

# GENDER INDEX

Theme 4 G

Equal Opportunities - Reconciling family and professional life

Sectoral DP

within the framework of  
Community Initiative EQUAL  
Poland



# GENDER INDEX

## National Products

- Gender Index – Composite Indicator
- Good Practice Guide „Gender Equality in the Workplace“
- Training Module „Gender Equality in Management“

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## Indicator - briefly describe your product

- a **practical instrument** to analyze women's situation in the workplace. Prepared in a form of questionnaires,
- designed for employers, as well as employees, focused on **quantitative and qualitative data**,
- a tool to define **level of gender equality/gender discrimination** in enterprises,
- composed of several indicators and each of them will be given a certain weight. Results of any research made with the use of Gender Index will eventually be presented as a number – **summary composite index**,
- contains: **questionnaires, methodology of research, and procedure of statistical data analysis**,
- to be used by the Partnership in the first Polish competition for a company with the best gender policy.

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## Indicator - What problem is the product addressing?

- **women's discrimination in the workplace,**
- the situation is partially researched and known, however, there is no instrument of checking companies and their gender policy case by case. The Partnership assumes that in order to combat effectively women's discrimination, it is necessary to know well the complexity of women's situation in enterprises, and be able to define the best "gender" players on the market,
- The strategy is to **identify "gender" leaders** and make them examples to other stakeholders on the labor market,
- Gender Index will enable Partnership to make **a competition for a company** with a distinguishing policy for women and thus promote the idea of gender equality and knowledge on how to do it in practice,
- Gender Index and the competitions are considered as **tools of attracting employers' interest in gender equality.**

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## Indicator - What's the objective of the product?

- to enable **regular competitions for a Polish company with the best gender policy**.
- Gender Index is a key instrument to prepare ranking lists of Polish companies from the perspective of anti-discrimination law observance and women's empowerment and thus promote gender equality as a necessary element of adequate management.

## What are the main target groups/recipients of your product?

- research instruments and methodology will be a **public good**. The Partnership intends to "**give**" **Gender Index to one of Polish weeklies** that publish ranking list of companies every year. Gender Index would be "added" to existing criteria of examining business actors.
- thus, the Partnership wants to assure that Gender Index will be used regularly as a part of gender equality promotion mechanism targeted on business.

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**Indicator - Which partners in the DP are involved in the development of the product?**

- Warsaw School of Economics,
- United Nations Development Programme,
- International Forum for Women.

**Indicator - In which way will the product be accessible to the target group?**

- there will be a **report** published with a summary of expert workings. Research methodology and the instrument description will be accessible to the entity that will decide to use Gender Index in examining companies. Employers, as well as wider public will also benefit from **companies' ranking published in one of national newspapers.**

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## Indicator - Has a strategy for dissemination and mainstreaming been developed for this product?

Dissemination and mainstreaming strategies have not been yet developed in details and the Partnership can only express its vague ideas in this subject

- the Partnership wish to make Gender Index a **part of competitions that already exist in Poland** and are focused on business sector. Partnership will build strong media patronage for the project and Gender Index competition and thus, try to assure regular use of the instrument on the country level.
- the Partnership's activities will be supported by **public billboard campaign** and standard PR activities (project website, press conferences, publications, TV and radio programs etc.). Moreover, within the framework of the project, **16 regional debates** will be organized with the participation of local media, NGOs, public administration, women's organization and business.

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## Indicator - In what type of organization will the product be implemented

- the Partnership wants to make Gender Index **additional criterion in national competitions/rankings, already organized by prestigious media**. However, some elements of Gender Index may be used by government institutions, as for instance National Labor Inspectorate.

## In which way could this product be interesting on an international level?

- its focus on micro-level, i.e. workplace,
- the methodology of Gender Index representing different and innovative approach – it will combine quantitative, as well qualitative data,
- the surveys among employers and employees will be taken by independent researches.

