



Finnish Institute of
Occupational Health

- **Go Red For Women 24.9.**
- **Women's heart day!!!!!!**
- **increasing age**
- **obesity and overweight**
- **individual responses to stress**
- **high blood pressure**
- **high blood cholesterol**
- **physical inactivity**
- **Optimistic women have a lower risk of developing heart disease.**





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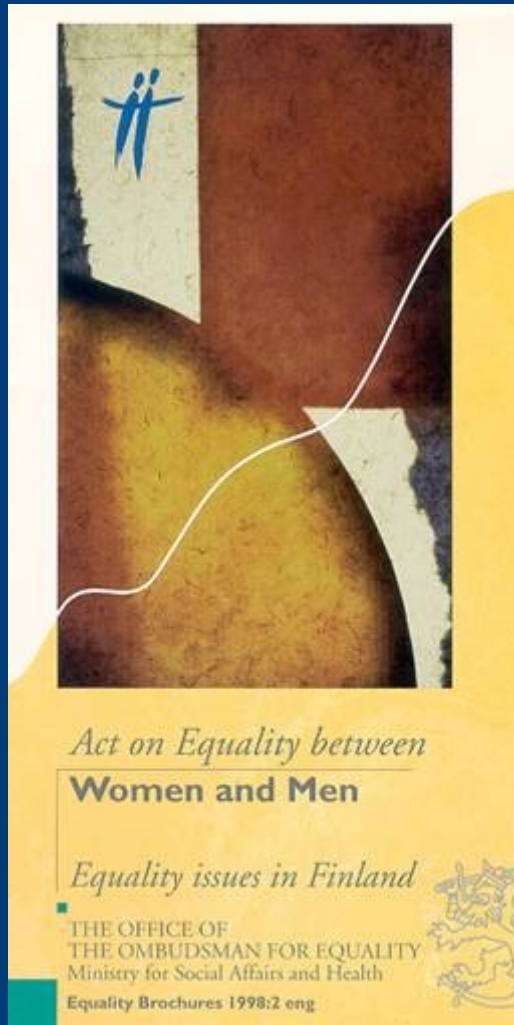
Gender Equality and Diversity Planning at workplace in Finland: *"Diversity Barometer"*

Kaisa Kauppinen, Research Professor

**International Seminar: New Opportunities of
Gender Equality and Diversity Planning at
Workplaces**

GED-plan, Vilnius 24.09.2009

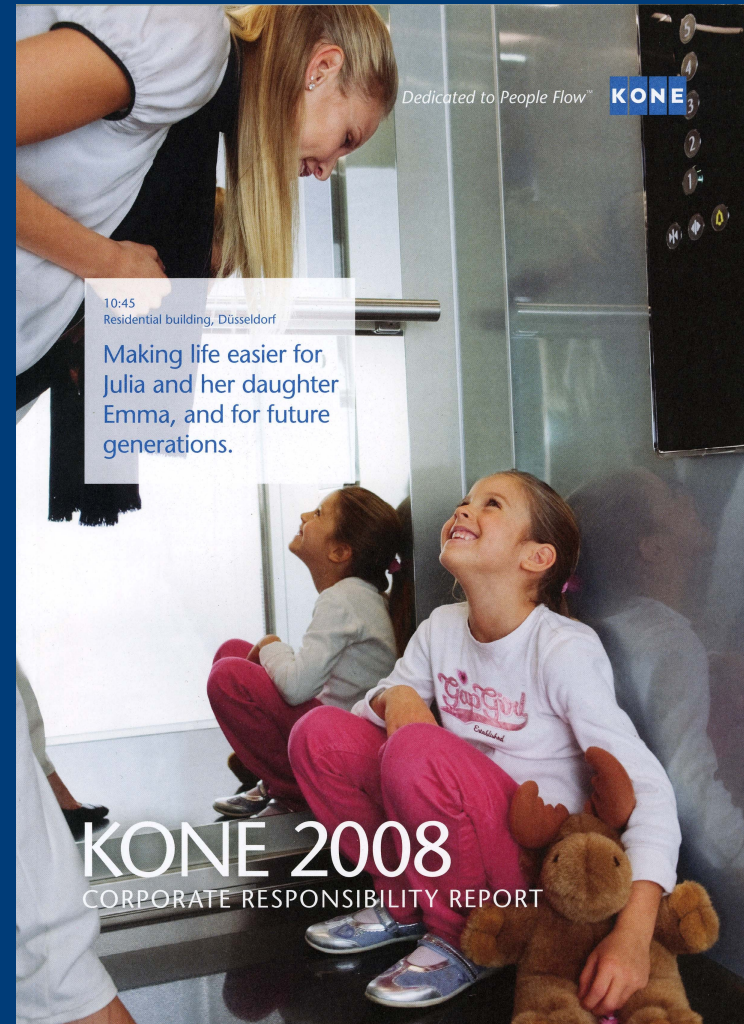
Finnish Gender Equality Act



- **The Act on Equality was issued in 1987, amended 1992, 1995 and 2005**
 - to prevent direct and indirect discrimination based on gender
 - promote equality between women and men
 - to improve the status of women, particularly in working life
- **The aims of the amendment of 2005**
 - to incorporate the EU equality directives
 - to emphasize the role of workplace specific equality planning
 - to promote equal pay

Legislative measures to promote gender equality at work

- The amended Equality Act provides more and better tools for promoting equality at work
- The Act obliges employers with a regular staff of 30 or more to draw a gender equality plan
 - can be a separate plan or incorporated into personnel or training or into safety and health plan
 - corporate responsibility report



The term Diversity

Diversity describes social entities, like

- workplaces
- neighbourhoods
- student bodies
- symphony orchestras
- ice-hockey teams, etc.

with members who have ***identifiable differences*** in their backgrounds.



