

Gender Equality Task Force

For equality in lifelong learning



Gender Equality Policies in Education and Employment

18 January, 10.00 - 11.30 CET

Promoted by



What is the Gender Equality Task Force?

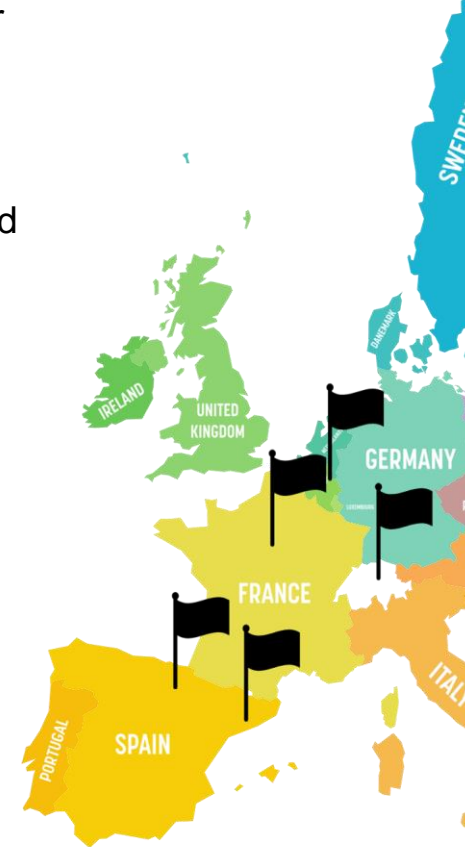
- In January 2023, three organisations set out to jointly create a dynamic **Task Force that aims to support gender-balanced participation in lifelong learning** and to ensure equal access and rights for everyone.
- 4 sessions held in 2023 (ALE and VET, Guidance, Micro-credentials and Safe Spaces)
- [Earlall.eu/activities/gender-equality-task-force](https://earlall.eu/activities/gender-equality-task-force)



An initiative promoted by



10.00	Welcome and Where are we in the EU now?	Charlotte Ede, EARLALL Secretariat
10.15	Gender balance in the digital sector	Speakers from the Centre Val de Loire including Nathalie Artiges-Manoury, Director of Data Support, Steering and Transitions; Lise Chériff, Policy officer Direction de la Formation professionnelle and Katia Lacourte du CEFIM
10.30	Attracting women to work in the industrial sector	Speakers from the Escola del Treball de Barcelona : Albert Peiró Mateu, Head of Studies at Institut Escola del Treball de Barcelona and Laura Barosso, a VET teacher working in the government of Catalonia.
10.45	The role of VET in encouraging women to be in positions of leadership in STEAM and Industrial subjects	Esther ELEXGARAI, Executive Director of the Iurreta Integrated Center (The Basque Country) and Josune IRAZÁBAL, Digital Promoter of the Miguel Altuna Integrated Center
11.00	How can regional authorities combat stereotypes in their own work?	Jessica Delbecq, director of the “Experience Design” department, Talent Brussels
11.15	Questions and Answers	Lead by Òscar Palazón, Regional Ministry of Education -Government of Catalonia
11.30	Closure	EARLALL Secretariat

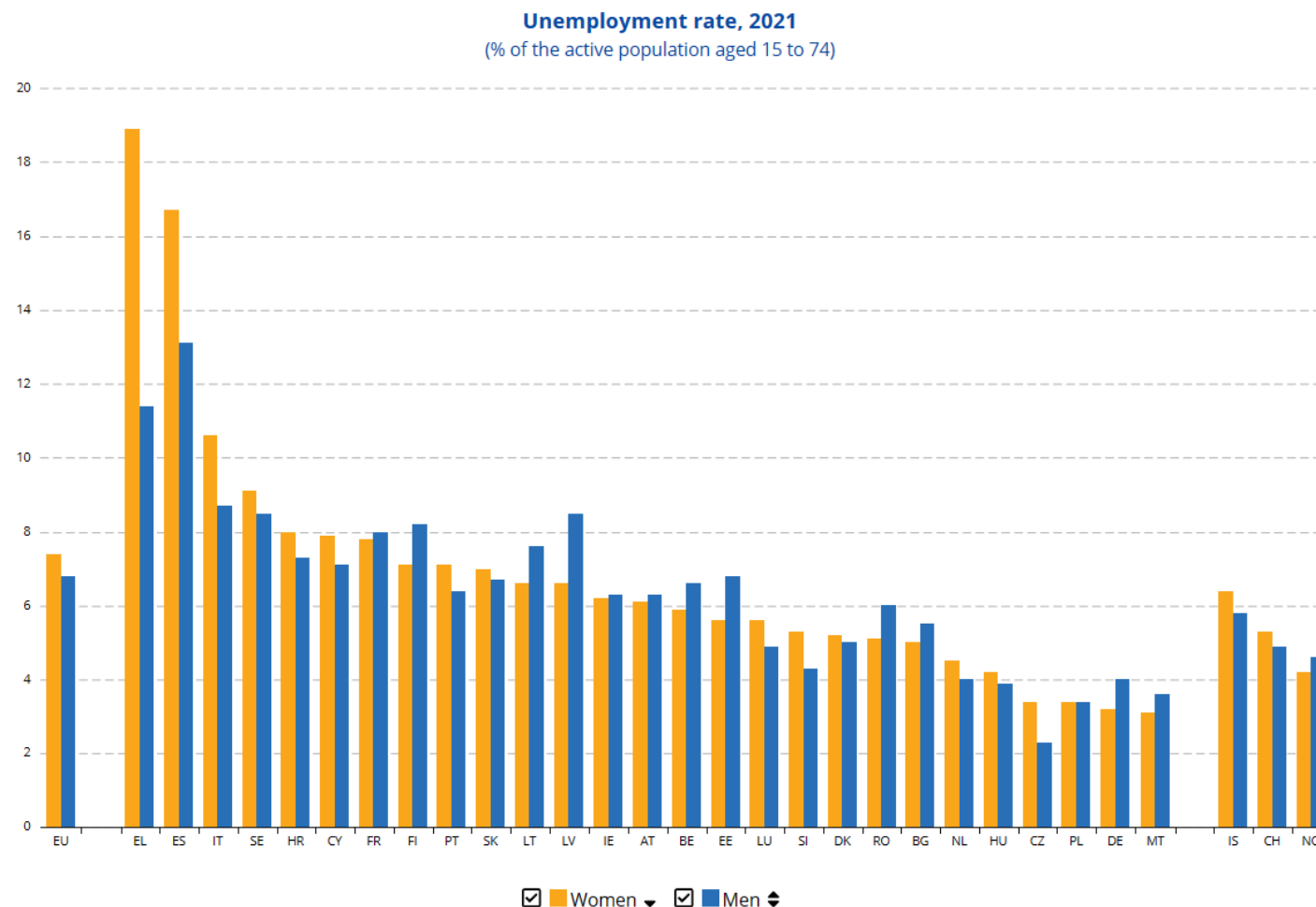


Gender Equality in Education and Employment

Figures from the EU

Where are we with Gender Equality in: Employment?

- In the EU in 2021, the unemployment rate of people aged 15-74 was 7.4 % for women and 6.7 % for men.



Source: Eurostat - [access to dataset](#)

Where are we with Gender Equality in: Managerial positions?

When working, men generally occupy higher positions than women. For example, one can see that women accounted for slightly over a third (35 %) of managers in the EU in 2021.



Source: Eurostat - [access to dataset](#)

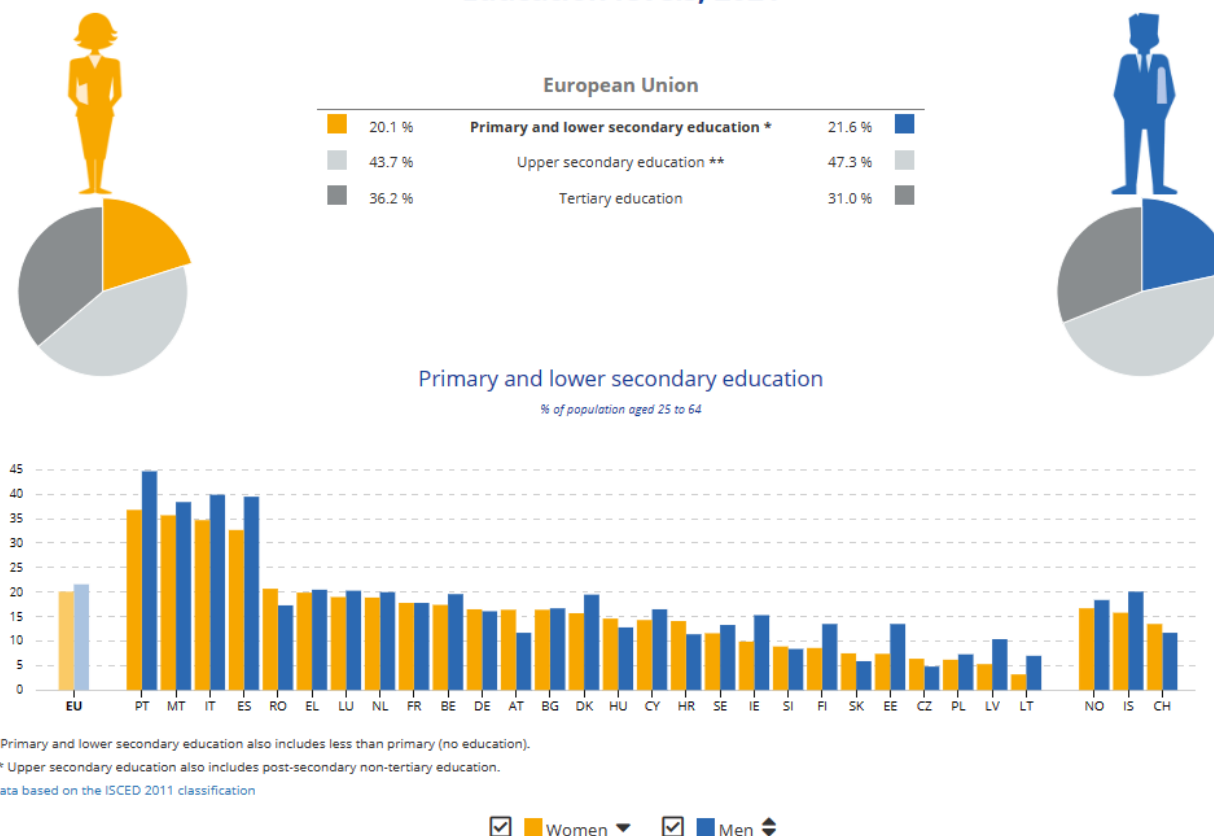
Where are we with Gender Equality in: overall education?

