



Presidenza del Consiglio dei Ministri  
Dipartimento per le Pari Opportunità

# WOMEN FOR A NEW RENAISSANCE



**2020**

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# INTRODUCTION

The Covid-19 outbreak has affected all nations and populations at a global level, with no distinction. This experience has shown the fragilities of our social system, it has undermined our certainties and traditional way of living.

However, the impact was not the same on everyone. The consequences of the epidemic on the economic and social level have worsened the inequalities between men and women, also in those Western Countries, such as Italy, where the work towards the full equality is consistent - although progress is still needed.

Women have already paid the highest price of this epidemic, despite once again they demonstrated resilience in the reconciliation of work and family life and also a greater biological resistance. In these months, the most crucial working sectors, starting from healthcare, are the ones where women are the majority of workers. When we talk about heroes, we are mostly talking about heroines.

We need new tools to address the new challenges ahead and to take the opportunity to transform this time of crisis into a positive time - a *kairós*. Our model of society and the anthropological vision - in many ways partial, on which the model was based - have proven to be fragile in the face of a systemic crisis. Consequently, the new social model we want to aspire to should put together the pieces of humanity in an integrated and complete vision. Productive, economic, social, environmental issues are interrelated parts of a complex and multidimensional contest of living in the community. Likewise, humanity needs to be reconsidered in its harmonized dimension: the person is the winner of this experience, not the individual. The person must be considered in his or her lifetime, in his or her fundamental relationships, as part of a community where he or she is recognized as a value and as a protagonist who is able to contribute to the common good.

Some keywords emerge from this time of crisis.

Connecting, because we are called to fight the dehumanizing abstraction with the concreteness of creating links and correlations that are able to activate historical, economic and social dynamism. Connecting places, experiences, skills, areas of life.

Promoting, not just protecting. Because only by recognizing the value of everyone we will be able to release the centrality and the responsibility of each person. We need to boost hope, the only chance we have to start again and to give a perspective of future to our personal and collective choices.

Caring, because this is the time of mutual care, which requires listening, observing, interpreting, understanding. To do good to oneself and, at the same time, to others, with the empathy that this time has asked us to nurture.

Educating, because this epochal change establishes the importance of “generating again in front of the new”. We need paradigms that are open to the new in order to give life to new things, a language of truth, beyond stereotypes. And a knowledge which is able to integrate the scientific method and the variety of humanistic heritage.

From all this, now, Italy is called to start again. With a risk and an opportunity. Today the risk is to go back to an obsolete narrative and a disembodied vision, which interpret reality only in a masculine sense, although it is actually already animated by women. On the contrary, the opportunity is making the restart the moment of a true co-responsibility between women and men in front of the future that awaits us as a national

community. A chosen, designed and implemented co-responsibility. The Country cannot do without the contribution of women to rethink, build and project themselves into the future: the opportunity is a favourable time to be seized now.

For this reason, I set up a female team, “Women for a new Renaissance”, at the Department for Equal Opportunities, convinced that by starting from women and with women we can build an unprecedented path of growth for the Country. Twelve women, distinguished persons for their original and high-level cultural and scientific contributions in their professional fields, women who were able to change those fields by bringing their humanity. I asked them - to whom I express my deep gratitude - for effective and feasible proposals, corresponding to the purpose for which the group was created - as it is the common female way of working.

On April 15<sup>th</sup>, the team gathered for the first time, it was divided into thematic subgroups and this document, written on the basis of data and scientific evidence on the impact of the epidemic in the different sectors, is the result of one month hard work. With a focus on the social, cultural and economic relaunch of Italy after the epidemiological emergency. It is a document that provides an initial proposal of actions and recommendations, and will be integrated through the planning that has been implemented by the Department for Equal Opportunities.

It presents proposals to increase the percentage of women in every working sector, to overcome barriers that prevent the advancement of career paths, in particular in the fastest growing fields (STEM, computing, cloud computing, data and artificial intelligence), to address gender stereotypes that prevent women to participate in leadership positions, to enable new energies and opportunities for all. Not all the issues that today need to be part of a broad strategy for gender equality and female empowerment have been addressed here. In particular, male violence against women has not been addressed by this working group, since it is already the subject of a national strategy, on which we have worked in an extraordinary way also in these months and that will see us involved, as a Control Room and anti-violence network, in the implementation of new strategic actions and in the renewal of the national plan.

