

Portuguese DP Dialogo Social

1st round – Jorge Filipe

Good morning, ladies and gentleman,

Let me start by letting you know how glad I am for being here, discussing a subject that impacts so strongly our daily lives.

Having the opportunity to hear from you all will for sure contribute for my personal and professional development but also to improve my commitment *vis-a-vis* a networking that fully depends on people willing.

Having that said, I would now make a brief overview on the Portuguese EQUAL project, which I'm proud of being part of, together with the remaining Portuguese companies, in a total of nine, which we will hear about during these presentations.

The so-called *Diálogo Social e Igualdade nas Empresas* – don't worry, I will translate it into English - *Social Dialogue and Equality in Companies* is formed after a Development Partnership composed by a range of nine organisations, including public bodies, social partners, universities and private non-profit associations. So, the key of this partnership could be nine to nine: nine companies and nine organizations, for the success of a strategic networking for the promotion of gender equality in the workplace.

As you may know, the principle of integrating and incorporating new ideas and approaches into policy and practice lies in the very heart of EQUAL. To assist in this "mainstreaming" process, EQUAL provides structures and tools, both at national and European level, for transferring the good practices resulting from EQUAL to policy makers and key stakeholders. EQUAL is part of the European Union's strategy for more and better jobs and for ensuring that no-one is denied access to them.

Another EQUAL key principles relay on the promotion of gender equality and work-life balance. In fact, and from the experience collected from all the nine companies involved as strategic partners in this Project, gender equality is understood as a basic belief, a sort of a pillar of the big building named quality and business competitiveness.

And how and where do we base this? In a set of key issues that are part of the male and female employees daily lives and, consequently, of the companies' challenges.

And which key issues are we talking about? Issues related with matters as crucial for all of us as: the promotion of gender equality and non-discrimination among women and men; work-life balance; protection of maternity and paternity.

After all, these are basic assumptions that go far beyond empty concepts and the more the world develops the more they are part of the companies and organizations social responsibility strategies.

In fact, re-enforcing, encouraging, promoting and recognizing the work already done by the companies is the best way to progress forward in order to inspire the ones who are only waiting for examples from their counterparts that can work as a clue to make their kick-off towards gender equality.

1st round – Conceição Zagalo

As you may know and could understand from Jorge's presentation, we are a group of several companies, with several colours, in whatever it may mean: activity sector, dimension, cultural profile, origin. But we have quite a lot of things in common. Surely the principles, surely some behaviours, but, mainly, lots of common practices.

I must tell you that when preparing this presentation, what we have done by gathering some of us, our work was not easy at all since we only could choose some among a large number of good practices. So many references, all of them plenty of pride, that it was difficult to select... but, at last, the work is done.

Just to start I would tell you that the colours have been selected following a given pattern. All of them are good, the green are common, the orange are distinguishing. I will not read.

At **AXA**... the relief... to be fast... when applying the flexibility policies.

IBM! I'll do my best to be as impartial as I can. It's not an easy task since this is part of me. The company where I work for over the last 34 years, where I got married, where I achieve my professional and, complementarily, my personal balance.

A tremendous amount of references but, in this case, women and work life balance are the mainstream to the highlights. Programs like EXITE and MentorPlace have been selected because they stand on doing what we should to turn equal opportunities between men and women in technical careers.

Estoril Sol, very good practices. A successful story to tell about the way how entertainment and gambling can make the difference and be innovative when talking about sustainability. Croupiers performed by women? Yes. It happens in Portugal, where the sun shines, also for all the women who feel fulfilled with a profession that was previously exclusive to men.

Can a supermarket make the difference? Of course it can. As you can see, and among all these practices, there are some that are relevant in non-traditional areas. Women as butchers? Men in a fish shop? Women driving pallet trucks? And a Foundation conceived to the benefit of employees?

Thousands of them? All of this happens at **Group Auchan**, the supermarket where Jorge is HR manager.

Microsoft – “your potential our passion”. People who does their live thinking about the others. That’s how Microsoft has thought about a convenience service that can solve problems that employees can face to manage their personal daily life. Laundry service, retoucherie, delivering services, back home after a working day with the logistics solved by the company? A dream? Not at all... Real and bright life, as the colours of Microsoft in this chart.

Somague, a company within the building sector. A male dominant one where education degrees are not the highest. Organising and funding training and development courses, mainly attended by women, is something really different in Portugal, I must tell you.

TAP – the Portuguese air company – quality of service that can be given by the employees, who can receive quality of life from their employer. A company that works around the clock and around the world, selected to have practices that make their employee’s life easier. It is the case of the nursery and kindergarten also working around the clock to let employees work around the world.

Xerox – keeping pressures positive... is behind a practice that makes xeroxers life easier. Full payment of maternity leave one extra month to stay at home, is in line with the company’s highlight and, mainly, in line with another top practice that is organising workshops where people learn to decrease stress.

Grafe - Now I am going to ask you to listen very carefully what we are going to see. No need to tell more about a company like this one. Images talk by themselves.

(video)

All of this is about the full words of these initials. Global, Excellence, Non-discrimination, Diversity, Entrepreneurship, Re-conciliation.

Gender equality - that’s the magic combination

Thank you.

2nd round – Jorge Filipe

During the 1st round of our presentation, we could share with you, from the Portuguese experience, only the good part of it. But in real life there is also the other side, meaning that many leaders in their companies still do not realize the long-term advantages or added-value of investing on people, focusing only on immediate outcomes.

At the end of the day, the main challenge to all of us would be to be able to start from the lessons learned here and find new ways to innovate and motivate for change those, or at least some of those, who might still be skeptical, afraid of or limiting this to the other – necessarily large companies namely with a multinational profile. Under our point of view, a critical path to get there is making the top leaders to integrate this issue in their agendas and, ultimately, in their company's mission. The more we will be able to interact with every stakeholder, mainly the workers and their representative structures, and create an ambassador mindset inside the company, the more we will succeed in building a common trend.

We strongly believe, and want that others may share this belief, that, more than a 'fashion', gender equality is strategic, differentiating and a critical success quality factor for the companies sustainability.

2nd round – Conceição Zagalo

Taking Jorge's speech as a mainstream, and once again putting all together the practices to our 9 to 9 partnership, I would take five words that, more than concepts, can be key factors to a gender equality policy.

So, E for Equal. And, for sure, for **E**mpowerment. Once we can empower ourselves we are able to establish good policies and implement good practices.

And all of this has to do with **Q**uality. Unless we use this Q as a mindset, we will risk to faint... or, ultimately, to fail.

Quality. That's an imperative. But, unless we apply it under an **U**niversality mood, we won't be able to get to the right results. Let me link this to the global sense I told you about in my previous presentation when referring to gender. Meaning being able to go far beyond our frontiers and do what we are doing here today: bringing our partnership to new horizons... outside of our boundaries.

But should this be enough? Shouldn't we challenge ourselves and, as Jorge stated before, go far beyond from what is expected for us? That's acting with **A**mbition, the healthy part of it.

All of us, leaders in this room, know that **L**eadership makes the difference. It's important to lead by example. That's the only way of giving the right sense and the right and fair measure to **EQUAL**.

So, as simple as that. We know that numbers drive our strategies, our operations, our lives. And when we turn numbers into text, **gender equality + work life balance** do naturally mean **social quality**. For who? Men... Women... People, above all.

I wouldn't like to stop before sharing with you our partnership virtuous circle. These are the "nine to nine" logos. This might be the clue. I have no doubts that in some years time this slide will be short for the number of logos that will be added in the near future.

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