Primary and lower secondary = very similar.

3.6% more men than women in upper secondary education.

5.2% more women in tertiary education

Education levels, 2021



Source: Eurostat – [access to dataset](#)

Where are we with Gender Equality in: Adult Education?

- 11.6% of women participate vs 10.1% of men – 2021 are adult learners
- Most likely with tertiary education

According to the AONTAS Gender and Learning Study:

- men more wary of adult education when not focused directly towards employment (retired men the least likely to participate)
- men's associations with adult learning were much more negative than women's; fear of mixed gender classrooms
- supply side of adult learning: non-formal education opportunities for men more limited



The benefits of gender balance

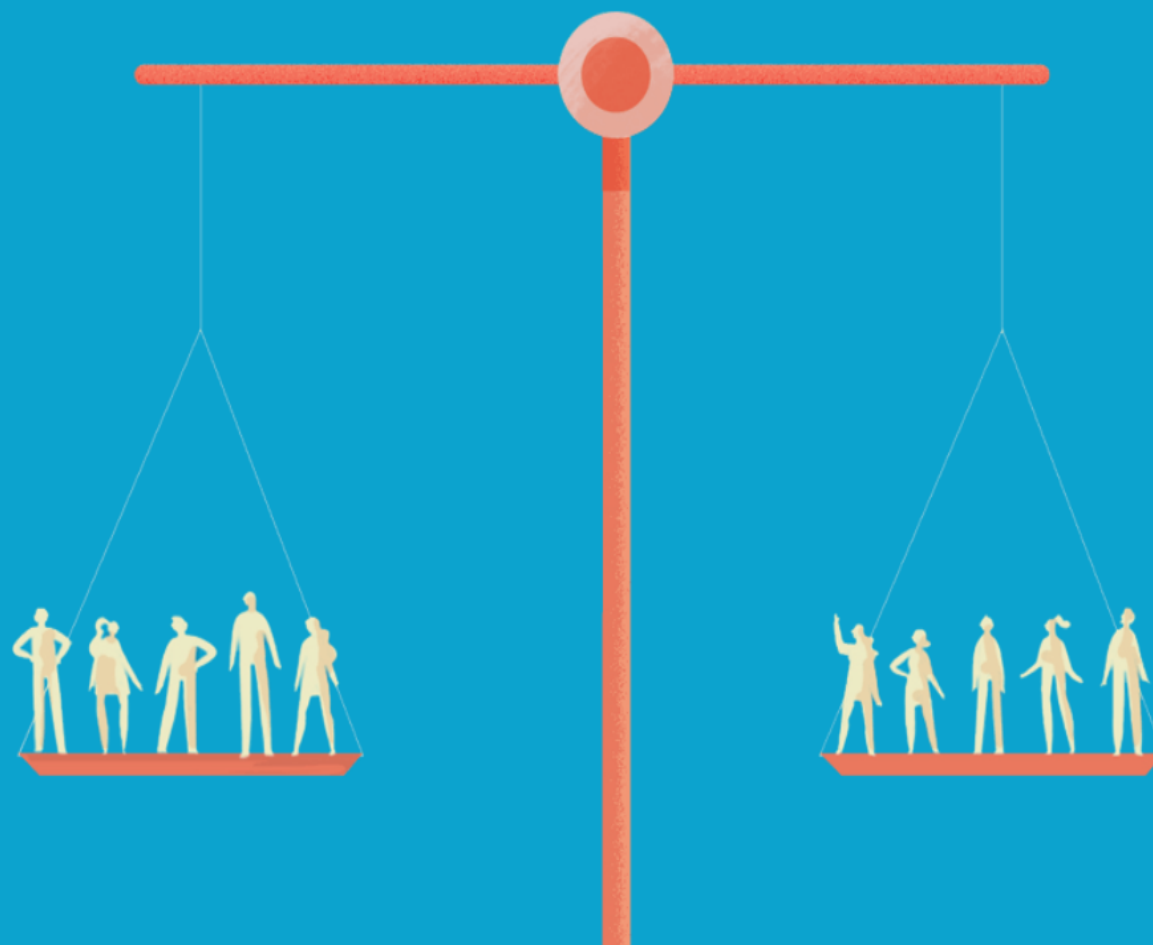
The business case for gender-balanced workplaces is growing stronger all the time. Two-thirds of companies surveyed by the ILO agreed that diversity initiatives improved their business outcomes.

When enterprises have an inclusive business culture and inclusive policies, the predicted probability of achieving:

- increased profitability and productivity is **63%**
- enhanced ability to attract and retain talent is **60%**
- greater creativity innovation and openness is **59%**
- enhanced company reputation is **58%**
- better ability to gauge consumer interest and demand is **38%**

When boards are gender-balanced, companies are almost 20% more likely to have enhanced business outcomes.

Source: ILO enterprise survey, 2018.



Why the focus on regional and local authorities?

- European Week of Regions and Cities workshop on the role of micro-credentials in tackling the green transition from a gendered perspective
- Innovative examples from the network





The role of regional and local authorities (RLAs) in gender equality in lifelong learning?



disagree

RLAs are able to vastly impact on gender equality in jobs and in education

3.3

Strongly agree

3.3



Gender Equality in Education and Employment

Best Practices

Digital Sector, Centre Val de Loire



- The Centre-Val de Loire Region has a long-standing commitment to combating discrimination and promoting equality...
- Affirmed with a specific and strong ambition for gender equality since 2021
- A roadmap adopted in June 2023 defines 3 priorities for the next 4 years, with an integrated approach to gender equality in all our policies :
 - a culture of equality and mutual respect
 - women's autonomy and access to rights
 - preventing and fighting sexist and sexual stereotypes and violence
- A gender equality objective in our digital strategy voted in 2022 also

Catalonia: Escola del Treball de Barcelona

EDUCATIONAL CENTRE

Institut Escola del Treball de Barcelona (School of Work or Labour School)) is the biggest **public VET provider** in Catalonia. There are about 3000 students and our educational offer is related to 10 different occupational families, having special **relevance in the industrial sector**.



Escola del Treball (**EdT**) is part of the Spanish network of **Centres of Excellence** for vocational training in Automatic Manufacturing. We belong, together with the Catalan Department of Education , to **the European network CoVE** (Center of Vocational Excellence), called Exceed, which aims to reformulate the curricular content of vocational training in the Advanced Manufacturing sector to align it with the **twin digital & green transition**.

Catalonia: Escola del Treball de Barcelona

EdT WOMEN DAYS

Our strategy to promote gender equality is based on a project called EdT Women Days (EdT stands for Escola del Treball)

The primary mission of EdT Women Days is to **recruit female talent for industrial and digital professional families by empowering them to make their own decisions**, beyond stereotypes and social pressures.



The EdT Women Days initiative seeks to extend beyond our centre itself. It aims to cover the educational landscape in Catalonia, encouraging the orientation of primary and secondary school girls towards the professional domains associated with **Industry 4.0**.

Catalonia: Escola del Treball de Barcelona

EdT WOMEN DAYS

What is the importance of recruiting female talent in these sectors? It is crucial because we are **wasting half of the human resources if women aren't motivated** to occupy these job positions. Nowadays, at Escola del Treball, in industrial and computer studies groups, women represent **only about 4%** of the total presence.



The project aims to work with goal 5 of the 17 Sustainable Development Goals (SDGs) of the 2030 Agenda agreed by the United Nations: **"Achieve gender equality and empower all women and girls"**.

Catalonia: Escola del Treball de Barcelona

TIMELINE

January 2023

Birth of the project:

Presentation to a call for grants coming from a private association related to a bank.



Our project related to mentoring in order to attract female talent won 2000 EUR.



Catalonia: Escola del Treball de Barcelona

TIMELINE April 2023

Female students and teachers recruitment

First photographs and videos

The image shows a digital questionnaire titled "Qüestionari per a les alumnes de l'Institut Escola del Treball de Barcelona". It includes the EdTWomenDays logo and text in Catalan asking students to complete the survey. A smaller version of the questionnaire is shown overlapping the main one. The text includes contact information: asanchez@correu.escoladeltreball.org and a link to "Canvia de compte". It also has a checkbox for electronic registration and a field for "Com et dius?".