Some strategic directions are identified here. They are a contribution to gender policies, proposals to look forward with confidence and seriously lay the foundations of a New Renaissance, which will be a Renaissance only if it belongs to everyone.

*Elena Bonetti*  
*Minister for Equal Opportunities*  
*and Family*  
*Chairman of the Task Force*

# TASK FORCE COMPOSITION

## RESEARCH, STEM AND SKILLS DEVELOPMENT

- **Giorgia ABELTINO**, Director Public Policy South Europe and Director External Relations at Google
- **Fabiola GIANOTTI**, Director of the European Organization for Nuclear Research (CERN)
- **Federica MEZZANI**, Engineer, researcher, winner of the l'Oréal UNESCO Women in Science 2019 Award
- **Ersilia VAUDO**, Chief Diversity Officer at the European Space Agency (ESA)

## PROMOTION OF FEMALE EMPLOYMENT AND INCLUSION OF WOMEN IN DECISION-MAKING POSITIONS

- **Floriana CERNIGLIA**, Full Professor at Università Cattolica del Sacro Cuore
- **Lella GOLFO**, President of Fondazione Bellisario
- **Paola MASCARO**, President of Valore D
- **Paola PROFETA**, Associate Professor at Libera Università Commerciale “Luigi Bocconi” of Milan

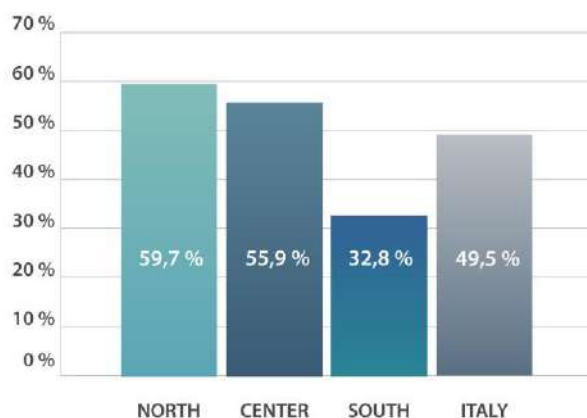
## WORK-LIFE BALANCE REORGANIZATION AND COMMUNICATION METHODOLOGIES AIMED AT FIGHTING STEREOTYPES AND BOOSTING CHANGE

- **Luisa BAGNOLI**, Entrepreneur at Beyond international
- **Cristiana COLLU**, Director of Galleria Nazionale Arte Moderna e Contemporanea of Rome
- **Enrica MAJO**, Correspondent Tg1
- **Sister Alessandra SMERILLI**, State Councilor of Vatican City and Professor at Pontificia Università di Scienze dell'Educazione “Auxilium”

# BACKGROUND ELEMENTS

## EMPLOYMENT

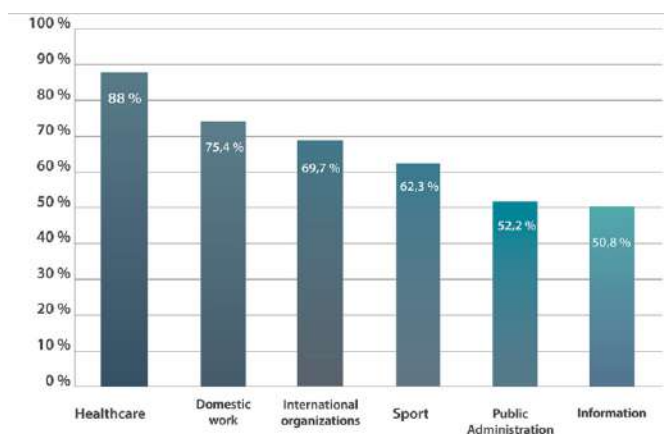
In 2018 **female employment rate** in Italy (population 15-64 years) was 49.5% (ISTAT). The corresponding male rate is 67.6%. Employment varies greatly within the Country, ranging from 59.7% in the North to 55.9% in the Centre and only 32.8% in the South. These figures place Italy among the lower European Countries' ranking, followed only by Greece and Malta. The situation improves among the youngest: as for Italian citizens aged 25-34, the employment rate is 53.3% (69.9% for men) but only 34% remains in the South.



Source: ISTAT (2018).

