



NewFaces

New Fatherhood Concepts in European Cities



www.newfaces-project.org



Guidebook



1. Leaflet on local opportunities for the workshop in Bologna, design made by Sabina Feroci.

Authors: Trudi Nederland (Verwey-Jonker Institute); Francesca Crippa (EUROCITIES); Maeva Zebrowski (EUROCITIES)

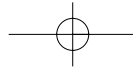
Editing Team: Heidemarie Wünsche-Piétzka (Strategy Transnational), Silke Ulrich (VbFF Saxony)

Design : Charlotte Lambert (<http://charlotte.flibuste.net>)

Copyright @ NewFaces Project, 2006

Thanks to all NewFaces Partners: EUROCITIES (Coordinator), Adult Education Institute of Eastern Finland (ISAI), Regional Social Welfare Resource Centre BSZF (HU), Cultura Animi (BG), Strategy Transnational (DE), University of Trento (IT), VbFF Saxony (DE), Verwey-Jonker Instituut (NL), City of Aarhus, The Cradle Place (DK), City of Bologna (IT), City of Rome (IT), City of Trento (IT), Gijon City Council (ES), Council of European Municipalities and Regions (CEMR).

NewFaces received support from the European Community – Programme relating to the Community Framework Strategy on Gender Equality (2001–2005). The information contained in this publication (or in other materials) does not necessarily reflect the position or opinion of the European Commission.



Contents

Introduction 5



Part I - New Fatherhood Concepts... 6

1. New Fathers in a New Europe	6
2. A win win approach	7
3. Work and Gender Stereotypes	7
4. Towards Equal Parenthood	8



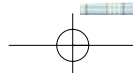
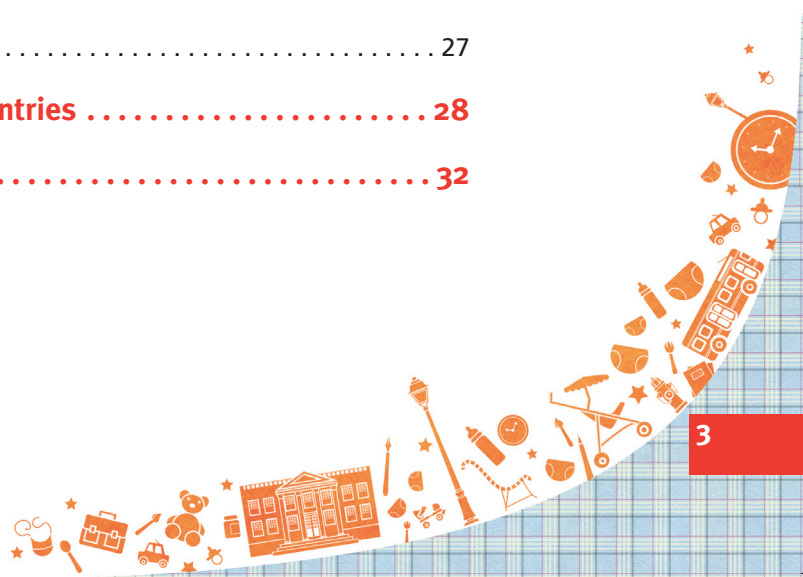
Part II - The New Faces Learning Network12

Aarhus, Denmark	12
Chemnitz, Germany	13
Budapest, Hungary	14
Sofia, Bulgaria	15
Bologna, Italy	16
Trento, Italy	17



Part III – Tools and Ideas for Cities to Play Equal18

1. Preliminary research on the local context	18
2. Working with low budgets – the resources needed	19
3. Identifying & engaging the target group of the workshop	20
4. Communication material	22
5. Defining the programme & nature of the workshop	24
6. Is it going to be fun?	25
7. The involvement of the city	26
8. Use of the media	27

Annex - Parental leave in eight European countries 28References 32



2. NewFaces Postcard.

Introduction

With the opening of the Year of the Equal Opportunities for All (2007), Europe engages into a wide debate on the changing nature of our societies and the promotion of a positive message of diversity¹. The Year of the Equal Opportunities for All addresses issues of equal treatment to citizens notwithstanding their race, gender, or sexual orientation; and it promotes diversity and better opportunities in all sectors of the everyday life, first and foremost the workplace.

Funded by the European Commission through the Gender Equality Programme, the NewFaces project challenges the care stereotypes by addressing parenthood from the viewpoint of the fathers. The project looks at the design and take-up of parental leave from a very specific angle – what can cities do to encourage innovative and proactive fatherhood models? This explains the full name of the project: New Fatherhood Concepts in European Cities.

Parental leave indicates the right that parents have to take time off work in order to take care of their children. In Europe, parental leave is regulated by national or regional provisions responding to a EU Directive issued in 1996. Despite the existence of legislation, research shows that take-up of parental leave among men is generally very low². This is why the NewFaces project asks the cities to address men and fathers, and calls for a more equal balance

between women and men in the upbringing of the children.

Proposed by EUROCITIES, as the network of major European cities, NewFaces brought together cities and city networks, but also representatives from the civil society, the research communities, social partners, and educational experts. This project brings local authorities into the gender equality debate and highlights the pivotal role that cities can play in support of reconciliation policies. In particular, NewFaces tested the organisation of fathers-targeted workshops in 6 European cities. Informative and inspiring, the workshops paved the way for small scale, low-cost but meaningful events that can easily be implemented in many other cities and towns.

This guidebook is the final outcome of the NewFaces project, and it is addressed to local authorities all over Europe. We consider it as a tool to support the learning experience created by the project, and engage a much wider group of associations and municipalities into re-thinking the role of the city in the promotion of equality. Another father is possible, another city is possible...

CATHERINE PARMENTIER
EUROCITIES Chief Executive Officer

1. European Commission, Equality 2007
http://ec.europa.eu/employment_social/equality2007/index_en.htm

2. European Commission (2005), Reconciliation of work and private life: A comparative review of 30 European countries, Luxembourg: Office for Official Publications of the European Communities.

*Another father
is possible,
another city is
possible...*



3



4

3. Father and child in the workshop in Chemnitz.

4. Father and child in the workshop in Sofia.

Part I

New Fatherhood Concepts...

1. New Fathers in a New Europe

Equal participation of women and men in paid labour is a crucial issue for the economic, demographic and social vitality of Europe. Despite legislative measures and positive actions that indicate a growing commitment to improving equal participation in the labour market, full equality is far from being the reality of today. Full-time employment and the related economic independence remains significantly more common for men than for women. The Eurostat report based on the European Labour Force Survey data of 2003 shows clear gender gaps.³ Men and women aged 20 to 50, with children below the age of 12, differ greatly with regard to their participation in paid labour. For example 60% of the women and 91% of the men are in paid employment. Furthermore, women are often in charge of the unpaid care tasks at home. Also, the share of women in part-time jobs is much higher than that of men.

Since the Eighties, the participation of women in paid labour has been on the EU agenda. Initially, efforts were concentrated on increasing the labour participation of women, a goal partly guided by the notion of justice, represented by the ideal of women's economic independence; but also guided by economic necessity, represented by a shortage of labour. Recently, the main focus of actions by the EU has shifted toward the balance between paid labour and family life for both women and men (work-life balance).

3. See the "Annual review of working conditions in the EU: 2005-2006", p.34.

4. See the "Annual review of working conditions in the EU: 2005-2006", p.42.

According to the European Union, this balance should be actively promoted by national governments, because unequal participation in the labour market is directly related to unequal participation in unpaid care tasks at home. Unpaid labour, consisting of household tasks and care for children and the elderly, is mainly performed by women.

Governments can and should support a better distribution of unpaid care work between women and men. An important element of this debate is the participation of men in the upbringing of their children. European fathers face therefore the task of reinterpreting the notion of fatherhood. This will bring about a change in the traditional models of men whose prime responsibility was to provide for the family's income. The new fathers share financial responsibilities and care tasks equally with their partners. Men can only gain from a reinterpretation of their roles as fathers. Yet, how can governments stimulate this new fatherhood concepts concretely?

In the first EU-25 report on gender equality, the European Commission calls on the Member States to place men within the agenda of gender equality.⁴ The Lisbon Strategy for growth and jobs states that an important factor driving the creation of more and better jobs is the exploitation of the huge potential of women in the labour market. Parental leave plays a pivotal role in striving for a better work-life balance.

Increasing the participation of men in parental leave heavily depends on good leave arrangements, to be promoted by national



5. 'Diapers changing competition' in the workshop in Sofia.

*Equal participation
of women and men in paid labour
is a crucial issue for the economic,
demographic and social vitality
of Europe*

governments; on the creation of better facilities in the working and living environment; and on changes in the traditional perceptions of the roles of women and men. Local governments can play an important role in the implementation of these last two changes, as the NewFaces project demonstrates.

2. A win-win approach

The current policy focus on the increased participation of women in paid employment is strictly related to economic interests, represented by shortages in the labour market. The decline of the working population is caused by two demographic developments: an increasing number of elderly people and a decline in the number of young people. This trend is likely to continue in the decades to come.

A second reason to actively change the distribution of work within the family relates to the notion of corporate governance. The importance of diversity within an organisation is a well known concept: every organisation should have a sufficiently diverse work force with regards to gender, age, and ethnicity.