Qüestionari per a les alumnes



Catalonia: Escola del Treball de Barcelona

TIMELINE May 2023

Official presentation of the project



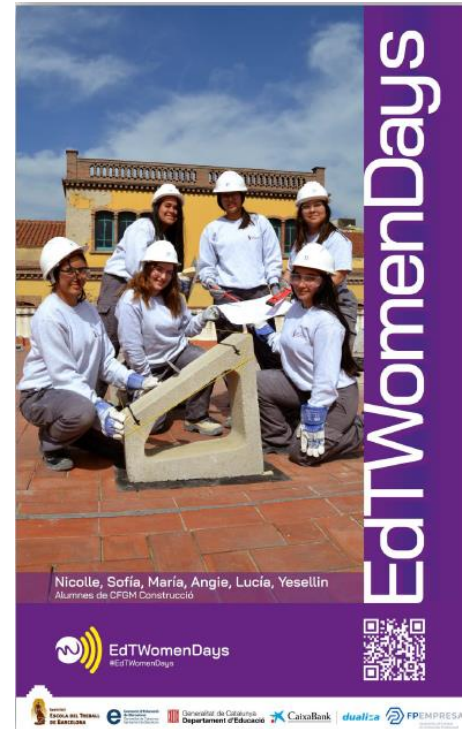
Dissemination



Catalonia: Escola del Treball de Barcelona

TIMELINE October 2023

A better corporate image



Catalonia: Escola del Treball de Barcelona

TIMELINE October 2023

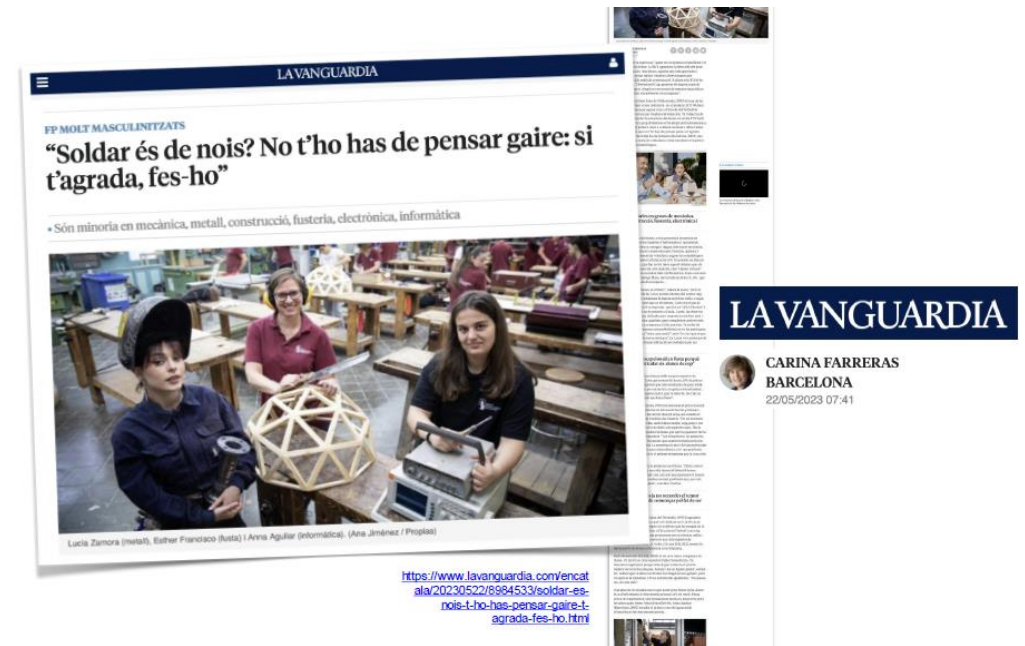
A better corporate image



Catalonia: Escola del Treball de Barcelona

TIMELINE October 2023

Second dissemination campaign:



Catalonia: Escola del Treball de Barcelona

TIMELINE December 2023

Female Talent at Industry 4.0 Conference:

Organisation of a meeting attended by more than 30 people, including female students, teachers, employers and representatives of the public administration.

At this meeting, two working tables were organised, one dealing with the current situation of female talent in the industrial sector and the other discussing strategies to turn the situation around.



FP 4.0 i Talent Femení

Objectius

- Determinar estratègies per la captació de talent femení en famílies professionals de caràcter industrial i digital vinculades a la indústria 4.0.
- Mostrar el projecte *EdWomendays* com a plataforma de referència que promou les professions d'oficis vinculats a la indústria 4.0 i altres cicles de vocació tradicionalment masculina.
- Conèixer la realitat de les noies en sector industrial Dual.

Dirigida a
Empreses i centres de formació professional.

Famílies Professionals

- Edificació i Obra Civil
- Electricitat i electrònica
- Fabricació Mecànica
- Fusta, moble i suro
- Informàtica i comunicacions
- Instal·lació i manteniment

Data i lloc
11 de desembre de 2023
De 17:00 a 20:00 hores
Escola del Treball de Barcelona
Edifici de Fusta, Sala d'Audiovisuals
<https://www.escoladetreball.org/ca/>
Carrer del Comte d'Urgell, 187
Barcelona
<https://maps.app.goo.gl/7G2Pw3d3Gp0G5d644M7?hl=es>

Programa

- 17:00 h Recepció
Recepció dels participants, benvinguda i presentació institucional.
- 17:15 h Introducció: Binomi dona-Indústria
Potència inaugural a càrrec de Núria Salan
- 17:45 h Activitat 1: Situació actual en relació amb el talent femení en la indústria i sector informàtic.
Taula de treball per reflexionar i determinar la situació actual.
- 17:45 h Activitat 2: Estratègies i propostes per incentivar i consolidar l'accés a les dones en aquest sector.
Taula de treball per buscar respostes.
- 18:45 h Conclusions: Com podem atraure talent femení al sector industrial e informàtic?
Compromisos i accions de les taules de treball
- 19:25 h Tancament de la jornada

Inscriu-te aquí



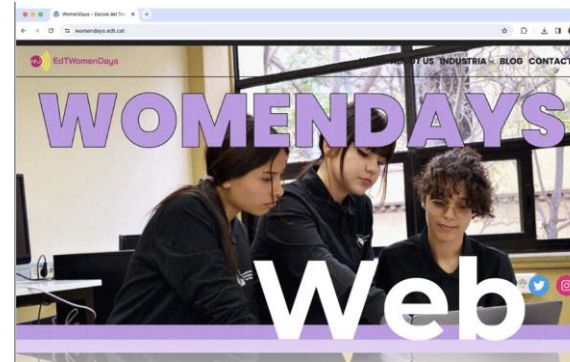
Partenaris



Catalonia: Escola del Treball de Barcelona

ACTIONS TO COME:

- ✓ Website
- ✓ Tasting of crafts for female students from 11 to 14 years old
- ✓ Talks in primary and secondary schools with gender perspective in Industry 4.0
- ✓ Creation of material to carry-out workshops in visited schools
- ✓ Finding sponsors



Moltes gràcies! Thank you very much!



Regional and local authorities (RLAs) in gender equality in lifelong learning?

disagree

RLAs are able to vastly impact on gender equality in jobs and in education



The examples shared by the regions today were innovative



Strongly agree



Next up...

Join our mailing list by sending an email to gendertforce@gmail.com

Campaigns:

24 January - International Day of Education

8 March - International Women's Day

25 April - Women in ICT Day

Activities:

Workshop during the LLLW on “Gender and Wellbeing in VET”

Workshop during the EWRC on “Violence and Gendered Bullying in the classroom”



International day of Education

24 JANUARY 2024





DIVERSITY & GENDER EQUALITY

Good practices at
CEFIM

Field Disparities

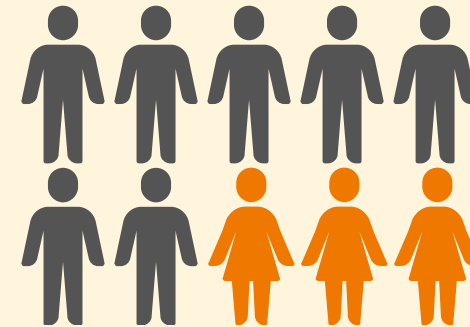


NETWORK INFRASTRUCTURE

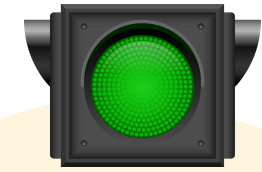
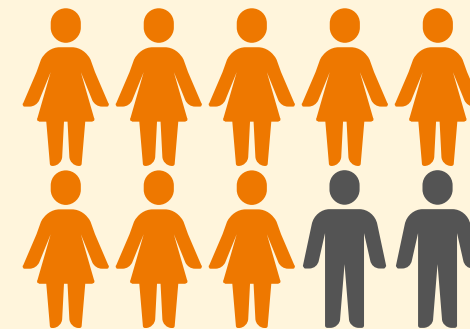


