

CLOSING GENDER GAP IN ECONOMIC DECISION – MAKING IN LITHUANIA

Women`s Issues Information Centre (WIIC)
Vilnius, Lithuania



General objective of the project

- to approach, measure and communicate relevant measures,
- to improve women representation in positions of management and leadership,
- to promote gender - balanced representation at the various levels of the hierarchy in, primarily, public and private companies in all sectors of Lithuania.



Specific objectives

- to analyze business leadership situation with a particular attention on gender dimension in boardrooms at national level as well as the composition of the boardrooms of both public and private enterprises in Lithuania;
- to foster political and business competence on and commitment to gender-balanced economic decision-making;
- to gender-mainstream the main actors and target groups of the project;
- to raise awareness of broader society on economic and social benefits of gender balance in decision-making;
- to promote positive image and rhetoric for gender balance in decision-making and temporary specific measures.



Project activities

Project activities are implemented under four streamlines. Each of them has a responsible partner:

- **Activity 1:** Project coordination, management and project result dissemination on EU level carried out by MSSL.
- **Activity 2:** In-depth study implemented by University of Siauliai (Gender studies center)
- **Activity 3:** Trainings implemented by OEEO.
- **Activity 4:** Awareness raising campaign implemented by WIIC.



In-depth study

Rationale of the survey is based on the complex approach to collect exhaustive and comparable information on relevant issues as state of art of women in boardrooms in Lithuania.

The main aims of the study :

- to study business leadership situation by improving knowledge on the gender dimension in women in boardrooms at national level;
- to collect data and establish database monitoring the numbers of men and women in key decision-making positions;
- to develop country specific recommendations on strengthening the presence of women at all decision-making levels of companies.



Trainings

- Skills and awareness necessary to implement gender mainstreaming are crucial for social partners and civil servants who are responsible for policy making and political agenda design;
- A cycle of trainings (3x2 day seminars) for 4 specific target groups: civil servants, business stakeholders, trade unions and journalists;
- Training seminars structured by using the good practice from previous PROGRESS projects, consisting of 3 strands:
 - business strand (representing business stakeholders)
 - moral strand (representing trade unions, NGOs)
 - legal strand (representing civil servants).



Women's Issues Information Centre (WIIC)

- NGO, actively promoting gender issues in Lithuania, and one of the best working umbrella women's NGOs in Lithuania since 1996.
- The goal of the Women's Issues Information Centre is to seek equal rights and opportunities for women and men in Lithuania.



Awareness raising campaign within the project implemented by WIIC (1)

- women make up half of Lithuanian population, but only a small fraction get as far as the corporate boardroom;
- 89 % Lithuanian citizens agree with the fact that the number of women in senior corporate positions should be the same as men (Euro Barometer data, 2011);
- pushing “the glass ceiling” encourages other young female professionals to pursue a career and the whole society benefits by closing gaps over access to resources and opportunities for women in general.



Awareness raising campaign within the project implemented by WIIC (2)

Two streamlines of awareness campaign are projected:

- eliminating gender stereotypes and attitudes as main obstacle understanding Gender mainstreaming benefits;
- promotion of and supporting female professionals pursuing career.



Eliminating gender stereotypes and attitudes

Activities planned:

- Creation of internet platform for promoting equal participation of women and men in decision making.
- Initiative in the business media on the themes/articles about the benefits and problems of women participation in the economic decision-making.
- Promotion and development of the Internet Platform.
- Equal Workplace contest. In the frames of the project 2 annual contests will be held in 2014 and 2015.
- Project's international conference on best practices exchange among EU countries and Lithuania indebt study findings presentation.



Virtual internet platform

lygus.lt/progress/

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DARBOVIETĖ

Turite klausimų arba jau ieškote atsakymų į juos? Pasirinkite dominančią kategoriją:

FINANSŲ VALDYMAS MARKETINGAS VIEŠIEJI RYŠIAI VERSLO KŪRIMAS LYDERYSTĖ VERSLO TEISĖ KITA

MŪSŲ MENTORIAI

- Monika Čereškaitė
- Jurgita Judickienė
- Ingrida Šimonytė
- Rūta Vanagaitė
- Asta Grabinskė**
- Daiva Lialytė
- Justė Tušaitė



Nuoseklus karjeros kelias ir 2003 metais pasiektas vienos stambiausių užsienio kapitalo draudimo bendrovių AVIVA generalinės direktorės postas. Asta Grabinskė – veiklios karjeros moters pavyzdys. Ji puikiai žino, kokia turi būti kyderė ir kaip įveikti „stiklo lubas“.