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## Good Practice Guide - Briefly describe your product

- an overview of good practices related to management of gender equality in the workplace,
- published in hard copy, PDF format and on CD-ROMs,
- will present numerous descriptions how to improve their management, workplace organization, human resources policies etc. in order to promote gender equality,
- will contain practical tips designed for employers and managers, as well as an abstract from the labor law on anti-discrimination,
- will cover following areas: maternity issues and employment, career perspectives for women, equal pay for equal work, preventing and coping with sexual harassment, building company "gender equality" mission, anti-discrimination law observance in workplace.

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## Good Practice Guide - What problem is the product addressing?

- the lack of any advisory concerning gender equality in the workplace for Polish business sector,
- in Poland, there is no document on how practically improve, promote and manage gender equality within a company.

## What is the objective of your product?

- to give a reliable source of practical information on how to introduce gender equality into regular management practices and structure of a company.

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**Good Practice Guide - What are the main target groups/recipients of your product?**

- employers,
- employees,
- managers,
- business sector.

**Which partners in the DP are involved in the development of the product?**

- Nordea Poland Life Insurance Company,
- United Nations Development Programme,
- Polish Confederation of Private Employers Lewiatan.

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## Good Practice Guide -In which way will the product be accessible to the target group?

- 3000 hard copies of guide and 5000 CD-ROMs,
- paper copies, as well as CD-ROMs will be sent by post to companies interested in the product, as well as to the companies institutionally linked to members of the Partnership,
- the Guide will be also available in PDF format to be freely downloaded from the project website.

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## Good Practice Guide - In what type of organization will the product be implemented?

- the Partnership will use existing contacts between the Partnership members and **business sector**, stressing the linkages between gender equality and corporate social responsibility. The Partnership plan to organize numerous meetings, seminars and conferences with business partners on gender sensitive management.
- the Partnership's activities will be supported by **public billboard campaign** and standard PR activities (project website, press conferences, publications, TV and radio programs etc.). Moreover, within the framework of the project, **16 regional debates** will be organized with the participation of local media, NGOs, public administration, women's organization and business.

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## Good Practice Guide

**Has a strategy for dissemination and mainstreaming been developed for this product?**

- will be used by Partnership organizations and will be offered to other institutions interested in **business, training or gender equality**, as well as **human resources managers, trade unions, employers or women's organizations**.

**In which way could this product be interesting on an international level?**

- good practices could be also applicable to companies located in other countries,
- it concerns not only multinational corporations but also numerous enterprises operating in similar sectors or areas.

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## Training Module - Briefly describe your product

- training built on the good practices guide and knowledge gained during expert works and research made in enterprises,
- designed for employers and managers,
- aims at providing them with certain abilities in re-organizing their workplace in order to make it more equal for both sexes.

## What problem is the product addressing?

- the lack of any advisory concerning gender equality in the workplace for Polish business sector,
- there is no training on how practically improve, promote and manage gender equality within company.

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## Training Module - What is the objective of the product?

- to train a group of employers and managers on gender equality in the workplace,
- to equip them with practical skills on how to improve companies' management, structure, policies in order to promote gender equality.

## What are the main target groups/recipients of your product?

- employers,
- employees,
- managers,
- business sector.

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## Training Module - Which partners in the DP are involved in the development of the product?

- Feminoteka Foundation,
- Polish Confederation of Private Employers Lewiatan,
- United Nations Development Programme,
- Derm-Service Pologne.

## In which way will the product be accessible to the target group?

- during pilot phase, the Partnership will provide training to group of 68 companies (two people from a company),
- the training will be free and there will be public announcement made in order to recruit participants (national daily, website),
- the Partnership will use own contact lists to reach employers and managers with the training offer.

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## Training Module - Has a strategy for dissemination and mainstreaming been developed for this product?

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## Training Module - In what type of organization will the product be implemented?

- will be used by Partnership organization and will be offered to other institutions interested in **business, training or gender equality**, as well as **human resources managers, trade unions, employers or women's organizations**.

## In which way could this product be interesting on an international level?

- similarly as in case of the Guide: the training may contain elements applicable for business actors from other countries.