



Italy: Awareness raising activities on the Gender Pay Gap (Province of Bolzano)

Presented by: FRD - Fondazione Risorsa Donna (IT)

Key words: Awareness raising; gender pay gap; Equal Pay Day

Main target group: labour-market stakeholders; policy makers; representatives of local authorities

Part. 1: General description of the measure

Country and title of the measure	Italy (Bolzano Province) Awareness raising activities on GPG
Type of Measure: Please specify if it is a law, a policy, a program, a recommendation, a tool, etc	A program
Who started the Measure: if possible, please give the name and/or function of the person or department.	The Commission for Equal Opportunities of the Province of Bolzano
Who is Implementing the Measure? If it is a company, please specify the size and sector.	The Commission for Equal Opportunities of the Province of Bolzano
Partnership. Who are the partners and/or others actors involved? Which role do they have?	The partnership includes the Department of labor and equal opportunities of the Bolzano Province, the AFI-IPL (Institute for the advancement of workers, a public body at provincial level), the Associazione Rete donne-lavoro (Women-labor Network Association), representatives of employers' associations at local level, the regional Statistics Office (ASTAT).
Short Description of the measure. Please mention content, objectives, target groups, beneficiaries; time frame or duration and the activities carried out. Please mention the legal framework and if there are specific sanctions	The activities were implemented starting from 2012 and still are ongoing once a year on occasion of the Equal Pay Day, addressing labor-market stakeholders, policy makers, local authorities representatives, civil society

<p>foreseen for non compliance with the measure</p>	<p>at large. In the beginning these awareness raising activities were planned after the conclusion of the European Project “DIRE. Differenze retributive. Differenze da eliminare” (DIRE. Pay Gaps. Gaps to be deleted) carried out from 2009 to 2011 to investigate the causes of GPG by the Autonomous Province of Bolzano in partnership with the Centro Studi Interdisciplinari di Genere (Centre for Gender Inter-disciplinary Studies) of the University of Trento, the AFI-IPL (Institute for the advancement of workers, a public body at provincial level) and the Associazione Rete donne-lavoro (Network women-labor Association). A practical handbook (“Gender pay gap: how to measure and to read the pay gap between men and women”) and a report with data on the situation in the Trentino Alto Adige Region were delivered. These documents and their following upgrades were used during the annual initiatives promoted by the Commission during the Equal Pay Days, beyond other communication and information tools. Other activities are also carried out, such as: workshops, seminars, dissemination of leaflets, presentation of updated data, press-conferences, photo-exhibitions, recreational events (such as – for instance - the award to the best iron-man of the Region, a contest targeting men competing in ironing), etc.</p>
<p>Purposes. Which are the direct purposes of the Measure, if applicable, the indirect ones?</p>	<p>The direct purpose of the measure is to raise awareness on the GPG phenomenon at local level providing data and information on it.</p>
<p>Funds. Which are the funding sources for the Measure?</p>	<p>Currently the funds used for the implementation of the Equal Pay Day are included in the yearly budget of the Commission for Equal Opportunities of the Bolzano Province.</p>

Part. 2: Qualifying aspects of the measure relative to OGP

<p>Effectiveness. Please describe which aspects relevant to problems about the Gender Pay Gap are considered and overcome by the Measure.</p>	<p>At present thanks to the above mentioned activities the GPG issue is widely recognized at local level: measures inside the companies are often carried out together with the trade unions, while the officers of local authorities commonly take this issue into account in the wider framework of local policies.</p> <p>Worthy to highlight that after the success of the 2015 EPD, the Equal Opportunity Commission of the Bolzano Province decided to promote an event related to it, concerning the gender gap in retirement funds (to be held in October 2015 at local level).</p> <p>Overall snowball effects related to the EPDs are expected.</p>
<p>How did the Measure manage to reduce Gender Pay Gap?</p>	<p>Not applicable, even though now the issue is widely acknowledged as a relevant one and it is tackled as such in the public declarations of administrators of local authorities within their speeches. Recently, for instance, the reduction of the GPG was introduced as a target within the yearly programs of the Provincial Administration of Bolzano. Furthermore, after the awareness raising activities some women at local level working in the private sector asked for its reduction in their respective organizations.</p>
<p>Does the Measure involve other stakeholders and different actors (e.g. Local Government)</p>	<p>Yes, as already stated, with particular reference to the AFI-IPL (Institute for the advancement of workers) and the ASTAT (local statistical office) at local level.</p>
<p>Monitoring. Does the Measure provide internal assessment and monitoring of the results?</p>	<p>A formal monitoring is not foreseen. Nevertheless the results are assessed every year looking at the number of the companies and organizations joining the Equal Pay Day (EPD) events. In 2015 52 organizations formally joined the EPD in the Bolzano Province.</p>
<p>Has the Measure foreseen an analysis of the satisfaction of the women's needs?</p>	<p>No.</p>

<p>Innovation. Has the Measure produced new working conditions, especially referring to female employees? (e.g. develop new policy and service, introduce new ways of working as smart-working?)</p>	<p>Results concerning the introduction of innovation in working conditions at local level are expected as a final target of overall awareness raising activities, through the involvement of all the stakeholders.</p>
<p>Reproducibility. Can the Measure easily be reproduced in other contexts?</p>	<p>Yes.</p>
<p>Comment (own evaluation or experts' opinion). If possible, please specify what facilitates the success and where are the obstacles</p>	<p>Even though there is a widespread concern on the GPG issue among main stakeholders in Italy, concrete actions directly coping with it are really very few. This measure represents one of those.</p> <p>As for hindering factors, in the beginning the various targets of the awareness raising campaigns were rather skeptical about the presence of GPG in the companies of the Bolzano Province and Trentino Alto Adige Region. Also the representatives of the unions were not so much supportive of the actions addressing gender pay gap.</p>
<p>Further Information</p>	<p>The activities carried out from 2012 are available at: http://www.provincia.bz.it/pariopportunita/594.asp</p>