



European Expert Meeting

**Gender Equality, Sustainability
& Workplace Wellbeing**

Good practices, better workplaces

Family friendly workplaces as a
cornerstone for an economy that cares



SUPPORTING EMPLOYERS TO BUILD PARENT EQUALITY ORGANISATIONAL CULTURE

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WHY IT'S IMPORTANT TO ENGAGE EMPLOYERS?



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SOCIETAL LEADERSHIP IS NOW A CORE FUNCTION OF BUSINESS.

ACCORDING TO AN ANNUAL TRUST AND CREDIBILITY SURVEY 'EDELMAN TRUST BAROMETER 2022', BUSINESS REMAINS THE MOST TRUSTED INSTITUTION, AHEAD OF NGOS AT 59%, GOVERNMENT AT 52% AND MEDIA AT 50%.

77% OF RESPONDENTS TRUST THEIR EMPLOYERS, WHICH MAKES THE RELATIONSHIP BETWEEN EMPLOYER AND EMPLOYEE PARTICULARLY IMPORTANT.

THE RESEARCH CLEARLY INDICATES THAT SOCIETAL LEADERSHIP IS CURRENTLY ONE OF THE KEY FUNCTIONS OF BUSINESS

Source: <https://www.edelman.com/trust/2022-trust-barometer>



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WHY IT'S IMPORTANT TO ENGAGE EMPLOYERS IN BUILDING PARENTAL EQUALITY?



IN POLAND THE DECISION ABOUT SHARING PARENTAL LEAVE IS RELATED TO WORKPLACE AND THE RELATIONS WITH THE EMPLOYER

MAIN BARRIERS FOR MEN: FINANCE WORRIES, JOB STABILITY, FEAR THAT I CAN MISS S/TH IN MY PROFESSIONAL CARRIER

MAIN BARRIERS FOR WOMEN: HUSBANDS' INABILITY TO TAKE PARENTAL LEAVE, FINANCE WORRIES, NEED TO REST FROM WORK

MAIN MOTIVATORS FOR MEN: SUBSIDY TO 100% SALARY, ASSURANCE THAT THERE IS A JOB WAITING FOR ME, ASSURANCE THAT I WILL NOT MISS ANYTHING IN MY JOB

MAIN MOTIVATORS FOR WOMEN: COMMUNICATION OF THE OPTION ABOUT SHARING PARENTAL LEAVE, CULTURE OF ACCEPTANCE FOR WORKING MOTHERS, ABOLISHING THE GENDER STEREOTYPES

Source: syndicate research among working parents, Share the Care



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**BUSINESS IS VERY IMPORTANT PARTNER
FOR US TO PROMOTE 'SHARE THE CARE'
IDEA AND THE BENEFITS FOR WOMEN, MEN
AND CHILDREN**



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**BUT EMPLOYERS ALSO NEED TO
UNDERSTAND THAT THEY HAVE A HUGE
ROLE TO PLAY IN THIS AREA AND THEY
WILL ALSO BENEFIT**



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STARTING POINT

- **BUILDING BRAND AWARENESS OF THE TOPIC**
- **SHOWING THAT PARENTAL EQUALITY IS SOMETHING THAT COMPANIES SHOULD ADDRESS**
- **PRESENTING BENEFITS**

WORTH TO SPEAK THE LANGUAGE OF BUSINESS AND ASSOCIATE OUR GOALS WITH THE COMPANY'S STRATEGY

DIVERSITY & INCLUSION – ESG – CSR – PAY GAP



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EXAMPLE

PARENTAL LEAVE FOR FATHERS – EVERYONE WINS

WORKSHOP FOR MANAGERS – GOAL: TO SHOW ALL THE BENEFITS OF PMI CHANGES IN PARENTAL POLICY

BUSINESS

- *Diversity that drives innovation and lead to better insight into your customers*
- *Attracting talents*
- *Motived/engaged employees*
- *Employees retention*
- *Leader of change - one step ahead of UE regulation*

EMPLOYEES

- *Improved work-family balance*
- *Higher satisfaction of work and life*
- *Abolishing the GENDER stereotypes*
- *Time off from work*
- *Strong bond with kids*

MANAGERS

- *Committed and engaged team*
- *The right to be a parent too*
- *Employees' new soft skills learnt during parental leave.*



