



**International Advocacy**

**HYBRID 10 WORKSHOP**

**31 August - 2 September 2022**



***Local Interventions & Good Practices 2***



**Family-Responsible Companies**

*Rosa Martha Abascal*

Vice President of Communications and Advocacy  
At Coparmex



COPARMEX®

# FAMILY-RESPONSIBLE COMPANIES



mdii



Rosa Marta Abascal Olascoaga

01 septiembre 2022





COPARMEX®



# BACKGROUND

*“Caring for children is equivalent to investing in the human capital of the next generation. Assisting the elderly is equivalent to reaffirming our common humanity, to recognizing that one day it will be our turn”*

Anne-Marie Slaughter Founder & CEO New America Foundation



# REALITY IS SUPERIOR TO IDEA

Over the last three decades, transcendent socio-demographic changes have occurred:

- Women have entered the labor market in large numbers
- The rate of divorce has increased
- The number of single-parent families likewise
- The birth rate has never been lower
- Diseases such as stress and depression are also on the rise

# AND REALITY HAS OVERWHELMED US



COPARMEX®

And yet...

- Organizations do not take these changes into account in the way they manage and organize their workforce.
- Work is still basically designed for male employees
- With working hours that are incompatible with other needs such as caring for dependants (children, sick, elderly) and being home
- More people experience mayor conflicts among different areas of life, especially between work and family (women and men)

# FAMILY... THE IGNORED STAKEHOLDER

*“Caring for children is equivalent to investing in the human capital of the next generation. Assisting the elderly is equivalent to reaffirming our common humanity, to recognizing that one day it will be our turn”*

Anne-Marie Slaughter Founder & CEO New America Foundation





# 1

## FIRST ESSENTIAL PREMISE

A family-responsible company is not women's issue. It's a **men's and women's issue** that in complementation form, feed, build a family and maintain, support and **strengthen it for the benefit of the people** who make it up, of society, the company, the country and the world.







# 2

## SECOND ESSENTIAL PREMISE

THE FAMILY IS THE BASE AND nucleus OF THE SOCIAL VERTEBRATION.

1. A benefit for **the person**, for all the people
  1. **Antidote** against **individualism and depression**
  2. Environment conducive to **personal development**
  3. **Transmitter of life** (physical and emotional)
  4. Educator in **virtues and values**
  5. Where people acquire and develop **competencies**



# 2

## SECOND ESSENTIAL PREMISE

THE FAMILY IS THE BASE AND nucleus OF THE SOCIAL VERTEBRATION.

2. A benefit for **society**
  1. Guarantee of **intergenerational solidarity**
  2. Forger of **social cohesion** and shock absorber of the crisis
  3. Generator of **social capital**
  4. **Pillar of the economic system** (its members PRODUCE AND CONSUME goods and services)



COPARMEX®



# CONSEQUENTLY

1. **Work time** must not be organized as if the people who work in a company had **nothing else to do in their lives**
2. **Betting on the family is not an expense, it is an INVESTMENT**
3. **Productivity** (be it in the company, in the field, in the government) depends to a GREAT EXTENT on the **stability of the PERSON** and therefore, the **stability of the FAMILY.**
4. **THIS IS A MATTER OF HUMAN ECOLOGY**



# DIAGNOSIS: THE REALITY OF MEXICAN COMPANIES

*“Caring for children is equivalent to investing in the human capital of the next generation. Assisting the elderly is equivalent to reaffirming our common humanity, to recognizing that one day it will be our turn”*

Anne-Marie Slaughter Founder & CEO New America Foundation



# WHAT HAPPENS IN MEXICO

Mexico has 37 conventions not ratified before the ILO:

- 156, *Convention on workers with family responsibilities*
- 1981 on equal opportunities and treatment between male and female workers with family responsibilities

Both could influence the design of appropriate policies and measures to concile work and family life to promote female employment and the incorporation of men in care and domestic work.

