

# European Programme: "Equal Partners-Reconsidering the Role of Men in Work and Private Life"



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PROJECT PROMOTER ORGANISATION: <b>RESEARCH CENTRE FOR GENDER EQUALITY (KETHI)-GREECE</b>	SUBMISSION DATE: <b>16 /03 / 2005</b>	
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## PROJECT SUMMARY

The project titled “**Equal Partners- Reconsidering the Role of Men in Work and Private Life**” was implemented by the Research Centre for Gender Equality – KETHI (Greece) and was co-funded by the General Secretariat for Gender Equality of the Hellenic Ministry of the Interior, Public Administration and Decentralization (20%) and the European Commission (80%) in the context of the *Programme relating to the Community Framework Strategy on Gender Equality (2001-2005)*, Contract No. **VS/2005/0335**.

The project was implemented within a period of 15 months starting from 1 October 2005 until 31 December 2006. Head of the project was Dr. Fotini Bellou, Head of the Department of International and European Relations of KETHI. Transnational partners to the project were organizations from three EU countries (Poland, Portugal and Cyprus) and Norway. In particular, the CENTRUM PRAW KOBIEC Women’s Rights Center (Poland), The Commission for Equality and Women’s Rights (Portugal), National Machinery for Women’s Rights, (Cyprus) and The Reform- Resource Center for Men (Norway) which had been the key consultant and evaluator. National Partners to the project were the Family and Child Care Center, the Federation of Greek Industries, and the Office for Gender Equality of the Municipality of Athens.

The **objectives of the project** were: a) to sensitize public opinion, especially men and fathers, on the importance of reconciling their work obligations and their private life by reconsidering their stereotypes regarding social, work and family roles; b) to investigate the prospects of including the issue of men’s role in promoting gender equality policies in the context of collective negotiations between labour unions and employers’ associations; c) to launch an educational campaign in schools at the national level “targeting” the youth, mainly boys, in order to demonstrate the importance of equality in parenthood and their respective role models. Secondary objectives of the project also included an investigation of existing stereotypes about parental roles amongst partner countries. In order to attain the above objectives the project launched a number of activities which can be delineated as follows:



A strong **public awareness campaign** was launched through the production of a *brochure and a poster* in the languages of all partners which were distributed to stakeholders (i.e. parent councils, kinder-gardens, maternity hospitals, labour associations). In addition, *a TV and a radio spot* were produced in Greek language and were aired to all channels nationwide. The material aimed at informing and sensitizing public opinion about the purpose of the project as well as the advantages of involving men in promoting gender equality through the realization of the need for “togetherness” in work and private life for both mothers and fathers. **Seven seminars** were organized in the context of the project. Four seminars took place in Greece (Athens, Thessaloniki, Patra, and Herakleion). All other partners organized a one- day seminar in their capital cities (Lisbon, Warsaw, Nicosia). The aim of the seminars was to address the weaknesses of hitherto stereotypes and to evaluate the need for a reconsideration of role models regarding work and private life of fathers. The Norwegian partner transferred the good practices from the Scandinavian parental models to all seminars and proved a valuable consultant. The seminars targeted labour and employers associations, educators, public officers in charge of school curricula, and NGOs working on gender and family issues. The production of **an educational material**, targeting pre-school boys and girls and teenagers, was included in the sensitization campaign of this project. It included a fairy tale promoting a reconsideration of a division of activities between a working mother and a working father. It also involves a CD-ROM which presents winning scores when a functioning division of responsibilities takes place within family roles.

A **research study** was conducted aiming at delineating the stereotypes amongst working fathers regarding the characteristics of their parental roles, their mindset concerning obligations in the context of an utterly demanding labour market as well as the new demands for their elaborated involvement in family life. A comparative analysis on parental stereotypes from Portugal, and Poland was followed which was incorporated into the research study. All research material has been published in all partner languages. The results of the study were presented in the closing European conference which was conducted in December 2006. A **European Conference** on “Equal Partners: Reconsidering the Role of Men in Work and Private Life” took place as the closing event of the project. The conference attracted more than four hundred people and was a significant political and social event. All results of the project were announced and all deliverables were presented. A strong public impact was created by the presentation of the educational tool aiming at young boys and girls. The conference also had a strong European perspective since emphasis was given to the European guests who presented exemplary European experiences in promoting the role of men in gender equal societies.



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A **Project Steering Group** was established involving one representative from each partner. Its cardinal goals had been to work through the project step by step and to reconfirm the schedule in terms of actions and timing, monitor and evaluate the progress of the project and take corrective measures. Through the effective collaboration amongst partners a strong network was created which facilitated additional partnerships in the contexts of other European gender equality projects. The establishment of **the project's webpage** within KETHI's website has made the purpose and deliverables of the project visible to interested visitors at national and European levels. It has linked all transnational partners and will remain accessible to all those visitors who wish to acquire not only the research material but also to assess in the future, the impact it created to the public opinion of the countries it was implemented. Published material of the project include: the research study in book form (in Greek, English, Polish and Portuguese languages), the conference proceedings in book form (in Greek), a good practices manual in book form (in Greek).



Describe how the project went and the methodology used to achieve the objectives set in the initial work programme. Was the project carried out in accordance with annex I of the contract? (minimum 4 pages)

The implementation and the methodology of the project is based on the rationale that gender equality can be achieved only when men and women work together in partnerships, while the principle of equality of women and men has to be integral and in all aspects of socialisation and, especially in private and work life. This project is consistent with the Beijing Declaration, adopted by the Fourth World Conference on Women in 1995, in which it is emphasised that equal sharing of responsibilities and a harmonious partnership between women and men are critical to their well-being, and that of their families, as well as to the consolidation of democracy. Greece has a long tradition of strong adherence to democratic principles. These days, Greece experiences a vibrant democratic political system which is also manifested in all aspects of social life. However, certain elements related to gender equality need to be promoted further. In other words, the principle, as being emphasised by the Beijing Platform for Action, of shared power and responsibility between women and men at home, in the workplace and in the wider national and international communities has not been fully integrated into Greek social reality. The role of men in the promotion of gender equality is a concept hesitantly approached in Greece. The need for reconciling the work and the private life for men as to promote gender equal societies is not comprehensively addressed in the general discussion on gender equality in Greece. Crucially, the benefits of involving men in the promotion of gender equality have not been properly elaborated in Greece, Cyprus, Portugal and Poland either by state authorities or by NGOs. Although legislation exists providing and encouraging the right for fatherhood leave, the materialisation of this right has not been promoted comprehensively by respective labour fora as well as employers' associations which cover mainly the private sector.

