EMPLOYEE, PHOTONIA

NOW FRIENDS & FAMILY AS WELL AS COLLEAGUES HAVE

FOLLOWED MY EXAMPLE

PIECES OF HAPPINESS FOR EACH FAMILY!

I TOOK PATERNITY LEAVE ... AS CEO

- RIGHT PLACE RIGHT TIME
- TO SUPPORT MY WIFE
- BIG BENEFITS FOR MY FAMILY



* I COULD KEEP MY WORK * I STAYED WITH THE COMPANY!

LEAVE EARLY? YES!

I WANT TO BE AROUND SMILING FACES

THIS IS FANTASTIC YOU WILL SPEND MORE TIME WITH YOUR CHILDREN THIS IS GREAT

MY KIDS NOW WORK WITH ME!

SUSTAINABILITY → THESE POLICIES ARE A GOOD CHANCE TO STRENGTHEN THE FACT THAT BUSINESSES SHOULD NOT JUST BE INTERESTED IN ECONOMICS BUT ALSO SHAPING SOCIETY

WE HAVE CORE VALUES & ACTIVELY CHECK & ENCOURAGE EVERYBODY TO LIVE THE VALUES

- FLEXIBLE WORKING SETTINGS
- BETTER WORK-LIFE BALANCE



#EXPANDINGCHOICES #DEMOGRAPHICRESILIENCE

Past & Future: Reflecting on Gender-Responsive Family Policies

I AM HONORED TO HAVE 3 WARRIORS HERE TODAY TO WORK ON GENDER

1 WHAT WE NEED?

2 REFORM FEMINIST SOCIAL CONTRACT

3 GENDER RESPONSIVE BUDGETING & INVESTING

4 PARTNERSHIPS

WOMEN @ RISK
 ▲ AGING
 ▲ CRISES
 ▲ GLOBAL ISSUES

POLICIES NEED TO BE AS COMPLEX AS THEIR PROBLEM

FOR COUNTRIES TO THRIVE PEOPLE NEED TO

FOLLOW THE MONEY (\$)
 ↳ WHERE CHANGE HAPPENS

COMMON SPACES NEEDED
 LIKE THIS ONE



GABRIELA ALVAREZ WOTE
 REGIONAL DIRECTOR
 WOMEN EUROPE & CENTRAL ASIA



ALIA EL-NABOUH
 REGIONAL DIRECTOR
 WOMEN EUROPE & CENTRAL ASIA



H.E. JOVANKA TRENCHESKA
 MINISTER OF LABOUR & SOCIAL POLICY
 NORTH MACEDONIA

CORE PRINCIPLES OF MY COUNTRY
PUBLIC & PRIVATE SECTORS ARE TAKING UP POLICIES:
 • WOMEN EMPOWERED TO WORK
 • MEN ARE ABLE TO STAY IN A MORE FAMILY ROLE

TRANSFORMATIVE

AT IT'S CORE IS SOCIETY... & THE MOST MARGINALISED & AT RISK

DISCRIMINATION

- IS NEVER OK → IT IS THE INDICATOR OF INEQUALITIES
- MEASURES ARE IMPORTANT TO CONTINUE TO TACKLE

EQUAL CHOICES?
 & BEING ABLE TO ACT UPON THE CHOICES
 - BE HONEST & REALISTIC...
 WHAT IS HOLDING US BACK?

NOW

Is the Time TO IMPLEMENT POLICIES

COMPREHENSIVE STRATEGY BEING CREATED TO MAKE CHANGES



#EXPANDINGCHOICES
 #DEMOGRAPHICRESILIENCE

✓ RECOGNITION
 ✓ POLITICAL WILL
 BUT LACKING IN ACTION & TRANSFORMATION.
 AT CURRENT RATE... WE WILL ONLY REACH GOALS IN 300 YEARS

THERE IS NO STANDARD family
 THIS IS A WICKED PROBLEM... AS YOU FIND SOLUTIONS THE WORLD CHANGES & NEW PROBLEMS ARISE!

NETWORK TO HELP IMPLEMENT Policies

NEW LAW 2020 STRENGTHENED SUPPORT

PROCESS WAS SPED UP DUE TO COVID & GLOBAL SOCIAL SITUATIONS

UNPAID Labour
 WILL CHANGE... BUT WITH POLICIES!

POVERTY OF TIME!
 IS A BIG ISSUE!

WOMEN SUSTAIN economy & society



JOHN KENNEDY
MOSOTI,
UNFPA

WORK SOMETIMES A DRAG
FAMILY AN INTIMACY TO LIVE
WORK & LIFE A BALANCE TO BE ACHIEVED



OUR
future
is **SECURE!**

FAMILY IS OUR
BIGGEST INVESTMENT

INSPIRATION

EXACT MONITORING
IN HAND WITH POLICIES

INVOLVEMENT
IN PRIVATE SECTOR

WE ARE GROWING
& CONNECTING



CLOSING REMARKS

#EXPANDINGCHOICES
#DEMOGRAPHICRESILIENCE



NEXT STEPS