

2014



20TH ANNIVERSARY OF THE
INTERNATIONAL YEAR OF THE FAMILY

Balancing family life and work

‘Exploring the possibilities of a
European family-friendly label’



A Raise Awareness Meeting
in the European Parliament



Since 1978
IFFD
INTERNATIONAL FEDERATION
FOR FAMILY DEVELOPMENT



Make
Mothers
Matter



World Youth Alliance



European Commission
Directorate-General for Economic and Financial Affairs
Directorate-General for Employment, Social Affairs and Equal Opportunities
Directorate-General for Regional Development



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THE FAMILY WATCH



EFFA



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Balancing family life and work

‘Exploring the possibilities of a European family-friendly label’

The rush hour of life and the life cycle approach- best practices at work :

Work-life balance policies and examples in the Veneto Region

15 May 2013, European Parliament





- ★ **Family label**
- ★ **Nursaries in families**
- ★ **Audit project**



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What do we mean by *Family label*?

- ✓ Awarding a quality label for Local Public or private authorities that are developing policies, interventions, initiatives putting family as a reference;
- ✓ Activating flexible modalities to support families in parental and family relations;
- ✓ Promotion of the cultural value of the family.



★ Family label



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Blue Label (level1):



**Orange Label
(level 2):**

Red Label (level 3)





★ Family label



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- ✓ From the starting of the project Family Label (DGR 1855/2006) 150 labels have been requested;
- ✓ The main "categories" entities which have received the Family Label are:
 - Local Entities (Municipalities, provinces)
 - Associations and Social Cooperatives
 - Enterprises/companies (GSK, dental practices...)
 - 2 cooperatives banks
- ✓ The family label has given birth also to the Family Nurseries.





★ Family Nurseries:



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What is the Family Nurseries project?

- ✓ The Family Nurseries project was set up in 2008 by the Ministry for Social Services of the Veneto Region;
- ✓ This project offers educational and care services for children aged from 0 to 3 years old by education workers trained through a regional qualification programme;
- ✓ Each worker looks after maximum 6 children in their own homes. The care include also meals and nap times;
- ✓ The service is coordinated at regional level and the organisers plan, check and monitor the work of the teachers;
- ✓ The Veneto Region coordinates, trains and assesses the processes and gives “Family vouchers” to the families that benefit from the service in order to lower the economic costs.





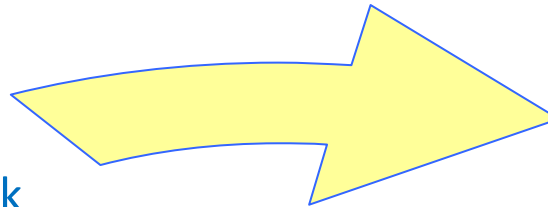
★ Family Nurseries:



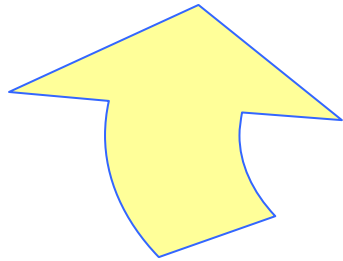
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The project promotes services which help families, by promoting working possibilities to a target group who is often excluded from work due to family commitments

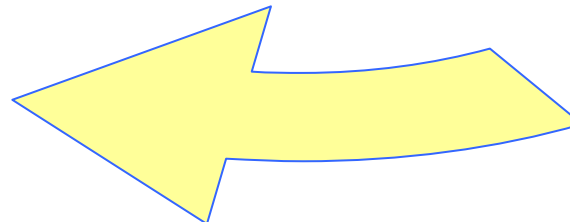
Activation of flexible services
Family nurseries
which can be adapted to the work
and families commitments



Creation of new working
opportunities with new
models which promote the
reconciliation between work
and family life



Families which can benefit
from this service in order
to enter and stay
in the working environment



Integration of women in the
labour market

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★ Family nurseries:



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Advantages of the project

- ✓ To normalise a type of work which is underestimated and often undeclared (tax evasion, precarious conditions, lack of security, lack of discussion with others who have the same job);
- ✓ To include a new kind of service within a integrated system of services;
- ✓ New work competences are introduced in unusual contexts;
- ✓ Families nurseries allows a small and flexible organisation which is adaptable to the needs of children and their families;
- ✓ These services are flexible, in particular they have flexible opening hours, in order to meet the needs of everyone with variable working hours;
- ✓ Family Nurseries is an answer to the involvement in the work environment of women interested in maintaining their role within the family;
- ✓ Family Nurseries is an answer for women who have stopped their professional career in order to have a family.





