

Three thematic focus areas have been selected for the collection of good practices in the field of reconciliation of work, family and private life in EU Member States:

- awareness-raising;
- self-regulation;
- benchmarking.

### AWARENESS-RAISING

Awareness raising initiatives represent one of the most widely used practices to promote gender equality and the involvement of men in it. Awareness-raising campaigns are recognised as being among the most efficient and effective means of communicating information, especially to the

general public. They help changing attitudes, behaviours and beliefs and inform employees, employers and decision-makers about the importance and the advantages of the reconciliation of work, family and private life.

#### EXAMPLES OF GOOD PRACTICES IN AWARENESS-RAISING

**Example 1:**  
**Four Walls, Four Hands Campaign – Austria** (City of Vienna Women’s Department 2012-2013)

An innovative well-targeted campaign based on electronic and social media with a focus on equal distribution of domestic work. It has learning and transferability potential particularly the developed electronic application.

**Example 2:**  
**Occupation Dad – I like it! – Poland** (Ministry of Labour and Social Policy, supported by ESF, 2012-2013)

A nationwide campaign targeting SMEs which demonstrates that reconciliation initiatives are not only possible in large-scale work settings. Supported by a diversified network of stakeholders, it was focussing on active fatherhood and promoting a more equal sharing of care responsibilities.

### SELF-REGULATION

The employer-based (public and private organisations) self-regulation measures provide good examples of practices on reconciliation. They include: employer policies and initiatives designed to promote women’s participation in the workforce and to retain working parents; innovative forms of work

organisation linked to reconciliation measures and flexible working time; gender equality oriented employer initiatives to promote men’s involvement in care; company-level agreements and negotiated arrangements between workers and their managers to facilitate the work/care responsibilities of workers.

#### EXAMPLES OF GOOD PRACTICES IN SELF-REGULATION

**Example 1:**  
**Parental Leave Company Workshops – Austria** (abz Austria)

The workshops were implemented in Austria in 2011-2012 to promote men’s use of parental leave and support mothers’ careers. It presents an interesting example of policy aimed at changing company culture regarding paternal leave and men’s involvement. Specifically targeted to SMEs, the measure involved social partners and other stakeholders.

**Example 2:**  
**24h Service Childcare – Denmark** (Aalborg Hospital, municipality of Aalborg)

Put in place in 1994, it provides an example of a sustainable and effective initiative providing evening and weekend childcare to support working parents. It allows mothers and fathers to work flexibly which is particularly important in the context of an increasing 24-hour society.



## BENCHMARKING

Benchmarking is carried out in order to identify standards or good practices which can be applied in measuring and improving performance. The initiatives vary: competition between companies for related awards; certification in relation to gender equality and family friendly measures

(equal mark certificates); sustainability index to evaluate, rank and improve the performance of enterprises including gender equality and work-family balance criteria; gender audits; annual contests and awards that recognise outstanding practice in equality and diversity work.

### EXAMPLES OF GOOD PRACTICES IN BENCHMARKING

**Example 1:**  
**Family Audit Certification – Italy**  
(Autonomous Province of Trento)

A regional project on certification of company Family Audits, operating nationally as a pilot since 2012. A 4-year long certification procedure leads to the adoption of Work-Life Balance Plans by companies which aim at improving the reconciliation practices.

**Example 2:**  
**The Most Family and Employee Friendly Company Contest – Estonia**  
(Newspaper Äripäev, magazine Pere ja Kodu and the Ministry of Social Affairs)

An ongoing yearly contest held since 2001 to assess the family friendliness of companies via two surveys among employees and among company management.

## ABOUT THE STUDY

The European Institute for Gender Equality – EIGE commissioned the study 'Collection of good practices on reconciliation of work, family and private life in EU Member States' in order to identify, collect and select the most promising examples of initiatives that promote reconciliation. The study was carried out by ÖSB Consulting GmbH and supported by a network of country experts in the 28 Member States. Further information related to the study is available at: <http://eige.europa.eu/good-practices>



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