



NCPE

National Commission
for the Promotion
of Equality for
Men And Women

Kummissjoni Nazzjonali
ghall-Promozzjoni
ta' l-Ugwaljanza
ghall-Irgiel u n-Nisa

Promoting EQUAL Opportunities through Empowerment

EQUAL 4



EQUAL Community Initiative Programme for Malta 2004-2006
Project part-financed by the European Union
European Social Fund (ESF)
Co-Financing Rate : 75% EU Funds; 25% Government of Malta





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Aims of the Project

- **Reaching out to the inactive segment** of the Maltese population, particularly women, and encourage them **to become part of, remain and advance in the labour market** by promoting the uptake of opportunities in different fields; and
- Encouraging unemployed/inactive individuals working in the **informal economy**, to participate in the formal labour market.



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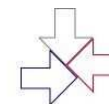
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Partners:



MALTA EMPLOYERS' ASSOCIATION



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Components of the project

1. Training for Inactive Persons
2. Compilation of Data and Publications
3. Awareness Raising
4. Seminars with Project Partners
5. Formulation of Policy



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1. Training for Inactive Persons

Seminars addressing inactive persons were organised in Local Councils. The topics discussed include:

- How to right a curriculum vitae and applying for a job;
- Law and social security;
- Available training opportunities and employment opportunities;
- Importance of economic independence and work/life balance;
- Setting up of co-operative; and
- Employers' expectations and the tourism industry.



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1. Training for Inactive Persons

- Different **speakers** from a number of fields addressed these training sessions.
- In addition, **role models** of persons who that have improved their employment status following training as well as inactive persons who entered in employment were invited to share their experience, thus showing that a similar result may be achieved by the inactive population if they decide to take up this challenge.
- **Focus groups** have been carried out with training participants to gain a deeper understanding of the concerns and needs of inactive persons and to discuss what support structures are required.



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2. Compilation of data and Publications

Two information packs were distributed to participants during the training:

- **Practical information** on how to enter in employment, and an explanation of various concepts with regards to gender equality in employment; and
- Information on the **training and employment opportunities** in the different fields that were being offered by the project partners.



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3. Awareness Raising

Awareness raising on a national level on the project:

- A series of **17 TV and radio programmes** entitled '*Nahdem u Kif*' aired on the national stations;
- TV and Radio Public Service Announcements (**PSAs**);
- Airing on the local TV stations of **17 10-minute television spots** as an extension of the TV programmes; and
- **Bus shelter adverts** around the Maltese Islands for a period of 20 days just prior to the commencement of the local council seminars to promote the training.



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4. Seminars with Project Partners

Three seminars with the theme: *'Equal Opportunities: the way forward'* were organized with different social partners, including:

- **Employers, HR Managers and their representatives;**
- **Unions; and**
- **Civil society/ NGOs and local councils.**

The aim of these seminars was to explore and discuss effective **ways to increase equal opportunities** and to include such recommendations when formulating related policies.



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5. Formulation of Policy

The last phase of the project involved the formulation of policy recommendations based on the:

- **Experiences** of the role models;
- **Feedback** received from the participants of the local council seminars and focus groups; and
- **Outcomes** of the seminars with social partners.



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Trans-national Partnership

Two transnational partnerships were developed:

- **EMPOWER** - identifying methods for **the removal of real and perceived barriers** of inactive persons, particularly women, to participate in the labour market
(partners: Italy, Spain, Northern Ireland, Lithuania and Malta)
- **AGEnder** - increasing the **employment rate of older adults**, particularly women, by promoting good practices on **gender equality and age management**
(partners: Portugal, France and Malta)



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Outcomes

- Inactive persons were empowered to participate in training or in the labour market;
- Persons working in the informal economy were encouraged to participate in the labour market;
- The uptake of vocational training and employment opportunities was further promoted;
- Work arrangements which help reconcile work and family life were explained and promoted; and
- Information on rights and responsibilities in relation to equality and discrimination at the place of work was widely disseminated.



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Outcomes

Further achievements from this project:

- Awareness raising on **life long learning**;
- Promotion of **family-friendly measures during collective agreements**;
- Highlighting the importance of **sexual harassment policy** within the workplace;
- Encouraging **both genders** to assume caring responsibilities and to make use of parental leave;
- Promoting the **entrepreneurial culture**; and
- Empowering older adults to further their skills and qualifications and to participate in the labour market.



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Thank You

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