Other indicators show significant gender differences in the labour market and identify women as a weak player in this context. According to Eurostat, comparing male and female average gross hourly **earnings**, European women earn about 16% less than men. In Italy the gap is lower, below 10%. Attention should be paid to the latter figure, which can be misleading: when the employment rate is low, as in Italy, selection in the labour market is higher, with the result that only the most educated women with higher incomes are at work. Considering the selection effect, this places Italy on the European average.

In 2018, 32.4% of Italian women that are employed (15-64 years, ISTAT) work in **part-time** against only 8% of men. ISTAT estimates that 60% of part-time work is involuntary. Women working on **fixed-term contracts** account for 17.3% of all women workers.

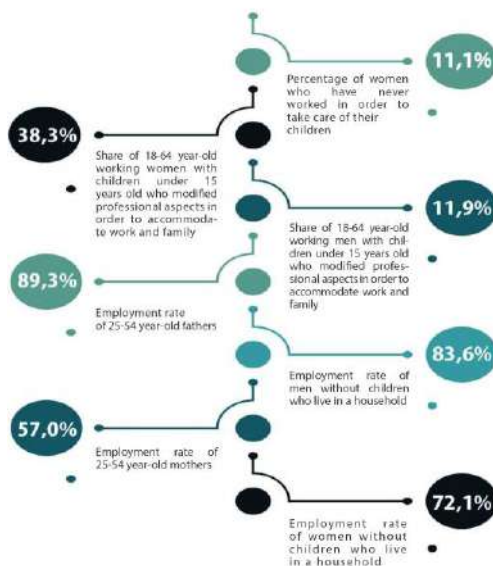


Source: Osservatorio Imprenditoria Femminile, Unioncamere - InfoCamere –2018.

Special attention should be paid to workers in informal settings. ISTAT estimates an irregularity rate of 15.5% for 2017. Recent analyses by Tortuga (2020) for Italy assess a higher probability of working in the informal sector for women than for men.

The **employment rate of mothers** is lower than the rate of women of the same age without children. In Italy, the gap between the employment rate of mothers and fathers exceeds 28%, which is the highest in Europe with the sole exception of Malta. Alarming fact: according to ISTAT, one woman out of three leaves her job at the birth of their first child. The exit from the labour market is almost always definitive. But low female employment does not mean high **fertility**. On the contrary, the average number of children per woman in 2019 was 1.29 (ISTAT), one of the lowest in Europe. Comparing European Countries, fertility and female employment are not necessarily alternative choices: those Countries where women work the most are also those where more children are born (Profeta, 2020). Even within Italy the relation is positive (Del Boca, Rosina): where women work the family income increases and the economic situation becomes more stable, a condition that allows the couple to have more children. It is well known that the positive relationship between employment and fertility is triggered in contexts where public policies favour the work of mothers (Profeta, 2020) with the dual advantage of stimulating female employment and improving the low birth rate. In particular, early childhood services (nurseries) play a key role in this respect.

### LABOUR AND SHARING



Source: ISTAT (2018).

## IMBALANCES WITHIN THE FAMILY

Data on women's position at work impact on relationships within the family. If women earn less than men, if they have fewer career opportunities and are employed in lower paid jobs, they become the weaker and more expendable person in the couple. The asymmetry between men and women in the labour market corresponds and is reinforced with that within the family: in Italy the asymmetry of work in childcare 0-17 for couples with women aged 25-64 - calculated by ISTAT as the time dedicated by the woman to childcare out of the total time dedicated by both partners per 100 - is more than 60% for couples with both partners employed and 75% for couples with women unemployed.

Smart-working could help to rebalance roles: according to the results of a research by Angelici and Profeta (2020) carried out before the pandemic, workers who benefit from one day a week of flexibility are more productive, more satisfied (the increase in satisfaction with their lives in general is about 29%) and better balance between work and family. In particular, men spend 51% more time at home. These new forms of labour, combined with appropriate technology, if applied correctly can help to reduce the differences in roles between men and women within the family, which are reflected in the labour market. But their unplanned and large-scale use, without an appropriate alternance between remote and on-site work, may not have the desired results.