In this context, this project through its implementation put emphasis on the sensitization and the awareness of the public opinion, especially men and fathers, on the importance of reconciling their work obligations and their private life by reconsidering their respective stereotypes. The organisation of the Seminars as well as the Final European Conference were very successful events with many participants, namely, labour and employers associations, educators, public officers in charge of school curricula, and NGOs working on gender and family issues. The participants had the chance to learn and to be sensitized regarding the benefits of the equal



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participation for both sexes in the work and private life. In these events the weaknesses of hitherto stereotypes were also addressed as well as the need for the elaboration of new ones. The methodology which was applied in the Seminars was “holistic” as it included a combination of theory and practice. In addition, the project attempted to investigate the prospects for a comprehensive inclusion of the issue of men’s role in promoting gender equality policies, in the context of the negotiations between labour unions and employers’ associations. Many people from private and public companies participated and were sensitised in the context of the social responsibility, as the demand for more equal parental rights in the context of “collective labour contracts” were particularly addressed. They had also the chance to become aware of the good practices regarding national policies of other countries as regards the full implementation of parental leave applying to both women and men.

A very effective method of sensitisation was also the campaign material, the posters and the brochures, which were distributed to the public and to stakeholders. The campaign was a necessary activity in order to inform and sensitise public opinion and stakeholders about existing stereotypes, address the advantages of involving men in promoting gender equality, as well as assist them to realise the need for changing attitudes and bring forth new roles. Towards this direction, the TV and the Radio Spot had a strong impact, as they were rebroadcast in many national and local stations in Greece, thus covering as many as stakeholders as possible.

Moreover, an important element of this project was the investigation of the gender stereotypes. The research study thoroughly investigated the gender stereotypes, as they exist in the realm of parental roles, current needs of men in the context of an utterly demanding labour market as well as the new demands for their elaborated involvement in family life. The comparative analysis of the research findings of the partner countries provides a collective experience and good practices to the European public.

In addition, believing that changes upon social (in this case parental) stereotypes is never an expedient process while they require a mould breaking approach, this project promoted an educational campaign at national level “targeting” the youth, mainly boys, in order to demonstrate the importance of equality in parenthood and their respective role models. The educational material was distributed to students of Secondary Schools in an extracurricular context as well as to pupils of Kindergartens.



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Generally, the project was carried out in accordance with Annex I of the contract.

A public awareness campaign was promoted in order to inform and sensitise public opinion about existing stereotypes, address the advantages of involving men in promoting gender equality, as well as assist them to realise the need for changing attitudes and bring forth new roles. The campaign was performed in Greece, Cyprus, Portugal and Poland and was the result of strong collaboration between the partners. The campaign included brochures and posters, published in four languages (Greek, English, Portuguese and Polish), a TV spot and Radio spot (in Greek), as well as educational material for students, (in Greek).

Seven Seminars for stakeholders were organised in Athens, Thessaloniki, Patra and Herakleion, as well as in Lisbon, Warsaw and Nicosia. The Seminars addressed the weaknesses of hitherto stereotypes and evaluated the need for elaborated new ones. A methodology which combined theory and practice was applied, providing relevant tools. Experts from Norway participated in all Seminars analysing the theoretical basis and providing good practices according to the Scandinavian parental models.

Four Transnational Meetings were organised, two in Athens and one in each country apart from Cyprus. The Steering Committee consisting of one representative from each partner worked through the project step by step, monitored and evaluated the progress of the project and took corrective measures when it was necessary. The Transnational Meetings set the ground for raising questions related to the development of the project, agreed upon certain activities, shared experiences, as well as discussed good practices and shortcomings. The Transnational Meetings were also viewed as a learning process for national and transnational partners.

A study was conducted on the stereotypes, as they exist in the realm of parental roles, current needs of men in the context of an utterly demanding labour market as well as the new demands for their elaborated involvement in family life. For the conduction of the research except a qualitative as it was already proposed, it was also used a quantitative method in order to avoid methodological limitations. Structured questionnaires were constructed, regarding professional and personal life patterns of participants. The Norwegian partner the experience of which was deemed essential had an important contribution in the research. The study was published in Greek, English, Polish and Portuguese, thus contributing to the needs of the four countries (including Cyprus) and to the collective experience of the European Union on reconciling parenthood and the





private life. Cyprus did not participate in the research, since it was conducting a similar project with respective objectives in the context of the same European programme. However, the research conclusions were distributed and discussed with our Cypriot partners and several commonalities were observed with the Greek paradigm.

A European Conference on “Equal Partners: Reconsidering the role of men in work and private life” was conducted in Athens. The conference was a significant political, scientific and cultural event as regards the purpose, good practices and outcomes of the project. In the Conference, the result of the study was also presented. The Conference had a strong European perspective, since emphasis was given to European experiences in promoting the role of men in gender equal societies. The Minutes of the European Conference were published in the Greek language.

A manual of the project was also published, including the good practices of the project. The manual, as it focused on the Greek situation and the Greek legislative, was published only in Greek and was translated in English, a copy of which can be found on project’s website.

**Insist on the achievement of the project's objectives. To what extent did the action achieve the set objectives? If they were not achieved, what were the main obstacles to achieving the project objectives? What were the different problems encountered? (minimum 2 pages)**

The main objectives of the project were:

- 1) To sensitise public opinion, especially men and fathers, on the importance of reconciling their work obligations and their private life by reconsidering their respective stereotypes.
- 2) To investigate the prospects for a comprehensive inclusion of the issue of men’s role in promoting gender equality policies in the context of the negotiations between labour unions and employers’ associations.
- 3) To launch an educational campaign in schools at national level “targeting” the youth, mainly boys, in order to demonstrate the importance of equality in parenthood and their respective role models.



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In order to achieve the set objectives of the project a number of activities were carried out. First of all, the sensitisation and the awareness of the public were achieved through a big campaign. The goal of the campaign was to inform and sensitise public opinion about existing stereotypes, to address the advantages of involving men in promoting gender equality, as well as to assist them to realise the need for changing attitudes and bring forth new roles. For this reason, we used the input we received from Seminars, in order to further develop our campaign which addresses the issues that men struggle with, as they try to reconcile work and family life. To accomplish the above, we created a brochure and a poster that describe the project's goals and activities. In addition, the TV and radio spot created as parts of our campaign made more visible the message promoted by the project. The two spots put emphasis on the true meaning of Equal Partners and the new image for men, wherein they can participate more in family life and balance more effectively their new role as partners, husbands, fathers and employees. The transmission of the spots had the maximum coverage by National TV channels and radio stations and was received positively by the public.