**MEXICO HAS NOT COMMITTED TO THIS ISSUE**



# WHAT HAPPENS IN MEXICO

1. In Ibero-America, only Nicaragua and Brazil have a family ministry
2. Only Argentina, Panama and Guatemala have a second level organization
3. In Mexico, there is a third level organization: DIF, but it has not been a proactive body to create public policies that favor the family-responsible companys

MEXICO HAS NOT COMMITTED TO THIS  
ISSUE

# SOME DATA OF MEXICAN ENTERPRISES. POLL: RESULTS CRITERIA

**0 a 0.99**



**RED LIGHTS**

Companies that do not have the minimum suggested for a harmonious development of work and family life

**1 a 4.99**



**PASSIVE**

Companies that have minimum policies and programs to promote harmonious development between work and family life

**5 a 7.99**



**COMMITTED**

Companies that have policies and programs beyond the minimum to favor the harmonious development between work and family life

**8 a 10**



**HIGHLY  
COMMITTED**

Companies that stand out for the implementation of innovative policies, programs and initiatives that favor harmonious development between family and work life



**COPARMEX®**

# SOME DATA OF MEXICAN ENTERPRISES. POLL: RESULTS CRITERIA

	ECONOMIC DEVELOPMENT AND FAMILY WEALTH	EQUITY BETWEEN WOMEN AND MEN	SPATIAL AND TEMPORAL FLEXIBILITY	PHYSICAL AND MENTAL HEALTH OF THE FAMILY	INTEGRATION AND FAMILY FORMATION
RED LIGHTS	4%	6%	15%	17%	39%
PASSIVE	26%	34%	43%	48%	51%
COMMITTED	56%	37%	23%	34%	9%
HIGHLY COMMITTED	14%	23%	1%	2%	1%
	5.3	5.4	3.4	3.7	2.4

# POLL: INTEGRATION AND FAMILY FORMATION



	ECONOMIC DEVELOPMENT AND FAMILY WEALTH	EQUITY BETWEEN WOMEN AND MEN	SPATIAL AND TEMPORAL FLEXIBILITY	PHYSICAL AND MENTAL HEALTH OF THE FAMILY	INTEGRATION AND FAMILY FORMATION
RED LIGHTS	4%	6%	15%	17%	39%
PASSIVE	26%	34%	43%	48%	51%
COMMITTED	56%	37%	23%	34%	9%
HIGHLY COMMITTED	14%	23%	1%	2%	1%
	5.3	5.4	3.4	3.7	2.4

The pillar with the highest number of red flags and the one with the lowest score is the pillar of integration and family formation. This being the pillar with actions most directly related to the family.

# POLL: SPATIAL AND TEMPORAL FLEXIBILITY



**COPARMEX**<sup>®</sup>

It is followed by the pillar of spatial and temporal flexibility, a pillar that despite having been a watershed for the economy to continue functioning during the pandemic, has decreased considerably and in many cases the achievements and advances were cut short by a lack of professionalization and culture that allow sustainable programs.

	ECONOMIC DEVELOPMENT AND FAMILY WEALTH	EQUITY BETWEEN WOMEN AND MEN	SPATIAL AND TEMPORAL FLEXIBILITY	PHYSICAL AND MENTAL HEALTH OF THE FAMILY	INTEGRATION AND FAMILY FORMATION
RED LIGHTS	4%	6%	15%	17%	39%
PASSIVE	26%	34%	43%	48%	51%
COMMITTED	56%	37%	23%	34%	9%
HIGHLY COMMITTED	14%	23%	1%	2%	1%
	5.3	5.4	3.4	3.7	2.4



# POLL: HEALTH OF THE FAMILY



**COPARMEX®**

	ECONOMIC DEVELOPMENT AND FAMILY WEALTH	EQUITY BETWEEN WOMEN AND MEN	SPATIAL AND TEMPORAL FLEXIBILITY	PHYSICAL AND MENTAL HEALTH OF THE FAMILY	INTEGRATION AND FAMILY FORMATION
RED LIGHTS	4%	6%	15%	<b>17%</b>	39%
PASSIVE	26%	34%	43%	<b>48%</b>	51%
COMMITTED	56%	37%	23%	<b>34%</b>	9%
HIGHLY COMMITTED	14%	23%	1%	<b>2%</b>	1%
	5.3	5.4	3.4	<b>3.7</b>	2.4

In third place we have the pillar of physical and mental health in the family, where we find 48% of passive companies, this being a pillar that can considerably affect the effectiveness of employees.