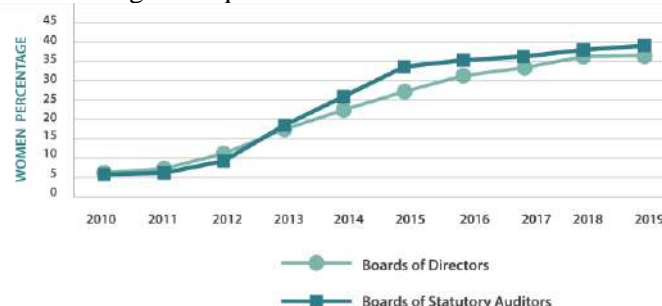
A recent survey carried out by Del Boca et al. (2020) in Corriere della Sera of 20<sup>th</sup> May 2020 on a representative sample of Italian women shows that, in the lockdown phase, most of extra unpaid work fell heavily to women, especially domestic work. The sharing of childcare between men and women is slightly higher compared to that of domestic work, but it is still far from being equal.

**Law 17 March 2020, No. 18, so called Cura Italia (INPS data)** - In collaboration with INPS.

76% of COVID leave applicants are women, of which 58% in the 35-44 age group. The percentage is very similar among Italian regions. In March 2020 the € 600 allowance, which include allowances for VAT/collaboration, self-employed, seasonal/tourism, agriculture, entertainment sectors, were paid on average 34% to women. Women accounted for 51% of payments in the VAT/collaboration category and 51% in tourism. On 11<sup>th</sup> May 2020 the wage guarantee fund (CIG) payments to women were 61.5% of the total payments. Of these, more than half are women aged between 30 and 49. For the special CIG women represent 17.7%. Out of the total of the FIS wage supplement allowances, 51% was paid to women.

## LEADERSHIP

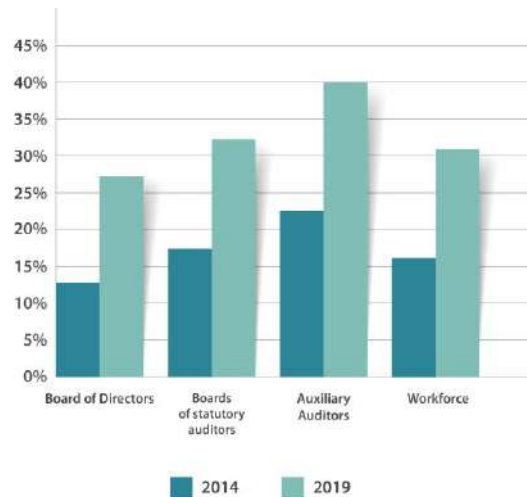
Women in **managerial** positions in Italy are about 27% (ISTAT) of the total number of managers. The glass ceiling - the obstacles that women face in their career to reach top positions - is still a widespread phenomenon. In managerial positions, gender pay gap is higher, equal to about 23% (ISTAT). In addition, women are less present in the most profitable sectors (see next section and Ferrario and Profeta, 2020). Nevertheless women have strongly increased their leadership positions in the **boards of directors** and statutory auditors of listed companies, where they now represent 37% of members, with a significant leap in Europe, thanks to the introduction of gender quotas.



Source: Consob - Report on corporate governance of Italian listed companies (2019).



As regards state-controlled companies, according to the latest data from the Department for Equal Opportunities, in 3300 companies subjected to Presidential Decree No. 251/2012 (implementing Law No. 120/2011, the so-called Golfo-Mosca Law), women are 28.5% of the members of the board of directors, recording significant regional differences (30.9% in the Centre, 30.7% in the North, just 19.7% in the South). From February 2013 (starting date of the implementation of the legislation) to February 2019 (last reporting of the Minister for Equal Opportunities to the Parliament), 391 proceedings were opened for public companies control, 165 companies were subjected to second warning and 12 have seen the forfeiture of the body (Department for Equal Opportunities data).



Source: Department for Equal Opportunities – CERVED data (2019).

In the boards of directors of companies not subjected to the Golfo-Mosca Law, women are still below 18% (Bellisario-Cerved Foundation Report, 2020). Women are also poorly represented in other leadership settings where gender quotas do not apply, so far entailing the extension of quotas in these contexts.

