



Comune di  
Milano

# **MASP – Master parenting in work and life**

Programma Easi/Asse Progress – Call for proposals  
VP/2018/005

Second annual EaSI conference

# THE REFERENCE CONTEXT

- ◆ The **reconciliation between private and work life** still represents an unsolved dimension for female employment in Italy;
- ◆ **Lack of a structured social system** and work organization lead women to a withdrawal from the labor market.



# MAIN OBJECTIVES AND FINAL RESULTS

- ◆ To Develop and test an **innovative work-life balance** strategy;
- ◆ To improve **skills and knowledge** of the key actors involved in the process of reconciliation of work and private life;
- ◆ To develop a **sustainable multi-level partnership** model;
- ◆ To promote knowledge and **experience-sharing between different countries** and companies;
- ◆ To facilitate **the access to information** on social protection rights and entitlements.



# MAAM e FAMILY AUDIT

The project was based on two positive Italian experiences:

- ◆ MAAM (Maternity as a master) is a digital learning method for mothers but also for fathers developed by Life Based Value;
- ◆ Family Audit is an experimental model that promotes cultural and organisational change within commercial or public sector organisations developed by Province of Trento.



# MASP PUBLIC PROGRAMME FOR WOMEN

The project has **developed and tested innovative work-life balance activities addressing to** unemployed pregnant women/new mothers.

The “**Masp public programme for women**” aimed at improving their employability. In particular, has developed and tested of a strengths based digital training programme for pregnant women/unemployed mothers (min. 250 women).

## **Output:**

- Online platform for pregnant women/unemployed mothers
- The Realisation of the MASP programme guide for users
- The Realisation of a «parent kit» to be distributed in Milan and in the Autonomous Province of Trento

# MASP PUBLIC PROGRAMME FOR WOMEN

**MASP**

Master Parenting in Work and Life

[HOME](#)

[THE PLATFORM](#)

[THE PROJECT](#)

[PARTNERS](#)

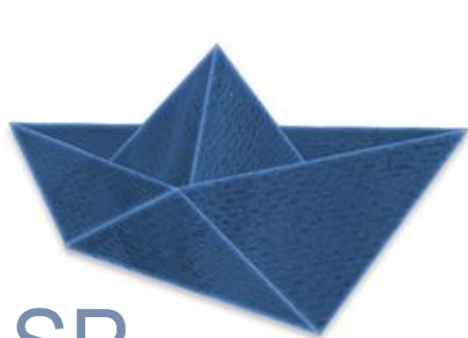
[CONTACT US](#)



## PUBLIC PROGRAMME FOR WOMEN

You are in the space dedicated to women who want to return to the world of work...  
Is that what you are looking for?

Start here to navigate the skills you have acquired, even without being aware, in the  
course of your life.



<https://www.masp4skills.it/>



Co-funded by  
the European Union



**AREA PERSONALE**

Log in



Comune di  
Milano

# THE EMERGENCY SITUATION AS CRISIS AND OPPORTUNITY

- ◆ In Italy, many women with precarious, intermittent, freelance and occasional jobs became **economic victims of Covid-19**: it caused the loss of jobs for 99,000 women (98%), compared to 101,000 fewer jobs;
- ◆ Smartworking imposed by large-scale emergencies is an **important experiment** for the future: it represents the fastest smart working experiment in the western world.



# FROM CONCILIATION TO SYNERGY BETWEEN WORK AND LIFE

Starting from the Masp research and results, these are some guidelines to work on:

- ◆ Encourage **the empowerment of parenting resources** in terms of awareness and management skills: passage from needholders (bearers of needs) and stakeholders (bearers of interests) to **assetholders** (bearers of resources).
- ◆ Adopt intervention methodologies based on **the co-planning of solutions** by involving parents and families;
- ◆ **Rethink the system of offering social services** and facilitate daily life;
- ◆ Increase the **learning capacity at all levels**: from the direct beneficiaries of the activities.





# OUR PARTNERS

MASP Consortium is built following a multistakeholder principle that will facilitate the implementation and replication of the strategy in different contexts and territories.



Comune di  
Milano



Comune di  
Milano