The Seminars and the Final Conference have played significant role and contributed the most to the objectives of the project. During the Seminars and the Conference the participants were informed on the existing legislation concerning parental leave and the legal rights of the working fathers. They also pointed out the advantages regarding the reconciliation of work and private life by making use of their legal rights and the parental leave. The events have also alerted labour and employers' associations of good practices regarding national policies of other countries concerning the full implementation of parental leave applied to both women and men. More specifically, through Seminars and the Conference, we were able to create informal network of people already aware of the need to reconsider the role of men. These people helped us distribute the printed material to the population in target and they were also a useful resource for men who were willing to explore the new role for themselves as partner, husbands, fathers, employees etc which is usually observed in young parents. Perhaps one difficulty that was encountered, was the hesitation from companies of the private sector as regards the discussion to promote changes, beneficial and "family friendly" terms regarding fatherhood. Although there was an acknowledgement of the importance to encourage a social profile of private companies as regards parental needs of working fathers, there was a "constructive" silence concerning the delineation of particular initiatives to be promoted in this direction.



The research study has contributed to the consideration of gender stereotypes. In addition, it has investigated the prospects for a comprehensive inclusion of the issue of men's role in promoting gender equality policies, in the context of balancing work and private life. To this direction, the Manual's contribution was significant, as it provides good practices and related legislation.

Moreover, the educational campaign targeting the youth, especially boys, contributed to the awareness of the importance of equality in parenthood and their respective role models. Through the educational material, a new model for fatherhood was promoted, which is an extremely important asset for improving the perceptions of younger generations, regarding their rights and responsibilities as parents and professionals. However, it should be mentioned that the limited period for the implementation of the project didn't allow having a comprehensive feedback from the usage of the educational material (pedagogic tools). The educational material provided us with the opportunity to explore and investigate through preschool age kids and teenagers' responses and reactions regarding parental roles and especially the role of fathers. We managed to have the feedback to some extent but the limited period of time restricted the possibility of evaluating an effective response. Of course, these tools are being implemented also during 2007 and KETHI will have a feedback evaluation by the end of 2007 of the impact that the pedagogical tools had had upon young boys.

Clearly describe in detail the activities carried out in relation to your work programme, using the timetable of activities included for this purpose. Explain what results were obtained and justify if there was a difference between the activities planned and those actually carried out. (see table 1.4. Timetable of activities)

## Activities

1. **Public awareness campaign:** it included brochures and posters, TV spot and Radio spot and educational material. All the campaign material was produced in Greece in collaboration with our transnational and national partners.



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The campaign poster was published in 8.000 copies in Greek, 3.000 copies in Portuguese, 3.000 copies in Polish and 200 copies in English. The brochure was published in 20.000 copies in Greek, 3.000 copies in Portuguese, 3.000 copies in Polish and 100 copies in English. The motto of these campaign products was: “I participate more in your life. Balancing between work and private life” and highlights the need of men to participate in the children’s upbringing. The motto was accompanied by a picture of a man holding in his arms a little child. We also created the programme’s logo, which shows the sketch of a man holding a little girl and a little boy. Our goal was to introduce a new image for men, wherein they can be playful and affectionate with children and assume the responsibility of their role as caretakers.



The TV and Radio spot were being transmitted during the peak hours for several weeks, during the implementation of the project. Their transmission had also the support of the Greek National Council for Radio and Television (NCRTV) and thus had the maximum coverage by National TV channels and radio stations and was received positively by the public. The motto of the campaign’s radio and TV spot was: “Together we can achieve more” and highlights the need and importance of men participating as equal partners in family life and in the children’s upbringing.

The educational material included two pedagogic packages comprising (2.000 tools) one for children in preschool age and one for teenager students (2.000 tools) in total 30.000 pieces. The educational campaign has been implemented on a pilot basis since the incorporation of the pedagogical material to Greek schools nationwide required the respective decision by the Ministry of Education and more specifically from the Pedagogical Institute and this could have meant strong delays in delivering the material to schools. Therefore, a more flexible policy was adopted namely, pilot implementation of the educational material to extra-curricula school hours. The educational material for children, boys and girls, of preschool age includes a fairy tale



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promoting a reconsideration of a division of activities between a working mother and a working father, composed of a number of pieces (games). The educational material for teenagers is a CD-ROM which presents winning scores when a functioning division of responsibilities takes place within family roles. The educational material was distributed to schools and a number of Kindergartens in Greece since this pilot initiative cannot be extended to all partners due to financial constraints.

2. **Seminars:** The target group of the Seminars was of stakeholders namely, labour and employers associations, educators, public officers in charge of school curricula, and NGOs working on gender and family issues. The basic objective of the Seminars was the information and the sensitisation of the public, mainly of men, regarding their participation in family life and the reconciliation of work and private life. The Seminars took place in Athens (23 January 2006), in Thessaloniki (30 June 2006), in Herakleion (3 July 2006) and in Patra (5 July 2006), as well as in Lisbon (24 March 2006), in Nicosia (8 May 2006) and in Warsaw (7 July 2006). In order to first sensitise and then, train the participants on how to overcome gender stereotypes, a methodology of a combination of theory and practice was applied. The Seminars involved different levels of awareness and provided tools promoting change. At first, the Norwegian experts, partners to this project, participating as trainers, analysed the theoretical basis of reconciling fatherhood and the work life. Next, the participants discussed their experiences. All Seminars were very successful, with more than 60 participants per Seminar. There was extensive media coverage. Specifically, all the Seminars that took place in Greece (Athens, Thessaloniki, Herakleion and Patras), had media coverage including articles in newspapers before and after the event, references on TV news, on national and local TV channels. Accordingly the other Seminars in Portugal, Cyprus and Poland had media coverage by newspapers and National TV channels.

3. **Transnational Meetings:** a Steering Committee was established and was consisted of one representative from each partner and its main goal was to work through the project step by step and to reconfirm the schedule in terms of actions and timing, monitor and evaluate the progress of the project and take corrective measures when necessary. The Steering Committee participated in four Transnational Meetings which took place in Athens (22 October 2005 and 12 December 2006), in Lisbon (24 March 2006), in Warsaw (7 July 2006). The Transnational Meetings of the Steering Committee have strengthened the ties among new and old EU states,



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and helped partners to share experiences, to exchange good practices and to learn from good practices of each other.