## ENTREPRENEURSHIP

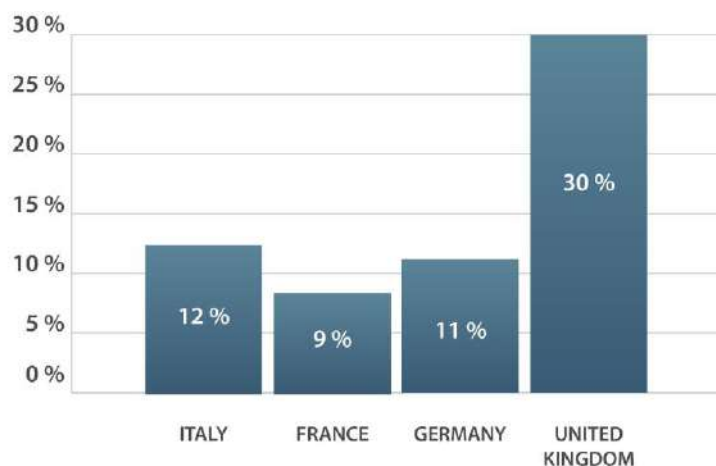
According to the latest report of Unioncamere **Women’s Entrepreneurship** Observatory, in 2018 women companies accounted for 21.93% of the total number of companies recorded in the Chamber of Commerce Register. In the last year they have increased by about 6000 units, 4000 of which are foreign women.

The largest number has been noted in the trade and agricultural sectors, but in more recent years female entrepreneurship has increased also in other services (over more 2000 companies) particularly in the personal care and tourism (almost further 2000 companies). There is also an increase as per female enterprises in traditionally male sectors such as professional, scientific and technical activities (almost further 1500 companies), rental, travel agencies and business support services (+1,453) and real estate activities (+1,004).



Source: Osservatorio Imprenditoria Femminile, Unioncamere - InfoCamere (2018).

Women are present in innovative work. In Italy, in 2018, 12% of **start-ups** confirm a female predominance (9% in France, 11% in Germany, 30% in the UK, OECD data). Start-ups with a female presence exceed 40%.

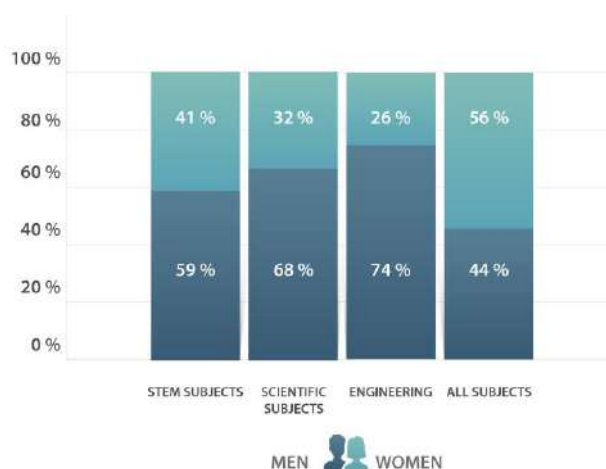


Source: OECD (2019).

## EDUCATION AND SKILLS

The low employment rate contrasts with **educational** results. Italian women are today more educated than men: according to CENSIS (2019), female graduates in Italy are 56% of the total. Women are also the majority in postgraduate studies: they represent 59.3% of those enrolled in PhD, specialization courses or masters. However, they are still under-represented in STEM (science, technology, engineering, mathematics) degree courses. According to AlmaLaurea 2018 Report on graduates' profile, men who obtained a university degree in 2017 in a STEM path account for 59%, with particularly high figures in the engineering (74%) and scientific (68.4%) groups. Among non-STEM graduates, women prevail (almost two out of three).