# POLL: EQUITY BETWEEN WOMEN AND MEN



The pillar of equity between women and men is in second place. It stands out as the pillar with the largest number of highly committed companies, that is, the largest number of companies with policies that carry out essential and innovative actions to achieve equality between women and men.

	ECONOMIC DEVELOPMENT AND FAMILY WEALTH	EQUITY BETWEEN WOMEN AND MEN	SPATIAL AND TEMPORAL FLEXIBILITY	PHYSICAL AND MENTAL HEALTH OF THE FAMILY	INTEGRATION AND FAMILY FORMATION
RED LIGHTS	4%	6%	15%	17%	39%
PASSIVE	26%	34%	43%	48%	51%
COMMITTED	56%	37%	23%	34%	9%
HIGHLY COMMITTED	14%	23%	1%	2%	1%
	5.3	5.4	3.4	3.7	2.4

# POLL: ECONOMIC DEVELOPMENT AND FAMILY WEALTH



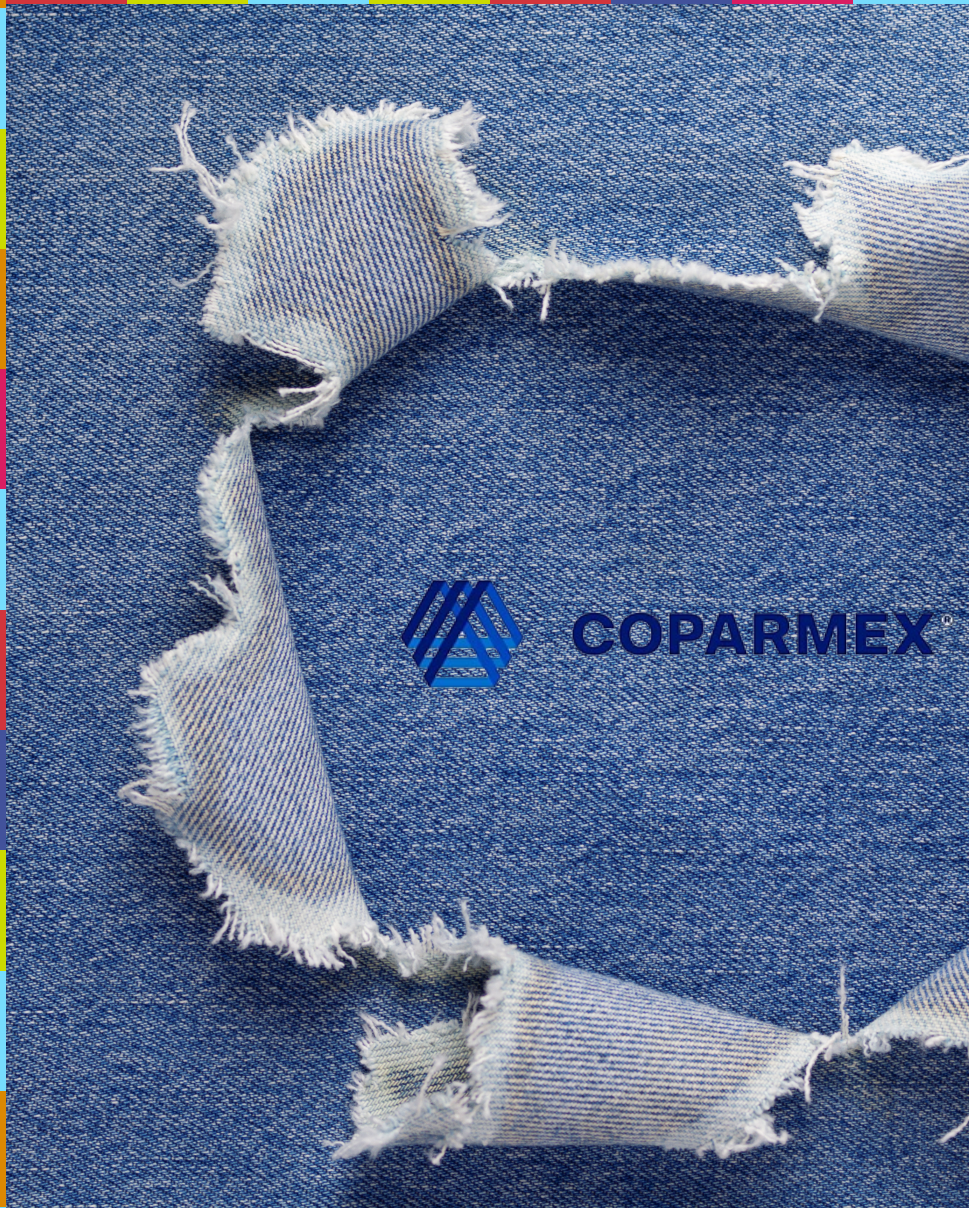
**COPARMEX®**

In the first place we have the pillar of family economic and patrimonial development where there are 56% of committed companies, this pillar is the one that directly affects the family economy, however we must emphasize that it cannot be limited to economic remuneration, but to all those policies that are part of the so-called emotional salary, salary that contributes to a harmonious development between work and family life.

	ECONOMIC DEVELOPMENT AND FAMILY WEALTH	EQUITY BETWEEN WOMEN AND MEN	SPATIAL AND TEMPORAL FLEXIBILITY	PHYSICAL AND MENTAL HEALTH OF THE FAMILY	INTEGRATION AND FAMILY FORMATION
RED LIGHTS	4%	6%	15%	17%	39%
PASSIVE	26%	34%	43%	48%	51%
COMMITTED	56%	37%	23%	34%	9%
HIGHLY COMMITTED	14%	23%	1%	2%	1%
	5.3	5.4	3.4	3.7	2.4



# CONSEQUENCES OF NOT HAVING A FAMILY-RESPONSIBLE COMPANY



## RUPTURE OF THE SOCIAL FABRIC

### 1. Family disintegration

1. More divorces
2. Children leaving home
3. Less school level