For example, the skills acquired by women while managing household and their children's care might be very useful in the world of business and industry. So far, little attention has been paid to the learning processes that fathers go through when caring for their children. At a meeting organised during this project, a young German father told us how much he learns from his child, particularly in terms of organisational skills and patience.

The skills acquired by men in their daily contact with children, and in caring for a child and a partner, can be grouped into three categories:

- To organise and manage with flexibility (discipline, ability to come up quickly with effective solutions to unexpected problems)

- To think ahead and have an overview (systematic planning)
- To be involved with others (team building, ability to work in a team)

The third reason to challenge the distribution of tasks between women and men are the interests of family members in maintaining a regular and close contact with one another. A child's right to the attention of both its parents is of crucial importance for a balanced and safe environment to grow up in. Fatherhood research shows that men and women can have the same degree of interest and attention towards their children. The differences between mothers and fathers should be regarded as differences determined by culture and personality. Parenthood is a product of culture, education, work, the quality of the couple's relationship, the specific child's characteristics as well as personality dimensions such the parents' own care history.

Last but not the least, mothers and fathers can only benefit from spending quality time with their children. For both parents, a more equal distribution of paid labour and unpaid work is about the realisation of a more complete life. Mothers who are totally focussed on the upbringing of their children will benefit from learning to combine care and attention for the other family members with a job outside the house. Research shows that for many people, paid employment is connected to social contacts, self-development, contributing to society, gaining social status, and also a greater degree of economic independence. For fathers, an active participation in the upbringing of the children opens up possibilities for new experiences and skills development.

3. Work and Gender Stereotypes

So how can the stereotypes be challenged? There are different approaches to this issue.

Biological Approach

According to the theory of biological differences, the non-symmetry in the distribution of tasks between sexes is a logical result of different biological characteristics. Importantly, this theory fails to indicate how inequality can be corrected. Further equality between men and women regarding paid and unpaid care tasks is even considered as unnatural.

Economic Approach

Economic explanations go a step further. The rational choice theory, for example, starts from the assumption that the partner earning the highest salary will keep on working most hours in paid employment once he or she has started a family. In most countries, men earn the highest salary, particularly when we consider the continuing existence of gender gaps regarding payment⁵. However, the rational choice theory fails to explain the lopsided distribution of tasks in families where women and men earn an equivalent wage. Research even shows that men participate less in care tasks, when their spouses earn a higher income and enjoy a higher social status⁶. Researchers attribute this to issues of power and identity.

Sociological Approach

According to sociological theory, differences can be traced back to the gender connotation of paid and unpaid tasks. In other words, tasks are either 'male' (for instance: earning money), 'female' (for instance: doing the ironing), or 'neutral' (doing the shopping). For men, a redistribution of tasks poses a threat to their gender identity. Neutral tasks are less emotionally charged, which explains why men show a distinct preference for specific responsibilities like doing the shopping and cooking. These gender connotations apply to the workplace too (for example gender connotation of part-time jobs).

The care for children, for example, is characterised by distinct ideas about 'male' and 'female' tasks. It is the father who takes the child outside to teach how to ride a bicycle and play soccer, and how to build things. It is a mother's task to be present when the child is ill, to read bedtime stories at night, and so on. These stereotypes developed with cultural traditions and have survived many generations. In our view, sociological theory offers a sound explanation and indicates the path to bring forward change. We will see in the next section different ways to encourage such a change.

4. Towards Equal Parenthood

The NewFaces project assumed that the best starting point for change is to tackle the traditions of identifying work as typically "male" or "female". This does not mean that women and men will become gender-neutral caretakers and employees. A practice of equality does not equal to cancelling gender differences. On the contrary, breaking through these strong traditions is just what gives women and men the opportunity to reinterpret their gender identity. This reinterpretation will modify and enrich the meaning of fatherhood. It will also represent a sustainable choice to provide the foundation for an equal distribution between women and men of unpaid care work.

Despite undeniable improvements, obstacles persist. In many families, negotiations are being conducted about the division of parenting tasks. However, they

tend to be biased by the fact that household tasks do not have the symbolic value of paid labour, as represented by status, power, and income.⁷ Legislation wise, notwithstanding the existence of work-life balance regulations, take up among men has proven to be generally low. In addition to this, business and industry sometimes do not spend resources and efforts in making employees aware of their right to parental leave. Nor have unions launched a proactive campaign to inform citizens.

4.1 Legislation and policies for parental leave

Sound national policies are needed to take the first steps towards a more equal distribution of labour and care tasks between women and men. Policies can be grouped as follows: time regulation measures (flexible working hours and parental leave systems), financial measures (tax systems), and child care facilities.⁸

While the last two types of policy measures primarily relate to the encouragement of the participation of women in paid labour, time regulation policies focus on the facilitation of the participation in care of both male and female employees. Such measures include

A practice of equality does not equal to cancelling gender differences. On the contrary, breaking through these strong traditions is just what gives women and men the opportunity to reinterpret their gender identity

5. In all European countries, the average hourly wage of women is lower than that of men in many sectors (Eurostat, "Statistics in focus. Population and social conditions", 1/2005).

6. Hochschild, 1990.

7. Duyvendak & Stavenuiter, 2006.

8. Duyvendak & Stavenuiter, 2006.

parental leave, part-time work, and flexible working hours. The NewFaces project focussed on parental leave.

EU countries display a good variety of family-related leave arrangements. They can be divided into four categories: maternity leave; paternity leave; parental leave; and leave for the care of older children in special circumstances.⁹

The oldest form of family-related leave is maternity leave. It is awarded to mothers before and after the birth of their child, in order for them to recuperate physically after the pregnancy and the birth of the baby. In 1992, the EU Council Directive (92/85/EC) established that all working women are entitled to take 14-weeks leave. All EU countries have a maternity leave system, part of which is actually compulsory. Salary conditions during maternity leave vary from country to country. In a number of countries, maternity benefits amounts to 100% of the pay last earned (in Germany, France, Greece, Luxembourg, the Netherlands, Austria, Portugal, and Spain).

There is no EU directive specifically devoted to paternity leave for men. Yet, in a number of European countries, a type of paternity leave does exist. Such paternity leave has a short duration (usually a number of days directly after childbirth). A right to paternity leave has been legally established in Belgium, Denmark, Finland, France, Great Britain, the Netherlands, Portugal, Spain, and Sweden. With 18 days, the Finnish paternity leave has the longest duration. In France, paternity leave lasts 11 days, while it lasts 2 days in Spain and Holland.



6. Workshop in Aarhus.

Parental leave has been on the agenda of the European Commission since the Eighties. After long term negotiations, a Directive on parental leave (96/34/EC) was adopted in June 1996. The directive, which was transposed into national laws in all EU countries, sets minimum requirements that all Member States have to meet. Each employee, man or woman, has an individual, non-transferable right to at least 3 months of parental leave after the birth or adoption of a child.

In most European countries, both parents are entitled to parental leave. When either one of them chooses not to make use of it, this individual right will automatically be ruled out. Some other countries – for example Italy, Germany, France, Finland, and Austria – have turned the individual right into a family right. Parents are allowed to share the right to take up leave, but the complete leave period can also be taken up by one parent only.

The specification of parental leave conditions with regard to payment, length, and flexibility, has been left to Member States. As a result, there are important differences between the national policies. For example, when it comes to financial conditions, parental leave can be supported by fixed amounts or by wage-related payments. The benefit is low in Belgium, Italy, and Austria; while it is high in Denmark, Finland, Sweden, and Luxembourg.¹⁰ In a number of countries, parental leave is unpaid (for example France, Great Britain, the Netherlands, Portugal, and Spain). There are also important differences, regarding the length of the leave period, ranging from a minimum of 3 months in Belgium, to a maximum of 3 years in Germany, France, and Spain.

Several EU countries have introduced policy measures specifically dedicated to encourage fathers making use of parental leave. This is often done by indicating that the total duration of the parental leave is extended if fathers take their leave. In Austria, for example, a father gets a leave extension of 6 months if he takes a 6 months leave. In Sweden, 2 extra months have been reserved for the father. These months cannot be taken up by the mother (the “use it or loose it” rule). Finally, in some countries, parental leave has been given a more flexible form than in other countries. One possibility, for instance, is to

9. See the report ‘Working time and work-life balance in European companies 2006’, p. 35.

10. To be able to draw a comparison, the researchers converted the fixed amounts to a percentage of the gross income of women. See Koopmans & Schippers, p.21.

take up part-time leave, or to divide the leave period into one or more units. The duration in years of the right to parental leave is related to the age of the child.

In most countries, parental leave must be taken before the child reaches the age of 5; whereas in others (for example Sweden, Denmark, Italy, and the Netherlands), the child's age limit is 8 or 9 years.

The last form of leave consists of arrangements to care for older children in special circumstances. These apply in cases of sickness, disability, or even to attend the first school day of a child. There is no European regulation applying to these special forms of parental leave; legislation and implementation is left to the national level.

4.2 Industry and the unions

Besides legislative measures, the use of parental leave by men depends on the concrete circumstances within the workplace and the overall labour market, which have either a positive or a negative influence on the decision of fathers to actually take up the leave. The workplace and its culture play an important part in this decision. It is therefore important that in those countries where parental leave is unpaid, unions and labour organisations negotiate collective labour agreements with full or a partial wage granted to employees. Negotiations should also touch on the length of the leave, by means of collective labour agreements, and/or agreements with individual employers. The importance of parental leave cannot be underestimated, and yet parents will take it only if it's paid leave, and if their return to work is secured by law.