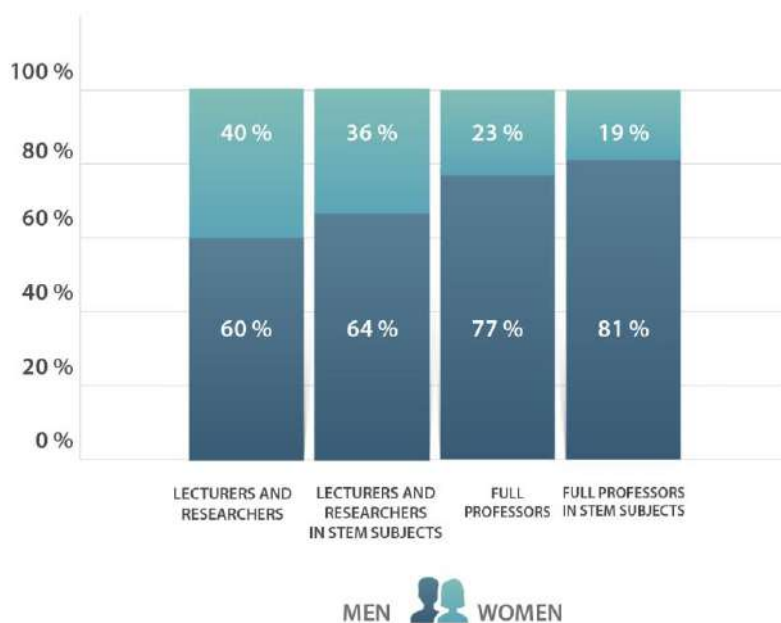
The PISA 2018 survey, published last December - which evaluates, every 3 years in 79 Countries, the skills of 15 aged adolescents in reading skills, mathematics and science - showed that in Italy we are in line with mathematics and below with science and reading, compared to the OECD average. But looking in detail, we also noted our low ranking position for some relevant aspects. Italy is among the Countries where, between 2015 and 2018, the performance in science has decreased more dramatically. And we have one of the deepest gender gaps in mathematical skills. Italian boys achieve significantly better results in mathematics than girls - a difference of 16 points, while for the OECD average the difference is only 5 points. Behind us there are only Costa Rica (18 points) and Colombia (20 points). Moreover, the differences in mathematics also show other inequality axes, particularly the socio-economic ones. The socio-economic status makes it possible to forecast performance in mathematics and science in all Countries participating in PISA.



*Source: AlmaLaurea Report (2018).*

Young women entering the labour market today are more educated than their peers practically everywhere, accounting for 57% of all graduates (Italy, with 59%, is above the OECD average). And yet there are still few girls who choose techno-scientific disciplines. The limited presence of girls in STEM disciplines, the loss of talent to build the future - and the economic impact of this loss - are a matter of concern among industrialized Countries.

Moving from university education to academic career, the situation changes dramatically. In 2017, women amount to 40% of lecturers and researchers and only 23% of full professors. Moreover, the share of female lecturers and researchers in the STEM areas is low at all levels (36% in total) and it is particularly low at the highest career level where, for the qualification of professor, it is reduced to 19%.



*Men - WomenSource: AlmaLaurea Report (2018).*

Under the impulse of the Italian leadership, for the first time the G7 in Taormina has signed a strategy for the achievement of gender equality that includes measures deemed necessary to encourage the presence of women in STEM disciplines.

The issue raised by PISA results, accompanied by further evidence on early withdrawal of girls from mathematics, and the link between mathematical results and social inequalities, is critical. Mathematics is in fact an essential language on which interest and entry into the STEM field (or the majority of them) is built and therefore is a necessary “enabler” for future equal opportunities. At the same time, mathematics and science play an important role in self-building and in laying the foundations for a critical vision of the world, including the ability to distinguish between facts and perceptions.

# AREAS OF INTERVENTION: PROPOSALS

01

**GENDER EQUALITY:  
THE RESPONSIBILITY  
TO DESIGN THE  
FUTURE**

**LABOUR: A NEW  
GENDER AND  
INCLUSIVE PARADIGM**

02

03

**SCIENCE: ENGINE OF  
A NEW RENAISSANCE**

**SOLIDARITY:  
INVESTING FOR THE  
EMANCIPATION OF  
ALL WOMEN**

04

05

**COMMUNICATION:  
WORDS AND IMAGES  
TO GENERATE  
CHANGE**

# 01

## GENDER EQUALITY:

### THE RESPONSIBILITY TO DESIGN THE FUTURE

#### Promoting gender equality and female leadership

- Establishing an Observatory on Gender Equality at the Department for Equal Opportunities to monitor the level of gender equality of public and private actors, also in order to introduce ex-ante and ex-post gender impact assessment at institutional level as a standard practice in the design phase of any legislative, political, strategic, programmatic initiative, and to define a three-year strategic plan for gender equality. A focus in the work of this Observatory should concern women with disabilities.
- Certifying equality for companies through the definition of a simple, fast, streamlined and objective tool that measures the staff situation according to different factors (recruitment, remuneration, career development), capable of stimulating change and impacting on the whole productive and social system.
- Assessing the gender impact of all company processes, in particular as per corporate restructuring processes (relevant for safeguarding gender balance in the post-Covid phase).
- Establishing a working group involving the Department for Equal Opportunities and the Ministry of Education to define a strategy to eliminate gender stereotypes at all levels of education, also in order to promote gender equality education through school books.
- Introducing a rule to ensure gender equality in the appointment of scientific councils and committees.
- Adopting the general principle of gender equality and balanced leadership between men and women, to be applied to all public actors and decision-makers and all governing bodies at central and territorial level and to be monitored through a special body to ensure compliance with this principle.