WEB & IT DEVELOPMENT

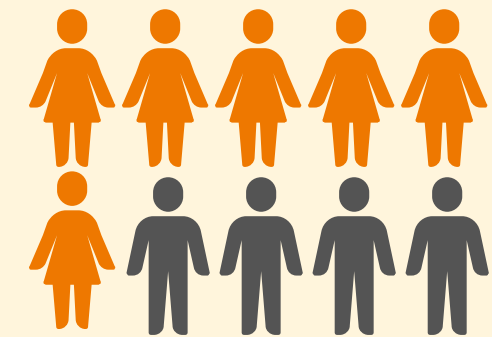
WEB DEV



WEB DESIGNER



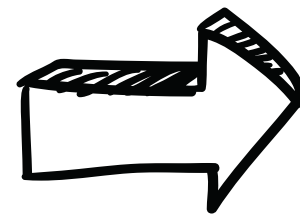
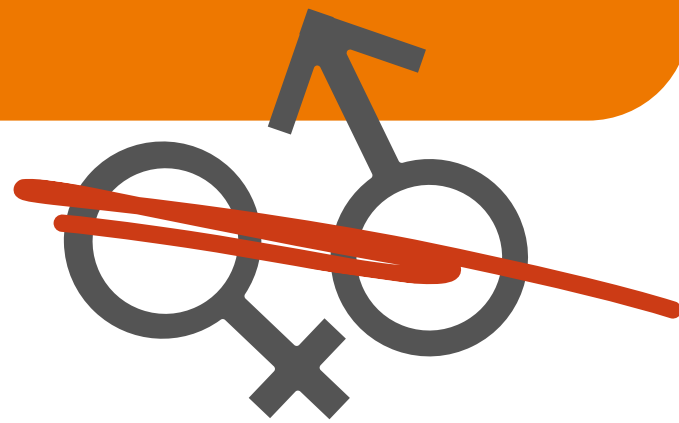
WEBMARKETING & DATA



Recruitment

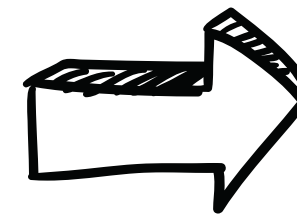
STEP 1

Technical
challenges
online



STEP 2

Interviews
centered on
capabilities, not
gender



STEP 3

One week to test
the candidates
Validation of
hardskills and
softskills

On Campus

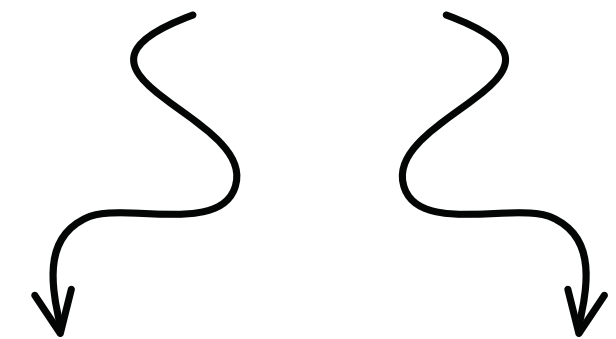
**GENDER ADVISORS
(GENDER EQUALITY AND
SEXUAL VIOLENCE)**



**ONLINE CAMPUS WITH
RESSOURCES ON GENDER
EQUALITY, DIVERSITY, ETC.**



ONLINE WORKSHOPS



**CO.OP
STUDENTS**

**IN-COMPANY
TUTORS**

Communication

1936-

Margaret HAMILTON

« Software engineering »



Directrice du département génie logiciel,
au sein du MIT Instrumentation.

APOLLO 11

Margaret HAMILTON est née à Paoli dans l'Indiana, c'est une informaticienne, ingénieure système et cheffe d'entreprise américaine. Elle a conçu le système embarqué du programme spatial de la mission Apollo 11 où pour la première fois, des hommes se sont posés sur la Lune.



1815-1852

Ada LOVELACE

Créatrice du 1^{er} programme informatique



Ada's Algorithm

La première programmatrice du monde.

Elle a écrit le premier véritable programme informatique.

Ada LOVELACE est la comtesse de Lovelace, née Ada Byron, elle est une pionnière de la science informatique. Ada a réalisé les premières ébauches d'une écriture formelle des instructions à employer avec une machine analytique pour réaliser des calculs de données.



INTERNAL

Start-Up Weekend

Women



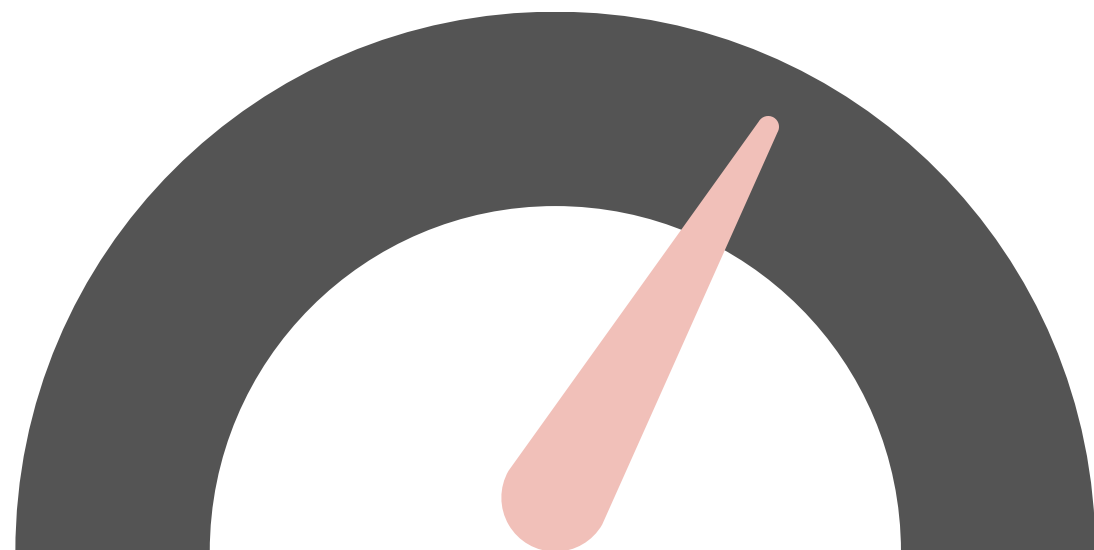
EXTERNAL



CodeWeek.

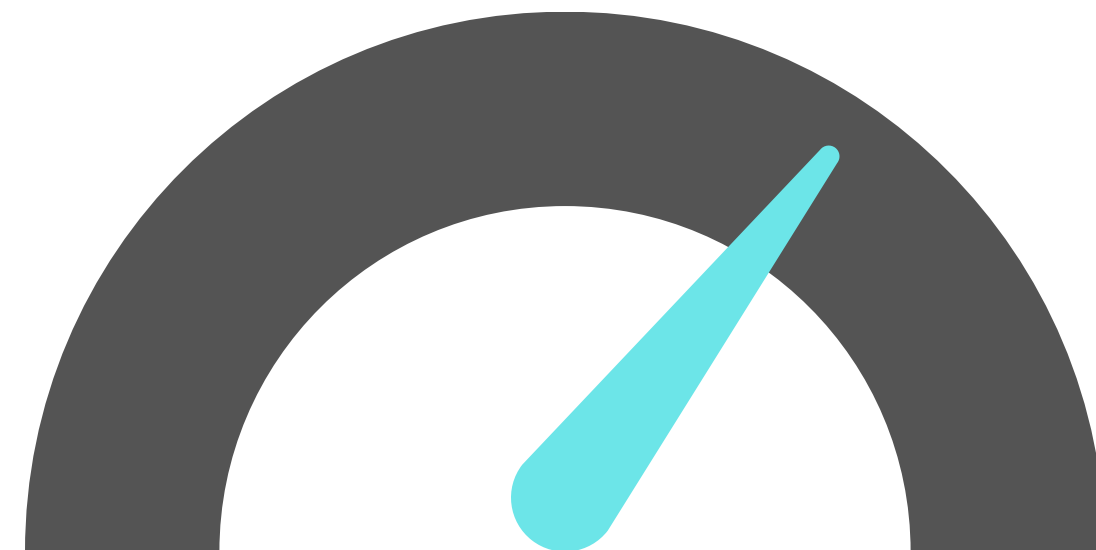
Employment Ratios

WOMEN



65%

MEN



69%

Source : Survey sent 6 month after the end of the training session

Sample : 659 answers for 1 748 surveys (2013-2023)



Thank you!

Contact :

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Gender Advisor

klacourte@cefim.eu

+33(0)6 86 07 03 06





- Digital sector's overview Région Centre - Val de Loire
- Implement the Regional Roadmap for Gender Equality

Lise CHERIFF

Project Manager, Vocational Training Department
EARLALL Gender Equality task force _ January 18, 2024

LA RÉGION AU CŒUR DES TERRITOIRES

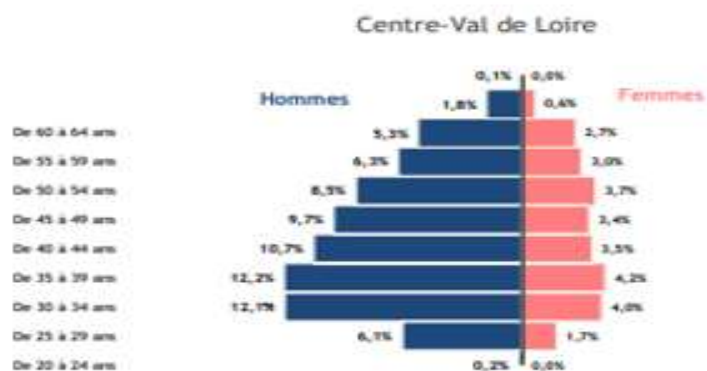
centre-valdeloire.fr





Digital sector's overview _ Région Centre - Val de Loire

Pyramide des âges du secteur



Source : INSEE- DADS-DSN 2019,
emplois non annexes, hors fonction
publique et hors particuliers
employeurs

6329 job offers
(+39%)

Data Observatoire des métiers
du numérique _ OPIIEC
(Mid year update june 2023)

LA RÉGION AU CŒUR DES TERRITOIRES

centre-valde Loire.fr



Women in digital training Centre Region – Loire Valley

Office suite training
66%



Digital sector trainings
20%

Data scientists
Web design
Web developer
System and network tech
Assistance computer support
Technical administrator
Systems administrator
Technical security
Cybersecurity
Language specialisation

LA RÉGION AU CŒUR DES TERRITOIRES

centre-valde Loire.fr



Digital in the Region Centre Val de Loire is
A growing strategic sector,
...few women.



