

29 November 2018

# Event Report

## WIL EU Breakfast Debate

### Gender Diversity in the Workplace: Time to Walk the Talk

Despite clear research, decades of advocacy and pervasive headlines, many organizations are **still struggling to ensure that women are really getting the same opportunities**. With such clear rewards for gender diversity, it is time for workplaces to **walk the talk** and **push for faster change**.

On the 29<sup>th</sup> of November 2018, thanks to our host and member **Pervenche Berès**, Member of the European Parliament, our partner **JUMP**, and our sponsor **Procter & Gamble**, the *European Network for Women in Leadership (WIL Europe)* gathered **female leaders from across Europe** to **take stock of the situation** and highlight some of the **best practices** for retaining and attracting women and supporting them to climb up the professional ladder.

The discussion, moderated by WIL Europe's President **Thaima Samman**, took place at the **European Parliament** and featured a **high-level panel of speakers**, representing **various organizations** and **industries**:

- **Ourania Ekaterinari**, CEO, Hellenic Corporation of Assets and Participations S.A.
- **Isabella Lenarduzzi**, Founder and Managing Partner, JUMP
- **Renate Nikolay**, Head of Cabinet to Commissioner Jourova
- **Caroline Thomaes**, Benelux Country Leader, P&G

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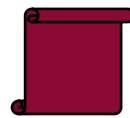


EUROPEAN NETWORK FOR  
WOMEN IN LEADERSHIP

## OUR BREAKFAST DEBATE AT A GLANCE



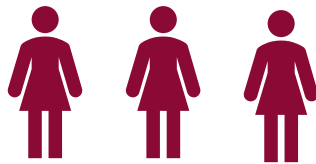
**EU PARLIAMENT  
BRUSSELS**



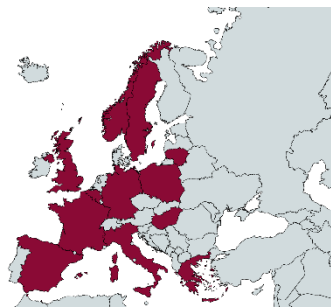
- **1 NETWORKING SESSION**
- **1 PANEL DEBATE**
- **1 KEYNOTE SPEECH**



**4 HIGH LEVEL SPEAKERS**



**50+ PARTICIPANTS**



**14+ NATIONALITIES**

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## PANEL SESSION HIGHLIGHTS



**MEP Pervenche Berès addressing the participants**

From left to right: Pervenche Berès (MEP, European Parliament), Ourania Ekaterinari (CEO, Hellenic Corporation of Assets and Participations S.A.), Renate Nikolay (Head of the Cabinet to Commissioner Jourova, EU Commission), Thaima Samman (President, WIL and Partner, SAMMAN Law and Corporate Affairs), Caroline Thomaes (Benelux Country Leader, P&G), and Isabella Lenarduzzi (Founder and Managing Partner, JUMP)

### **Renate Nikolay, Head of the Cabinet to Commissioner Jourova**



*Europe is a good address for women. There's hardly any other region on earth that has achieved higher standards in gender equality - where women can live as free and safe as in the European Union. Gender equality is inscribed in our treaties, in our charter of fundamental rights and it is part of our European identity.*

*Huge progress has been made in the last 50 years. However, the pace of progress slowed down in the last years, some Member States stagnate or even regress. This is not only an issue about justice but also an indicator of market failure: Our economies lose 2.5 Billion Euros every year due to the lack of gender equality. That is why it's the right and the smart thing to do and use the full potential of women in Europe.*

*I'm proud that at the moment we finalize the Directive on Work-Life-Balance, which will set minimum standards for an equal share on caring responsibilities between women and men - a milestone on our way to full realization of gender equality in the European Union.*

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### More info:

- Read this [report](#) of the European Commission on equality between men and women in the EU.
- Please find [here](#) the recent proposal from the EU Commission of an EU Work-Life Balance Directive.



**Renate Nikolay addressing the participants**

### Caroline Thomaes, Benelux Country Leader, P&G

*We are one of the world's largest advertisers, so we can definitely change something. We want to use our brands as a force for good to tackle gender-bias issues and spark conversations.*

*At P&G, what matters is not how you do your work, but what result you deliver. 'Flex at work' and 'trust' are two of our key values and make a real difference to women, but also to men, who are then more likely to advocate for change!*

*In addition to diversity, we need to talk about inclusion. If you feel valued and part of the team, you will perform better. P&G is committed to fostering a culture where everyone is treated in the same way and can contribute to their full potential.*



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### P&G best practices:

P&G has launched many **advertising campaigns** to help change the narrative on gender bias. For example, on the basis of a study showing that in India 70% of children believe it's a woman's responsibility to do the laundry, P&G launched this Ariel's campaign, which encouraged more than 2 million men to sign a petition to help out with house chores. Such a great impact!

