



European  
Commission



# Equality

## Pays Off

*A Europe 2020 initiative*

# THE PROGRAMME

Credit: © European Union, 2012



Viviane Reding, Vice-President of the European Commission and Commissioner for Justice, Fundamental Rights and Citizenship

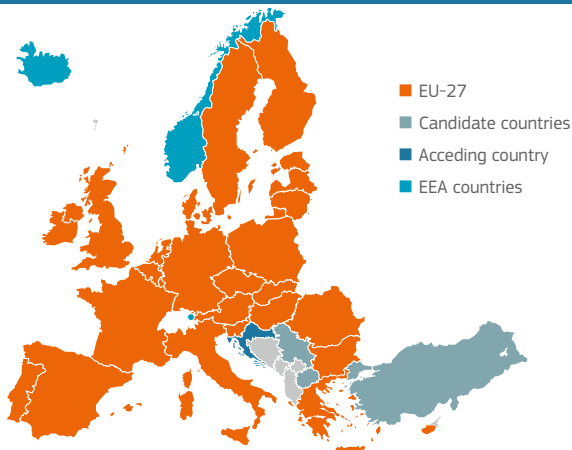
“ *Getting more women into the labour market and in top jobs makes good sense for our economies and our businesses. In times of demographic change, tapping the full potential of women in the workforce will pay off more than ever. Women mean business.* ”

Equality Pays Off is an initiative of the Directorate-General for Justice oriented towards companies. It highlights the business case for better tapping the labour force potential of women. In light of demographic change, Equality Pays Off aims at supporting companies to overcome labour market challenges, by promoting gender equality and thus, reducing the gender pay gap.

- **Check** the current situation of your company on gender equality and equal pay.
- **Exchange know-how** and experience with other company representatives in workshops at a national level.
- **Network** at European conferences and discuss good practice on how to better tap the labour force potential of women.

[www.ec.europa.eu/justice/equality-pays-off](http://www.ec.europa.eu/justice/equality-pays-off)

# FACTS AND FIGURES



## WOMEN IN THE LABOUR MARKET IN THE EU-27



→ **59%** of women participate in the labour market versus **70%** of men.\*

→ **32%** of these women work part-time versus **8%** of men.\*

→ **14%** of board seats in Europe's largest companies are filled by women.\*\*

→ On average, women earn **16%** less than men.\*\*\*



\* Eurostat 2011  
Age Group 15-64

\*\* European Commission, database on women and men in decision-making, 01/2012

\*\*\* Eurostat 2010  
Age Group 15-64

The shift of Europe's economy towards more complex technologies and more service-oriented industries increases the need for highly skilled workers. The future business success of European companies will be determined by their ability to manage two major challenges: demographic change and imminent skill shortages. At the same time, statistics show that the labour force of women in the EU is not being used to its full potential and in some cases gender equality is still far from a reality. This is where Equality Pays Off starts: its comprehensive approach aims at supporting companies to better access the labour force potential of women by increasing gender equality and hereby reducing the gender pay gap.

# THE BUSINESS CASE

Credit: © istockphoto/kali19



→ **RAISE AWARENESS AMONG STUDENTS FOR ALL SECTORS AND OCCUPATIONS:**

Encourage students to choose an education relevant for your sector and amplify your future talent pool of highly-skilled personnel.

→ **WIN TOP TALENT:**

Broaden the talent pool and actually win the top talent available for your sector or specific occupations within your company – irrespective of gender.

→ **STRENGTHEN WORK-LIFE BALANCE:**

Improve the reconciliation of professional and private life (for men and women) and increase retention and employee satisfaction.

→ **PROMOTE CAREER ADVANCEMENT OF WOMEN:**

Establish a systematic and transparent development as well as evaluation process and thus, optimally utilize know-how and qualifications available.

→ **BECOME AN EMPLOYER OF CHOICE:**

Optimize the remuneration system within your company and enhance transparency on your activities to better tap the talent pool by improving internal and external communication.

# EQUALITY PAYS OFF

Credit: © Siemens AG



Brigitte Ederer,  
Head of Corporate Human  
Resources and Labour Director,  
Siemens AG (Germany)

“ *Siemens encourages women to pursue high-level technical and managerial careers. That’s why we’re offering a wide range of attractive job opportunities and work options.* ”

Credit: © Frank Parisot



Roberto Pucci,  
Senior Vice President, Human  
Resources, Sanofi (France)

“ *Encouraging gender balance is central to our strategy. It also makes good business sense. To make the necessary changes, everyone has to work on it.* ”



Henrik Priergaard,  
Head of Group Human Resources and  
Group CEO Office, Nordea Bank AB  
(Sweden)

“ *Knowledge, experience and skills are vital in all we do and all relations we build. Excluding one gender is excluding half the talent. Thus, gender balance is a competitive divider.* ”

## CONTACT

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[www.ec.europa.eu/justice/equality-pays-off](http://www.ec.europa.eu/justice/equality-pays-off)

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*The seven-year Programme targets all stakeholders who can help shape the development of appropriate and effective employment and social legislation and policies, across the EU-27, EFTA-EEA and EU candidate and pre-candidate countries.*

*For more information see: <http://ec.europa.eu/progress>*

*The information contained in this publication does not necessarily reflect the position or opinion of the European Commission.*