Multi-dimensional concept of equality

- Diversity refers to *differences* in racial or ethnic classifications, age, gender, religion (faith), physical abilities, and sexual orientation.
- Recognizing and promoting these differences at the workplace may lead to greater:
 - understanding
 - knowledge
 - creativity
 - productivity
- The multidimensional concept of equality can include other aspects belonging to it such as age, ethnicity, sexual orientation, if it is found necessary at the workplace

Finnish Diversity Barometer, 2007

- Aim and design of study
- to explore HR-managers' attitudes to workplace diversity
- internet-based survey
- altogether 449 participants (65 % women)
- gate-keeper role

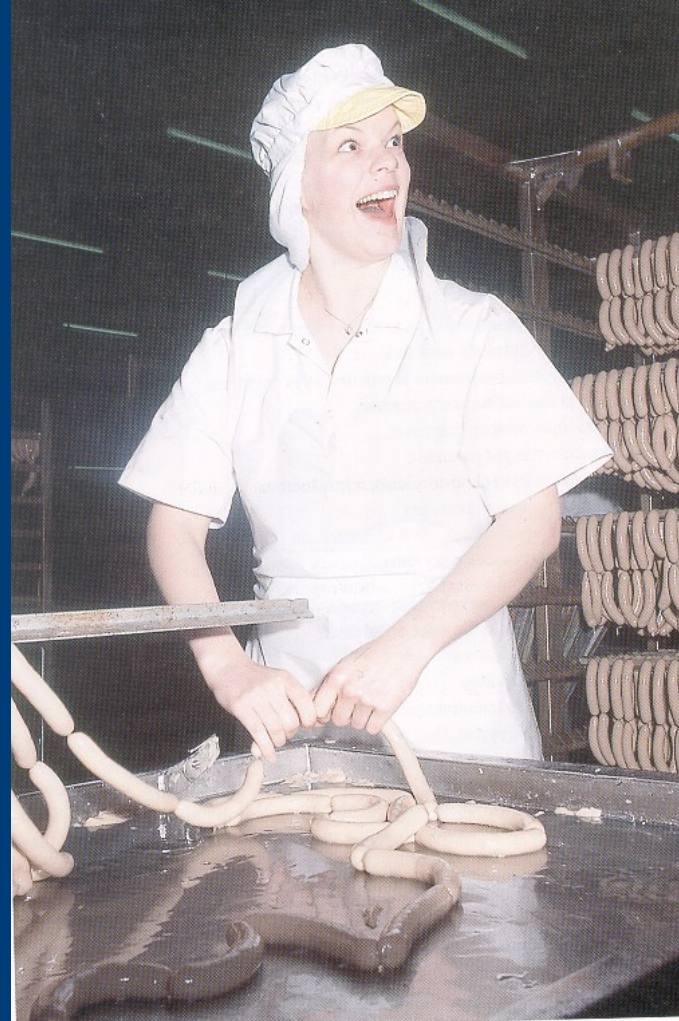
Main results

- the responses were positive
 - diversity was seen a resource for staff creativity and productivity
 - beneficial for company's image
 - competitive factor
-
- age and ethnicity were rated as most important elements of diversity
 - gender and work-life balance
-
- sexual orientation was seen as least important in this regard

Gender Equality and Diversity can be good for business

Both *employers* and *employees* benefit from workplace atmosphere which is based on equal treatment:

- dialogue and respect
- increased well-being and work motivation
- improved employer image



Thank you!

Good links:

www.ttl.fi/perhejatyo

www.monikko.net

www.wom.fi

Mustakallio, Sinikka et al. (2008) How to succeed in equality planning.



FACT SHEET

Gender equality planning

Sinikka Mustakallio, Julia Evans and Kaisa Kauppinen

"A good equality plan is realistic, concrete and meets the needs of each enterprise and organisation."

Gender equality is profitable to business and increases wellbeing at work

- positive corporate image
- attracts skilled workforce
- better use of skills and capabilities
- gender is seen as a positive resource (gender-diversity)
- occupational gender segregation diminishes
- workplace atmosphere, motivation and communication improves

Gender equality means equal pay for equal work, equal career development, equal opportunities to reconcile work and private life and the absence of sexual harassment.

What is a gender equality plan?

A gender equality plan is an action plan to advance equality between men and women at a specific workplace. It is a practical list of actions to realise the equality of women and men. An equal workplace provides equal opportunities to both men and women and respects diversity.

Equality planning encourages in rethinking recruitment policies, access to training, task reorganisation and it supports work/life-balance.

The aim of equality planning is to prevent discrimination and promote equality of both sexes at workplaces.

Also other aspects belonging to equality such as ethnic origin, age, disability and sexual orientation can be taken into account in an equality plan even though the focus is in the equality between men and women. Multi-dimensional concept of gender should be applied.



Participants of the equality planning seminar at the Finnish Institute of Occupational Health in 2006.

A gender equality plan includes

- a gender equality assessment: gender specific statistics on average wages and task groups
- suggested targets: pay, recruitment of men and women, careers, participation in in-service training, parental leaves, family-friendly practices and work/life-balance
- measures to improve the situation
- review of the results
- it can be either a separate plan or incorporated into the enterprise's human resources development (HRD) policy

The Finnish Equality Act

- obliges employers with a regular staff of 30 or more to draw up a gender equality plan
- obliges employers to examine men and women's wages at the workplace
- demands annual review and updating of the plan

