

**GENDER
DIVERSITY**

FOSTERS EMPLOYMENT

METHODOLOGICAL GUIDE

> COMPANY VISITS

EXPLORATION OF JOBS
TRADITIONALLY HELD BY MEN
BY WOMEN JOB SEEKERS

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Erasmus+

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FOR WHOM IS THIS GUIDE?

Employment Support Structures

(employment centers, equal access to employment organisations, associations for women in the workplace, Jobcenters, local employment initiatives, etc.)

WHY THIS GUIDE?

Equality between women and men is one of the founding principles of the European Union. In its Europe 2020 Strategy, the EU considers equality between women and men as a **lever for economic growth, employment, social cohesion and sustainable development**. Among the EU's priorities is the increase the employment rate of women by 2020.

In Europe, only 63% of women are active, compared with 76% of men*. 36% of active women in the European Union are concentrated in 6 categories of trades out of 130: sales, assistance and personal care, administrative and other office jobs, catering and housekeeping services*. These trades are generally less financially worthwhile, often practised part-time and for some of them with atypical schedules. 25% of men are concentrated on the following categories of occupations: driving, structural and construction work, small business management, engineering, mechanics*. These trades are generally more lucrative, often practiced on a full-time basis and on traditional schedules. The labor market is thus schematically divided between occupations traditionally performed by men, which are financially more rewarding and more profitable than trades traditionally practiced by women. A study by the European Commission describes this phenomenon of "Employment segregation" and "Gender segregation in the labour market" (see Francesca Bettio and Alina Verashchagina's Study - Directorate-General for Employment, Social Affairs and Equal Opportunities).

Women who have the least employment opportunities suffer the most from this phenomenon, as they turn and are mainly oriented towards trades related to the domestic sphere that seems to match "the only skills" they could claim.

> Why company visits?

Company visits that open to the diversity of trades allow to see jobs that are traditionally practiced by men in situations where they are held by women.

These company visits tackle issues that concern women who have the least employment opportunities and offer them the opportunity to:

- **broaden their fields of possible trades and roles**
- **actually see women in jobs that are traditionally considered as "male occupations",**
- **explore their interest and aptitude for a new job**
- **be in touch with companies open to the diversity**
- ...

WHY THIS GUIDE?

Organizing company visits requires know-how.

This Guide will give you all the keys to carry them out.

At each stage of the planning, advice and tools are provided to:

- select companies to visit
- mobilise visiting female jobseekers
- draw the roadmap for organizing a company visit

SELECTING COMPANIES

> Which companies should you choose?

Companies open to diversity in the workplace.

Companies that already hire women in positions traditionally held by men.

> How?

1 Detect businesses and gather them in a file

The first step is to identify local businesses that hire at positions traditionally held by men.

The second step is to find out the business that are open to diversity in the workplace and who hire women in position traditionally held by men.

Examples of research sources:

- networks of socially committed companies
- local business clubs
- Diversity/Equality Meetings (events organized by the authorities on International Women's Rights Day and Women/Men Equality Week, local networks for diversity in the workplace, Chambers of commerce...)
- Institutional actors (Local Competition, Employment and Work Delegations, Delegations for women's rights and equality, Regional Equality Commissions, Municipalities and Communities of municipalities, etc.)
- Local media (articles on socially-committed companies, with gender equality and diversity approaches)
- ...

2 Solicit companies from the corporate file

Who should you target? Human resources department or company management.

In the first exchanges with the company, it is important to ensure that the objectives of the visit are consistent with the company's values and what will be shared by people leading visits.

With what tool? *TEMPLATE 1 : Company solicitation email (see page 8)*

What benefits can you put forward to convince the company to host a visit?

- shine a light of their activity and their jobs
- develop their pool of female candidates (often in short supply) on jobs traditionally held by men
- promote their approach to diversity and equality between women and men
- reduce preconceptions about their jobs
-

MOBILISING WOMEN JOB SEEKERS

> Which women job seekers?

Women who have the least employment opportunities.

Women in precarious work situations who want to retrain professionally.

> How?

1 Increase awareness among women job seekers and inform them

When? 3 to 4 weeks before the visit

With what means?

