



معهد الدوحة الدولي للدراسات الأسرية والتنمية  
**Doha International Institute for  
Family Studies & Development**  
*Member of Qatar Foundation*



*Since* 1978  
**IFFD**  
INTERNATIONAL FEDERATION  
FOR FAMILY DEVELOPMENT



2014 - TWENTIETH  
ANNIVERSARY OF THE  
INTERNATIONAL  
YEAR OF THE FAMILY

5 June 2012  
9:30-1:00

Room JDE 51

Raise Awareness Meeting

## Poverty, work-family balance and intergenerational solidarity

convened as part of preparations for the  
Twentieth Anniversary of the  
International Year of the Family, 2014

Hosted by

EUROPEAN UNION



Committee of the Regions



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## RAISE AWARENESS MEETING

Convened as part of preparations for the Twentieth Anniversary of the  
International Year of the Family, 2014

5 June 2012

# « The importance of reconciling professional and family life »

*In the framework of intergenerational solidarity*

**Barbara Trentin**

**Veneto Region**

President of the ELISAN Steering Committee

Head of cabinet Regional Minister for social affairs Remo Sernagiotto



## ★ Preliminary remarks

### Reconciliation Strategies at political level

The Veneto Region supports work and family reconciliation through the promotion of the family as:

**SOCIAL ACTOR**

*and*

**SOCIAL CAPITAL**

Therefore, Veneto Region invests in the **culture of family** and in the **services** it needs.





## ★ Presentation index

### Reconciliation policies:

#### ***At European Level***

- examples with the involvement of the Elisan and Ensa networks: a bottom-up approach promoting work-life balance and the exchange of best practices
- participation in the European Alliance for Families

#### ***At international level:***

- Innovative experiences from the US, to Germany and Veneto:  
The Audit Family/work project

#### ***At national, regional and local level:***

- Family friendly districts
- Family label
- Family nurseries
- Local programs about times and schedules



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## ★ European Level

### Examples with the involvement of the Elisan and Ensa networks

*Elisan – European Local Inclusion and Social Action Network: set up in 2008 at the Committee of the Regions, with participatory status at the Council of Europe, gathers elected representatives from 12 European Countries ([www.elisan.eu](http://www.elisan.eu))*

*Ensa – European Network of Social Authorities: 5 working groups (Elderly, Disability, Youth, Child, Inclusion) ([www.ensa-network.eu](http://www.ensa-network.eu))*

#### Some events:

- In the framework of the European Alliance for Families, Coordination of Italian Regions on Social Affairs, Permanent Representation of Italy to the EU, Italian Presidency of the Council – Department of Family affairs, DG Employment, Social Affairs and Equal Opportunities: *“Regional initiatives supporting work-life balance and intergenerational solidarity: the experience of Italian Regions”*.

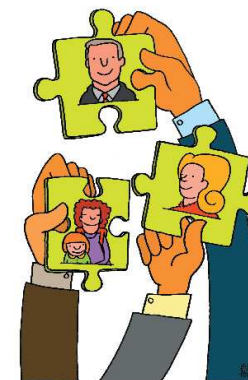
27 March 2009, Brussels

- Veneto Region – Regional Ministry for Social Policies, Social and Health Planning, Voluntary and Not for Profit Sector, *“European Regions Conference on Reconciliation between family and professional life”*.

28–29–30 January 2010, Abano Terme – Padova

- Veneto Region – Regional Ministry for Social Policies, Regional Observatory for Social Policies, *“Family and Work: reconciliation policies”*.

Padova, 10 February 2012





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## ★ European Level

### Examples with the involvement of the Elisan network

#### *Elisan position paper on work-life balance – Call for actions:*

1. Cash and in kind legal support to enterprises willing to provide independent programs for conciliation between family and professional life.
2. Intervention services for children aged 0-3.
3. Flexible care arrangements for disabled people.
4. Improvement and reorganization of parental leave scheme and family care.
5. Economic support to enterprises willing to undergo work and family conciliation Audit.
6. Support to enterprises and organizations willing to provide time-saving solutions and “family package”.
7. Support for reintegration into professional life, professional and carrier training, coaching..
8. Corporate healthcare and education schemes support.
9. Social Development Plans and Partnerships for local enterprises.
10. Development of NGOs which provide family services.