**4. Research study:** The study was conducted by the Associate Professor of Panteion University Dr. A. Koroneou and a team of researchers, namely Mr. Prepoudis, Ms. Siotou and Ms. Tiktapanidou. Research goals were to investigate attitudes and practices of Greek fathers, regarding their relationship with children, gender roles in professional, family and personal life and the difficulties, they encounter in balancing between work and family/personal life. In order to explore the aforementioned issues, it was deemed necessary to use a multi – method approach and combine qualitative and quantitative methods. The rationale for that decision was based on the researchers’ attempt to avoid methodological limitations, usually encountered in the adoption of a single methodological approach, and secure the quantity and quality of data collected. Consequently, the research team constructed a questionnaire with close and open-ended questions, regarding professional and personal life patterns of participants, as well as, a semi-structured interview protocol for gathering fathers’ firsthand accounts on balancing personal and professional life. The questionnaire was distributed in a sample of 200 fathers, while the interview was administered in a small number of participants in order to explore in depth fathers attitudes and practices. The questionnaire and interview protocol, originally built in Greek, were translated in English and sent to transnational partners. The latter adjusted the original questionnaire to their language (Portuguese and Polish). The research team and KETHI aimed to retain the same methodological research approach, to achieve comparability of results among different countries. Data collected by close-ended questions were statistically analyzed using the SPSS, while qualitative data from open-ended questions and interviews were content analysed in order to bring to light underlying patterns and ideas. The study was published in Greek (5.000 copies), English (1.000 copies), Polish (1.000 copies) and Portuguese (1.000 copies), thus contributing to the needs of the four countries (including Cyprus) and to the collective experience of the European Union on reconciling parenthood and the private life.

**5. European Conference:** the European Conference titled “Gender Equality and the Role of Men in Work and Private Life: Trends and Considerations” took place in Athens on the 10<sup>th</sup>, 11<sup>th</sup> and 12<sup>th</sup> December 2006 and



was a very significant event, with political scientific and social dimension. Except the good practices and the outcomes of the project, the results of the study was presented as well as some interested announcements regarding the current situation in Greece and other European countries on parental roles and relevant reconciliation policies adopted by State and companies. The speakers of the Conference consisted of experts from Europe, representatives of our transnational and national partners, as well as Greek politicians, members of the Government, members of the Hellenic and the European Parliament and experts, academics, representatives from NGOs and there was also a very active participation of the Conference attendants. The Conference also included two workshops titled “Parental Roles: The Working Father” and “Equal Partners within the Family”. The Conference had great participation (over 300 participants) including representatives from NGO’s, women’s organisations, the Councilors for Equality of various Ministries, the members of the interdepartmental teams of the Central Public Administration (in particularly to the ones of the Ministry of Education), parents and educators associations, trade unions, associations of employers and employees, professional associations, political parties, academics, researchers, teachers, journalists, employees in private and public sector, students, etc. In addition, the European Conference was a good chance to present and distribute part of the educational material, as well as part of the posters and the brochures.

There was extensive media coverage in all three days of the Conference. As the Conference was of great importance and interest for Greek stakeholders, it has been proposed the publication of the minutes in Greek language in 700 copies. Also, in the context of the Conference, relevant campaign material has been produced, i.e. folders in Greek and English (400 copies) containing the agenda of the Conference in Greek and English (400 copies) notepad (400 copies) and pens (500 copies). Three banners, two in Greek and one in English have been also designed and used for the purposes of the Conference. The banners contained the title of the Conference “Gender Equality and the Role of Fathers in Work and Private Life. Trends and Considerations” as well as the logos of the project.

6. **Manual:** The manual titled “The Role of Men and Fathers in the Reconciliation of Work and Private Life” based on the outcomes of the project provides updated information, the relevant Greek legislation, as well as



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good practices from many European countries, regarding the issue of the role of men in the reconciliation of work and private life. The Manual was published in Greek in 5.000 copies and it was also translated into English. The English translation of the manual is available on the Website of the project.

7. **Webpage:** the project's **Webpage** within the Research Centre for Gender Equality website (<http://www.kethi.gr/oceanis/index.htm>) as well as the websites of the transnational partners provides information to every interested group or individual in Greek and English language. Information about the project, the outcomes and the products are available to all at national and international levels. The webpage's menu contains the description of the project and its objectives, the presentation of the project's specific actions, the publications and the links of the National and Transnational partners.

## Modifications

There were some modifications to the initial work programme in order to achieve to the full extent the set objectives of the project:

- There was an earlier implementation of the 1<sup>st</sup> Transnational Meeting, on 22th October 2005, because it could not be found a suitable date for all partners in November.
- To maximize the effectiveness of the campaign there was a delay in the preparation of the campaign material, in order to incorporate outcomes of the seminars, and consolidate an informal, localized network of well-informed stakeholders, who could greatly contribute to the dissemination of the campaign material in the target group.
- The first seminar was conducted at relatively early stage (23<sup>rd</sup> in Athens) since it was acknowledged by all partners that given that this was an issue to be promoted in Greece for the first time, it was important to launch the seminar as early as possible. Our goal was to receive the first feedback from social partners and the general public opinion, which could be used later for the most effective implementation





of the project. The aim was to maximize on the nature of response from stakeholders the first seminar conducted in the wider region of Athens.

- The seminars in Thessaloniki, Patra and Herakleion were conducted on 30 June 2006, 3 July 2006 and 5 July 2006 in order to minimize the transportation cost and accommodate the facilitator's schedule.
- For the above reason, the training seminar and the 3<sup>rd</sup> Transnational meeting was conducted in 7<sup>th</sup> July 2006
- Distribution of educational material was postponed, to coincide with the beginning of the school year (Mid September 2006).
- The publication of the manual was related with the conduct of all the training seminars. In this light and due to the modifications that had been made to the schedule of implementing the training seminars, the manual was delayed and finally completed in December 2006 with the closure of the project. It was particularly important to incorporate the reaction of participants and social partners during the European conference. For this reason we had to include this assessment into the manual. Thus delayed its publication. In any case, all publications had to include the reaction, opinions and exchange that took place during the final conference which involved governmental and non-governmental participants. Therefore all publications' final drafts were concluded immediately after the final conference. Knowing the particular delays and publication time required, we submit copies of the final drafts while the end products in book form will be delivered by the end of April.
- The Final European Conference in Athens was held on December, 10<sup>th</sup> – 12<sup>th</sup> 2006, in order to find a suitable date for all partners.
- The project's webpage was delayed in order to have the opportunity to include all outcomes. In this light and due to the modifications that had been made to the schedule of implementing the training seminars and the Conference, as well as to the writing of the Study and the Manual, final version of the webpage was finally delivered after the closure of the project in 2007.