Implement the regional
strategic roadmap for gender
equality
... By acting

- Setting out the regional strategy for gender equality,
- Decline the actions of the Equality Group of the Regional Digital Council
Economic players in the sector, initial and continuing learning centers Identify and support 'good practices',
Experiment and innovate in methods,
- Integrate double diversity and equality in the strategy of public engagement:
 - by examples dissemination,
 - incentives actions for women and acts on the theme of double mixing (double mixite) and equality.
- Act over time/ act over a long period of time

Thank you for your attention

LA RÉGION AU CŒUR DES TERRITOIRES

centre-valdeloire.fr



VET&WOMEN

**STEAM + INDUSTRIAL
AREAS +
LEADERSHIPS**



EUSKO JAURLARITZA

HEZKUNTZA SAILA
Lanbide Heziketako Sailburuordetza



GOBIERNO VASCO

DEPARTAMENTO DE EDUCACIÓN
Viceconsejería de Formación Profesional

Fp
EUSKADI
LANBIDE HEZIKETA



1

**WHERE DO WE
COME FROM**

2

**OUR STARTING
POINT**

3

**WHAT COULD
WE DO?**

4

**DIGITAL
EMPOWERMENT**



Contents



1 WHERE DO WE COME FROM

BASQUE VOCATIONAL TRAINING IN TERMS OF GENDER

THE PRESENCE OF WOMEN IN STEAM PROGRAMS

PRESENCE OF WOMEN IN
STEAM VOCATIONAL
TRAINING

%**24**



PRESENCE OF WOMEN
IN INDUSTRIAL
AREAS

%**12**



BASQUE VOCATIONAL TRAINING IN TERMS OF GENDER

**% EMPLOYED
markedly
masculinized**

RAINING CYCLES WITH GREATER JOB INSERTION

Maintenance and Control of Vessel Machinery	100%	2,20%
Interior Works Decoration and Restoration	100%	38,24%
Management of Restoration Services	100%	31,03%
Maintenance of Thermal Installations and Fluids	100%	1,38%
Sanitary Emergencies	100%	45,22%
Industrial Mechatronics	97,50%	5,13%
Development of Multiplatform Applications	97,18%	13,20%
Automotive	94,58%	4,55%
Mechanical Manufacturing Production Programming	94,04%	8,93%
Electrotechnical and Automated Systems	92,96%	4,24%

% OF WOMEN TAKING THE CYCLE

TRAINING CYCLES WITH LESS JOB INSERTION

Lighting Capture and image processing	72,18%	45,24%
Tailor-made wardrobe	72,18%	88,57%
Automotive	70,02%	6,76%
3D animations Games and interactive environments	68,07%	23,98%
Agro-ecological production	67,63%	20,34%
Coastal navigation and fishing	64,93%	1,15%
Commercial activities	63,63%	46,21%
Radiotherapy and dosimetry	58,22%	74,34%
Graphic design and production management	43,29%	62,96%
Audiovisual production and shows	36,04%	42,62%

% OF WOMEN TAKING THE CYCLE

SUMMARY



CYCLE GREATEST LABOUR MARKET INSERTION

	% EMPLOYER	% WOMEN
Maintenance of Therman Installations and Fluids	100 %	1,38 %
Industrial Mechatronics	97,5 %	5,13 %
Automotive	94,58 %	4,55 %

Feminised sectors

Personal Image

Healthcare (Care)

Social Integration

Salary Gap

19,5% less per year

9,5 % less per hour Basque Country 14,1 % Europe

9 out of 10 employed women work in the (generally lower paid) service sector, and 8 out of 10 men work in industry. The percentages of women in industry and construction are only 21 % and 11 %, where men are in the vast majority.



A person with long dark hair, wearing a white shirt, is holding a small green plant with dark soil in their hands. The background is a blurred outdoor setting. A large purple diagonal shape is on the right side of the image, containing the text.

2 OUR STARTING POINT

TRAINING IN TERMS OF GENDER

NO FEMALE LEADERSHIP IN VET

MARIE CURIE

AITANA BOSMATI

CASILDA ITURRIZAR

ANGELA RUIZ ROBLES

ELIZABETH MAGIE

MARION DONOVAN

FRIDA KHALO

EVELYN BEREZUN

PATRIZIA MUÑOZ

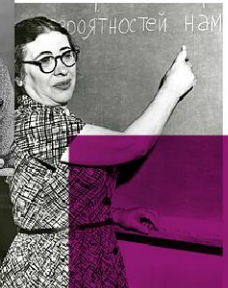
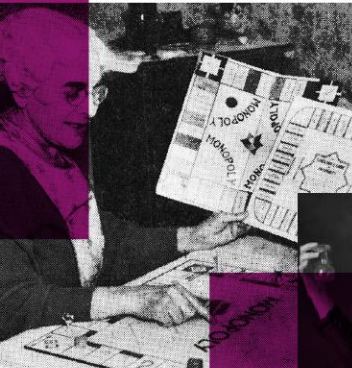
MARY ANDERSON

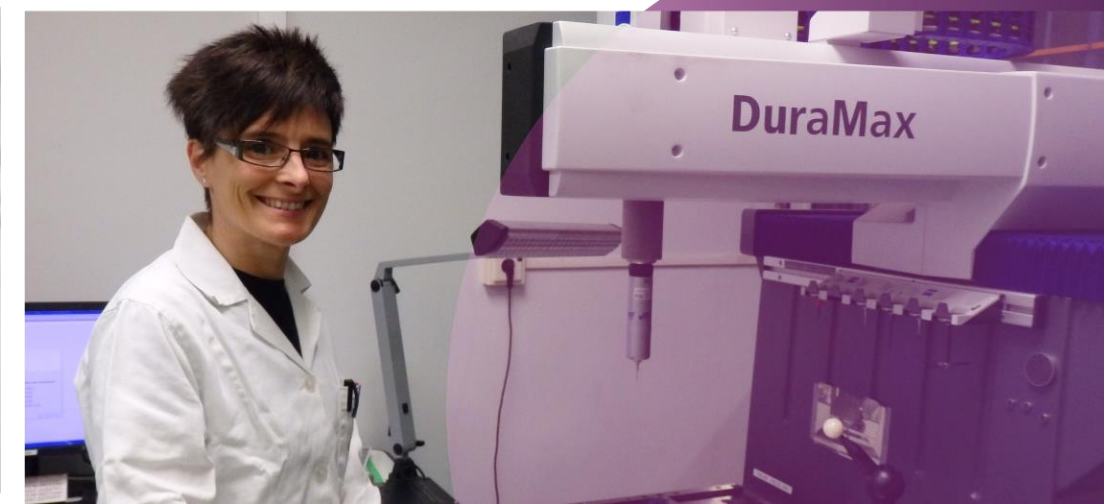
MARGARET E. KNIGHT

IDA ROHDES

FLOREN NIGHTINGALE

ELIONAR OSTROM





**SELF-CONFIDENCE,
YOU CAN**

DECIDE FREELY

**NO CLICHES O
ESTEROTIPE**

**BEING A LEADER
IS A QUALITY**

**BEING A LEADER DOES NOT
NECESSARILY IMPLY
HOLDING A POSITION OF
AUTHORITY**

**DO NO JUSTIFY
YOUR DECISION**



A woman with long, flowing red hair and freckles is hiking up a steep, rocky mountain trail. She is wearing a dark blue long-sleeved shirt, olive green cargo pants, and a large black backpack. Her hair is blowing in the wind. The background shows a vast mountain landscape under a blue sky with scattered white clouds. A large, semi-transparent purple triangle is overlaid on the right side of the image, containing white text.