★ Family nurseries



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Data from the Veneto Region

- ✓ 275 Families nurseries in the Veneto Region: 8 in Belluno, 53 in Padova, 6 in Rovigo, 76 in Treviso, 46 in Venice, 55 in Verona and 31 in Vicenza
- ✓ 410 trained teachers enrolled in the regional lists
- ✓ 38 organizers
- ✓ 1000 children





★ The Audit Family/work project



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What is the AUDIT family & work?

It is a tool in order to activate a *systemic, realistic and well documented evaluation, of the human resources management policies* of a company or a public authority

Aim?

To reach a **shared definition** of *procedures able to improve work-life balance* among the staff in a 3 years perspective.

... how does it work?

After an *analysis carried on by a company leading group* (selected „ad hoc“ and accompanied by the „*auditor*“) a set of actions measures to be implemented in the next 3 years is established: once implemented, the company is ready to be evaluated for the “**AUDIT Family & Work**” certification.

The certification is confirmed **at the end of the 3° year**, by a Local competent body” (**Auditrat**), which is in charge of monitoring the effective implementation of the planned initiatives.





★ The Audit Family/work project



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The origin of the project: for family oriented corporate policies

■ USA “Family-friendly-index”

■ GERMANY 800 enterprises/organizations certified. Implementation of the project since 1996 by the Foundation of public utility „Hertie-Stiftung“ set up in 1974, working in the field of health, neurological research and work-life balance. 40 „auditors“ coordinated by the **Beruf&Familie** deriving from the „Hertie-Stiftung“. Patronage of the Federal Government, economically and politically supported by the Ministers for Family and Economy. www.beruf-und-familie.de

■ Standard to apply the audit process in every European country

■ 2011 **The Veneto Region-** Department for Social Services, the first after the autonomous province of Bolzano, entered a user license agreement with the Foundation of Frankfurt concerning a series of measures to favor work life balance





★ The Audit Family/work project



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The 8 analysis field of analysis

- ✓ **Working hours:** flexibility and personalization of the timetable; shifts and minimum presence guaranteed; hours recovery; part time/job sharing
- ✓ **Contents and work procedures:** forecast of replacements, if needed; introduction of new technologies with mentoring/training; balanced distribution of workloads
- ✓ **Place of work:** telecommuting
- ✓ **Information and communication policy:** dissemination about the actions implemented by the company making them accessible (explanatory brochures, organizational referee)
- ✓ **Management competences:** flexibility and training
- ✓ **Staff Development:** programming and supporting the return from maternity; organization of information system courses for those on parental leave
- ✓ **Components of the salary and fringe benefits:** discounts; facilities; coupons
- ✓ **Support services to families:** nurseries; spaces for school-age children



Advantages of the Audit project

For the employer

- increased productivity of the staff/employees
- strengthening of the sense of belonging
- turnover reduction
- promptly return from maternity permissions
- reduction in absences from work
- image enhancement
- increased competition
- reduction of recruitment costs

For collaborators

- strengthening of the team
- grater autonomy of action in space
- professional enrichment
- stress reduction due to better distribution of workload and flexible work hours agreed
- grater satisfaction and motivation



Advantages of the Audit project

For the family

- more time to be together
- balanced distribution of tasks
- improved quality of life and more serenity in relations

For the society

- reduction of social costs due to conditions related to employment
- more active role of families
- “spontaneous” networking - collaboration between public and private stakeholders with the common goal of promoting “prevention and social welfare”



★ Conclusions



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Reconciliation Strategies at political level:

The Veneto Region and Elisan network are supporting the objectives of
20th anniversary for the International Year of the Family

***and the European Year for Reconciling Work and Family Life
2014***

by promoting the family as:

SOCIAL ACTOR/SOCIAL CAPITAL

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Therefore invest in **family friendly cultures and services.**



★ Referees:



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★ Regional Ministry for Social Services – Veneto Region

Barbara Trentin - *Head of cabinet Regional Minister for social affairs Remo Sernagiotto and President of the Elisan Steering Committee*

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★ Regional Observatory for Social Policies - Veneto Region

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★ Veneto Region Brussels Office

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