#### Research and innovation

- Defining a national ranking of academic and research institutions based on the gender balance criterion (e.g. the European Horizon 2020 programme, which includes gender balance).
- Introducing financial incentives and additional funds for Universities/Faculties/Departments and research institutions which contribute in ensuring equal opportunities and a balanced presence between men and women.
- Including female representation (in general and in particular coordinating positions) as one of the evaluation criteria for scientific projects for the allocation of regional and national funding (e.g. PRIN, PON, etc.).
- Introducing specific measures aimed at gender balance, ensuring: an adequate (above the eligible percentage) female presence in all bodies and commissions of Universities and research institutions (Board of Directors, Academic Senate, etc.); in competition selection boards and evaluation committees; compulsory training for members of committees and decision-making bodies on unconscious bias.

- Producing databases with a list of experts in gender assessment who are also able to provide training for evaluators/assessors.

# 02

## LABOUR: A NEW GENDER AND INCLUSIVE PARADIGM

### Innovating Corporate Welfare

- Strengthening and using corporate welfare as a tool designed to support psycho-physical health needs and to guarantee work-family balance rather than as a means of income support.
- Providing incentives for families through corporate welfare services in order to support education and family caring.
- Favours controlled and certified assistance of minors and non-self-sufficient elderly through bonuses tools and also the financing and organization of infrastructures to guarantee these services.
- Encouraging forms of organization of working time in a balanced and integrated way in different areas (home/work/services), also by creating synergies with local authorities for an harmonized organization of services.
- Stimulating smart-working through tax incentives for the purchase of technology tools, available even beyond working hours (to the whole family).
- Introducing tax credits for the purchase of time-saving and family support services.

### Supporting women's businesses

- Establishing a fund for women's micro-enterprises, introducing non-refundable and zero-interest financing, tax incentives in the first years of activity, technical-managerial tutoring services. In this context, using a training and information platform, providing adequate requirements for the company structure, sector, workforce employed, rewarding by sector (childcare services) and location (South) of women's companies with simple and timely procedures.
- Networking solutions for SMEs, through the creation of 'pooling' among companies in order to share solutions to support work-life balance employees, such as the financing and organization of facilities that accommodate children and the elderly.

### Strengthening women's work in companies

- Stimulating the work of mothers, being this a category most at risk in the labour market, in general and in particular in the immediate post-Covid phase, with urgent and medium-term interventions concerning the education system and work organisation.
- Launching, in the medium term, of a concrete plan for the creation of 100.000 job positions in nurseries in the next five years, to be implemented also with the support of private (company nurseries), with the encouragement of female micro-entrepreneurship and with the contribution of the third sector.
- Establishing an incentive for mothers who return to work through a bonus up to 30% of the salary, amounting to the sum the worker receives if she applies for optional parental leave (at least for the same duration).
- Providing adequate free training and re-training for women who lose their jobs due to the pandemic.



## Balancing lifetime through innovative forms of organisation

- Re-scheduling the school calendar, based on the experience of other European countries, to bring it in line with the features of current society and of families with both parents at work, overcoming the current and anachronistic summer closure period of three consecutive months.
- In the immediate phase, continuing the smart-working and the alternation for fathers and mothers through company protocols that respect equal opportunities. In the medium and long period, encouraging through tax relief innovative forms of work organization that optimize productivity and promote balanced life-time, also providing incentives to local authorities for the integrated remodulation of services to families and citizens.
- Providing for a single regulation on remote working in its different forms, in private companies and public administration, to prevent that it will be used only by women. Safeguarding the worker's right to disconnection.
- Organically reviewing - also within the framework of a tax system reform - the tools supporting family responsibilities, which are fragmented and not very effective today, to move towards a single grant to all families for the child-birth.
- Reforming the legislation regulating parental leave, promoting co-responsibility between men and women in family care. Strengthening and extending the duration of paternity leave.