spot				
➤ Production of the Radio spot		January 2006	January 2007	
<b>Transnational Meetings</b>				
➤ Athens-Greece	Agenda and minutes	November 2005	22/10/2005	<p>There was an earlier implementation of the 1<sup>st</sup> Transnational Meeting, on 22th October 2005, because it could not be found a suitable date for all partners in November.</p> <p>The 3<sup>rd</sup> Transnational meeting was conducted on 7<sup>th</sup> July 2006 in order to minimize the transportation cost and accommodate the facilitator's schedule.</p> <p>The 4<sup>th</sup> Transnational meeting was conducted on the 12<sup>th</sup> December 2006, after the end of the Final European Conference</p>
➤ Lisbon-Portugal	Agenda and minutes	March 2006	24/03/2006	
➤ Warsaw-Poland	Agenda and minutes	April 2006	07/07/2006	
➤ Athens – Greece	Agenda and minutes	November 2006	12/12/2006	



<p><b>Research Study</b></p> <ul style="list-style-type: none"> <li>➤ Creation of the questionnaires and research tools</li> <li>➤ Translation and distribution of the questionnaires</li>   <li>➤ Delivery of the research study</li>   <li>➤ Translation of the Study in English, Polish and Portuguese</li>   <li>➤ Publication of the study</li> </ul>	<p>Questionnaires in Greek, Polish, Portuguese and English.</p> <p>Research study in Greek</p> <p>Study in Polish, Portuguese and English.</p>	<p>November 2005</p> <p>January 2006</p> <p>October 2006</p> <p>October 2006</p> <p>October 2006</p>	<p>November 2005</p> <p>February 2006</p> <p>December 2006</p> <p>February 2007</p> <p>April 2007</p>	<p>The research study had to include the reaction, opinions and exchange that took place during the final conference which involved governmental and non-governmental participants. Therefore the publications' final drafts were concluded immediately after the final conference, and consequently delays also occurred in the translation of the study. Knowing the particular delays and publication time required, the end products in book form will be delivered by the end of April 2007.</p>
<p><b>Educational Material</b></p> <ul style="list-style-type: none"> <li>➤ Publication of the educational material</li> </ul>	<p>A package of educational games (folder) and a</p>	<p>January 2006</p>	<p>September 2006</p>	<p>Distribution of educational material was postponed, to coincide with the beginning of the school year (Mid September 2006).</p>



<ul style="list-style-type: none"> <li>➤ Distribution of the educational material</li> </ul>	CD- ROM.	February 2006	September 2006	
<b>Seminars</b>				
<ul style="list-style-type: none"> <li>➤ Athens-Greece</li> </ul>	Invitation, programme, minutes	January 2006	18/01/2006	
<ul style="list-style-type: none"> <li>➤ Lisbon-Portugal</li> </ul>	Invitation, programme	March 2006	24/03/2006	
<ul style="list-style-type: none"> <li>➤ Nicosia-Cyprus</li> </ul>	Invitation, programme, minutes	May 2006	08/05/2006	
<ul style="list-style-type: none"> <li>➤ Thessaloniki-Greece</li> </ul>	Invitation and programme	January 2006	30/06/2006	
<ul style="list-style-type: none"> <li>➤ Herakleion-Greece</li> </ul>	Invitation and programme	January 2006	03/07/2006	<p>Since the facilitator of the seminars is the Norwegian partner, we had to be flexible with the dates of the seminar in Greece. This is why only one seminar was conducted in January 2006, in 23<sup>rd</sup> in Athens. The seminars in Thessaloniki, Patra and Herakleion were conducted in 30 June 2006, 3 July 2006 and 5 July 2006 to minimize the transportation cost and accommodate the</p>



<ul style="list-style-type: none"> <li>➤ Patra-Greece</li>   <li>➤ Warsaw-Poland</li> </ul>	<p>Invitation and programme</p> <p>Invitation, programme and minutes</p>	<p>January 2006</p> <p>April 2006</p>	<p>05/07/2006</p> <p>07/07/2006</p>	<p>facilitator's schedule.</p> <p>The Seminar in Warsaw was conducted in 7<sup>th</sup> July 2006 in order to minimize the transportation cost and accommodate the facilitator's schedule.</p>
<p><b>European Conference Athens-Greece</b></p> <ul style="list-style-type: none"> <li>➤ Preparation of the European Conference</li>   <li>➤ Conduction of the European Conference</li>   <li>➤ Publication of European Conference's proceedings</li> </ul>	<p>Invitation, programme</p> <p>Press release, press articles, photos, minutes, folders with Conference material, banners</p> <p>The proceedings of the European Conference in</p>	<p>October 2006</p> <p>November 2006</p>	<p>October 2006</p> <p>10-11-12/12/2006</p> <p>April 2007</p>	<p>The Final European Conference in Athens was held on December, 10<sup>th</sup> – 12<sup>th</sup> 2006, in order to find a suitable date for all partners.</p> <p>The publication of the proceedings of the Conference was delayed, as the amount of the Proceedings was bigger than expected.</p>



	Greek			
<p><b>Manual of the project</b></p> <ul style="list-style-type: none"> <li>➤ Delivery of the project's manual</li> <li>➤ Publication of the project's manual</li> </ul>	<p>The project's manual</p>	<p>August 2006</p>	<p>December 2006</p> <p>April 2007</p>	<p>The publication of the manual was related with the conduct of all the training seminars. In this light and due to the modifications that had been made to the schedule of implementing the training seminars, the manual was delayed and finally completed in December 2006 with the closure of the project. It was particularly important to incorporate the reaction of participants and social partners during the European conference. For this reason we had to include this assessment into the manual. Thus delayed its publication. Therefore, the publication of the manual was concluded immediately after the final conference. Knowing the particular delays and publication time required, the end product in book form will be delivered by the end of April.</p>
<p><b>Creation of project's Webpage within the</b></p>				<p>The project's webpage was delayed in order to have the</p>