## ★ *International level:*

# Innovative experiences from the US, to Germany and Veneto The Audit Family/work project

## What is the AUDIT family & work?

It is a tool available for the **company management** in order to activate a ***systemic, realistic and well documented evaluation of the internal HR management policies***. The aim is to reach a **shared definition of measures able to improve the balance between working & family life** among the whole staff (realistic, accessible and tailored) in a 3 years perspective.

## ... and how does it work?

At the end of the ***situation analysis phase carried on by a „company guiding group“ (selected „ad hoc“ and accompanied by the „auditor“)***, a set of improving 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 measures.



## ★ *International level:*

Innovative experiences from the US, to Germany and Veneto

## **The Audit Family/work project**

### **Expected benefits for the companies / employers:**



To promote a *better balance between family & working life* by means of the elaboration and implementation of concrete measures able to create a *new culture/concept* of the enterprise



To activate a *constant improvement process in a framework of a "win-win" HR Management policy*. motivated, satisfied and affordable human resources lead to a bigger productivity & better profits for the company.



To *ensure transparency to each flexibility measure*, in order to keep everyone informed: a shared planning among colleagues pave the way for a stronger "team-building" and favor the reciprocal support for emergency management.





## ★ *International level:*

# Innovative experiences from the US, to Germany and Veneto **The Audit Family/work project**

## **Audit application**

## **Audit is a 3 years process**



After the 1° year: annual report to check the implementation of the measures

-



After the 2° year: second annual report



After the 3° year: third report with a re-audit and obtaining confirmation certificate





## ★ *International level:*

Innovative experiences from the US, to Germany and Veneto

## **The Audit Family/work project**

**The tool: the European criteria Catalogue which has 8 analysis frameworks**

- ✓ Work timetable
- ✓ Contents and work processes
- ✓ Place of work
- ✓ Information and communication policy
- ✓ Management expertise
- ✓ Staff Development
- ✓ Components of the salary and fringe benefits
- ✓ Support services to families



## ★ *International level:*

Innovative experiences from the US, to Germany and Veneto

## **The Audit Family/work project**

### **Examples of measures in the different frameworks**

- ✓ **Work timetable:** flexibility and personalization of the timetable; shifts and minimum presence guaranteed; hours recovery; part time/job sharing
- ✓ **Contents and work processes:** forecast of replacements, if needed; introduction of new technologies with mentoring/training; balanced distribution of workloads
- ✓ **Place of work:** telecommuting
- ✓ **Information and communication policy:** making the measures to support families implemented by the company known and accessible to everybody (explanatory brochures, organizational referent)
- ✓ **Management expertise:** 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



## ★ *International level:*

# Innovative experiences from the US, to Germany and Veneto The Audit Family/work project

## Advantages

### For the employer

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

### For collaborators

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



★ *International level:*

Innovative experiences from the US, to Germany and Veneto  
**The Audit Family/work project**

**Advantages**

**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”



## *At regional and local level:*

- Family label
- Family friendly districts
- Other reconciling policies:
  - companies support for projects about family friendly welfare
  - coordination of times, schedules and spaces in the cities
  - creating and implementing a system of services for infants with characters of flexibility and family size (family nurseries, daily mothers)



## ★ Conclusions

Celebrating families through **reconciliation policies** means a major recognition of the **key role played by families**.

In a context of crisis, **work life balance initiatives** play a **crucial role**:

- in fighting and preventing **poverty, exclusion** and **unemployment**
- in raising awareness of **family as a capital** to promote, safeguard and defend

Efficiency of family policies in the EU depend on a **coordinated approach** between national, regional, local levels including private and public sectors.

As these policies have proven their efficiency, they should be **mainstreamed** in all policy actions.

The Veneto Region thanks to its European networks is aiming to stimulate and promote **innovative approaches** of work in the field of employment, family and ageing friendly policies with best practises and projects aiming at positive impacts on the welfare of the staff, on the productivity and on the social capital of the enterprise.

*Elisan and the Veneto Region support the call for  
“2014 European Year for Reconciling Work and Family Life”.*



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## **For further information:**

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