- Advertise in places where the public is looking for work and / or seeking to retrain professionally (employment support structures, women's employment associations, equal access associations, organisations helping with professional retraining, information centers on the creation of businesses, town halls, etc.)
- Publish information on websites and social networks of the above-mentioned structures, as well as blogs and websites providing information and support on career guidance
- Inform accompanying staff by email
- ...

Quels outils ?

TEMPLATE 2: General information note presenting the global action of company visits (see page 9)

TEMPLATE 3: Practical information note to promote each company visit (see page 10)

What benefits can you put forward to convince women job seekers to take part in visits?

- opening their scope of possible jobs and positions, in particular to those – more profitable and less precarious – traditionally performed by men
- seeing women in jobs that are traditionally performed by men
- discovering interest and aptitude for a new career
- getting in touch with companies that are open to diversity
- ...

2 Sending reminders to registered job seekers

The day before the visit, it is recommended to talk to the registrants on the phone.

Previous experiments have shown an average withdrawal rate of 25%.

ROAD MAP FOR COMPANY VISITS

> Standard schedule for a company visit

Duration: from 2 and 4 hours

Greeting of the participants (15 minutes before the visit)

- 1 **Presentation of the activity of the company**, its jobs, working conditions, corporate culture by a person from management or human resources

About 30 minutes

- 2 **Visit of the company's premises.** Testimonies of men and women working jobs traditionally held by men (description of the job, of a typical day, of the required training...)

About 1 to 2 hours

- 3 **Q&A** at the end of the visit between the women job seekers and a person from management or human resources of the company. Presentation of profiles and qualifications sought by the company

About 30 minutes

> D-3

- **3 days before:** Phone call with the company to plan the visit: reminder of the objective and the program, confirmation of the attendance of a person from management or human resources and the attendance of women working jobs traditionally held by men...
- **the day before:** Phone calls to registered jobseekers

> Day D

- Provide an attendance list for present women job seekers

> After the visit

We recommend that you send by email,

- resumes of women interested in the presented jobs and positions to the company hosting the visit (who wishes to recruit in the short or medium term or to accommodate women in internships)
- a description of the company (activity, jobs, recruitment process and needs, HR contact) to women registered for the visit

With what tool?

TEMPLATE 4 : Fact sheet of the company hosting a visit (see page 11)

TEMPLATE 1

Company solicitation email

Subject: Appointment request

[Dear Sir or Madam] [Name],

[Name of the support structure for the job] has the mission of supporting unemployed people in their access to job opportunities.

We organize company visits for unemployed women. The goal is to let them discover promising jobs and positions that they do not consider because they are traditionally held by men.

These company visits offer unemployed women the opportunity to:

- broaden the range of jobs they consider
- meet women working jobs that are traditionally worked by men
- discover an interest and aptitude for a new job
- be in touch with companies that are open to the diversity
- ...

We are therefore looking for companies that could host these visits. We would be delighted if *[Company Name]* could get involved.

This would be an opportunity for your company to:

- show and develop your activity and your business
- develop your pool of women candidates (often in shortage) for positions traditionally held by men
- promote your approach to gender equality and diversity
- reduce preconceptions about your business
- ...

I would be very happy to meet you and discuss this subject. Would you be available on *[date1]* or *[date2]*?

Best regards,

[First Name, Last Name, Function, Name of Structure]

TEMPLATE ②

General information note presenting the overall action of company visits

COMPANY VISITS

Ladies,

Want a less precarious job?

What if you discover new trades?

Come and take part in a company visits to:

- **Meet women who work jobs traditionally rather held by men and see the reality of their activity**
- **Discover new companies, meet their management...**

You are:

- unemployed
- in search of a less precarious job
- tired of split and staggered work schedules, insufficient or random incomes...
- willing to discover if you have an interest and aptitude for a job that you have not considered yet

Did you check at least one of these boxes?