<p><b>website of KETHI.</b></p> <ul style="list-style-type: none"> <li>➤ Designing of the project's webpage</li> <li>➤ Building of the project's webpage</li>   <li>➤ Delivery of the project's webpage</li> </ul>	<p>The Webpage in Greek and English</p>	<p>February 2006</p>	<p>May 2006  February 2007</p>	<p>opportunity to include all outcomes. In this light and due to the modifications that had been made to the schedule of implementing the training seminars and the Conference, as well as to the writing of the Study and the Manual, final version of the webpage was finally delivered after the closure of the project in 2007.</p>
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**What was the transnational dimension of the action? That is to say how many countries participated in carrying out the project? What were the activities of the different partners in the project? Explain the specific role of each partner and their contribution to achieving the project's objectives. Assess their contributions in qualitative and quantitative terms. (minimum 3 pages)**

The rationale behind the specific selection of the particular partners by KETHI was to maximize the “lessons to be learned” benefit from countries, the experience of which was not different substantially from that of Greece, while they are geographically dispersed. All the partners involved in the programme, that is to say, the partners from Poland, Portugal, Cyprus and Norway have demonstrated a strong commitment in promoting the establishment of more permanent networks concerning gender equality and more specific, the role of men since these issues affect key aspects of the every day life of the European citizens.

More specifically, the Commission for Equality and Women’s Rights from Portugal, being a Mediterranean country had common experience several commonalities with Greece regarding parental stereotypes. However, this country has demonstrated a certain progress in the direction of sensitisation policies concerning the role of men in promoting gender equality. Accordingly, the implementation of the same methodology in all seminars, the topic of the research, the constant exchange of ideas, and discussion over current legislative and social





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developments that reconcile the role of men within the family and economic life, has considerably contributed to the implementation of the most viable tactics and approaches in advancing the objectives of the project.

Equally important was considered the participation of Poland, with the Women's Rights Center. This country is a new EU member, and of course a country with a previous experience of strong transitional policies. Our Polish partners indicated that similar weaknesses as the Greek ones are also experienced in Poland, despite their strong transitional period they have been experiencing in the more than a decade. Nevertheless, Poland was considered an important partner, which benefited from the methodology of the project but it also provided to Greece as well as to all the partners, the experience of performing "mould breaking practices" in a Central European country with strong "syndicate" experience.

From a different point of view, the National Machinery for Women's Rights from Cyprus was included as a partner since it combined the characteristics of both previous partners, yet demonstrating a strong propensity for change at all levels. In particular, Cyprus is a country sharing the same social stereotypes as other Mediterranean countries, while as a young member of the European Union, it appeared to have experienced some difficulties in promoting aspects of gender equality, such as the inclusion of men in the general gender equality discussion. Nevertheless, Cyprus has demonstrated a strong political will for change in all aspects of social life and it may be extremely interesting to compare the progress made, considering it is a traditional society with long ingrained stereotypes.

Last but not least, the Reform-Resource Center for Men in Norway provided its strong experience and good practices of a country, which is considered one of the leading states in implementing gender equality policies and attitudes, notwithstanding its non EU member qualification. The specific partner has strong experience in working on the role of men in gender equality and thus, its active contribution and learning process was considered the sine qua non condition for the successful implementation of the project's objectives. The benefit from the experience of this European partner, which has demonstrated immense work in the promotion of men in a gender equal society, was that it maximized the benefits by employing an all inclusive (a comprehensive) approach towards mould breaking practices over parenthood stereotypes.



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With regard to the national partners, KETHI involved the strongest employers' syndicates in Greece, the Federation of Greek Industries, believing that a sensitisation in the mindsets of the employers could accelerate a top down approach in the implementation of reconciling policies when negotiating the “collective work contracts” at the national level. The Family and Child Care Center also contributed with its quite strong pedagogical experience in “mould breaking practices” aiming at the youth. The Office for Gender Equality of the Municipality of Athens appeared to be an important partner in facilitating the distribution of educational material in schools and also in mobilizing the parents associations.

Partnerships with all NGOs in the aforementioned countries was established through official contracts in which all responsibilities and rights of the partners were clearly stated while all financial obligations and documentation required was utterly transparent. All decisions, all approaches and ideas noted or highlighted by the partners were made in consultation and dialogue among them. However, as regards to the procedural aspects of the project, the coordinator, having full responsibility before the European Commission for the implementation of project, after of course consulting all partners as appropriate, had the responsibility of the actions taken. As regards with the mechanisms of information amongst partners, there was continuous communication through e-mails and telephones.

In any case, all partners discussed the establishment of more permanent networks, since the subject matter affects key aspects of the everyday life of the European citizens, and it will probably be a more demanding issue in the next decades.

The European Conference was a very special political, scientific and social event, opening the issue of stereotypes up to public and social dialogue, raising awareness, presenting the data involved in the study, as well as the experience attained through the transnational meetings and the seminars in the three countries. While the seminars were targeted at parent associations, employers associations and “syndicates”, educators and NGOs working on gender equality, and provided a theoretical and practical aspect for reconciling the role of men in work and private life and training in order for the trainees to be empowered to act as opinion makers on this issue, the conference was open to the public. In fact the public had the chance to hear the ideas, opinions and the views of experts from Norway, presenting the Scandinavian good practice model. Moreover, the public, and especially men and the employers' trade unions and associations, had the chance to be informed about



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existing legislation concerning parental leave, etc. At the end of the Conference, both the participants and the public were equipped with tools that enabled them to realise the need for new parenthood stereotypes. At the end of the Conference, participants were equipped with tools enabling them to realise the need for new parenthood stereotypes.

The most immediate effect of the Programme was apparently by the common public awareness campaign, which aimed to alert the public for existing gender stereotypes and prejudiced practices in decision making. The campaign was targeted to the public and its intention was to promote change for the establishing of new standards, which was succeeded in a large extent. The design of the common awareness campaign was based on common understanding, will and efforts among the transnational partners.

Moreover, the exchange of good practices among partners though Transnational meetings provided useful and adequate knowledge for overcoming gender stereotypes. The results that have been achieved which could possibly not be achieved without the transnational co-operation were a broaden consideration of the problems existing at the European level in the specific subject-area. The Transnational cooperation gave a higher status to the actual work which could be ignored at the national level and often is, but is instead taken into consideration in the light of the European cooperation. Without transnational cooperation, in South European Countries such as Greece, Cyprus, Portugal, where stereotypes are very strong, society alone would not have been able to attract the attention needed in order to promote the reconsideration of the role of men in work and private life. The new E.U. member states such as Poland, where other cultural, political and economic and social priorities are on the top of the state's list, had the chance, through transnational cooperation, to get not only a general but also a more in depth view of the existing legislation and social conditions of other European countries regarding the role of men and the gender equal society. Through this procedure, a comparison was made, between Poland's legislation and all other states; this could lead in the future to certain measures to be taken in order to promote gender equality.