Another aspect is the support provided when a parent returns to work after his or her parental leave. Some employees are afraid that they will not be able to keep up with new developments in the company after their absence on leave.¹¹ In these situations, training programmes to quickly

update employees with the latest developments are vital. On average, 22% of the companies with more than ten employees provide this facility.

Local governments can play an important role in fostering and facilitating the take up of parental leave by men, by setting up projects where fathers can exchange their experiences and can receive and share information.

A Danish study analysed the impact of the workplace attitude towards parental leave. Four factors proved to be influential for the choice that fathers have to take: management strategies to encourage a family-friendly workplace; the presence of a role model in the company, especially effective if managers set the example of taking parental leave; a work organisation that favours information sharing and

team work; and the presence of a majority of staff members in the overall number of employees.¹²

4.3 Negotiations at the kitchen table

Last but not the least, decisions on making use of parental leave depend on negotiations between the partners. In the Netherlands, for example, approximately 50% of the fathers versus 90% of the mothers take care of their child(ren) at least one fixed day of the week.¹³ Women still spend much more time than men in taking care of the children.¹⁴ The number of hours spent on care tasks is also related to the educational level of the parents. Generally speaking, parents with higher educational levels tend to spend less time with their children. However, research has shown that sound leave arrangements of between 6 and 12 months contribute to the cognitive development and the well-being of children.¹⁵

An issue often underestimated is men's fear to have to care for their baby on their own, without the mother being present as well. In addition, fathers develop psychological problems about the birth of their child more often than is generally assumed. A study on postnatal depression in Copenhagen shows that 7% of the fathers suffered from it.¹⁶ International research, on the other hand, shows that 10 to 14% of the mothers suffer from a postnatal depression. This highlights the importance of a sound understanding within a couple on the difficulties related to parenthood.

11. See the report 'Working time and work-life balance in European companies', p.38.

12. See the summary of the report 'Men, parental Leave, and Workplace Culture' (2006) by the Danish National Research Institute.

13. See the 'Statistisch kwartaalblad over arbeidsmarkt, sociale zekerheid en inkomen', p. 32.

14. The number of hours spent on care is scarcely dependent on the age of the youngest child.

15. Ibidem, p.2.

16. Men's Psychological Transition to Fatherhood – Mood Disorders in Men becoming Fathers.



7. Workshop in Aarhus.

The NewFaces project looked at how fathers, being the pioneers of new forms of fatherhood, can be supported in their own living and working environment. The workshops conducted in six cities show the importance of information on the legal rights to parental leave, but also on the emotional implications of fatherhood and the facilities provided at the local level to support families.

Many obstacles to taking parental leave were mentioned by the fathers attending NewFaces workshops, as the following quotations show:

"The employers don't encourage such a decision."

"We are not informed about this possibility: until now I didn't know about it at all."

"All relatives help out, so I'm not useful."

"My image as a man will be hurt."

"This is a privilege of the women"

Local governments can play an important role in fostering and facilitating the take up of parental leave by men, by setting up projects where fathers can exchange their experiences and can receive and share information. This is also confirmed by the comments of some fathers participating in the workshops:

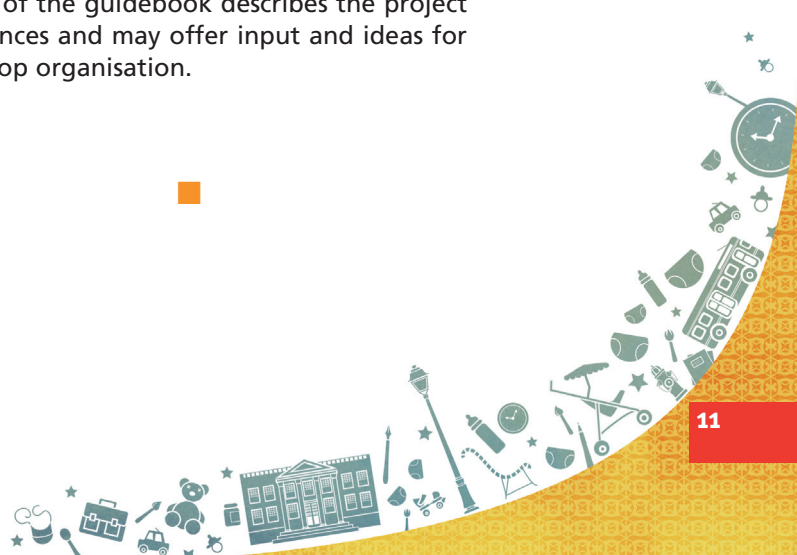
"I understand more how to deal with daily care tasks, because I learned the opinion of others fathers, and now I know I am not alone."

"I learned more about the connection mother – child – father."

"The workshop made me think about more aspects of fatherhood."

"The workshop was very good, but I hope it is just the beginning."

The overview of the gap between the legal possibilities and the actual practice of fathers taking up parental leave shows the need for action at the local level. In the NewFaces project, workshops for fathers were held in six cities from five different European countries. The workshops focussed on informing fathers of their rights and opportunities, and on having local authorities playing an active role as providers of information and services. In order to compare the workshops, a monitoring plan was designed, consisting of a standard set of questions to guide partners in the planning and assessment of the workshop. The checklist so produced helped establishing a local and regional context, exploring the characteristics of the target group, and preparing the activities and follow-up of the workshops. The next section of the guidebook describes the project experiences and may offer input and ideas for workshop organisation.



Part II

The New Faces Learning Network



Aarhus, Denmark

ORGANISED BY
The Cradle Place

DATE & TIMING
February 2 (Thursday), 2006 – 16:00 to 19:30

PARTICIPANTS
Some 15 fathers previously known by the organisers.

VENUE & FACILITIES
The workshop took place in a coffee bar. At the start of the workshop, drinks and snacks were served, in order to set up a relaxed and friendly atmosphere.

STAFF INVOLVED
The staff from the Cradle Place prepared the workshop, which was eventually run by a male staff member. Women were not allowed in the workshop room.

ADVERTISEMENT CAMPAIGN
The campaign had, as a target group, fathers that had already made contacts with the Cradle Place.

Leaflets on EU and national legislation were produced and displayed together with official material from the City of Aarhus and the Ministry for Gender Equality.

In the course of the workshop, a further publication was produced, featuring pictures from the workshop and including comments given by the fathers who attended the event.

PROGRAMME
The moderator introduced the workshop by opening up a discussion on fatherhood, and presenting data on take up of parental leave by men. Also, the NewFaces project approach and the workshop specific approach were presented.

During the workshop, the discussion was divided in three parts, all separated by coffee breaks.

At the end of the workshop, fathers could remain in the room for a drink, a chat, a snack, and a table football play. This was meant to provide a setting for informal contacts.

ROLE OF THE CITY
The City of Aarhus via the institution called the "Cradle Place" deals with parents who have difficulties being with their children aged between 0-6 months.

SPECIAL REMARKS
In Aarhus, it was decided that the NewFaces workshop would target fathers with special needs, i.e. fathers whose difficulties related to fatherhood overcome the pleasure of this experience.

FOLLOW-UP
The workshop has been followed up by a fathers group. Within such group, men meet on a regular basis and spend an evening together. Again, this creates a men-only environment, where fathers can exchange experiences related to fatherhood.



8. Convivial discussions in the workshop in Aarhus.



Chemnitz, Germany

ORGANISED BY

Verein zur Beruflichen Förderung von Frauen in Sachsen e. V. (VbFF - Sachsen) and Strategy transnational e. V.

DATE & TIMING

February 4 (Saturday), 2006 – 10:30 to 17:00

PARTICIPANTS

80 Participants including staff members and families.

VENUE & FACILITIES

The workshop took place in the "Cultural Department Store", located in the city centre. The venue hosts the adult education centre, the city library, and the museum of natural history.

STAFF INVOLVED

A considerable amount of resources was put into the organisation of the workshop. This included 30 staff members from the two partners organising the workshop and the Technical University of Chemnitz.

ADVERTISEMENT CAMPAIGN

Leaflets were produced on the EU, national and regional legislation for parental leave; the opportunities for family support at the local level; and for advertising the workshop.

Leaflets were distributed at health centres, high schools, sport clubs, libraries, kindergartens, the municipality, universities, NGO's, on the street, through the local newspapers and through informal networks.

PROGRAMME

- Opening and welcome by local authorities.
- Plenary session with experts dialogue, followed by general discussion.
- Lunch for informal networking.
- Parallel sessions with focus groups for men.
- Reporting from the focus groups and conclusion in the plenary.

ROLE OF THE CITY

The municipality provided an overall support to the organisation of the workshop. Furthermore, the Deputy-Mayor for Social Affairs in the City of Chemnitz attended and opened the workshop, followed by a representative from the Ministry for Social Affairs in Saxony.



9. Poster for the workshop in Chemnitz.

SPECIAL REMARKS

Target group: full families including parents, children, other members Students and fathers to be representatives from employers organisations.

Special programmes were prepared the women and the children.

FOLLOW-UP

Media Follow-Up: interviews were displayed in the local newspaper and broadcasted on the radio.