Join us for a company visit

FIND OUT MORE:

[First name Last name, phone, email]

TEMPLATE 3

Practical information note to promote each company visit

COMPANY VISITS

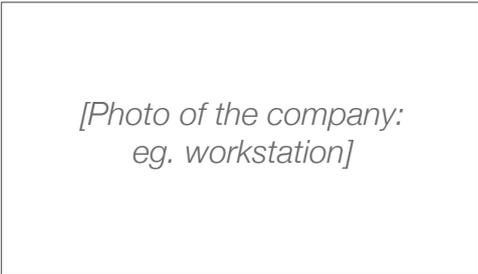
Discovery of trades traditionally help by men, financially more rewarding and less precarious

Public : women job seekers



> **Company visit:** *[name of company]*

[Adress]
[Specific place of appointment: parking, front desk,...]



> **[day, date, start and end time of the visit]**

- Field of business:
- Trades to discover:
 -
 -
 -

> **Registration required (limited number of spots):**

[first name, name]
[email] [phone]

TEMPLATE 4

Fact sheet of the company hosting a visit (for women jobseekers)

COMPANY FILE

Visit of the company carried out on

> **Name of the company:**

Address:
.....
.....

Amount of staff (at visited premises):
Total workforce:

> **Description of the company's activity:**

.....
.....
.....
.....

> **List of trades of the company traditionally held by men and in shortage of female candidates:**

- *[titled and description of the trade*
[working conditions: hours, type of contract, remuneration,...]
[types of possible training courses]
-
.....
.....

> **Recruitment needs** (current and in future years):

- *[title and job description]*
[recruitment period]
-
.....
.....

> **HR contact :**

[first name, name]
[email] [phone]

THE AUTHORS OF THE GUIDE

This Guide was conceived as part of the project « Gender diversity fosters employment », on initiative of a economic development agency Hauts de Garonne Développement (France) et a gender equality consultant Charline Jambert (France). This project was financed with the support of the European Commission as part of a strategic partnership of educational and vocational training within the Erasmus+ programme.

5 European partners were contributed to the project « Gender diversity fosters employment »:



Economic Development Agency of the Right Bank of Bordeaux (France)

Hauts de Garonne Développement leads 4 major missions:

- Support to the development of companies: Development of networks, Emulation / networking, Human Resources / Diversity and Gender Diversity.
- Studies / Engineering: Observatory, Incubator, Business Hotels.
- Support for the creation of companies: thematic workshops, animation of the network of actors of the creation of companies, reception / personalized advice.
- Support in the transfer and takeover of companies: detection and guidance / accompagnement of assignors.

www.hdgdev.com

Charline Jambert (France)

The project benefits from a specific guidance in gender equality issues with the participation of a specialised consultant, Charline Jambert. She advised public and private organisations for years to design and implement a gender equality approach. She initiates and participates in Erasmus+ partnerships in the field of educational and vocational training. She is particularly involved in the issues of gender diversity in professions and addressing gender stereotypes. These partnerships aim to design learning tools in the form of e-learning, videos, serious games,... She is member of the Erasmus+ developers network.

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Chamber of commerce and industry (Bulgaria)

The CCI–Dobrich is the most important business support organization at regional level, part of the network of Bulgarian CCIs. The goals of CCI are to increase regional economic growth and prosperity, to stimulate international trade and investments, to encourage international exchange and to promote the interests of member companies at local, national and international levels. CCI is a host structure of Enterprise Europe Network.

www.cci.dobrich.net



CIAPE (Italy)

CIAPE carries out training activities to develop and validate soft skills, as well as competences required in the future labour market. CIAPE is a train-the-trainer organisation, recognised expert in Work Based Learning at European level, with high qualified experience in EU, national and regional projects management. CIAPE deals with didactical innovation, develop innovative ideas to ensure the accessibility of learning to a wide range of target groups, such as students, seniors, professionals and groups at risk. CIAPE is the coordinator of the “European Network for Quality Apprenticeships”, and an active member of CEDEFOP "European Qualifications Framework - Credit Transfer In VET" and of the "Quality Assurance in VET" communities.

www.ciape.it



Guimel (France)

GUIMEL is a French company acting on social link. The team of GUIMEL has a large experience in European projects as they worked on more than 80 EU projects for 15 years in the field of EQUAL and LLP, as coordinator or as partner. GUIMEL is engaged in ERASMUS + projects (Gender Equality, ICT, Sports, Healthcare). Guimel is also involved in the research project ECVET Development, CEC.

www.guimel.eu

For further information about
the project « Gender equality fosters employment » :

www.mixite.eu