



## **1.0 Reconciliation of work and private life**

### **1.1 Introduction**

**The necessary and increasing access of women into the labor market, the raised number of people in dependence situation due to social and demographic changes challenged by European regions and the growing need for retaining talent force us to implement effective and efficient measures with an immediate impact in the field of reconciliation of work and private life between women and men. That is why PEOPLE project aims to address this issue as a priority, through the sub objective 1 called reconciliation of work and private life between women and men.**

So, innovation in PEOPLE project should also pass by implementing measures in the field of reconciliation targeted at women and men adapted to this new social, demographic and European context.

### **1.2 Rationale**

As we already know, the concept of reconciliation is related to the need for men and women to balance their interests, obligations and needs from a holistic view of life and from their right to develop themselves in different areas: employment, family, society and private life.

Since reconciliation is an issue that affects both women and men, currently there is not an Equal time use by gender. Furthermore, neither the massive access of women into the labor market, the breakdown of traditional family model, or the social importance that reconciliation has been gaining in recent years have prompted significant changes in social structures, business, labor relations, the family and the organization of times to facilitate the reconciliation of personal and family life with the labor duties. However, the implementation of good practices in the field of reconciliation has shown their positive impact on improving the quality of life and family of people. Furthermore, the assumption of these good practices in the companies may enhance the productivity of the companies through a greater commitment of their workers.

In order to analyze this issue, in the frame of PEOPLE project, a SWOT analysis has been developed to determinate the different points of departure of women and men related to time use so that we may identify the main lines of action of the project in the field of reconciliation of work and private life between women and men.



### ***1.3 What do we want to achieve?***

The set of demographic changes: immigration, new family structures, the increasing elderly people is threatening the European welfare state, so that the regional governments should adjust their social, employment and equality policies to the demographic and social changes in Europe.

SWOT analysis of sub-objective 1 reveals interesting conclusions as for instance, the fact that most of the elderly people in Europe are widows with low incomes at the end of their life cycle. This is to highlight the need of implementing in the context of PEOPLE project, measures to promote the reconciliation of work and private life between women and men, as a mechanism to address the demographic problem faced by most Member States: as the lower fertility rate, the increasing of elderly people, which already pose serious problems to sustain a long-term production systems and social protection. Furthermore, other questions such as wage discrimination, difficult access and promotion of women in labour market, labour insecurity, victims of gender based violence are very determined by gender having a direct impact on women.

Women find greater gaps than men to access labour market, which is also highly segregated from a gender approach, showing a clear picture of masculinized and feminized occupations, the latter are less socially recognized and valued as well as lower pay.

Despite all this, thanks to the increased presence and visibility of women in all spheres: economic, political, scientific, etc., the SWOT analysis also reveals that we are living in our society a positive social trend in favour of equal opportunities for women and men. This will surely contribute to advance and facilitate the adoption of measures to promote equal access and promotion of men and women workers and flexible work organisation. So that, PEOPLE project aims to redefine a redistribution of time and build a new model of domestic coexistence in which men are involved at the maximum in their private life as women are doing in the public sphere. Thus, reconciliation will be conceived not only as a social good but also at economic and personal level, since we can not waste the human capital that women workers are providing to the society.

### ***1.4 How are we going to achieve this?***

The way to achieve the reasons above is through the implementation of some of the ideas that emerged from the workshop of reconciliation of work and private life carried out under the Kick Off Meeting in which were outlined the following needs:



- a) To analyse, study and implement new models of work organization, as telework and others innovative models, that PEOPLE project intends to analyse not only as reconciliation tool and flexible work for companies but also as a way of enhancing their productivity, solving problems related to a lack of space and saving operating expenses.
- b) To produce specific gender indicators to evaluate the different impact from a gender approach of flexible work organisations on women and men in order to correct and avoid eventual gender discriminations.
- c) To overcome gender stereotypes raising awareness measures by promoting an equal participation of women and men in the labour and private life.
- d) To study family models' changes from a gender and multicultural approach at European level. To analyse and study those factors as the increasing of elderly people that are affecting family structures and employment in Europe.
- e) To study the new models of reconciliation based on the new models of families and on the needs of each typology.

### 1.5 Themes (priorities)

We highlight two “priorities” and five “sub-objectives” in accordance to the needs related above. All subprojects submitted to the sub-objective 1: “reconciliation of work and private life between women and men”, are to be made in attainment of one priority and one or more sub-objectives of that priority. Furthermore, all subprojects have to be formulated from a gender approach.

**Priority 1.1:** Production of European studies and analyses by means of the following actions:

*Priority 1.1a:* to study new family models and changes on population (immigration disaggregated by sex, elderly people and dependents including older people and children) from a gender and multicultural approach. In base of this research, new models of reconciliation will be also analysed adapted to the new models and citizen's needs because the model of male and female, both working at home and outside is not the only one. Since it exists a lot of divorced couples and monomarental and monoparental families, who need specific care services and public services.

*Priority 1.1b:* to analyse new models of work organisation (flexible work, telework, periodic home working). Analyse them and show them to companies in terms of enhancing their productivity. These new models of work organisation should be analysed from a gender and European approach. To study positive aspects of flexible



working from a multidisciplinary approach such as gender vision, promoting equal share of responsibilities between women and men; positive impact on Environment; occupational healthy aspects for male and female workers in order to reduce labour stress.

*Priority 1.1c:* to study and produce gender indicators to evaluate the different gender impact of flexible work organisation, as teleworking and others innovative work organisation. The aim is to produce a tool composed on gender indicators, which allow us to measure the different impact on women and men of flexible work models and to detect the eventual gender discrimination.

**Priority 1.2:** Awareness actions in the field of reconciliation of work and family life targeted at:

*Priority 1.2a:* raising awareness and inform companies about the new models of work organisation providing more time flexibility to men and women workers.

*Priority 1.2b:* raising awareness of the whole society in the field of equal share of responsibilities between both sexes with the aim of promoting equal participation of both women and men in the private and work life producing proposals to achieve an equal share of times, work by gender.

## **1.6 Which stakeholders could be involved?**

Stakeholders of reconciliation may belong to the public sector, university, headquarters, associations, federations and so on.

## **1.7 Indicators**

The gender indicators that should be implemented for reconciliation of work and private life are called “GENDER TIME USE FOR WOMEN AND MEN” Most of them are as follow:

The average of time consecrated by women and men in the follow tasks:

- a) Employment or remunerated work disaggregated by sex
- b) Non remunerated work (home and family care) disaggregated by sex
- c) Care of dependent people (elderly people, children: boys and girls) disaggregated by sex
- d) Spare time for leisure activities disaggregated by sex