A fathers breakfast took place some 3 months later in the VbFF-Sachsen kindergarten to continue the work started by the NewFaces workshops. A representative from the parliament explained the new provisions for parental leave to be adopted by Germany as from 2007.

Strategy transnational started a new project on companies.



Budapest, Hungary

ORGANISED BY

The Regional Social Welfare Resource Centre (BSZF, Budapest)

DATE & TIMING

June 10 (Saturday), 2006 – 10:30 to 13:30

PARTICIPANTS

20 participants including staff members and children.

VENUE & FACILITIES

The workshop took place in a kindergarten, a beautiful building with a garden that was meant to provide a playground for children of the participating fathers and the mothers. The building had a room specifically dedicated to the workshop and a room for the children to play.

STAFF INVOLVED

The staff from BSZF prepared and ran the workshop. During the workshop, presentations were given by city's representatives and a psychologist.

ADVERTISEMENT CAMPAIGN

As for the media, an internet based informal network was used.

In addition, advertisement was made through a newsletters used by sociologists and social workers. Also, a formal invitation and hand-out were sent to the district nurses in Budapest.

Informal networking was used too.

PROGRAMME

The workshop consisted of two sections, with three presentations in the first part and a discussion group in the second. During the focus group part, a male psychologist lead the discussion and addressed fathers with questions on their experiences and feelings. The group discussed the several aspects of fatherhood, responsibilities, tasks, feelings/fears, joy, feeling of success and failure, disappointment/expectations, experiences.

ROLE OF THE CITY

The meeting was opened by a presentation given by the Head of the Equal Opportunities



10. Poster for the workshop in Budapest.

Department of the Municipalities of Budapest, who spoke about the structure and work of the department, their achievements and future plans. The representative also outlined the city's plans for future cooperation based on the NewFaces project experience.

A second presentation given representative from the Ministry for Youth, Family, Equal Opportunities and Social Affairs detailed the conditions and possibilities for parental leave in Hungary.

SPECIAL REMARKS

A researcher took part as a 'silent observer' of the workshop, with consent of the participating fathers. Being member of the Hungarian Academy of Sciences she is carrying out a research on the very same issue. She was offered to attend and to approach the participants to make interviews as part of her research.

FOLLOW-UP

Options for follow-up are being discussed at the city and NGO's level.



Sofia, Bulgaria

ORGANISED BY

Cultura Animi Foundation

DATE & TIMING

June 17 (Saturday), 2006 – 10:30 to 18:00

PARTICIPANTS

35 Participants including men, women, children, and staff members.

VENUE & FACILITIES

The workshop took place in the National palace of Culture. The building has a spacious room used as a restaurant and lounge bar.

STAFF INVOLVED

Different experts in the field of baby care and a psychologist moderated the event. Preparation was provided by the Cultural Animi staff. A jury for awarding prizes during a game also contributed to the running of the workshop; the jury was constituted by 5 women from the city and different NGO's.

ADVERTISEMENT CAMPAIGN

Leaflets on legislation, local opportunities and invitations to the workshops were distributed to health centres, schools for parents, universities, parks, playgrounds. Also, news announcing the workshop were sent to thematic websites and forums, with a link to on-line registration. Some baby-magazines displayed information on the workshop too.



11. The venue of the workshop in Sofia.

PROGRAMME

- Theoretical information and practical training.
- Competition for fathers skills.
- Informal lunch.
- Afternoon programme for fathers only (discussion on legislative frame for parental leave and practical application).
- Awarding the competition winner, conclusions of the workshop.

ROLE OF THE CITY

The City of Sofia supported the event by disseminating information on the workshop to employees and officers.

SPECIAL REMARKS

A diaper-changing competition was organised for fathers. 10 Participants took part, 5 of which didn't have children yet. All participants received a t-shirt sponsored by a private company for having run the test. Fathers were given dolls and asked to change their diapers. The jury's main criticism was that almost all fathers lost contact with their baby during the changing of the diaper. The winner did not.

Afternoon focus groups analysed fatherhood and parental leave in relation to socio-cultural issues; financial issues; and the lack of information.

FOLLOW-UP

A follow up meeting with the workshops participants will be organised in the Autumn. The meeting will propose initiatives on the basis of the suggestions made by fathers during the workshop. During the follow up event, fathers' inputs will be gathered in order to organise a campaign (programme, financial support, etc...) on promotion of parental leave and equal parenthood.



Bologna, Italy

ORGANISED BY

City of Bologna supported by City of Rome

DATE & TIMING

September 27 (Wednesday), 2006
17:30 to 21:00

PARTICIPANTS

Approximately 80 – 85 people.

VENUE & FACILITIES

The meeting was hosted in the Cappella Farnese, at the City Hall. In term of equipment, computers and screens were used to display presentations and videos.

STAFF INVOLVED

The meeting was organised by the City of Bologna. In addition, a journalist, an historian and a sociologist took part in the round-table. Also, representatives from the City of Bologna, from the unions and from the Employment Ministry attended. Trainers, health workers, and family associations were involved too.

ADVERTISEMENT CAMPAIGN

Leaflets were produced on the legislation on parental leave, local opportunities, and to advertise the workshop. They were handed out to family's advice bureaux and childhood services. In addition, relevant articles were displayed on several thematic websites. Finally, a press conference promoted by the Bologna City Council promoted the event.

PROGRAMME

- Round table on fatherhood in a Work-Life Balance perspective.
- Buffet dinner.

ROLE OF THE CITY

The workshop has been organised and run directly by the City of Bologna. More generally, political representatives from the Municipality attended other project meetings and provided for an active contribution and an important back-up for the project development.

SPECIAL REMARKS

The workshop has been prepared by three events in order to provide a basis to work on, in terms of information and awareness. In the case of Bologna, the main objective of the workshop was to open a city debate about reconciliation policies and work-life balance with a specific focus on the role of fathers.

FOLLOW-UP

The data relating to fathers' participation to the workshop and take-up of parental leave, both under a qualitative and a quantitative perspective, show interesting results for future follow-up of this action. Furthermore, the leaflets produced will also be used in the future months/years to come to target all families where new babies are born.



12. Leaflet prepared for the workshop in Bologna.

Trento, Italy

ORGANISED BY

City of Trento and University of Trento

DATE & TIMING

October 6 (Friday), 2006 – 17:00 to 20:00

PARTICIPANTS

30 participants to the workshop, of which 10 fathers.

VENUE & FACILITIES

The workshop was held in a room of a town building, next to which participants could find a service of baby-sitting. The workshop has been followed by a buffet dinner, during which participants have been able to exchange in an informal way their own opinions and experiences in a friendly atmosphere.

STAFF INVOLVED

The meeting has been jointly organised by the City of Trento and the University of Trento (Department Sociology and Social Research). A number of external experts attended, including social workers, a psychologist, a sociologist, and a representative from a trade union. The meeting was opened by a keynote speech given by the Deputy Mayor for Cultural Activities in Trento. Finally, a baby-sitter took care of the children attending.

ADVERTISEMENT CAMPAIGN

The campaign had, as target group, new and forthcoming fathers.

Invitations and posters have been sent to: fathers (by e-mails), pre-natal departments, centres providing health and social services, associations that deal with courses pre-birth and with support to families, pediatric studies, childcare facilities, nurseries and preschools (public and private), syndicates, and other organizations that have an important role in the local context (Province of Trento; bank/cooperative sector; Health sector).

The event has been published on several websites and in the most popular local daily paper.

PROGRAMME

- Introduction of NewFaces and its objectives by a sociologist with a main focus on work-



13. Cover page of the Welcome Pack for the workshop in Trento.

life balance issues and on the change of the way of experiencing fatherhood.

- Dynamic and interactive debate with fathers after the contributions of the lecturers.
- Buffet dinner.

ROLE OF THE CITY

The City was one of the two main partners organising the entire workshop, together with the University of Trento.

SPECIAL REMARKS

The parental leave theme will continue in Trento with an Equal project (GE.L.S.O - Gender, Work and Occupational Segregation). Many initiatives (above all addressed to the working organizations) will be organised, like an advertising campaign encouraging fathers to take parental leave and to disseminate new models of work-life balance.

FOLLOW-UP

A follow up event will be organized in Autumn. Workshop participants will be contacted to collect suggestion by fathers in order to realize the promotional campaign of parental leave and equal parenthood.

Part III Tools and Ideas for Cities to Play Equal

Part III

As with most legislation on employment, maternity and paternity leave regulation does not depend on legal regulation adopted at the city level. In the case of European countries, legislation on parental leave derives from the EU level, as transposed into national law or collective agreements negotiated by the social partners.

Notwithstanding a commitment of the European institutions to address work-life balance measures expressed since the eighties, it was only on 3 June 1996 that the Council Directive 96/34/EC on parental leave was issued. When a Directive is being issued, Member States have to respond by implementing appropriate national measures to give it effect, within a prescribed time-scale. Together with the States, the other major actors involved in the negotiations of regulation on parental leave are the social partners, being represented by the employers and employees organisations.

However, local governments can bring a major contribution to a change in parenthood culture and gender stereotypes. Cities can influence and support reconciliation policies. How can they do so?