In addition, the conduct of a qualitative research study by the transnational partners, on the stereotypes of men and the perceived role of parents, would not be feasible without transnational co-operation.



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Finally, the Webpage of the project provides information to every interested group or individual not only in a national, but also in a transnational level.

**How was the action presented to the public and how were the results disseminated? Did the target audience participate and know about the action? (minimum 2 pages)**

The action, in general, was presented to the public with the awareness raising campaign which included the brochure, the poster, the radio and the TV spot of the project. The printed material was being distributed throughout the implementation of the project at all the events organised by the Research Centre for Gender Equality, in order to publicise the action and its objectives at the full extent. Both TV and the radio spot were produced in Greece in collaboration with our transnational and national partners. The two spots were being transmitted during the peak hours for several weeks during the implementation of the project. Their transmission had also the support of the Greek National Council for Radio and Television (NCRTV) and thus had the maximum coverage by National TV channels and radio stations.

Besides, KETHI used its existing network consisted of local agencies, NGOs and local authorities, in order to disseminate the Seminar results effectively in local communities. During programme implementation, it became apparent that local communities were difficult to sensitise and the initial planning for a national campaign had to be adjusted in order to achieve lasting results. Mobilising existing networks became crucial to create awareness in local communities and engage stakeholders. KETHI's staff undertook the task to disseminate Seminars' results either via personal contact or e-mail. The use of an individualised approach was deemed necessary to prepare the grounds for an ongoing dialogue on reconsidering the role of man in work and private life. More specifically, through Seminars, we were able to create an informal network of people already aware of the need to reconsider the role of men. These people also helped us to distribute the printed material to the population in target and they were also a useful resource for men who were willing to explore a new role for themselves as partner, husbands, fathers, employees etc. In this way, the national campaign got more attention by the local stakeholders and will have lasting and penetrating results.



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As for the translational partners, they managed to disseminate seminar results through press conferences, published articles in newspapers, media coverage on National TV channels and informal networks.

In particular, all Seminars, the four organised in Greece and the three others in Portugal, Cyprus and Poland were very successful. There was a great participation and extensive media coverage. Specifically, all the Seminars that took place in Greece (Athens, Thessaloniki, Herakleion and Patras) had media coverage including articles in newspapers before and after the event, references on TV news, on national and local TV channels. Also, the European Conference which took place in Greece (Athens, 10<sup>th</sup> - 12<sup>th</sup> December 2006) had great participation, extensive media coverage and overall great success. At the three-day European Conference participated all our transnational and national partners, representatives from NGO's, women's organisations, the Councilors for Equality of various Ministries, the members of the interdepartmental teams of the Central Public Administration (in particular to the ones of the Ministry of Education), parents and educators associations, trade unions, associations of employers and employees, professional associations, political parties, academics, researchers, teachers, journalists, employees in private and public sector, students, etc. It is notwithstanding the active participation of the attendants all these three days.

## What was the project's added value? (minimum 2 pages)

The activities of the project were proved beneficial in the following ways:

The Norwegian partner presented the good and fruitful practises the Scandinavian countries and especially Norway. Norway was proved to be a pioneering expertise, which offered to the rest of the partners its excellent experience. In addition to that, Seminars that took place in Greece included a session on good practices from EU countries, such as Spain. In this way there was a true exchange among experts and participants on the European reality.

The fact that all the partners are dispersed geographically maximized the benefits of the project. This means that the European added value is demonstrated by the diversity that was included in the scope of the project. In



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effect, the more elaborated coordination was promoted as to employ a comprehensive approach towards mould breaking practises over parenthood stereotypes.

The general objective of the programme was to involve men in the promotion of gender equality by reconsidering their respective stereotypes in work and private life. These objectives have contributed to the general objectives of the Programme since they promote gender equal societies in Europe and affect key aspects of the everyday life of the European citizens, i.e. negotiations between labour unions and employer's.

Reconciling the role of men in work and private life in order to promote gender equality is still a critical issue of great importance and should be approached as such and deepened and extended into other areas i.e. existing EU legislation compared to existing national law on the issue of fatherhood leave, the role of men in gender equal societies, the reconsideration of gender stereotypes in the European gender equal society. Therefore, the application of this project on a European level gave a new boost and should be integrated within the new European strategy for gender equality. Additionally all the project outcomes, including the qualitative study translated in all partners' languages will be available to all European citizens through the project website.

It should be pointed out that the inspiration, political will, commitment and hard work of the partners were very important ingredients for the implementation and the success of the project; there would, however, not have been a project without the Community measures. For member states of the European North the situation is entirely different, but for the European South and the new enlargement countries there are many obstacles that still have to be transcended. The Community has contributed immensely in promoting gender equality through its strategies, policies, legislation, criteria, as well as by providing the necessary funding and technical support for the implementation of projects contributing to the Community Action Programme for Gender Equality. All the above have acted as catalysts with regard to promotion of gender equality in many member states.

More importantly, the appeal of the project's aims to the Greek public opinion was instrumental when the role of the European Commission was mentioned. In particular, during all Seminars the role and priorities of the European Commission were mentioned. The response from most of the participants was highly positive when it was realized that the European Commission is concerned about the improvement of parental rights of fathers. This was really an unexpected reaction adding a new dimension to the programme's appeal to public opinion.



## What lessons can be drawn from this experience? (minimum 1 page)

The implementation of the specific project provided us with an extremely valuable experience. In this phase and after having evaluated the whole project and its results we are in position to draw conclusions from its implementation and highlight some of them, either positive or negative, but both useful.

One important lesson drawn from this experience was the good practices. The most important has to do with the good practices from Scandinavian countries and especially from Norway, transferred by our Norwegian partner. Norway was proved to be a pioneering expertise, which offered to the rest of the partners its excellent experience. In addition to that, Seminars that took place in Greece included a session on good practices from EU countries, such as Spain. In this way there was a true exchange of experiences among experts and participants on the European reality. Also, the participants to the Seminars were equipped with tools that enabled them to realise the need for new parenthood stereotypes. At the same time, these trainees were empowered to act as opinion makers on this issue.