[Daugiau apie Astą](#)

[Atsako į klausimus apie lyderystę](#)

PROJEKTĄ FINANSUOJA



PARTNERIAI



MOTERŲ INFORMACIJOS CENTRAS



Virtual internet platform (1)

- Virtual internet platform “**Progress**“ for business consultations is organized.
- Team of the professional business women (mentors) formed from experts, consult and advice the companies that have difficulties or are motivated to participate in the consultations.
- The consultancy is given in the areas of finance planning, business development, work force, taxes, market situation and others that are vital in businesses.



Virtual internet platform (2)

- Themes for consultation on the platform: entrepreneurship, law, finance, leadership, marketing. Two mentors are assigned for each subject.
- Significant and well known professional women in Lithuania agreed to participate in the project:
 - Ingrida Šimonytė - former Lithuanian Minister of Finance, Vice-President of the Board of Lithuanian Bank,
 - Rūta Vanagaitė - politician and social activist,
 - Asta Grabinskė - General director of International insurance company AVIVA,
 - Daiva Lialytė - head of one of the largest PR agencies in Lithuania Integrity,
 - Monica Čereškaitė - businesswoman, owner of a large family business company,
 - Justė Tušaitė - auditor.



Equal workplace contest

- It is being organized annually by the WIIC (for the fourth time in 2014).
- The aim of this contest is not only finding a company in which employees feel safe and valued, but also to encourage every working man or woman to pay more attention to the workplace atmosphere, working conditions, namely peer communication in terms of gender equality.
- Motto of the contest - “Break the glass ceiling”.
- A questionnaire has to be answered by the employees of the companies.
- In order to attract more participants each week an additional question is published weekly (extra award for that).



Structure of the main questionnaire

- Personal questions (gender, age, position and duration of the work, place of residence);
- General questions (How do you assess your workplace etc.)
- Questions on the flexibility of working conditions
- Questions on the salary in workplace
- Questions on the sexual harassment in workplace
- Questions on the parenting / motherhood
- Open ended questions.



Questions of the week

- Glass ceiling effect. What is it?
- If a man for the same work would be paid 100 Litas, how much would a woman get for it?
- Women's and men's reasons for unequal pay?
- Aldona working as X company's chief executive officer, and John - as CEO of Y company. Who earns more?
- What is a “mother’s day off”?
- The school employs 32 women and 2 men. Who runs the school?



Winner of the contest

- A company or organization - not only will be able to be proud of a very significant and important “equal workplace” title, but also will receive a prize provided by sponsors.
- Symbolic prizes will be awarded each week to one of the persons who answered the questions of the week. Selection of the winner is done randomly.
- Logo and moto of the contest



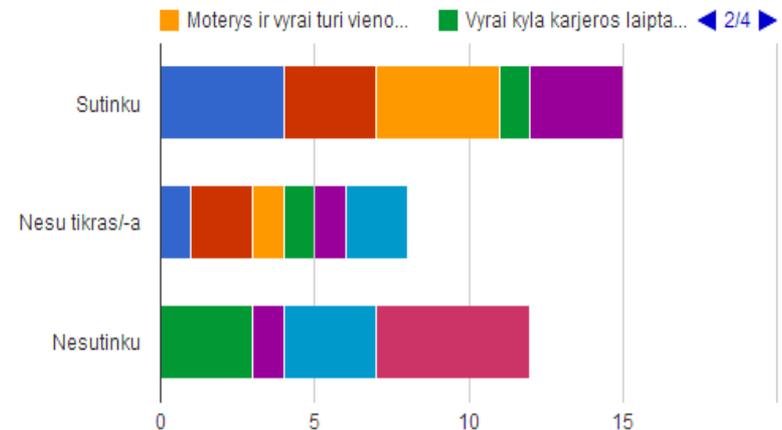
Skaldykime „stiklo lubas“!



Equal workplace contest

- Campaign is launched on Monday, 5 responds received so far. Generated replies example:
- 8. At my workplace persons are employed and promoted:
- -equal opportunities for men and women
- - men has bigger opportunities to be promoted
- -my family responsibilities are an obstacle for my carrier etc.
- Choose: agree...disagree

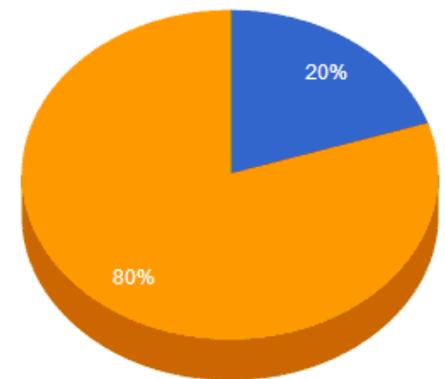
8. Mano darbovietėje žmonės įdarbinami ir kyla karjeros laiptais:



Equal workplace contest

- 9. Who has priority while applying to your workplace?
- -man
- - woman
- -gender neutral
- -other

9. Kam jūsų darbovietėje teikiama pirmenybė priimant į darbą?



Thank you for your attention!
Ačiū!