# 03

## SCIENCE: ENGINE OF A NEW RENAISSANCE

### Educating and training in STEM subjects

- Integrating university courses, to promote dialogue and complementarity between humanities and science subjects in the context of a new working and knowledge model, which requires renewed and multi-disciplinary methods and skills. The proposal is to introduce compulsory humanities subjects in the STEM paths and compulsory scientific subjects in humanities paths.
- Establishing a single platform to offer STEM activities and internships to girls, encouraging experimental activities, in cooperation with different stakeholders (companies, research centers, schools, etc.). Starting from summer 2020, promoting and realizing summer camps with a predominant component of STEM subjects, also introducing an approach ‘hands on, learning from failure’.
- Renewing the mathematics teaching model with the adoption of innovative pedagogies, the growing proximity between neuroscience and education, the use of digital learning opportunities, the cooperation between parents and teachers with adequate mutual training and a strong attention to gender issues.
- Introducing learning methods from early childhood based on play and experiment, curiosity and problem solving as an introduction to the scientific method.
- Requiring mandatory lifelong learning for teachers in science and mathematics from primary school onwards, as well as training in digital literacy and awareness raising on gender stereotypes.
- Promoting the importance of STEM education for girls in view of future jobs, and the central role that knowledge/skills in these areas have in building the future (environmental issues, energy, sustainable development, health).
- Using digital teaching to provide all students with the possibility of a high quality and gender-neutral scientific and technological education, so as to strengthen the skills that underpin both science learning and digital knowledge.

### Training new digital skills

- Promoting digital skills among the elderly (mostly women, considering the demographics of 65+): promoting intergenerational exchanges for the acquisition of digital skills through senior/younger twinning, encouraged for example by training credits for high school students or young university students.
- Designing specific programmes of digital training and new STEM skills for young women on maternity leave.
- Reducing the Digital Gender Gap through the acquisition of skills (Digital Re-skilling), favouring lifelong learning on e-learning mode (also in companies) with specific programmes for women who risk being excluded from digital innovation or to favour their entry into the labour market, with particular attention to women with disabilities.

## Promoting women's careers in university and research

- Reviewing and harmonizing the regulations governing scholarships or research grants, also in order to ensure adequate financial coverage, both in the case of interruption for maternity leave and family care.
- Considering, in the evaluation of university careers and research activities, the use of maternity/paternity leave or absence for care/family reasons so that they do not result in penalties within a timeframe in line with the evaluations of EU projects (for example, considering at least 18 months per child, with a maximum of 36 months).
- Providing post-graduate and post-doctoral scholarships in STEM fields specifically addressed to women, to be awarded on the basis of the value of the research project.

# 04

## SOLIDARITY: INVESTING FOR THE EMANCIPATION OF ALL WOMEN

### Promoting financial independence

- Promoting a model of proximity banking for women by creating free bank accounts and financial tools for every woman aged 18.
- Promoting microcredit tools for the granting of long-term loans at zero interest to households with women as credit applicants.
- Designing online and offline courses to gain digital and financial skills, with particular focus on vulnerable socio-economic situations and in rural areas.

### Supporting fragilities

- Supporting the most vulnerable groups with non-refundable aid or microcredit schemes for families in fragile situations, unemployed single women with children aged under 18, women victims of violence and women coming out of prison.
- Designing a web platform (also considering legislative/institutional aspects), which gives information to women about tools, services' network and job opportunities, also including psychological support and counselling.
- Establishing a toll-free number and a psychological support network for women in fragile situations.

# 05

## COMMUNICATION:

### WORDS AND IMAGES TO GENERATE CHANGE

- Supporting a real paradigm shift to eradicate stereotypes, with a new kind of verbal and visual language through an advertising campaign called “Pubblicità Futuro”, promoted by the Government, that vehicles positive messages and talented and inspirational female models, also through the use of led walls in the most important railway stations in the Country.
- Promoting a new app to disseminate information and all governmental initiatives on equal opportunities policies.
- Eradicating communication gender stereotypes through a new language in STEM, more inclusive also for women, so far animating a public debate on the role of science in solving global challenges, the possibility of scientific careers and promotion of STEM careers on TV channels with female reference models in different STEM areas.
- Making STEM subjects appealing for younger generations, in particular girls, through a communication campaign designed to address the concerned age groups and using mainly social media to convey a positive message about STEM education.
- Compiling a guide adopting a narrative approach about the crisis we went through, offering considerations and renewed meanings due to the pandemic as for the new cultural paradigm we are facing, leading to highlight women’s role in the management of the Covid-19 crisis.

