



**women in power**  
leadership and empowerment  
in traditional sectors



European  
Commission



Co-funded by the  
Erasmus+ Programme  
of the European Union

The cluster operates based on a public-private partnership between entities from the 4 pillars:

## **EDUCATION/R&D = 5 members**

- 4 universities
- 1 RDI institute

## **INDUSTRY = 41 members**

Producers of textile apparel / knitwear / leather and fur products / shoes / bags / cotton and denim fabrics



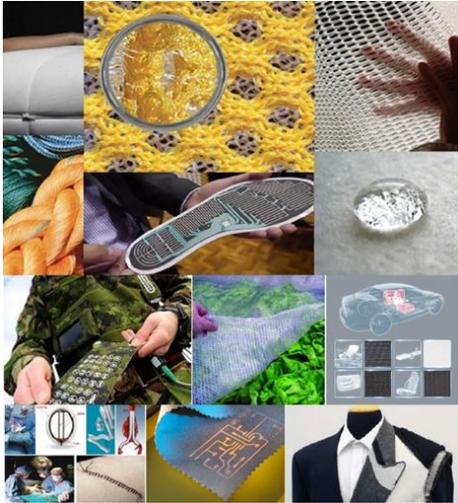
## **CATALYSTS = 19 members**

Innovation and technological transfer entities, suppliers of services, from consultancy to, marketing, advertising, transport, logistics, warehousing, PR and event organization

## **PUBLIC AUTHORITIES = 1 member**

## 1. INNOVATION, RESEARCH, DEVELOPMENT

Aim: Facilitating the access to knowledge for developing innovative solutions



## 3. TRAINING, EDUCATION

Aim: Facilitating the access to new managerial innovative concepts regarding the labour market in order to prepare it for the new 4.0 Industrial Revolution



## 2. MARKETING, INTERNATIONALISATION, COMMERCIAL

Aim: Improving the image of the textile and clothing industry



## 4. PROJECT MANAGEMENT

Aim: Facilitating the access to financing funds



## PROJECT CONSORTIUM:



- **AMUEBLA – Yecla, Spain**, the project leader – furniture and habitat cluster

- **CENFIM – Barcelona, Spain**, Home & contract furnishings cluster



- **Consortiul Campus Iberus** – Campus of International Excellence of the Ebro Valley - a strategic alliance involving four public universities of the Ebro Valley's: Zaragoza (Aragon), Navarra (Navarra), La Rioja (La Rioja) and Lleida (Catalunya)

- **Inova Consultancy – Sheffield, Great Britain** – provider of consultancy services and project work in the field of gender, non-traditional fields and entrepreneurship.



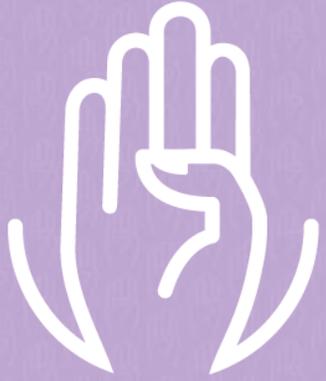
- **Women Director in Malta – Valletta, Malta** – NGO with the mission to provide visibility of capable and motivated women and to stimulate diversity on boards.



- **Jaunimo Karjeros Centras – Kaunas, Lithuania** - NGO specialised on supporting youth and adults through non-formal education programmes and guidance services.



- **Romanian Textile Concept – Bucharest, Romania** - textile cluster



## women in power

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- The empowerment of women at a global scale is, in all certainty, one of the most remarkable social revolutions of the twentieth century: millions of women worldwide who used to depend economically on men fought to be able to take solely control of their own fates.
- The trend of more working women is most likely going to increase in the next decades: the employment rate of women (8.1 p.p. at EU level) during the last 15 years was bigger than of men (+3.0 p.p.).
- Women represent up to 60% of graduates in Europe.
- Recent studies show that increasing women's participation in the labour market to male levels will boost GDP by 21% in Italy, 19% in Spain, 9% in France and Germany, and 8% in the United Kingdom.



Autor: J. Howard Miller (1942)

Source:

[https://en.wikipedia.org/wiki/File:We\\_Can\\_Do\\_It!.jpg](https://en.wikipedia.org/wiki/File:We_Can_Do_It!.jpg)



The EU has made significant progress in gender equality over the last decades, as a result of

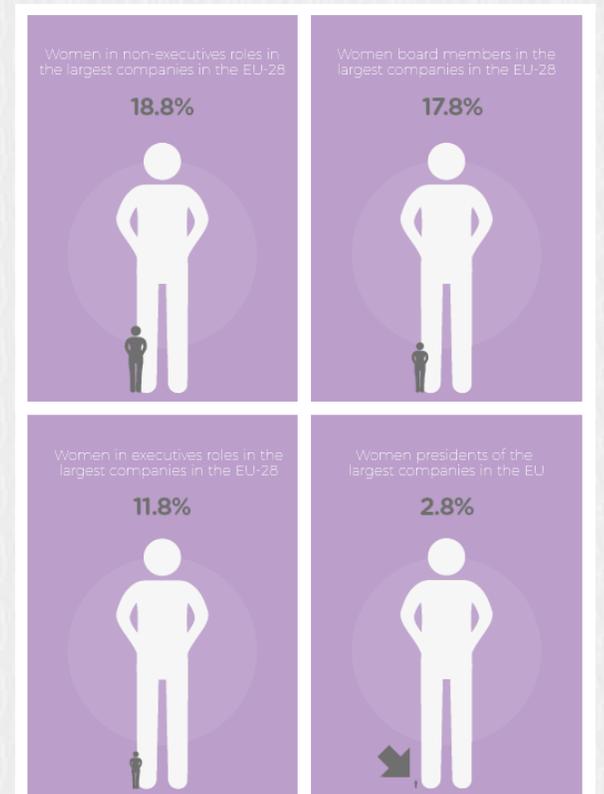
- equal treatment legislation
- gender mainstreaming, integration of the gender perspective into all other policies
- specific measures for the advancement of women