DIFFERENT LEVEL OF ENGAGEMENT

EDUCATION / BUILDING AWARENESS AMONG EMPLOYEES

BUILDING BUSINESS CULTURE THAT SUPPORTS PARENTAL EQUALITY

SUPPORT IT ON THE LEGAL AND OPERATIONAL LEVEL

IMPLEMENTING BENEFITS FOR WORKING PARENTS



TOOLS WE USE

WORKSHOPS & WEBINARS FOR EMPLOYEES

- MEN AND WOMEN PERSEPTIVE ON PARTNERSHIP / PARENTHOOD
- HOW TO BECOME BETTER FATHER



TOOLS WE USE

PREPARING CONTENT FOR INTERNAL COMMUNICATION

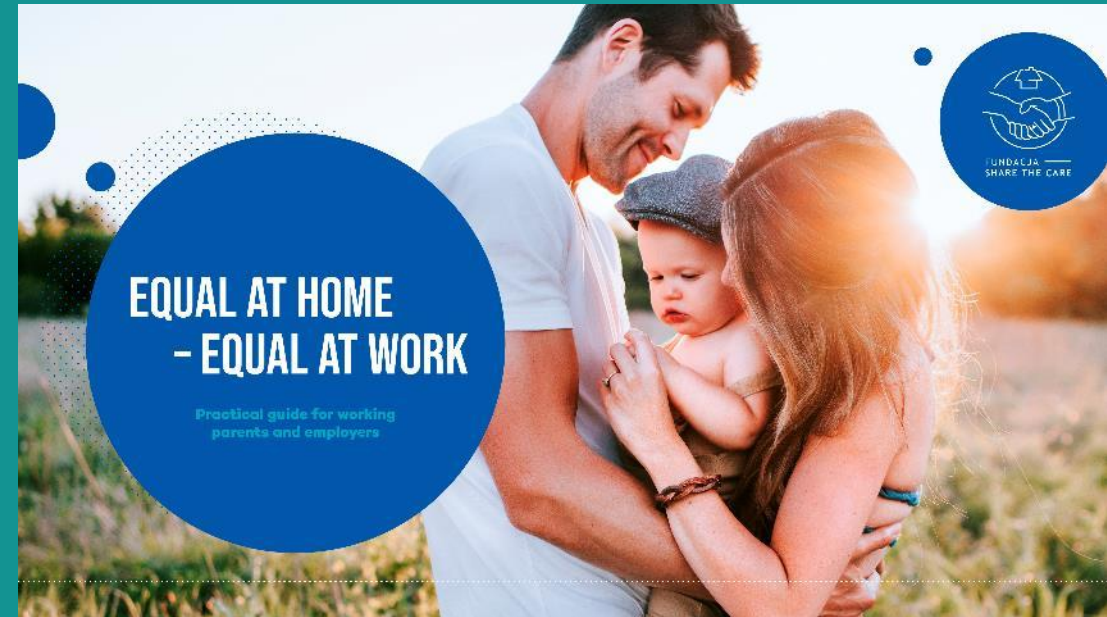
- ARTICLES
- E-BOOKS
- PODCAST
- INTERVIEWS WITH PARENTS
- INVITATIONS FOR EVENTS