17. http://ec.europa.eu/employment_social/gender_equality/index_en.html

18. The European Commission website also offers important information on legislation, initiatives, and funding programmes at : http://ec.europa.eu/employment_social/gender_equality/index_en.html

- By ensuring that fathers are informed on their own rights (INFORMATION)
- By developing initiatives to raise awareness of citizens, institutions, and civil society (AWARENESS)
- By interacting with national governments and the social partners and providing political back-up to legislation (POLICIES)
- By monitoring the take-up of parental leave by women and men (BENCHMARKING)
- By taking appropriate and locally-targeted measures for fathers to spend time with their children (ACTION AT LOCAL LEVEL)

1. Preliminary research on the local context

As a preliminary step to undertake before performing equality-raising actions and activities, it is essential to map the legal, political, and cultural context for parental leave.

Policy wise, it is important to recall here that the European governance system includes formal and informal institutions acting at different territorial levels. Many of them may be directly or indirectly involved in the implementation of a NewFaces campaign at the local level.

At the EU level, gender equality policies take a comprehensive approach which includes legislation, mainstreaming and positive actions. Financial support to organisations and cities has also been made available

via action programmes.¹⁷ The European Commission unit working on equal opportunities for women and men can be contacted by all citizens interested in receiving further information on this.¹⁸

A quick search for information made available at the national level can also help. The NewFaces experience has shown that, while it is fair to say that families and fathers normally experience a lack of information on parental leave, such information usually exists in the form of leaflets or publications prepared by the relevant national or regional Ministry (employment, education, health, social affairs...).

At the local level, the structure of many municipalities mirrors the one of the national government: departments on social affairs, employment, education, family issues, and health can be identified at the national level as well as at the regional or city level. Searching for all relevant actors that work on parental leave or equal parenthood often leads





14. Workshop in Sofia.

to surprises. Ideally, such research leads to the creation of unprecedented synergies or the establishment of formal or informal networks.

In addition to public authorities, there may be associations, leagues, or even companies working on reconciliation policies. In some cases the relevant city department may give indication on them. In other cases, schools or hospitals may be in close contacts with them.

A different but equally important mapping exercise concerns the obstacles to taking parental leave. Some of them are listed in Part I of this guidebook. However, once again, geography matters. For example, different countries have very different financial conditions attached to parental leave, which is a major factor in determining whether a father will make use of his leave time or not. In other countries, regulation may be ideally conceived, but far from the reality in the work place. To increase take-up of parental leave, you will need to keep in mind where the obstacles lay.

2. Working with low budgets – the resources needed

In order to encourage the cities in playing a more active role in reconciliation policies, and to inform and motivate fathers on their right to take parental leave, the NewFaces project has tested the organisation of small-scale, locally targeted events for fathers-to-be or fathers with young children.

All the NewFaces workshops performed in European cities have been organised with a relatively small amount of resources, distributed along the following headings:

- Staff costs, i.e. working time of the city staff in addition to extra staff specifically hired for the event (nurses, psychologists, trainers);
- Costs for production and dissemination of information material (leaflets, posters, postcards, videos);
- Costs for catering;
- Rental costs for the premises hosting the workshops.

As city officers are normally paid through the core budget of the municipality, and as renting costs may be kept to a minimum thanks of existing facilities of the city administrations (libraries, meeting rooms, schools), the higher budget will be spent on publications. However, priority should be given to user-friendly, easily readable information.

NEWFACES TIP

Legislative procedure may seem difficult to read and understand: the best you can do to improve dissemination of parental leave is making it user-friendly!

CAREFUL WITH

If the workshop is targeted to fathers, try and involve men in the preparation and moderation of the event.

As for staff resources, considerable time and efforts will go into the preparation, management and follow-up of the workshop. This is extremely important in the workshop preparation, particularly during the advertising campaign. During the workshop, contributions from extra-staff and other organisations may be very important as well. For example, nurses, trainers or psychologists can be involved; they can give specific training courses or can moderate a focus group or a discussion. Their role and attitude will be closely linked to the target group that a city has identified. On the other hand, contributing to the organisation of a workshop on parental leave can be an interesting and valuable experience for social sciences students – why not asking universities for their availability to engage trainees?

Before concluding this section, it can be interesting to mention the role of sponsors. As small scale and low-budget events, NewFaces workshops don't necessarily need to have private sponsors supporting the expenses. However, when contacting for example toy stores or shops for babies and mothers, they may be interested in the visibility that the workshop can provide, and be willing to offer financial support or little gadgets such as t-shirts or small gifts for the babies. It is important to remember that, when acting on behalf of a public body such as a municipality, the legal feasibility of working with a sponsor should be checked beforehand.

3. Identifying & engaging the target group of the workshop

After the preliminary research and budgeting exercise, the organising team can start working on the actual preparation of the workshop. This includes the identification of the target group for the workshop, and the campaign to ensure that the target group is successfully reached.

The participation of fathers in the workshop has proved to be a challenge for the organisers and at the same time a crucial element for the success of the workshop. The advertising campaign therefore needs to be well planned and has to start a couple of months in advance of the meeting. Some challenges of having fathers participating to the workshops can be listed as follows:

- Men are far less used than women to participating in clubs, after-work activities, courses;
- Men can be reluctant in sharing opinions and feelings relating to their private life;
- Men and women may have different approaches to care and parenthood;
- If a man doesn't take parental leave, his spare time with the children may be limited – a full day in a workshop can be seen as wasted, by both him and his partner.

For all these reasons, the importance of the advertisement campaign cannot be underestimated. Again, the preliminary research will enable the team to take the right decision. In most Scandinavian countries, for example, the take-up of parental leave by fathers is higher than in Southern Europe; this may mean that the ideal target group is not the average father, but possibly fathers that experience special difficulties with parenthood. Or, in case the local context shows that private sector

NEWFACES GOLDEN TIPS

1. *The sooner the advertisement campaign starts, the better.*
2. *Make smart use of the media.*
3. *Involve all City departments directly or indirectly working on family issues, employment and gender equality in the promotion of the workshop.*



15. A father writing his ideas on a common blackboard in the workshop in Sofia.

employees are far less likely to make full use of parental leave, maybe the workshop should be addressed specifically to them, and representatives from employers' and employees organisations should be invited.

A basic decision to be taken is: will the workshop address fathers only, couples or families? The NewFaces workshops tested both a men-only environment, a gender mixed environment, or a workshop including family sections and 'restricted' sections that only men could attend. A general rule to remember is that if the advertisement campaign is targeted at both men and women, women may play a supporting role by encouraging their partners attending the workshop – the number of participants is likely to be higher. However, when holding a general discussion on parenthood, women risk to take a teaching attitude, and men may either shut up or say only what they think should be said.

Once the target group has been identified, the following steps can be relevant:

- Listing all health institutions and educational structures in the local area with the

help of the municipality and/or the local partners;

- Contacting them to present the workshop project (giving them some posters, leaflets and workshops' invitations for their visitors and clients);
- Making arrangements with municipalities and public administrations to circulate the information among their employees and to invite the officers who were or would become fathers to attend the workshop; Displaying posters, leaflets and invitations in all relevant places throughout the city (health centres, universities, parks, playgrounds, public buildings, parishes, associations for migrants, companies, sport clubs, selected libraries...)
- Creating a web-page for your workshop (provided with an easy online registration facility) or publishing online advertisements in websites and forums thematically connected to parenthood, education, equal opportunities;
- Informing the media about your workshop and contact popular baby magazines; Contacts with fathers can be made on the street, by distributing flyers and posters; in playgrounds, public buildings, medical



16. Leaflet on parental leave legislation for the workshop in Sofia.

offices, parishes, public health departments, clinics, department for family and social affairs, associations for migrants, companies, schools, libraries, universities...

- For a special group of fathers (i.e. fathers with specific problems), relevant associations may offer help in getting in touch with them. Working fathers also can be contacted through their employers, being them companies or organisations.
- The advertisement campaign should be enlarged, re-focussed or adapted in case the target group addresses also couples, full families, unions' representatives, politicians and companies.

4. Communication material

The communication material has a pivotal importance as it can constitute an important tool for the fathers and the families; and can determine whether the target group will participate in the workshop or not. This section is therefore divided in three parts, addressing the collection and use of existing communication material; the production of ad hoc information

material; and the advertisement campaign to be organised by the city.

4. 1. Where to collect existing material?

Before producing new information material, the existing communications resources should be explored. This can be done by referring to the relevant administration offices at national and regional levels. The NewFaces experience has shown that, in all countries, complete information for parents is already available in relevant ministries, i.e. Social affairs, Family, Gender Equality, or Labour Ministries. Leaflets and brochures are available in hospitals and health centres, or in local leagues and associations for families. However, a survey published in 2004 about the European's attitudes towards parental leave showed that 25 % of the men in the EU were not aware of their rights. Thus, the existing tools only partially reach the target group. Developing new awareness raising material, with a special focus on the local level, is therefore extremely important.

4.2. Producing new material – The Welcome Pack

The NewFaces project has targeted the lack

of information at the local level and the gap existing between legislation and take up, by producing the so-called Welcome Packs (meaning: Welcome to Fatherhood). Welcome Packs, consisting of a set of documents covering information for parents and especially for fathers, were distributed to all workshops participants to encourage fathers making full use of their right to parental leave. NewFaces suggests making use of three leaflets, the first one covering legislative provisions; the second one listing local opportunities; and the third one providing good reasons to attend the workshop!

