



European Expert Meeting

Gender Equality, Sustainability & Workplace Wellbeing

Good practices, better workplaces

Family friendly workplaces as a
cornerstone for an economy that cares





Tuesday 14th June 2022, 9.00-16.30

Van der Valk Hotel, Joan Muyskenweg 20, 1096 CJ, Amsterdam, The Netherlands

COFACE Families Europe promotes the well-being, health, social inclusion and security of families and family members in our ever-changing society. We serve as a trusted entity to voice the issues and needs of families in Europe. We advocate non-discrimination policies and equal opportunities for individuals as well as for families in all shapes and sizes. Our support specifically goes out to policies and initiatives aimed at increasing equality between women and men, focused on a union of work, care and family life.

Pro Parents Netherlands is on a mission to reinvent the way companies support their employees on the path to parenthood. With science based parental health policies and practices for employers who wish to commit to gender inclusion. In addition, Pro Parents is building an Employer benefit platform for parents @work, to help navigate the journey for parents at work.

A chance to build back better

Working families around the globe were dramatically impacted by the changes COVID-19 brought. Increasing anxieties around job security, mounting home schooling demands, and radical birth and postpartum plan shifts have taken the small safety net around families away. We are still in the phase of covid recovery, gearing up for the next normal in work and life. There is an opportunity to build back better and coordinate a societal shift both at home and in the workplace. We need to redefine the future of work and how we envision care and work. How caretaking responsibilities are organized to ensure that people with care responsibilities (mostly women and or mothers, but also family members who take care of elderly relatives or relatives with disabilities) are properly represented in the workplace.

Future of Work

This event is focused on helping women and men balance their work and family life through 21st century workplace wellbeing strategies. This is perfectly aligned with the current developments within EU policy regarding work-life balance. After all, giving inhabitants the right tools to adequately combine work and care – both on a societal and policy level – is a prerequisite for a healthy and thriving economy and society. This is reflected in the latest EU work-life balance directive which aims to embed adequately paid leave into national law and in the upcoming EU Care Strategy. These EU initiatives are driving change in workplace culture and encouraging the development of high-quality care and support services to help families combine work and care.

Creating the building blocks

With the Sustainable Development Goals 1 (no poverty), 3 (health and well-being), 5 (gender equality) and 8 (decent work and economic growth) in mind, the objective of this European expert meeting is to create the building blocks for a caring economy by:

- connecting families, policy-makers and employers in order to collect best practices for family-friendly workplaces and create European guidelines to help employers create a culture shift;
- upscaling good practices from The Netherlands to other countries, and encourage further cross-country exchanges;
- preparing the future of work to deal with labour market challenges due to gender inequality and the lack of appropriate work life balance measures, such as female under-representation, absenteeism, loss of talent and talent shortages, mental health issues and more;
- studying solutions to improve gender equality in the labour market;
- boosting the implementation of the European Pillar of Social Rights Action Plan, namely principles 2 (gender equality), 3 (equal opportunities) and 9 (work-life balance).



PROGRAMME OVERVIEW

8.30 - 9.00 Registrations (sign in, collect your badges, select your deep dives)

09.00 - 9.30 Welcome

Joyce Knappe, CEO, Pro Parents Netherlands
Annemie Drieskens, President of COFACE Families Europe

9.30 - 11.00 Health and well-being of working families in Europe: state of play

Co-moderators:

Joyce Knappe (Pro Parents CEO) & Elizabeth Gosme (COFACE Director)

This opening session will have keynote speeches to set the context for the discussions. How is COVID-19 shaping the future of work? What are the challenges and opportunities offered by this world altering pandemic? Three keynote speakers will provide a state of play on health and well-being of families in Europe to set the context of the discussions throughout the day. Their focus will be both on benefits of workplace well-being for adults and the benefits for children.

Gender Inclusion, Interrelated health of children and their parents in the first 1000 days

By Prof. Dr. Tessa Roseboom, University of Amsterdam, The Netherlands

Dismantling discriminatory social norms in the workplace

By Marie Toulemonde, Gender specialist, United Nations Population Fund, Eastern Europe and Central Asia, and Adelina Tershani, Program Officer for Women's Economic Empowerment, Kosovo Women's Network, Kosovo

11.00 - 11.30 Stretching and coffee break

11.30 - 13.00 Parallel deep dives on workplace well-being strategies in The Netherlands

A wide range of on- and offline tools for working parents and their managers

By Joyce Knappe, CEO of Pro Parents Netherlands

Moderator: Floris Tiemstra, Operating Officer Pro Parents

Key steps to build inclusive employership

By Helen Gleis, Project Manager Diversity & Inclusion, BDO Netherlands

Moderator: Tetske van der Weg, Product Owner Pro Parents

Why We Need Workplace Wellbeing Strategies: Evidence from the Netherlands

Mara Yerkes, Associate Professor of Interdisciplinary Social Science,
Utrecht University,

Moderator: Mira Faas, Vitality manager Pro Parents



PROGRAMME OVERVIEW

13.00 - 14.00 **Lunch**

14.00 - 15.30 **Parallel deep dives into practices in other EU countries**

Supporting employers to build parent equality organisational culture

By Sylwia Ziemacka, Council member, Share the Care Foundation, Poland
Moderator: Attila Böhm, COFACE Policy and Advocacy Officer

Equality, Father- and Family-Friendliness

By Marina Wetzer-Karlsson, Programme Director, Väestöliitto,
Family Federation of Finland
Moderator: Elizabeth Gosme, COFACE Director

A label for carer-friendly workplaces

By Lucie Boulier, Cap'Handéo Policy officer, Handéo Services, France
Moderator: Camille Roux, COFACE Policy and Advocacy Officer

15.30 - 15.45 **Break**

15.45 - 16.30 **Conclusions and next steps:
key ingredients for building family-friendly workplaces**

- Greet Vermeylen, Policy Officer, Gender Equality unit, DG Justice, European Commission
 - Aline Brüser, Advisor on Gender Equality, European Trade Union Confederation
 - Koen Cabooter, Social affairs adviser, UNIZO, SMEUnited
- Moderator: Elizabeth Gosme, COFACE Director
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18.00 **City visit**

19.00 **Dinner**



**SUSTAINABLE
DEVELOPMENT
GOALS**
17 GOALS TO TRANSFORM OUR WORLD



P pro parents

European Expert Meeting on Gender Equality, Sustainability & Workplace Wellbeing co-hosted by Pro Parents Netherlands & COFACE Families Europe



Thank you for your attendance



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