4 SO, WHAT COULD WE DO?

- + *Listen*
- + *Collect and Disseminate*
- + *Take Action*

LISTEN

www.somoslasfp.eus

40
VET
SCHOOL

3.300
FEMALE
STUDENTS

Intermediate,
Higher and
Specialization
Courses:

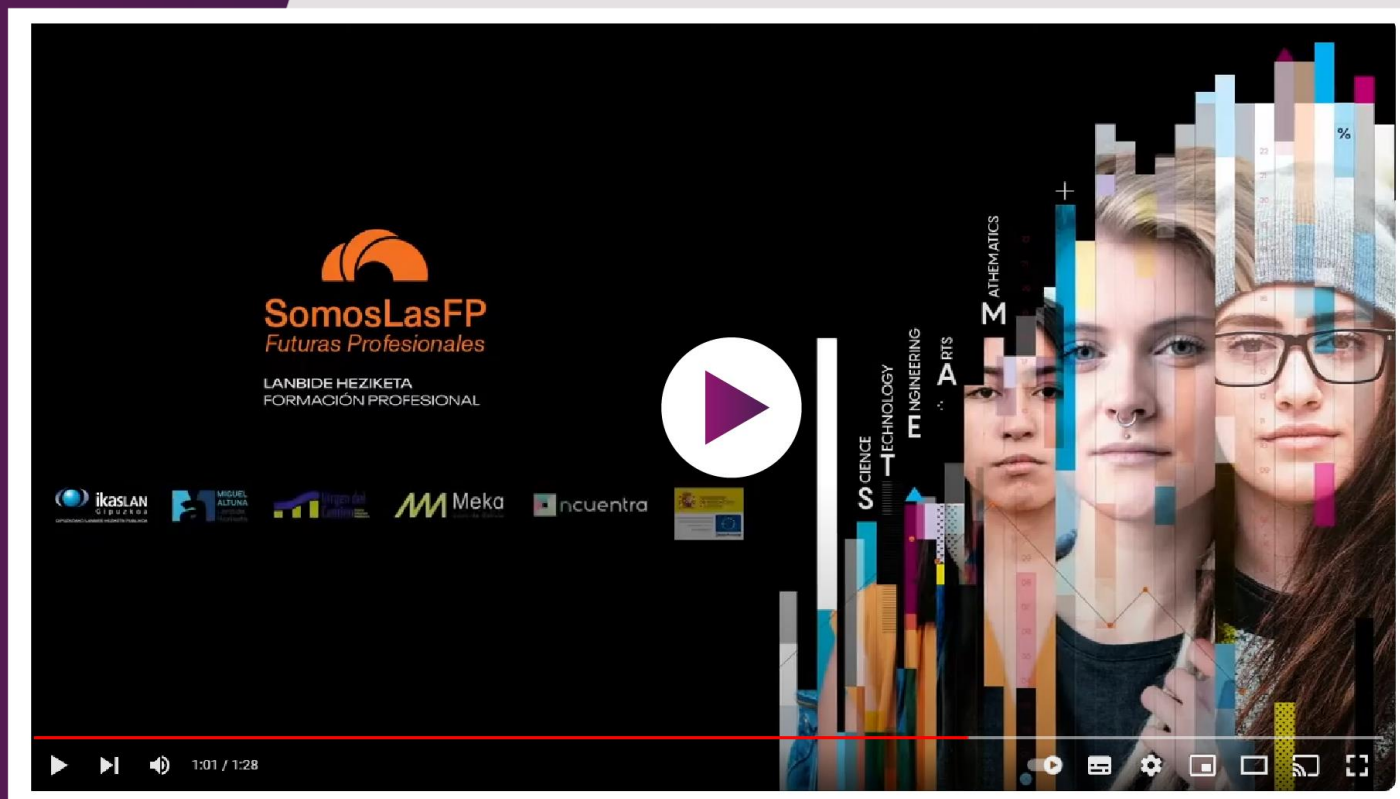
57.9%

*of the female students are
studying a higher grade.*

Higher
level
training:

41.8%

*are students in an intermediate
level cycle (the remaining a
medium-level cycle (the rest,
0.3%, a specialisation course)*



Conclusion · || ·

DECISION MAKERS

MOTHER	23,3 %
FRIENDS	18,4 %
FATHER	15,3 %
TEACHER	13,8 %

VIEWPOINTS

<i>It is difficult for women to adapt to workplaces where men are in the majority.</i>	36,9 %
<i>Workplaces where men are in the majority are not prepared for women to work.</i>	42,8 %
<i>Families feel secure about their daughter studying and working in feminised professions</i>	36,6 %

Which have proposed

Visualize industrial professions in vocational training through attractive campaigns bringing them closer to young people.

Highlighting women's safety in an industrial environment

To learn first-hand about the reality of the companies and the testimonies of women who work in these companies.

In addition to visualising women's role models, it should also serve to educate and raise awareness of equality between women and men.

COLLECT AND DISEMINATE

www.neskup.eus

150 VET
SCHOOL

1 CHALLENGE

COLLECT THE BEST
PRACTICS



TAKE ACTION

Self diagnosis tool for equality

The purpose of the self diagnosis tool is to promote gender equality awareness in the strengthening of STEAM fields and to know the reality of the entity or company in terms of gender equality.thematics, art and humanities.



Questionnaire



SELF DIAGNOSIS TOOL FOR EQUALITY



Self-diagnosis for equality

In today's society, and more so in the future, companies and organisations will have a sustainable development to the extent that they are able to find the right balance between people, organisation and technology, in which improvement, people's skills and their continuous adaptation and acquisition and the ability to transform and develop talent in companies become the fundamental basis of people's employability and companies' sustainability.

In this way, a true convergence between economic and social policy objectives can be achieved; interlinking dialogue, experimentation, trust; the provision of resources; and of course, equal opportunities.

Therefore, thanks to the support of the Department of Economic Promotion, Tourism and Rural Environment of the Provincial Council of Gipuzkoa, we have developed at Miguel Altuna Lanbide Heziketa a **SELF-DIAGNOSTIC TOOL FOR EQUALITY** aimed at companies: a tool to promote talent and learning of people in companies and increase the participation of women in STEAM areas (science, technology, engineering, mathematics, art and humanities).

What is it?

An interactive questionnaire to promote gender equality awareness in the strengthening of STEAM fields and to know the reality of the entity or company in terms of gender equality.

[Participate in the questionnaire](#)



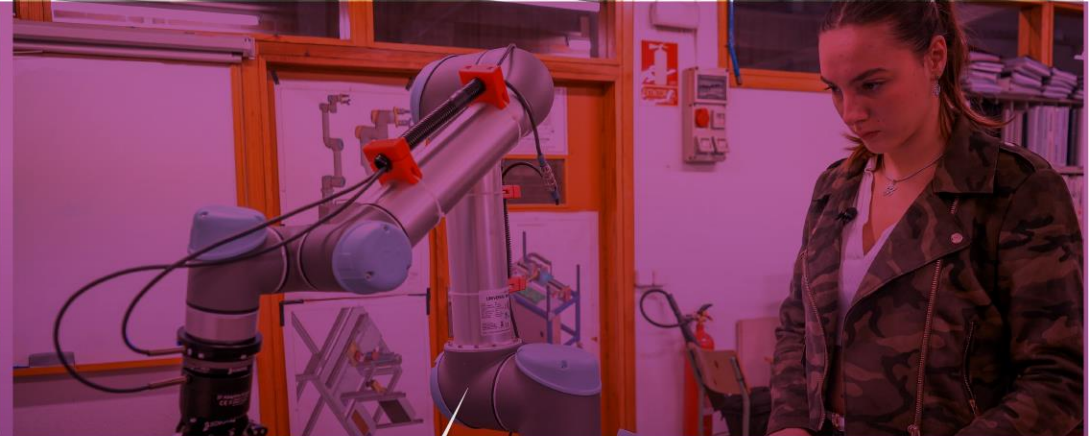
5 DIGITAL EMPOWERMENT

For girls and women, the path forward requires visibility, shared leadership, normalization through example, and increasing small statistics that break the average of the big statistic. On this path, digitization is not an option, but a necessary tool for inclusion.

Women cannot afford to wait or watch, as these verbs suggest passivity or dependence.

**WE MUST TAKE ADVANTAGE OF
DIGITALIZATION TO EMPOWER OURSELVES
AND PREVENT ISOLATION, TO AMPLIFY OUR
VOICES, SHARE EXPERIENCES, PRESENT
OURSELVES AND TAKE PROACTIVE ACTION.**





EUSKO JAURLARITZA



GOBIERNO VASCO

HEZKUNTZA SAILA
Lanbide Heziketako Sailburuordetza

DEPARTAMENTO DE EDUCACIÓN
Viceconsejería de Formación Profesional

Fp
EUSKADI
LANBIDE HEZIKETA



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Write your job in Capitals

Gender Equality



talent.brussels 

Write your job in Capitals

Introduction : talent.brussels

Who are we ?



Public administration

Created in 2018

Brussels Region created in
1989



Recruitment civil servants
and top manager

HR center of expertise for
regional partner



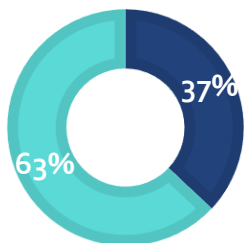
Environment, mobility,
economy, taxes, security,
fire brigade, urbanism,
employment, ICT,
international relations...