TOOLS WE USE

PREPARING CONTENT FOR EXTERNAL COMM

- REPORTS
- SOCIAL MEDIA
- MEDIA

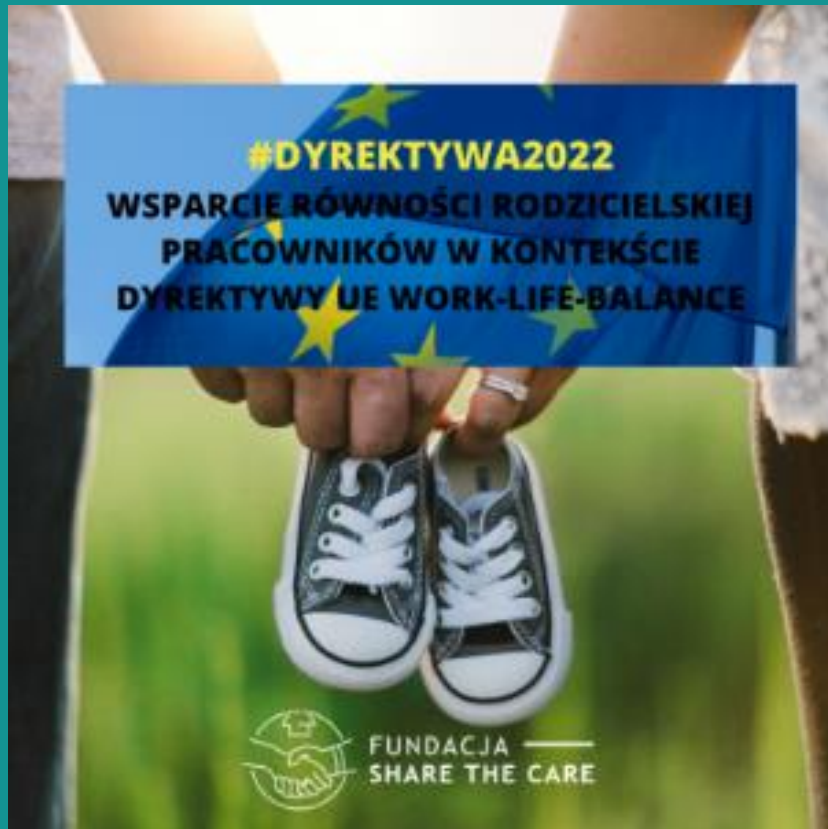


The image is a yellow and white advertisement for a webinar. At the top left, it says "AKADEMIA NIEUSTRASZONEJ w pracy" with a logo of a woman in a superhero costume. To the right, it lists the websites "wysokieobeasy.pl" and "wyborecza.pl". Below this, a black banner reads "ZAPRASZAMY NA WEBINAR 7.12 godz. 20.00". The main title is "Jak połączyć pracę zawodową z rodzicielstwem?". Below the title are two circular portraits of the speakers, Monika Lis and Sylwia Ziemacka. To the right of the portraits is the "FUNDACJA SHARE THE CARE" logo. At the bottom right, it says "PARTNER STATE STREET.".



TOOLS WE USE

SYNDICATE SURVEY AIMED TO PREPARE EMPLOYERS FOR THE EU DIRECTIVE



KEY CONCLUSION > CHALLENGES > SOLUTIONS

KEY CONCLUSION

- Finance as a main barrier for men to use parental leave
- Job stability as main factor holding men to use parental leaves
- Law knowledge and social acceptance as factors that enhance parents' decisions about sharing parental leave

CHALLENGES

- How to make fathering more affordable?
How to support fathers in their right to spend time with kids?
- How to build the culture that supports fathers to take parental leave?
- How to make information about sharing/using parental leave more accessible?

SOLUTIONS

- Subsidy to 100% to 2 months of parental leave for man – Happy Parents
- Support line managers (with knowledge and tools) to built the appropriate culture
- Providing employees with all important knowledge and communicate companies readiness to provide work-family balance both for men and women

HAPPY
PARENTS

TOOLS WE USE

WORKSHOPS & WEBINARS FOR MANAGERS, BOARD MEMBERS, HR MANAGERS



**HAPPY
PARENTS**

WORKSHOP:

CHANGES IN THE PARENTAL LEAVE – what you need to know as the HR manager

28 JULY, 14.30-16.00



**HAPPY
PARENTS**

WORKSHOP:

CHANGES IN THE PARENTAL LEAVE – what you need to know as a manager

29 JULY, 14.30-16.00



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TOOLS WE USE

**TAILOR MADE PROJECTS THAT SUPPORT
EMPLOYERS IN SHAPING AN ORGANIZATIONAL
CULTURE THAT PROMOTES PARENTAL EQUALITY**



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RECOMMENDATIONS



RECOMMENDATIONS FOR BOARDS

- If your company implements a strategy of diversity and inclusivity in its activities, then promoting parental leave for fathers is indisputably in your interest and will help you achieve your goals.
 - The work-life balance directive will come into force in August 2022, so if you want to be a change leader, start acting today.
 - If you want fathers working at your company to use parental leave, make sure that this issue is included in the company policy and that departments working on communication, processes and procedures understand that this topic is backed by the board.
 - Involve communications, HR, payroll and legal departments to jointly prepare solutions supporting fathers wanting to use parental leave.
 - Include line managers in the change-making process. To a large extent, the success of this process depends on their attitude to fathers on parental leave, because they are the ones who are approached by new fathers first. It is they who in fact represent the company's stand and it is their reaction that may influence a new father's decision whether or not to take parental leave. Managers must feel the board's support because they are the ones who are responsible for maintaining the company's business processes.
 - The conversation about parental leave for fathers can open up a discussion about women returning to work after childbirth. They often do not feel they have potential within the organisation, they feel guilty of not being good enough and - being mothers - of not being able to satisfy the company's demands. Showing women that motherhood does not stand in opposition to their careers and can even significantly enrich them is a way to build a truly diverse organisation, consisting of happy employees (both at home and at work).
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RECOMMENDATIONS FOR HR AND INTERNAL COMMUNICATIONS

- Research and analyse. Start your change-making process from checking the parents' attitude to parental equality, sharing parental leave, needs of mums and dads. The material acquired will allow you to better plan the activities responding to real fears, barriers and strengthening key arguments supporting the change.
- Address your communication and activities separately to mums and dads. Practice shows that when you talk or write to both parents, your communication is received mainly by women.
- Create a team which will ensure the communication is in line with company procedures and processes. Practice shows that

a discrepancy between official communication and what the employee really experiences contacting HR and the manager may bring a reverse effect.