### 2. Delinquency and “ninis” - A person with problems in the family will naturally be more dispersed, less productive, more unstable and more prone to depression, this will **NECESSARILY** have an impact on the decrease in productivity, which will affect the performance of their work

# WHAT TO DO FROM THE COMPANY

*“Caring for children is equivalent to investing in the human capital of the next generation. Assisting the elderly is equivalent to reaffirming our common humanity, to recognizing that one day it will be our turn”*

Anne-Marie Slaughter Founder & CEO New America Foundation





# HOW TO APPROACH THE CHALLENGE

A true and complete portrait of a human being should account for a person's unitary make-up, with all four dimensions: material, spiritual, individual and social.

To have a complete vision of a person's make-up, companies should also be aware of the motivations that can satisfy a human being's needs in all four dimensions.

An organization can satisfy three types of motivations in employees

1

**EXTRINSIC**

remuneration, praise for work done

2

**INTRINSIC**

knowledge, pleasure of doing it

3

**TRASCENDENT**

helping, giving a good service



The way an organization conceives the relationship between work and family depends on:

- How the organization conceives the person
- The nature of the managerial function

Only companies that take all three types of motivations into account can visualize their employees as complete individuals and include work-family values in its organizational culture

# MODELS OF PEOPLE AND ORGANIZATIONS: PÉREZ LÓPEZ

<b>Conception</b>	<b>Model of organization</b>	<b>Model of person</b>	<b>Type of motivation</b>	<b>Dimension of organization</b>	<b>Talent of manager</b>
Mechanistic	Machine	Stable system	Extrinsic	Efficiency	Strategist
Psycho-sociological	Social organism	Ultrastable system	Extrinsic Intrinsic	Efficiency Attractiveness	Strategist Executive
Anthropological	Institution with values	Freely adaptive system	Extrinsic Intrinsic Transcendent	Efficiency Attractiveness Unity in values	Strategist Executive Leader