Moreover, the European Conference which was a very important political, scientific and social event had a great impact and participation, opening the issue of stereotypes up to public and social dialogue, raising awareness, presenting the data involved in the study, as well as the experience attained through the transnational meetings and the seminars in the three countries. At the end of the Conference, both the participants and the public were equipped with tools that enabled them to realise the need for new parenthood stereotypes.

In addition, the public awareness campaign made a strong impact and communicated the message about men's participation in family life. The feedback that the Research Centre for Gender Equality got is that the campaign material contributed to the sensitisation of the public regarding existing gender stereotypes.

Besides, through the impact of the educational material, it can be argued that young people, preschoolers and teenagers started to consider the parenthood role models on the base of gender equality.



## What other efforts were made to guarantee the project's sustainable impact? (minimum 1 page)

This project's main objective was to improve gender balance in everyday life, in work and private life. This objective has been accomplished more in theory than in practice. However, despite the existence of good will from both men and women, the road to gender equality and to the reconsideration of the role of men in work and private life is going to be long and difficult. For this reason, the project will have sustained results and the issue of sustainability was discussed at length through this partnership. It has been agreed upon that efforts need to be made by all partners to sustain this network after the completion of the programme.

The production of **educational material** for young people, preschoolers and teenagers will encourage the consideration of parenthood role models on the base of gender equality. The gender equal models which will be promoted through these educational tools will be an extremely important asset for improving the perceptions of the young generation. The educational material for teenagers has been distributed to Secondary Schools and was used and is still used in an extracurricular context. It is also used as an educational tool by the coordinator of the project titled "Sensitisation of Educators of Secondary Public Education and Interventional Programs for the Promotion of Gender Equality" (Action 4.1.1.a.) run by the Research Centre for Gender Equality. Besides, the educational material for preschoolers was distributed to a number of kindergartens in Greece. The teachers have provided the Research Centre for Gender Equality with feedback and they consider the educational material as a useful tool.

The **study** on gender stereotypes, the role of men in family and work life, is another unique outcome of the project. The study, published in four European languages (English, Greek, Polish and Portuguese), provides a baseline for understanding current situation, regarding the role of father and perceived gender roles and can have a pan-european dimension. Also, the comparative analysis of the research is a useful source of information for the prevailing trends in the participating countries, Greece, Portugal and Poland. The findings can be used as a tool for developing intervention policies and influencing decision making authorities to improve current legislation for father leave facilities in the three countries involved. In addition, the research study can be used





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as a useful resource by researchers, students and stakeholders. As it is also quite an innovation for Greek research standards and forms the basis for further scientific investigation.

Besides, the **minutes** of the European Conference titled “Gender Equality and the Role of Men in Work and Private Life: Trends and Considerations”, on the 10<sup>th</sup>, 11<sup>th</sup> and 12<sup>th</sup> December 2006, provides a good information and learned publication. It includes a variety of views and announcements by politicians, scientists, experts and representatives from employers’ and women’s and men’s associations. The Minutes are a useful reference.

The **manual** about the role of men and fathers in the reconciliation of work and private life is a practical and useful publication which provides updated information, the relevant Greek legislation, as well as good practices from many European countries. It is probably the latest publication regarding the issue of reconciliation of work and private life from the point of view of men.

Last but not least, the project’s **Webpage** within the Research Centre for Gender Equality website (<http://www.kethi.gr/oceanis/index.htm>) provides information to every interested group or individual in Greek and English language. The Research Centre for Gender Equality continues to update the webpage with relevant to the project information. All the relevant to project publications are uploaded to the Webpage and can be accessed and downloaded by every visitor.

### Are there plans to follow up on the project and if so, how will this be organised? (minimum 1 page)

Reconsidering the role of men in work and private life in order to promote gender equality is a critical issue of great importance at the European level that has to be continuously addressed. It should be approached as such and deepened and extended into other areas i.e. existing EU legislation compared to existing national law on the issue of fatherhood leave, the role of men in gender equal societies, the reconsideration of gender stereotypes in the European gender equal society. Already, in Greece there is an ongoing dialogue on a more social aspect of the reconciliation of work and private life, which is an issue that concerns many private companies. In addition, employers’ and labour organisation investigate on the gender stereotypes regarding working and family life and



try to incorporate gender friendly policies in the companies. Besides, the State is continuously interested and working on the improvement of the legislation regarding maternity and fatherhood leave. The Research Centre for Gender Equality keeps working on projects which deal with reconciliation of work and private life, e.g. Equal projects that are benefited from the products and the good practices of this project.

**Was the Community funding clearly visible: in the publications, in the programme of a conference, in the letters of invitation in the documents sent to the participants? (minimum 10 lines)**

The contribution of the European Commission and especially the Community funding were clearly visible in every publication, every product and every document relevant to the programme's implementation and its' activities. The emblem of the European Commission was displayed on all printed material (brochures, posters, agendas, invitations, participants' lists, educational material, e.t.c.). In addition, in every presentation or reference to the programme, in the radio and the TV spot the Community funding was mentioned. In this way, the Greek public opinion was fully aware and informed of the role of the European Commission in the specific project and more importantly, the European Commission's priorities on the issue of promoting gender equality.

**Was there any sub-contracting involved? If so, how was the sub-contracting organised? What was the contribution of the sub-contracting? (minimum 1 page)**

There was no sub- contracting involved in the specific mode described by the European Commission. However, there were public tenders launched in order to implement several activities which have been included in the project, such as the creation of the educational material, the publication of the project's deliverables, the designing and production of the campaign material and the project's website. More importantly, in order to acquire the educational material, as described in our proposal, we had a sub- contracting with the "Family and Child Care Center"- FCCC. Although, it was a national partner to the project, a public tender was launched and the "Family and Child Care Center"- FCCC was selected as the expert responsible to provide the implementation of the project with its scientific knowledge and experience by creating and producing the educational material. In accordance with the aforementioned sub- contract the "Family and Child Care Center"-



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FCCC undertook the entire responsibility to create the educational material (pedagogic tools). After exploring and evaluating all the aspects and all the possible forms in which the educational material could be produced, the “Family and Child Care Center”- FCCC came up with a justified proposal of an alternative and interesting idea. The FCCC’s working group on the creation of the educational material proposed a different and more effective format of producing the material which would provide the educational campaign of the project with valuable pedagogic tools. The pedagogic tools included one educational game (CD-ROM) for adolescent students and one educational package (folder) which was composed of a number of pieces (games) for children, boys and girls, of preschool age