A few figures

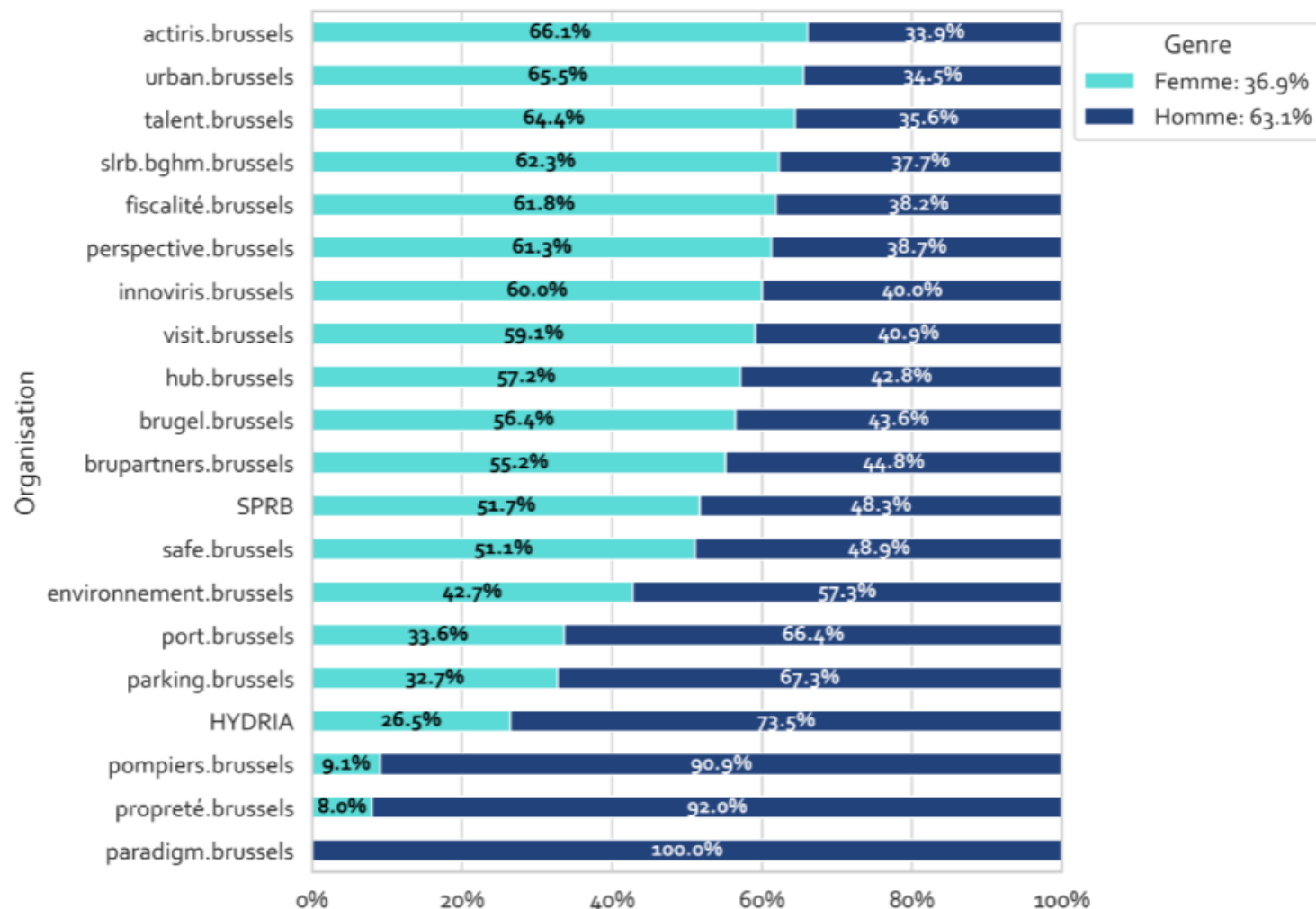
Distribution by gender

PUBLIC SERVICES

■ Women ■ Men



Graphique 4 : Répartition (en %) des effectifs par sexe et par organisation, 31 décembre 2021¹²



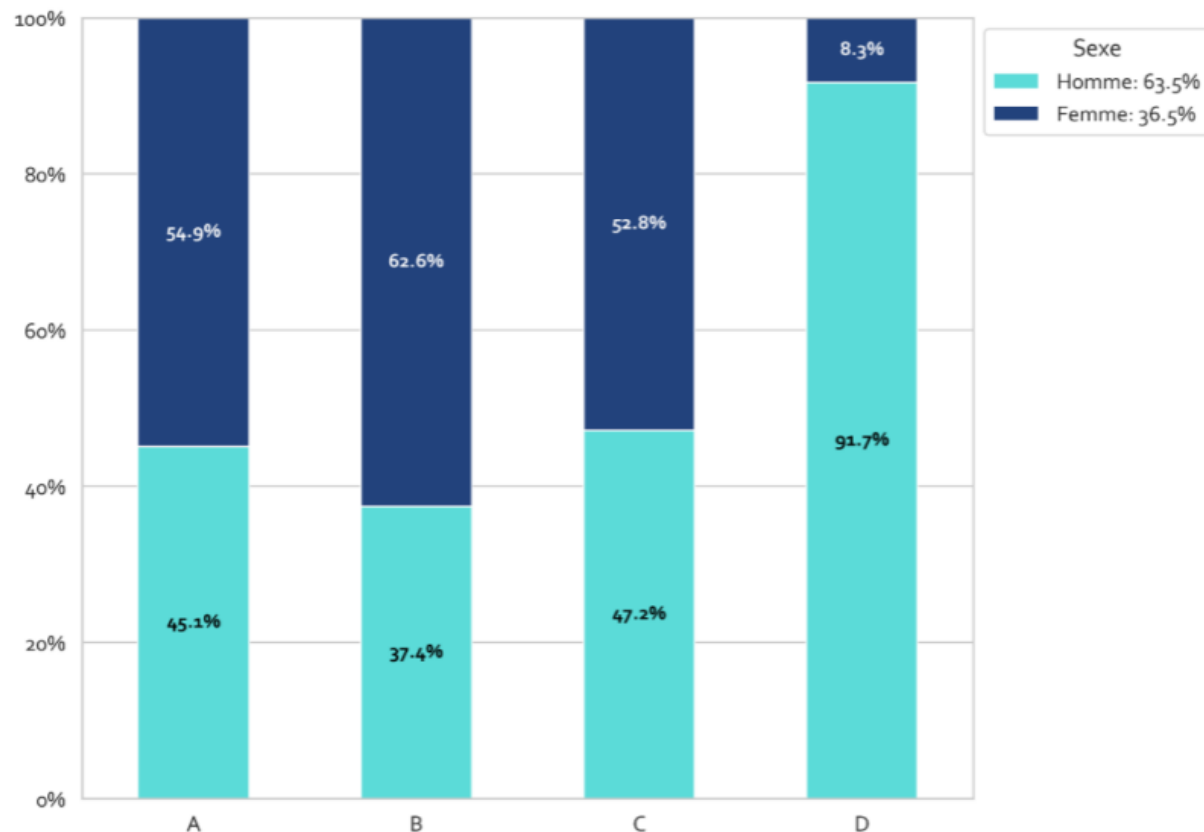
Source : talent.Analytics report 2022, talent.brussels, p.14

A few figures

Distribution by educational level and gender

- Women over-represented in the most qualified job
- But represented 37 % of the organisations' workforce

Graphique 27 : Répartition (en %) des effectifs par sexe selon le niveau au sein des organismes de la Région de Bruxelles-Capitale, 31 décembre 2022⁴⁵



Source : talent.Analytics report 2022, talent.brussels, p.44

Policies to reduce disparities

Some concrete examples

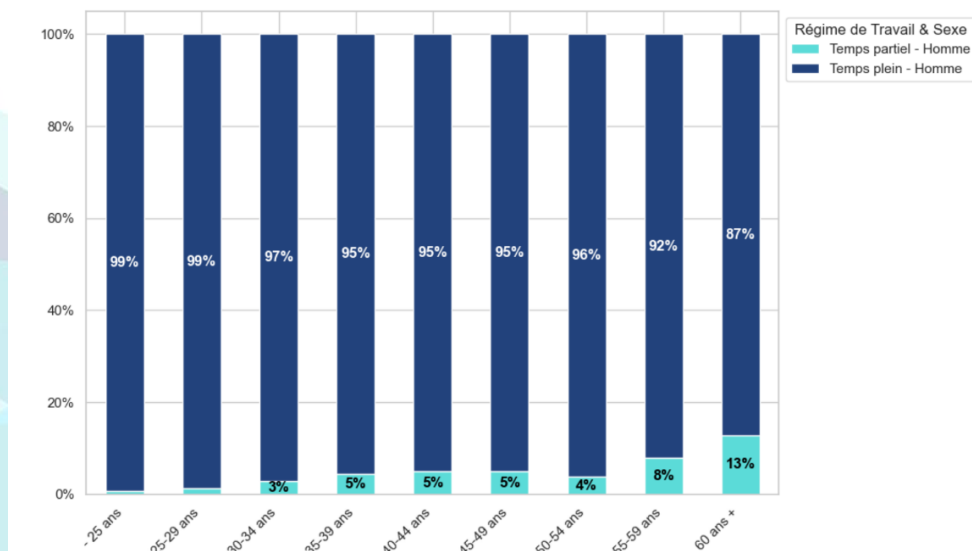


Our HR policy

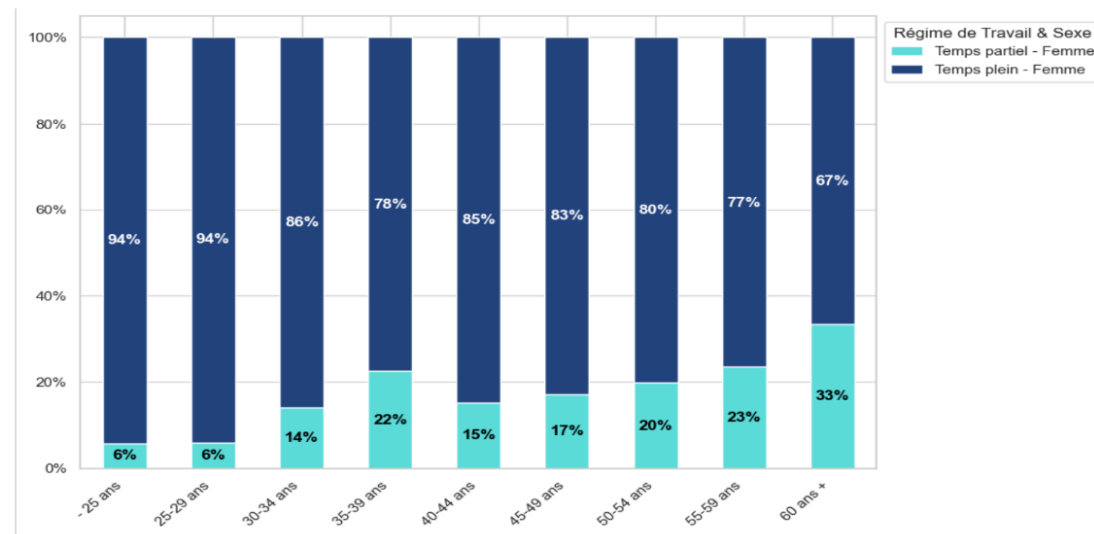
Equality treatment but ...