# MODELS OF PEOPLE AND ORGANIZATIONS RELATED TO WORK&FAMILY: PÉREZ LÓPEZ

<b>Organizational models</b>	<b>Work-Family Focus</b>	<b>Work Emphasis</b>	<b>Person's Needs</b>	<b>Work-Family Policies</b>
Mechanistic	Company is not responsible for work-family balance	Employee is evaluated according to the time he or she works and is assessed by results	Material needs (having) Company grants economic benefits	Legislation / Marketing
Psycho-sociological	Company sees that work-family balance is a real problem that should be taken care of (Reactive)	Employee is evaluated according to the tasks completed and the learning achieved	Cognitive needs (knowing) Company appeals to knowledge development	Employee attraction and retention
Anthropological	Company is a Family Responsible Employer (Proactive)	Employee is evaluated according to his or her contributions to the fulfillment of objectives	Affective needs (being) Company is aware of personal needs and is proactive towards work-family balance	Employee Commitment





COPARMEX®



## THE KEY

A cultural change, where the person is at the center; where the family of our collaborators are a very important stakeholder; where our motivations, in addition to being intrinsic and extrinsic, are also transcendent; where our social responsibility is manifested in the formation of a family-based sustainable company





Modelo de Desarrollo Inclusivo



COPARMEX®



 PROSPEROUS |  FAIR |  INCLUSIVE

# WHAT TO DO FROM SOCIETY

*“Caring for children is equivalent to investing in the human capital of the next generation. Assisting the elderly is equivalent to reaffirming our common humanity, to recognizing that one day it will be our turn”*

Anne-Marie Slaughter Founder & CEO New America Foundation





# A WRONG APPROACH

The promotion of some public policies have been approved, to "support the working mother", this in itself is short-sighted, discriminatory and biased.

The support must be for the family, for the father and the mother alike.



# PROPOSAL #1: PARADIGM SHIFT

A CULTURAL CHANGE that permeates all socioeconomic levels and that points to men and women as the ALLIES responsible for the well-being of the family, a team, NONE is alone or has exclusive responsibility.



COPARMEX®



# PROPOSAL #2: CREATE A FIRST- LEVEL TRANSVERSAL ORGANISM

... that evaluates all public policies in relation to the benefit or harm they will represent for the family, the basic cell of society, through the FAMILY PERSPECTIVE. This will be to the benefit of all sectors, as it will be reflected in higher productivity.



COPARMEX®



# PROPOSAL #3: MULTI SECTORIAL LINKAGE TO PUT THE PERSON AT THE CENTER OF PRIORITIES

- Governmet – public politics
- Unions – negotiations on policies that concile business-family
- Social initiative – identify needs and raise awareness
- Companies – policies to increase productivity, flexibility, without losing competitivness



# CONCLUSIONS

- ❖ Is essential to retain talent through policies and a culture that support the employee's personal development and his/her family.
- ❖ An employee is a person with varied interests and different roles in his/her life
- ❖ Family-responsible employers are not a luxury but a necessity for 21st century society, in which both, men and women work outside home and need to reduce stress to become better professionals, spouses, parents and citizens.



**COPARMEX®**

# BIBLIOGRAPHY

- ILO
- CONEVAL - MÉXICO
- SECRETARÍA DEL TRABAJO - MÉXICO
- INEGI – MÉXICO
- SURVEY OF WORK AND FAMILY STRENGTHENING – COPARMEX & IAPF
- MINISTRY OF EQUALITY – ESPAÑA
- REPORT EVOLUTION OF THE FAMILY IN IBEROAMERICA 2019
- SOCIAL AND EMPLOYMENT OUTLOOK IN THE WORLD
- McKinsey Global Institute
- OP-06-03-E Nuria Chinchilla & Elizabeth Torres



# THANK YOU

Rosa Marta Abascal Olascoaga

COPARMEX

[rmabascal@ew360.x](mailto:rmabascal@ew360.x)

Whatsapp 55 2270 6762

