“How are girls and boys affected by gender stereotypes: from playground to workplace”

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Stereotypes?
Gender Discrimination
What we would like!
Gender Discrimination: The roots

• Gender bias and stereotyping reinforced during early childhood.
Gender Discrimination: The roots

• Forms of bias and generalization can be recognized by children as early as pre-school
• Transmitted by parents, adults, popular culture, peers and medias
• The result: Children often perceive abilities and hobbies to be gender-specific when in fact they are not
Gender Discrimination: Family

• Behaviours
  – Mothers and sons
  – Parents encouraging gender-appropriate activities and discouraging cross-gender activities
  – Education in general with huge cultural discrepancies
  – Pocket money
  – Wages discrimination starting at home? 15% average for chores
Gender Discrimination: Family

• Perpetuation of gender biases and stereotypes often starts in the home and later is further reinforced by the peer group

• Role models:
  – Men’s contributions to household tasks
  – Men's norms and beliefs
  – Career-oriented mums/women
  – Positive and uplifting portrayals of gender
Gender Discrimination: Family

• Change of family type
  – In Europe, nearly 60 percent of working women provide half or more of their family's income
  – Almost 30 percent of European working women supply all of the household income
  – Increasing number of mono-parental families

• Key element in a woman’s career
  – Support and encouragement from partner/spouse
  – And: from the extended family
Education
Gender inequalities persist in education in terms of subject preferences and performance, and in cultural aspects of the education and training experience. Early-school leaving is significantly higher for boys than for girls (on average, the risk for boys is 24% higher with peaks (>50%). More men (56.5% in 2009) in vocational training (upper secondary level), while there are more women in tertiary education. Women dominate the teaching profession – 86% at primary level – 61.3% upper secondary.
Education

Proportion of the population aged 30 to 34 having a tertiary educational attainment, 2011

(1) Ranked on the average shares for males and females combined; refer to the internet metadata file (http://epp.eurostat.ec.europa.eu/cache/ITY_SDDS/env/educ_esms.htm).
(2) Provisional.
(3) Unreliable or uncertain data.
Source: Eurostat (online data code: t2020_41)
Education

Graduates from tertiary education, by field of education and by sex, EU-27, 2010

Source: Eurostat (online data code: educ_grad5)
Education: Women in STEM

• Belgian initiative by « Vrouwilingenieur » and University of Leuven/sociology: 2 years-study and 5 years-programme
• End of secondary schools: 50% G/B in technical studies
• University Engineering Schools: 10%
• WHY?
  – No clue of what engineers do (B/G)
  – Girls chose by intuition/role models
  – More questions about work/ goals
• HOW?
  – Present women role models (1 to 8 years experience) in companies
  – Brochure presenting 30 profiles
  – Reaching now 7% of the schools
EMPLOYMENT
Employment Rate in EU27

Employment rates by sex, 2011
Includes part-time workers

(1) The figure is ranked on the average of employment rates for men and women.
Source: Eurostat (online data code: lfsi_emp_a)
Persons employed part-time, 2011 (% of total employment)

Source: Eurostat (online data code: tps00159)
PAY GAP
From out of School...

**Earnings After Graduation**

For most business school graduates, the gender salary gap widens sharply after graduation. Figures are from the Booth School of Business at the University of Chicago; Harvard Business graduates earn comparable salaries.

*Includes only graduates who are employed.*

*Source: American Economic Journal: Applied Economics*
... to Retirement

• Campaign launch in France
  • 1/3 of retired women get less than 700€ a month
  • lowest salary SMIC net/month 1122€
  • Average difference in pension: 42% (27% on salaries)
  • 25% retired at 65 years (15% for men)

Why?

• interrupted career to take care of children
• part-time job (85% of the part-time workers are women)
• feminised work with low income
• pay gap
Gender Pay Gap

- Still high in EU27: 16% in hourly rate
- Ranging from 2% in Slovenia to 27% in Estonia

(1) Enterprises employing 10 or more employees; NACE Rev. 2 B to S (-O).
(2) Provisional data; EU/EA aggregates excluding Greece
(3) (IE) 2010 data; (AT) estimated data
Source: Eurostat (tsdsc340)
Talent Pipeline

Entry level | Manager | Director | Vice President | Senior Vice President | C-suite
---|---|---|---|---|---
W | M

(PWI Brussels Women's Network)
CAREER

THIS WAY!

- FAMILY PRESSURES
- LACK OF INFORMATION
- FINANCIAL WORRIES
- SELF-CONFIDENCE
The Talent Gap & Retention
Women in Senior Management

Source: Grant Thornton IBR 2013
Women in Senior Management

Figure 8: Top women most likely to be employed in finance and HR: Percentage of businesses employing women in each role.

Source: Grant Thornton IER 2012
Women in Senior Management

Percentage of women in senior management around the world:
- Russia: 31%
- China: 51%
- Brazil: 23%
- Europe: 25%
- South Africa: 28%
- ASEAN: 32%
- Australia: 22%
- India: 19%
- New Zealand: 28%
- North America: 21%
- other regions: various percentages

Source: Grant Thornton IBR 2012