- Equal pay at the recruitment
- Efforts to extend paternity or coparenting leave (100% paid) :
 - from 14 paid days to 20 paid days since 2023
 - status modified by us in 2022

Graphique 65 : Régime de travail ; hommes



Graphique 66 : Régime de travail ; femmes



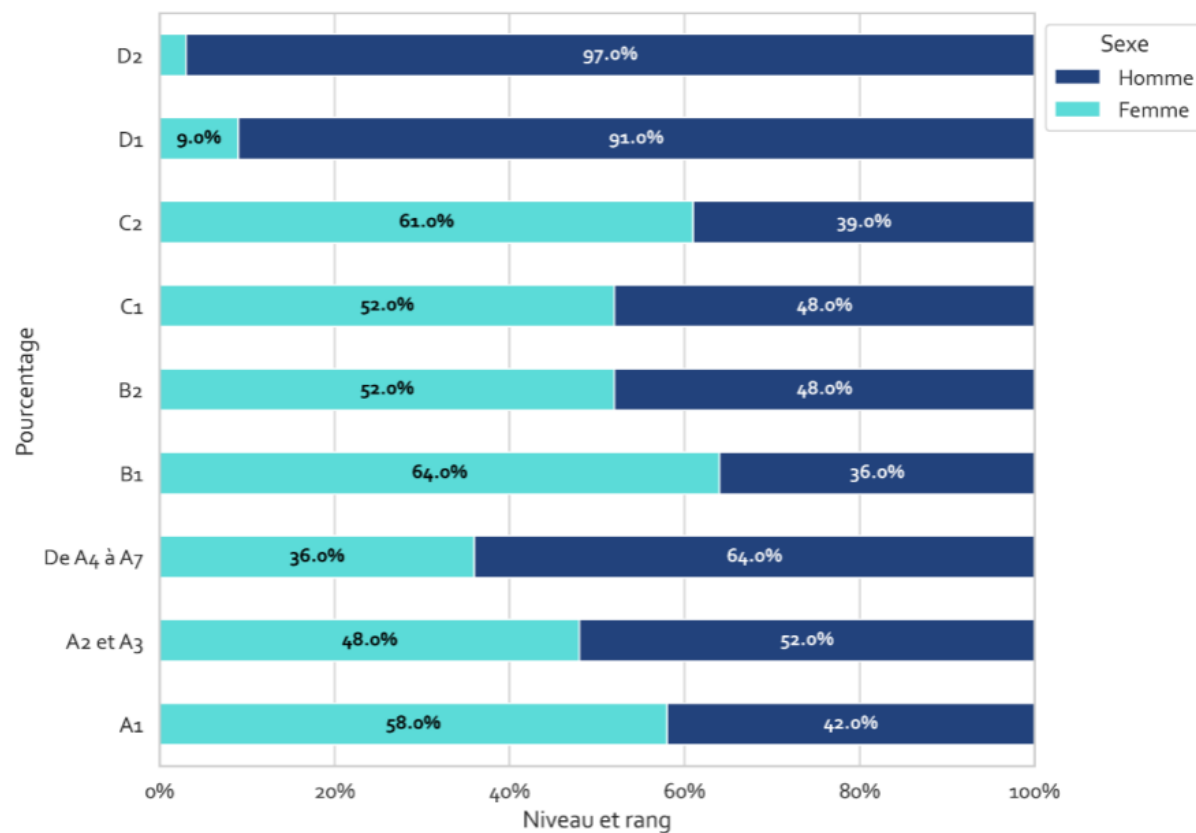
Our learning policy

Strengthening women's skills

- Break the myth of « glass ceiling »
- Strengthening women's skills to encourage them to take up management positions
- Specific training program for women

- Middle management nearly 50-50
- Top management 36% of women

Graphique 29 : Répartition des effectifs par sexe selon le rang au niveau des organismes de la Région de Bruxelles-Capitale, 31 décembre 2022⁴⁹



Source : talent.Analytics report 2022, talent.brussels, p.47

Our communication

Employer branding policy

- Job campaigns based on reversed stereotypes
- Example 1 : Engineers Women (as part of International Day of Women and Girls in Science)
 - serie of mini video clips of women working as engineer for the Region of Brussels
 - advertising campaign with a woman as engineer



**INGENIEUR ?
INGENIEUR ?
Ça c'est top !**

Des centaines d'emplois à la Région bruxelloise vous attendent sur **talent.brussels** une fois.

Honderden jobs in het Brussels Gewest liggen voor je klaar op **talent.brussels** giene ziever!

 talent.brussels 
Write your job in Capitals

Our communication

Employer branding policy

- Example 2 : Firewoman recruitment campaign



Tu as la flamme en toi ?

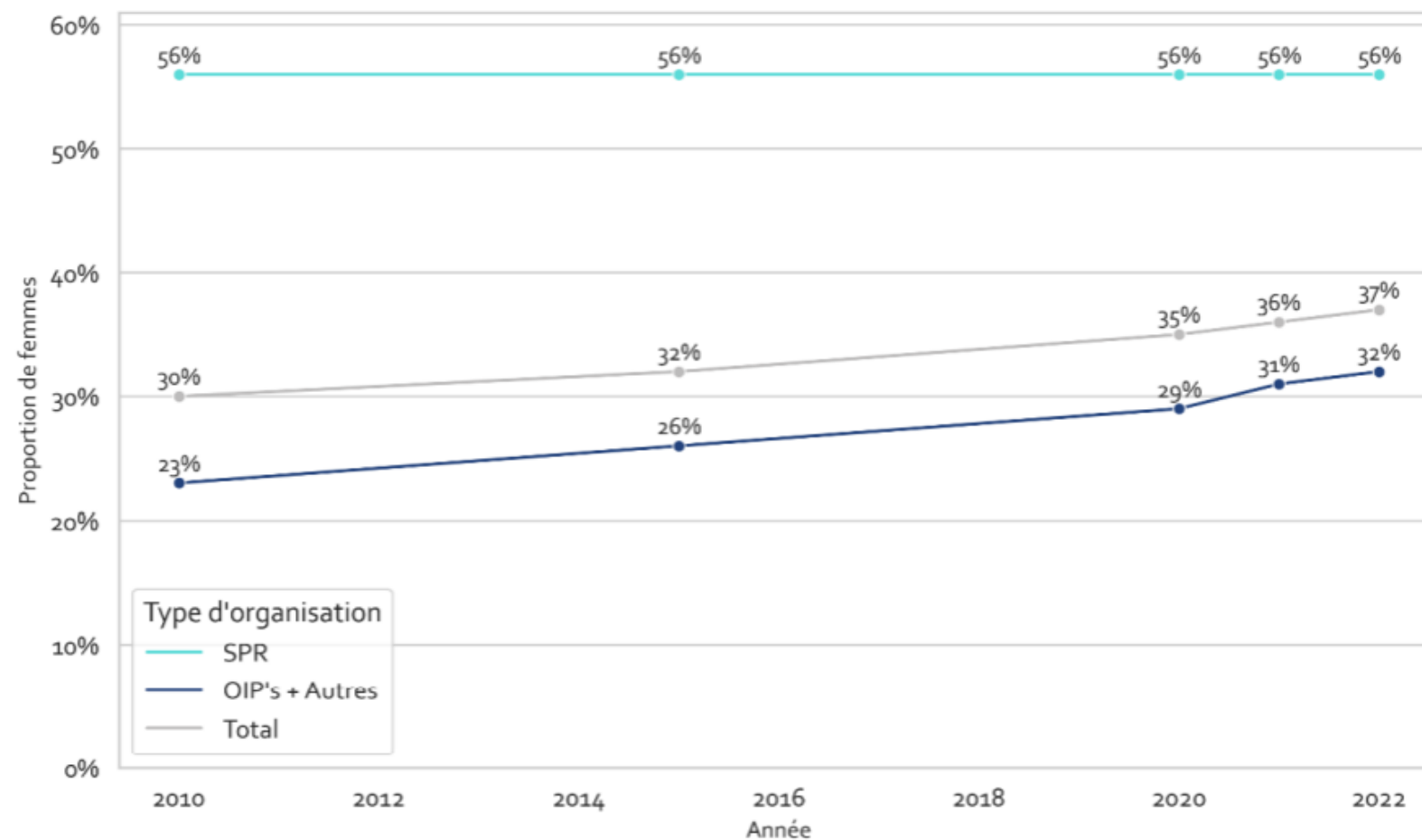
**Décroche ton
Certificat d'Aptitude
Fédéral et rejoins tes
17.300 collègues !**

→ <https://pompiers.be/fr>

 pompiers
brandweer
.brussels

Impact of the campaigns in 2020-22

Graphique 3 : Evolution 2010-2022 (en %) de la proportion de femmes dans la fonction publique régionale¹⁰



Source : talent.Analytics report 2022, talent.brussels, p.12



Thank you for your attention !

Any questions ?

You can contact us anytime at :

idelbecq@talent.brussels