LEAFLET ON PARENTAL LEAVE LEGISLATION

Although the information about European and national legislation is already available in the relevant institutions, a lack of knowledge is still visible in all European Countries. Without repeating all the existing information, Municipalities are encouraged to sum up or report in a short and clear way the possibility offered by the legislation.

LEAFLET 1 - THE MESSAGE IS

"Parental leave is a legal right and you can benefit from taking it."

The more fathers understand the legislative provisions and their potential, the more they will be encouraged to use their right to take parental leave. The questions to be addressed are:

- What are fathers exactly entitled to, in terms of days off and financial conditions?
- When can fathers do on a day off to take care of their child(ren)?
- How can they take those days off (full or part time out of the office, ...)?
- What is the situation for mothers: do maternity and paternity leave overlap?
- Does the right to parental leave apply to all children of the couple?
- How a safe and smooth return to work will be ensured by the employer?

The type of publication and design should be simple, clear, and user-friendly!

LEAFLET ON LOCAL OPPORTUNITIES

The Welcome Pack wants to help and encourage fathers to make use of their right to parental leave and exploit the opportunities offered by their city. Generally speaking, such opportunities and services available for parents at the local level are not covered by the documents produced by national institutions. For this leaflet, NewFaces has focused on practical information and conveniences provided by the city.

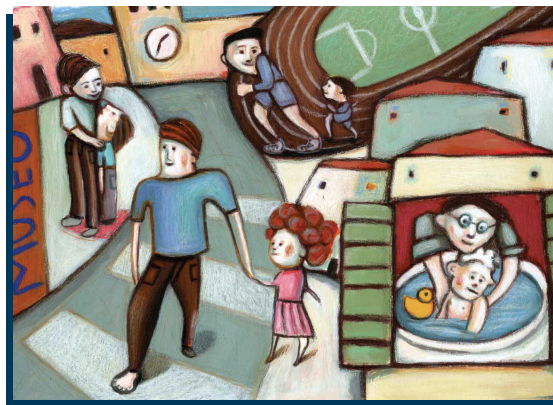
LEAFLET 2 - THE MESSAGE IS

"Parenthood can actually be enjoyed and cities can be a source of valuable support."

The leaflet produced will then list all initiatives, support activities, and facilities that a family and particularly a father can find in the local area:

- Public and private kindergartens
- Name of the associations working with families
- Hospitals and health centres
- Parks
- Sport facilities
- Children libraries

The type of publication and design chosen for this leaflet is directly linked to the image that the city wants to communicate; leaflets can be fancy-looking, inspiring, classical, colourful, fashionable, ...



17. Leaflet on local opportunities for the workshop in Bologna.

WORKSHOP INVITATION LEAFLET

This third leaflet gathers all information about the advertisement of the workshop, ranging from the event date and location; the programme for the day; the practicalities of reaching the venue; the main purpose of the workshops; the facilities for partners and children in case they are invited too. The registration procedures should be explained (e.g. giving a web-link for online registrations or the telephone number of a contact person).

An attractive message will motivate participants to attend the workshop. The leaflet can illustrate the type of workshop that will be set up and explain whether it will be based on an informal debate or on more structured presentations. The key message that the workshop wants to communicate should be clear from the programme.

On the layout of the advertising leaflet, an attractive design is important for the success of any printed publication, and is definitely crucial when advertising the workshop. Flyers, posters or postcards illustrated by pictures of father and children engaged in everyday activities together can convey the right message. The advertisement documentation has to be eye-catching and can be thought-provoking!

Internet is an efficient way to disseminate an event: a short article with the workshop invitation can be sent to all websites and forum thematically linked to parenthood, parents, mothers, fathers, educational services, children, and sport facilities.



18. Workshop invitation leaflet for Trento.

LEAFLET 3 - THE MESSAGE IS

*“This workshop has
been designed
to support you!”*

5. Defining the programme & nature of the workshop

The NewFaces project experienced 6 different workshops, based on different formats and different activities. The common elements of all the workshops can be listed as follows:

- All workshops were meant to inform fathers of their legal right to take parental leave, with detailed presentations given by local authorities and the support of information material;
- All workshops included a discussion or a focus group part, where fathers could listen but also ask questions, propose solutions, share feelings;
- All workshops included recreational activities, being it represented by coffee breaks or meals, or also by games;
- All workshops were supported by the work of qualified trainers, psychologists, nurses or educational experts;
- During all the workshops, fathers were handed information material in a “welcome pack”, standing for Welcome to Fatherhood pack; the pack included legal information on legislation, but also tips on local opportunities for families, together with the programme of the workshops.

Apart from these common elements, all the rest should be adapted as much as possible to the local context. A basic question is: will the overall style of the workshop be formal or informal? An informal workshop is certainly more user-friendly; a formal one may meet stronger back up from the local politicians.

Another decision to be taken is whether information should be given in the form of lectures or training modules, or whether a more interactive and informal format will be more appropriate. Fathers can meet and discuss in plenary rooms or also in smaller focus groups where experiences and feelings are more easily expressed. In the case of lectures or training



19. Fathers playing during the workshop in Aarhus.

course, the lecturer should be warmly encouraged to be proactive, interesting and inspiring. In the case of a focus group, why not trying a male moderator for a better response by the fathers?

On the choice of the date and the timing of the workshops, there are arguments supporting all sort of choices. For example, a workshop organised after normal work hours is an event that takes place within the “working life” of an individual; it doesn’t break too sharply with the everyday rhythm, and can show the passage from the working hours to the private hours. On the other hand, a workshop on a Saturday can leave much more time to organise activities; at the same time, fathers with very young baby may not want to leave their family for a full Saturday! In that case, supporting events for the partners and the children can increase the popularity of the workshop.

Last but not the least, when planning a workshop, it may be smart to think ahead and foresee a follow-up strategy. In the course of the workshops, fathers hear about ideas and concepts they are not necessarily familiar with, and brainstorm about new opportunities. Challenging long term stereotypes and bringing forward new fatherhood concepts requires patiently building on information and well targeted support actions.

NEWFACES TIP

Think of yourself or your partner as the target group of the workshop: what could make you decide that the workshop is worth your spare time?

6. Is it going to be fun?

Recreational activities can make the atmosphere much more familiar and pleasant, and if successful can also lead to considerable networking between workshop participants, which would qualify as an added value.

The standard social programme to be always included when planning the workshop refers to an informal lunch or coffee break. Participants will feel welcome and can enjoy this opportunity to meet other couples that are living through a similar experience. Food and drinks should be light, simple, and healthy.

During the lunch or coffee breaks, participants should be left free to communicate with each other – in the case of men in particular, and even more if it is a men-only group, this may lead to very good results in terms of informal networking and exchange of feedback on their everyday situations and their “tested practices”!

Workshops can easily be organised in a way as to be welcoming for fathers and for their children too. If men bring the children along, the workshop itself actually will represent a learning activity to be undertaken together. Support staff can take care of the babies and children – ideally there would be a separate room with toys, paper and colours for the children to play. In



20. Media coverage of the workshop in Sofia

the programme of the day, fathers and children shouldn't always be separated – the activities can partly interact and this would give ideas to fathers on how to play with the children and spend time with them.

A third and last aspect of recreational activities refers to fathers. In the fathers group established in Denmark, where men meet on a regular basis after working hours, the evenings start with men playing table football in the meeting venue. This has a relaxing and energising effect. During the workshop in Sofia, a "diaper changing" competition (with the use of dolls!) was organised with the same purpose. Games are fun at all ages and can easily create links between workshops participants.

NEWFACES TIP

the wider the range of stakeholders, the better: think of cities and citizens, but consider also universities, associations, employers' representatives, trade unions.

Participation of local authorities to the workshop is a very simple element to start with. Local representatives may be given the task of welcoming participants. Representatives from national or regional authorities may be asked to explain the details of the parental leave regulation in the country of the workshop. For them, the workshop is an occasion for visibility; for the fathers, it will be a sign of real commitment from the political authorities; and for the workshop itself, political backup may mean a lot in terms of follow-up opportunities.

Another simple tool through which the municipality is anchored to the workshop is the leaflet on local opportunities, leaflet n° 2 in the NewFaces methodology. This leaflet is very important as it lists all initiatives, support activities and facilities that a family, and particularly a father, can find in the local area. More generally, if different city offices are involved in the preparation of the workshop, innovative partnerships and common strategies can be identified.

A third way of engaging local authorities is to open, within the workshop programme, a debate on what the cities could or should do, according to the fathers, to support families and reconciliation policies.

7. The involvement of the city

The city governance system can be involved in the workshop far beyond the level of organisation and management of the event itself. The NewFaces project first and foremost aimed at having cities take on a proactive role with regards to the promotion of an equal parenthood culture and equal treatment on the work place for women and men.

8. Use of the media

If the workshop stimulates a wider debate, even if only at the local level, it will mark an important step toward challenging old stereotypes related to family roles and care tasks. In turn, media attention will stimulate further interest from the political community.

8.1. Use of the media before and after the workshop

The media are a powerful medium for Municipalities' actions, being a channel of information on the involvement of the city in gender equality issues and advertising the workshop to increase participation!

NewFaces partners have used press, web-hosted and radio-television channels; local weekly newspapers; magazine of the Municipality; newsletter of associations; popular baby magazines; thematic websites and on-line forums; local and national channels of radio and television.

