



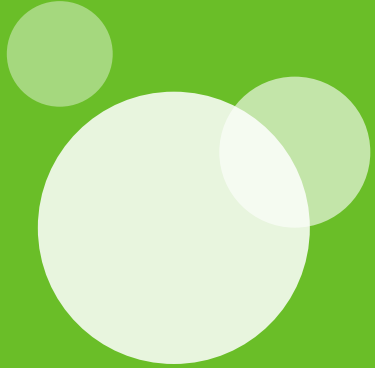
European Expert Meeting

**Gender Equality, Sustainability  
& Workplace Wellbeing**

# Good practices, better workplaces

Family friendly workplaces as a  
cornerstone for an economy that cares





# Equality, Father- and Family-Friendliness

– Marina Wetzter-Karlsson, Program Director

Väestöliitto

14 June 2022

# Equal and Family-Friendly working culture

## Focus:

1. **Father- and Family-Friendliness in working life**
2. **Work & Life Balance**
3. **Aspects for the Future**

# What do my colleagues, friends and other people think?

**”I really hope my  
team is working  
well without me...”**

**”What should I  
buy for the  
dinner today?”**

**”I love to be with  
my Dad! But I’m  
soooo tired for  
walking...”**

**”I want milk!”**



# What does the top leadership think?

***”Equality has always been an important and self-evident value for me. The need to develop our company's operative methods and the employer image inspired us to get involved in the project.”***

***”The management of our organization has seen father-friendliness as a good way to improve the employer image. In connection with the discussion of the Equality and Gender Equality Plan, the Equality and Fathers project was launched.”***

# Work&Life Balance, Father- & Family- Friendliness





# Research and Development Project (2019–2021)

## Aim to strengthen Parenthood and Equality in Working life



**Deloitte.**

LAHTI  ENERGIA

**Kela** 



REPO  
WORK

Now called: Foxie

FEEL  
BA group  
CK



EKVALITA

**Jyväskylä University School of Business and Economics (JSBE)**

**Hanken School of Economics**

**The Social Insurance Institution of Finland (Kela), Research Unit**

**Project 2019-2021**



# To be noted and lessons learned

1. Organisational Culture (in Equality) = Actions and Attitudes
2. **Companies start from different levels; development is possible**
3. Differences in structures, including male/female power industry; or equal distribution between sexes (50-50%)
4. **Deloitte had a good starting point among the forerunners**
5. All means are needed: Interventions, Development, Research, Communication
6. **The more family leaves, especially parental leaves, are shared between parents, the more equal is the situation in working life, and in the share of housework and "meta work" (planning etc.)**
7. In many countries (Germany, Sweden, Iceland etc.): trend to share more parental leaves
8. **In Finland only a small minority of fathers use their option to *parental leave*, *child care leave* or *partial child care leave*.**

# Ideal situation in all working life?

- Parental leave is an issue that applies everybody
- Parental leave is not a question of sex and gender
- All professionals have a right to good balance of work and family life



# Family & Work = Questions to think about

1. How do you share housework and 'meta work' in your family?
2. Covid-19 pandemic: Has it caused new challenges and problems?  
Or: Has it been even easier for you to combine work & everyday life...?
3. Do you get help at home/at work when needed? From whom?

## **The Family-Friendly Workplace Program:**

<https://www.vaestoliitto.fi/en/organisation/the-family-friendly-workplace-program/>

# Elements of Everyday life (as a family member/parent)

Housework and  
Meta Work

Flexibility in  
Working Time  
and Place

Equal  
Parenthood

Help &  
Support &  
Networks

Life Control,  
Opportunities  
for Influence

Self-  
Compassion



Hopes versus Reality?  
Share of Time and  
Energy?  
Career or/and Family?



# Your own situation Today?

**Good  
Work & Life  
Balance**

**Good at Home,  
Hard at Work**

**Going to Rest  
at Work,  
Hard at Home**

**Hard at Home  
and Hard at Work**

# How to find the balance in different life situations?

**Good  
Work & Life  
Balance**

## More info

### **The Family-Friendly Workplace Program (FI & ENG)**

<https://www.vaestoliitto.fi/en/organisation/the-family-friendly-workplace-program/>

### **Työ ja perhe-elämä (FI), Work and Family Life**

<https://www.hyvakysymys.fi/artikkeli/tyo-ja-perhe-elama/>

### **Equality and Fathers Project (2019–2021) (FI & ENG)**

<https://www.vaestoliitto.fi/en/professionals/work-and-family/equality-and-fathers-project/>



# Videos (published 2020)



## **Deloitte**

[https://www.youtube.com/watch?v=iFUQwde7m8&list=PLP9tu512V7j0J64Q\\_n74dYQIm\\_1M1ljr0&index=2](https://www.youtube.com/watch?v=iFUQwde7m8&list=PLP9tu512V7j0J64Q_n74dYQIm_1M1ljr0&index=2)

## **Kela**

<http://bit.ly/TöissäPerheystävällisessäKelassaFamilijevänligaFpa>

## **Lahti Energia**

<http://bit.ly/PerheystävällisyyttäLahtiEnergialla>

# Podcasts published in 2020

- To raise awareness within Father friendly workplaces
- Subjects discussed e.g.:
  - How to build father friendly working environment?
  - How to include mums in this work
  - Myths about fathers in working life

Found n Finnish at:

**SoundCloud** <https://soundcloud.com/vaestoliitto/sets/tasa-arvo-ja-isaet>

**Spotify**

<https://open.spotify.com/show/66mOjTHaDXor7ISyHerU9Q>



# Family Leave System in Finland

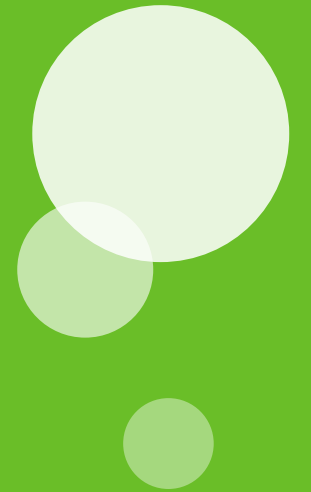
## Read more:

- Kela – The Social Insurance Institution of Finland <https://www.kela.fi/web/en/parental-allowances>
- InfoFinland.fi: <https://www.infofinland.fi/en/living-in-finland/work-and-enterprise/employee-s-rights-and-obligations/family-leave>
- Ministry of Economic Affairs and Employment of Finland <https://tem.fi/en/family-leave>

# Family leave reform 2022 in Finland

- The reform is going into effect in the beginning of August 2022
- Kela has already received the first applications from customers under the new legislation (since 1<sup>st</sup> May 2022)
- The new parental benefits apply to parents whose baby is due on or after 4 September 2022
- **More info:** [https://www.kela.fi/web/en/news-archive/-/asset\\_publisher/IN08GY2nIrZo/content/first-applications-for-the-new-type-of-parental-allowances-introduced-in-the-family-leave-reform-will-go-live-on-1-may-2022-use-an-online-calculator-t](https://www.kela.fi/web/en/news-archive/-/asset_publisher/IN08GY2nIrZo/content/first-applications-for-the-new-type-of-parental-allowances-introduced-in-the-family-leave-reform-will-go-live-on-1-may-2022-use-an-online-calculator-t)

# *Thank you!*



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