In this sense, P&G has also launched campaigns for young girls to gain back confidence during puberty, such as this ad for Always #LikeaGirl. The company has also **joined the United Nations** in aborting all stereotypes in the medias.

Procter&Gamble is also committed to create an **inclusive environment** within the company, through different initiatives based on trust, such as Everyone Valued, Everyone Included, Everyone Performing at Their Peak™ and Flex@Work.

Please click [here](#) to learn more about the best practices that Procter & Gamble is conducting to promote Gender Diversity.



**Caroline Thomaes sharing Procter & Gamble's best practices**

*From left to right: Renate Nikolay (Head of the Cabinet to Commissioner Jourova, EU Commission), Thaima Samman (President, WIL and Partner, SAMMAN Law and Corporate Affairs), Caroline Thomaes (Benelux Country Leader, P&G), and Isabella Lenarduzzi (Founder and Managing Partner, JUMP)*

## Ourania Ekaterinari, CEO, Hellenic Corporation of Assets and Participations S.A



*It's one thing to be a leader at good times and another thing to be a leader at times of economic crisis, where difficult decisions are to be made and major risks and uncertainties are to be managed. The Greek crisis had made it even more challenging to create the right work and social environment that is needed to support women at work (jobs security, jobs quality, widening pay gap, little work life balance, little child care provisions and healthcare security, etc.).*

*In Greece, women are well respected in society and highly educated. However, in terms of leadership positions and decision making in the corporate world, figures show a different picture: the representation of women in boards of the private sector is around 7%, in the industrial sector around 8%, and in banks, it is difficult to find female leadership and board representation.*

*We need to create the next generation of women that have potential to take the lead and who will feel confident to join boards. I feel that simply today not enough female non-executive board candidates show up in databases for reasons that vary, including low visibility and networking, so if they are not visible, how can we appoint them at boards?*

### Best practices:

*A holistic recruitment process:*

Ourania Ekaterinari is the CEO of the Hellenic Corporation of Assets and Participations S.A (HCAP). In addition to having a woman as CEO, the board is composed of 4 women out of 7 members. 75% of the leadership positions within HCAP as an organization are held by women. This is partly due to the fact that the **recruitment procedure used a holistic approach**: candidates were evaluated not only on the basis of their technical skillsets but also on how they perceived their roles, what are their values and aspirations.

*Setting bold targets and KPIs:*

In addition, the HCAP has set **bold targets and KPIs** to make sure that equal opportunities are created for women. Talking about the purpose is not enough, according to Ourania; at the end of the day, the organization needs to comply or explain.

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Read [here](#) a report from Ourania Ekaterinari on **Gender** in Finance, as well as the [Corporate Governance Code](#) of Hellenic Corporation of Assets and Participations S.A.

## Isabella Lenarduzzi, Founder and Managing Partner, JUMP

*Diversity has no impact on performance or well-being in the company if it is not accompanied by inclusion. Diversity is counting people that are different. Inclusion is making these people count. Another way of saying it is "Diversity is being invited to the party, but inclusion is being invited to dance". So that you have a sense of belonging to the company, of being able to be your oneself and to put forward your differences. Inclusion is about culture, behavior and leadership.*

*Dealing with gender equality in the workplace is a matter of questioning and revising everything: values, behaviors, recruitment and career processes, such as international mobility or performance review.*



*Gender equality is like driving a car uphill, if you don't always have your foot on the accelerator, it rolls down.*

### Best practices:

**JUMP** works with companies and individuals to help them **develop a plan in their journey towards** diversity. For this, they have identified **4 steps**: to understand why diversity is strategic and what is at stake and to build a strategic plan based on a diagnosis of the current situation and perceptions, to establish KPIs and targets, to train the employees on unconscious perceptions and to communicate about the benefits resulting from this process!

Among other initiatives, one year after the #metoo movement, JUMP will issue a **hand book for top managers and HR managers** on how to end up with sexism within companies.

For more information on what JUMP is doing to tackle the gender bias, see [here](#).

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## Montserrat Pardo, Government Affairs Director, Microsoft Iberica



Following the tradition, **Montserrat Pardo**, Government Affairs Director, Microsoft Iberica, and participant in the **4<sup>th</sup> edition of our Women Talent Pool** concluded the Breakfast Debate with a wrap up of the discussion.

*Don't wait to be invited to dance, take the floor to dance!*

*I invite you to create a better future with your leadership and energy!*



**Montserrat Pardo wrapping up our EU Breakfast Debate**

Picture Gallery

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