To achieve better results when working with the media, it is important to use the appropriate tools and language; and to draw their attention. A good strategy includes:

- Being proactive when establishing contacts with the journalists; replying rapidly when contacted by media representatives;
- If possible, assigning a contact person in the organising team to keep contacts with the media;
- Defining a clear and simple message; presenting information in a form that meets journalists needs (press releases for general distribution, editorial invitation...);
- Preparing topics and thinking ahead of the specific questions that may be posed;
- For TV interview, selecting a nice location, and relying on a clear message based on a very short speech!



21, 22. A wide dissemination of the workshop through the media in Sofia.

NEWFACES TIP


For easy and successful contact with the media, prepare a press kit with:

- *Background documents;*
- *All leaflets produced;*
- *The programme of the workshop, completed with names and resumes of the experts attending;*
- *Appealing pictures;*
- *A short article on the City's support facilities and actions.*

After the workshop, journalists who were on invitation list but did not attend the event should be contacted by telephone or e-mail. For the ones that could attend, short articles should be sent on the workshop should be sent, listing all 'facts and figures': number of participants, reactions, opinions, names, organisations. This short article has to focus their attention on the peculiarities and innovative nature of the workshop and its main results and can prepare the ground for future activities



Annex - Parental leave in eight European countries

 **This section presents information** on parental leave regulation in the 8 countries kindly gathered by the NewFaces partners.

The tables are meant to give an idea of the leave options for parents in the different countries, but should not be considered as official sources of legal information.

To have a detailed view of parental leave in the different countries and in the language of the country, please refer to the links mentioned at the bottom of each table.

Bulgaria

LAW APPLICABLE TO

All employees from the private and the public sectors.

LENGTH OF LEAVE

315 days as from 1 January 2007.

FINANCIAL CONDITIONS

The leave is paid, but the amount of the pay is lower than the full salary.

TYPE OF LEAVE

Individual right.

AGE OF CHILD (REN)

Parental leave can be taken up until the child is 2 years old.

ADDITIONAL RIGHTS

- An unpaid parental leave can be taken up until the child is 8.
- Special conditions apply in case the child is not registered in child care facilities.
- Single parents living alone and taking care

of the child can benefit from 12 months of parental leave.

- The time of the leave until the child reaches 2 years of age, is recognized as length of service, even in absence of a formal employment relationship.

REMARKS

After the use of pregnancy leave, that is, either childbirth or adoption leave (315 days for every child from 1 January 2007, that can be taken up by the mother only), the female employee is entitled to an additional leave of up to 6 months for raising a first, second, and third child before they have reached the age of 2.

With the consent of the mother/the adoptive mother, the leave for raising a child will be granted to the father/the adoptive father or to one of the grandparents in case they are employed.

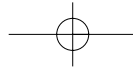
TAKE-UP*

The 24 months of parental leave can be taken up in one unit, or in more units of a shorter duration. The minimum duration of a unit is five days. Employers have to be informed 10 days in advance.

FURTHER INFORMATION

<http://www.mlsp.government.bg/equal/policy.asp>





Germany

LAW APPLICABLE TO

All parents, as from 1 January 2007, even the unemployed.

LENGTH OF LEAVE

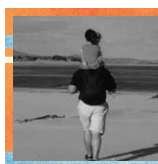
12 Months to one parent + additional
2 months to the other.

14 Months for single parents.

FINANCIAL CONDITIONS

Leave is paid on the basis of previous income (67% of last net salary); however, minimum and maximum ceilings are set.

For unemployed parents, a minimum financial support is set.



TYPE OF LEAVE

Individual right (but parents can choose who is eligible for 12 months paid and who is eligible for the 2 additional months).

AGE OF CHILD

Parental leave can be taken up until the child is 3 years old.

ADDITIONAL RIGHTS

- Extensions up to 28 months are possible, but in that case the financial contribution will be halved.
- Incentives are also foreseen in case of multiple births and additional children.

REMARKS

REMARKS

Parents can take the leave simultaneously.

TAKE-UP*

Some 85% of eligible households take up the leave, with some 5% of fathers making use of their share.

FURTHER INFORMATION

http://www.bundesregierung.de/nn_6562/Content/EN/Artikel/2006/06/2006-06-14-parenting-benefit-scheme-approved.html

Denmark

LAW APPLICABLE TO

National legislation applies to all working parents.

LENGTH OF LEAVE

Total of 52 weeks between the parents, counting maternity-paternity leave and parental leave.

FINANCIAL CONDITIONS

Compensation is proportional to the previously earned wage (percentage depending on agreement with employer).



TYPE OF LEAVE

Maternity and paternity leave is granted on as an individual (non transferable) entitlement.

AGE OF CHILD

Parental leave can be taken until the child is 8 years old.

ADDITIONAL RIGHTS

- Fathers are entitled to 2 weeks paternity leave with unemployment benefit during the first 14 weeks after the birth of a child.
- An extension to a leave of 84 weeks can be obtained, but in that case the last 32 weeks will not be paid.

REMARKS

The conditions of parental leave may differ, depending on the collective labour agreements agreed between the employer and the employee.

The leave can be taken up in one single period or different periods whenever parents need to take it.

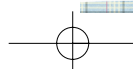
TAKE-UP*

The new act on maternity-paternity and parental leave has been adopted in 2002. Between 2002 and 2004, the number of persons on leave has been growing, and so has the duration of the leave taken. Women still appear to take the predominant part of the parental leave; however, 57.6% of men make use of their paternity leave.

FURTHER INFORMATION

<http://www.adir.dk>
<http://www.lige.dk>

Ligestillingsministeriet, Telephone number:
+45 33 92 33 11



Finland

LAW APPLICABLE TO

All employees as defined by national legislation.

LENGTH OF LEAVE

After maternity leave, an additional parental leave lasting up to 158 weekdays can be taken by parents in a single period or in up to 4 instalments.

FINANCIAL CONDITIONS

Compensation during leave is proportional to the previously earned wage.

Special conditions apply to parents working part-time.

TYPE OF LEAVE

Individual right.

AGE OF CHILD

Parental leave (158 weekdays after maternity leave) and care leave (after parental leave, until the child is aged 3) are granted.

Unpaid leave can be taken at different conditions up until the child is 10 years old.



ADDITIONAL RIGHTS

- Fathers are entitled to paternity leave of up to 18 days during maternity or parental period taken by the mother. The paternity leave can be extended of 1 up to 12 weekdays if the father takes the last 12 weekdays of the parental allowance period.
- Parents can choose to take a part-time child care leave, i.e. to reduce their working time until the end of their child's second year of school. This reduction is not financially compensated.

REMARKS

Paternity leave has eligibility conditions to be met.

Flexible arrangements for parental leave can be agreed with the employer.

TAKE-UP*

Up until 2005, 95.7 % of all parental leave days was taken by women. However, the number of fathers taking the leave appears to be fast growing as from 2002.

FURTHER INFORMATION

www.kela.fi/in/internet/english.nsf/NET/081101125811EH?openDocument

Italy

LAW APPLICABLE TO

All parents covered by an employment contract (Act 53/2000: "Provisions for the support of maternity and paternity, for the right to care and education, and for coordination of the pace of city life").

LENGTH OF LEAVE

Up to 10 months to be divided between partners and with a ceiling of maximum 6 months each.

FINANCIAL CONDITIONS

During the period of parental leave, for six months and until the child's third birthday, the law grants an allowance amounting to 30% of the parent's pay regardless of his/her income.

Parental leave is unpaid if the child is aged 3-8 years old. The period is covered by national contributions.

TYPE OF LEAVE

Individual right, non-transferable.

AGE OF CHILD

Parental leave can be taken up until the child is 8 years old.

ADDITIONAL RIGHTS

- If the father takes leave of absence for a continuous period amounting to more than 3 months, the 6 month limit is extended to 7, and the total amount of leave entitlement for the two parents becomes 11 months.

REMARKS

Specific leave conditions are negotiated through collective agreements.

It is possible for parents to take up leave simultaneously.

The father is entitled to parental leave even in case the mother is not, for example when she is a housewife.

TAKE-UP*

Three out of four mothers make use of parental leave. Only 7% of fathers have taken up parental leave within the first 2 years of the child.

FURTHER INFORMATION

<http://www.welfare.gov.it/Sociale/famiglia/congedi+parentali/default.htm>

SITUATION IN THE PROVINCE OF TRENTO,
HOST OF A NEWFACES WORKSHOP AND
REGION WITH A SPECIFIC AUTONOMOUS STATUS.

Personnel in non-executive areas of local autonomous administrations are covered by a slightly different collective agreement:

In the first eight years of the child's life, the working mother and/or working father, on conclusion of the period of compulsory abstention, may take voluntary leave of absence from work (also simultaneously with the spouse) for a maximum period of 10 months. It is therefore possible for one of the two parents to use the entire period of leave entitlement. If the father exercises his right to abstain from work for a period of more than 3 months, the limit is increased by one month.



Parental leave may be taken piecemeal, and it is paid in its entirety for the first thirty days. For the rest of the period the parent receives 30% of his/her pay until the child's third birthday, with complete coverage of social security contributions. Between the child's ages of 3 and 8, the parent's leave of absence is not paid, but the administration pays the social security contributions.