- Acquire ambassadors and promote role models, i.e. mums who reconcile motherhood with professional development and fathers who have taken parental leave.
- Support the acquisition of parental skills by men and create a space for sharing their parental experiences. Workshops, webinars and grassroots employee groups (for fathers or parents) will be helpful in achieving this.

- Keep on assuring women that professional development does not contradict motherhood. Build a positive image of working mums.
- Help debunk harmful gender stereotypes claiming that men are reliable employees and breadwinners, while women are the ones looking after the family and not really interested in professional development.
- Include managers in the process of building a culture supporting parental equality. Organise workshops which will make them realise why such activities are important for the company and what benefits they can get. Listen to their concerns and create solutions supporting managers during the fathers' absence.

RECOMMENDATIONS FOR THE PERSONNEL AND PAYROLL DEPARTMENT

- Ensure that your knowledge of parental leave options for fathers is up to date. Practice indicates numerous errors in this area.
 - The work-life balance directive will influence the changes in the Labour Code.
 - Analyse your procedures and forms associated with parental leave sharing. If you do not have such procedures yet, it is worth preparing them.
 - Together with the HR department, outline the procedures and processes in a way that is understandable for parents. We recommend that separate instructions for mums and dads should be created, because their paths of completing formalities may differ.
 - If mums approach you directly with questions about formalities, let them know about the various options for using leave. Do not assume that the woman will take full 52-weeks leave up front.
 - Inform parents about advantages and disadvantages of taking leave 'up front' and 'in parts' so that they are aware of the consequences of choosing a particular option.
 - Ensure that fathers know of all the available options for spending time with a newborn included in the Labour Code. Many of them do not use their entitlements because they have no knowledge of them.
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RECOMMENDATIONS FOR MANAGERS

Managers are the key link of change when it comes to leave for fathers. An employee wishing to probe the company's reaction to his application for parental leave will come to you first. Your first reaction demonstrates the company's stand. Let's say it straight - you have a great responsibility.

Employees who are fathers may have similar questions in mind:

- Will my manager understand my need?
- Will my manager be angry that I want to go on parental leave?
- Will I be fired?
- Will the team cope without me?
- Will my team think that I "sit at home with my child" instead of working?
- Will I be stripped of bonus, pay rise and will no longer be assigned to interesting projects?

If you were to apply for parental leave, you would probably have similar thoughts.

Perhaps you are a father already and your children have grown up. Perhaps when they were born there was no option for fathers to take parental leave. Older generations of men understand family love as ensuring financial stability.

Younger men perceive it as having a deep bond with family members. Think about this change - how do you understand loving your family?

Irrespective of your attitude, bear in mind that the world is changing - be open to these changes. The labour market and employee needs have changed dramatically. If you want to have an engaged team, you have to treat your employees like partners and pay attention to their work-life balance needs.

If company policy regarding building parental equality is not clear to you or you understand its importance but you feel that at the end of the day it is you who will be left with the problem,

let the team responsible for communications and processes know. Support for managers is an indispensable element of the success of any activities in that respect.

It is normal to be afraid of changes. For years we were being persuaded that childcare should be performed by mothers. Recognising fathers as fully-fledged carers is very important, but difficult. Men want to bond with their children from the very beginning, they want to equally share the duties resulting from having a family and give their partners a chance for professional development which they themselves enjoy.

We are witnesses to great changes - you are part of them.



We know that employers play a key role in building equality in the labor market, which is why the Share the Care Foundation supports companies in implementing parental equality solutions.

We will help you prepare your company for the implementation of the work-life balance directive through:

- workshops for employees, managers, HR and human resources and management departments
- syndicated research to help prepare a proper strategy, communication and procedures that will answer the work-life balance directive
- advisory activities in the field of strategies and activities aimed at building parental equality in the organization
- preparation of e-books and educational materials for internal communication

Take advantage of our knowledge and experience. Let's create a world of equal opportunities together.

More information:

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LET'S CREATE A WORLD OF EQUAL OPPORTUNITIES TOGETHER

sharethecare.pl
teamrodzina.pl



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