Before the child's eight birthday, the working mother and/or working father are entitled to take unpaid leave for a total of twelve months (in addition to parental leave).

Hungary

LAW APPLICABLE TO

All working parents can take parental leave, and a support mechanism is foreseen also for unemployed parents.

LENGTH OF LEAVE

24 weeks, 4 of which weeks must be taken before childbirth. Financial conditions vary according to the leave taken (see below). Type of leave The GYED can be taken until the child is 1 year old and is paid on a percentage of the previous income for a max. of 250 /month.

The GYES is a small flat rate applicable to all citizens that have a child under 3 years old.

Mixed individual (non-transferable) and family right (transferable).

AGE OF CHILD

Parental leave can be taken up until the child is 3.

ADDITIONAL RIGHT

- During the first 6 months of nursing, the mother can take 2 hours of work time allowance per day and then 1 hour daily up to when the child is aged 9 months.

REMARKS

Maternity leave is divided in pre-natal leave (4 weeks) and postnatal leave (16 weeks).

Fathers are entitled to individual right of 5 days at childbirth.

The leave has to be taken in a single instalment or in two instalments (but cannot be extended once the child is over 3).

TAKE-UP*

From the data available, the take-up for women seems to be higher than for men.

FURTHER INFORMATION

Ministry for Social Affairs and Labour:
<http://www.fmm.gov.hu/>



Spain

LAW APPLICABLE TO

Employees of the public and private sectors.

General State Administration employees have better leave conditions thanks to the Concilia Plan (see reference at the bottom of the page).

LENGTH OF LEAVE

Maternity leave: 16 weeks after-birth.



6 first weeks: obligatory for the mother (to rest).

10 following weeks: optionally shared with the father either simultaneously or correlatively.

Fathers are entitled to 2 days of paid leave at the birth (4 if he is away on a mission on day of the birth).

FINANCIAL CONDITIONS

During the first 16 weeks, the leave is paid on the basis of the regular salary (100%).

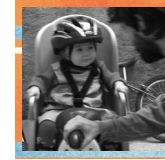
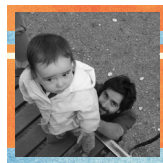
After the first 16 weeks, the leave is unpaid.

TYPE OF LEAVE

Family right. For the persons eligible for Concilia Plan (Public Administrations), the entitlement is individual.

AGE OF CHILD

Baby under 9 months old: breastfeeding leave applicable to working couples. The leave can be taken by either the mother or the father and consists of a daily hour off



(which can be divided in two fractions) or a reduction of the daily working hours of half an hour.

A child younger than 6 years old: reduction of the daily working hours with the proportional reduction in the salary to take care of him/her. The leave can be taken by either the mother or the father.

Concilia Plan foresees improvements for both cases.

ADDITIONAL RIGHTS

- Working fathers and mothers can take an unpaid leave of absence to take care of a child (or any other dependent person) up to three years.

REMARKS

Holidays rights are added up even during maternity, breastfeeding and paternity leave.

TAKE-UP*

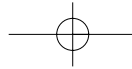
During 2005, only 1,76% of the parental leave was taken by fathers. However, this figure appears to be progressively increasing with years.

FURTHER INFORMATION

Law 39/1999, November 5th 1999, (BOE 6-11-99).

For the public administration, the Concilia Plan is presented, at:

http://www.map.es/iniciativas/mejora_de_la_administracion_general_del_estado/funcion_publica/concilia



The Netherlands

LAW APPLICABLE TO

All employees who are participating in the new life course saving scheme are entitled to a tax reduction (since 2006).

FINANCIAL CONDITIONS

People participating in the new life course savings scheme receive a contribution of 50% of the statutory minimum wage (in 2006, this amounts to 636 a month in case of fulltime leave). Length of leave The length of parental leave is 13 times the number of working hours per week per parent per child (maximum is 494 hours).

TYPE OF LEAVE

Individual right.

AGE OF CHILD

0-8 years old

ADDITIONAL RIGHTS

- The leave can be taken on a full time or part time basis.

REMARKS

In the Netherlands, paternity leave consists of 2 working days at the birth of a child.

TAKE-UP*

If the employee has the agreement of the employer, a parent can take up leave for a higher number hours per week, or for a lower number of hours over a longer period.

It is possible to divide the period of parental leave in 2 of 3 units of leave.

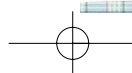
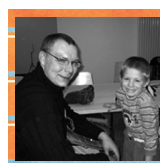
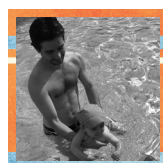
FURTHER INFORMATION

<http://home.szw.nl>

<http://www.emancipatieweb.nl>



*Data on take-up from European Commission review of parental leave in 30 European countries, 2005.



References

SOCIAAL-ECONOMISCHE TRENDS. STATISTISCH KWARTAALBLAD OVER ARBEIDSMARKT, SOCIALE ZEKERHEID EN INKOMEN, AFLEVERING 3
Centraal Bureau voor de Statistiek
Heerlen: CBS, Voorburg, 2006.

"WERKENDE VADERS, ZORGENDE MANNEN. DE MOGELIJKHEID VAN VERANDERING."
In **TIJDSCHRIFT VOOR BELEID, POLITIEK EN MAATSCHAPPIJ, JRG 33, NR.1.**
Duyvendak, J.W. & M. Stavenuter
Meppel: Boom, Amsterdam, 2006.

WORKING FATHERS, CARING MEN. THE HAGUE/UTRECHT: MINISTRY OF SOCIAL AFFAIRS AND EMPLOYMENT
Duyvendak, J.W. & M. Stavenuter
Department for the Co-ordination of Emancipation policy & *Verwey-Jonker Institute, 2004.*

RECONCILIATION OF WORK AND PRIVATE LIFE: A COMPARATIVE REVIEW OF 30 EUROPEAN COUNTRIES
European Commission
Office for Official Publications of the European Communities, Luxembourg, 2005.

ANNUAL REVIEW OF WORKING CONDITIONS IN THE EU: 2005-2006
European Foundation for the Improvement of Living and Working Conditions
Office for Official Publications of the European Communities, Luxembourg, 2006.

RECONCILIATION OF WORK AND FAMILY LIFE AND COLLECTIVE BARGAINING IN THE EUROPEAN UNION
European Foundation for the Improvement of Living and Working Conditions
Office for Official Publications of the European Communities, Luxembourg, 2006.

WORKING TIME AND WORK-LIFE BALANCE IN EUROPEAN COMPANIES
European Foundation for the Improvement of Living and Working Conditions
Office for Official Publications of the European Communities, Luxembourg, 2006.

DE COMBINATIE VAN BETAALDE ARBEID EN ZORG IN EUROPA In **TIJDSCHRIFT VOOR BELEID, POLITIEK EN MAATSCHAPPIJ, JRG 33, NR.1**
Koopmans, I. & J. Schippers
Meppel: Boom, Amsterdam, 2006.

EMPLOYMENT RELATIONS RESEARCH SERIES NO.57
(International Review of Leave Policies and Related research.)
Moss, P. & M. O'Brien (ed.)
Employment Market Analysis and Research. Department of Trade and Industry, London, 2006.

DE GLAZEN TUSSENWAND. WAAR OUDERS TEGENAAN LOPEN BIJ DE VERDELING VAN ARBEID, ZORG EN HUISHOUDEN
Pool, M & N. Lucassen
Nederlandse Gezinsraad, Den Haag, 2005.

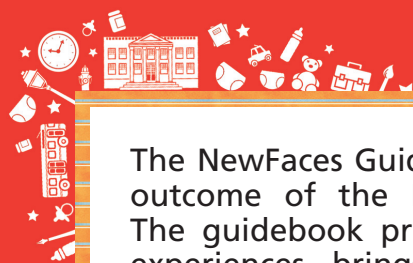
ALS HET BEDRIJF ER MAAR NIET TEVEEL LAST VAN HEEFT. DE INVLOED VAN HET OUDERSCHAPSBELEID EN DE OUDERSCHAPSCULTUUR VAN SUPERMARKTEN EN BOEKHANDELS OP DE COMBINATIEPROBLEMEN VAN MANNELIJKE EN VROUWELIJKE WERKNEMERS MET JONGE KINDEREN
Veenis, E.
Proefschrift Universiteit van Utrecht, 2000.





NewFaces

New Fatherhood Concepts in European Cities



The NewFaces Guidebook is the final outcome of the NewFaces project. The guidebook presents the project experiences, brings local authorities into the gender equality debate, and highlights the pivotal role that cities can play in support of reconciliation policies and work-life balance.

The NewFaces Guidebook is available in English, Danish, German, Italian, Hungarian, Bulgarian and Spanish.

www.newfaces-project.org

EUROCITIES Secretariat

18, Square de Meeûs
B-1050 Brussels, Belgium
+32-2-552-0888
www.eurocities.org

Project Coordination **Francesca Crippa**
tel:+32-2-552-0878 - fax:+32-2-552-0889

Project Communication **Maeva Zebrowski**
tel: +32-2-552-0868 - fax:+32-2-552-0889



With support from the European Community – Programme relating to the Community Framework Strategy on Gender Equality (2001–2005). The information contained in this publication (or in other materials) does not necessarily reflect the position or opinion of the European Commission.