Gender gaps remain - in the labour market women are:

- over-represented in lower paid sectors
- under-represented in decision-making positions - they represented 21% of board members of the 620 biggest listed companies in 2015 and in 2018 only 24 of the Fortune 500 companies were led by women

Women in Power is a European project that aimed:

- to foster the leadership and empowerment of European women working in traditional sectors through education, providing them with the tools and skills to achieve executive leadership positions in industry
- to come up with a tool to support equality and gender-balanced corporate boardrooms
- to develop a training course created specifically for the women working in traditional sectors in order to meet their professional needs





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## IO1-A3 Report

D1.1 Executive  
management goal  
achievement for women  
working in traditional  
sectors

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The first objective of the project was to provide an analysis of women's under-representation on boards of directors and other executive roles in traditional sectors (textiles, leather and furniture), detailing the professional profile of these women, by exploring the two perspectives on the path that European women must travel to achieve executive and managerial positions:

- women who have already broken the glass ceiling will analyze what skills and competences have helped them move up within their professions.
- women who have been working in their respective traditional industries for years but have not reached boardroom positions, will provide the desired knowledge they believe could help improve their professional sectors from within

Hypothesis = women do not reach leadership positions due to a complex of cultural, social, educational factors, in which gender discrimination is an important factor.

Factors analysed:

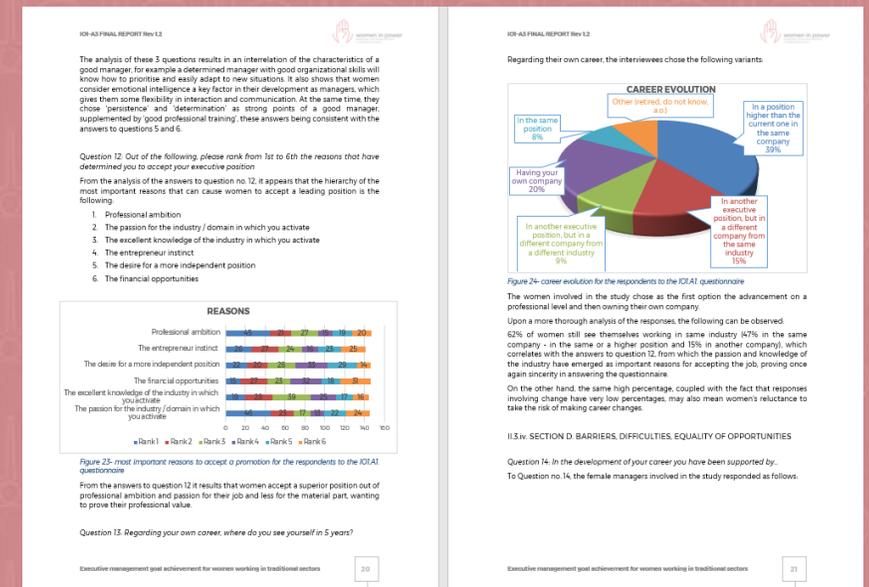
### 1. LEVEL OF REPRESENTATIVENESS of the sample group

- number of respondents, sector of activity, experience, family structure

### 2. WOMEN - MEN RATION

### 3. BARRIERS identified

- experience, type of contract, motivation, studies, barriers for additional training, skills / competences / abilities, self-confidence, direct barriers chosen by the sampled group, discrimination, women representation, support systems





## SKILLS / COMPETENCES / ABILITIES

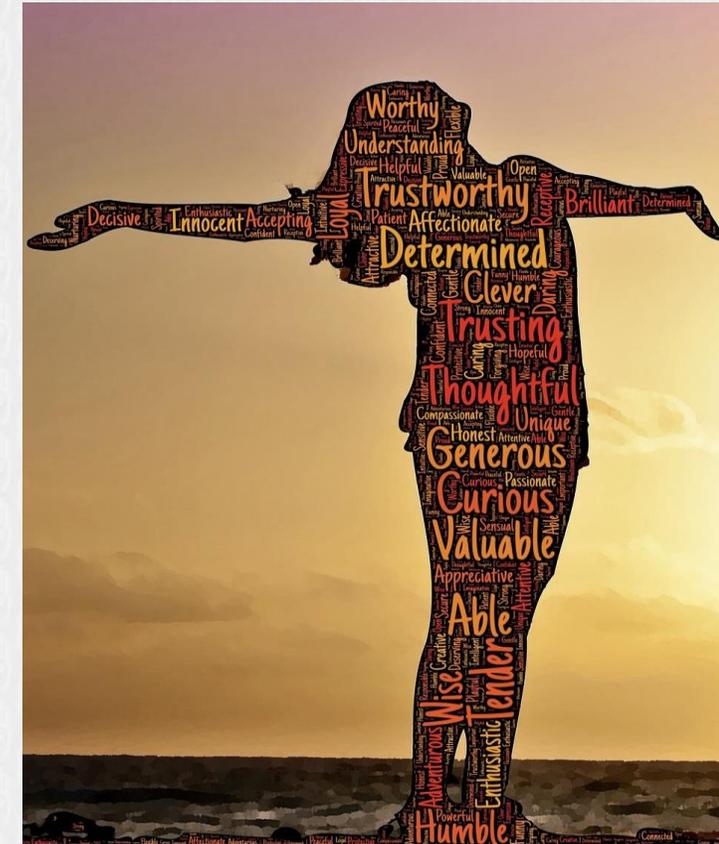
	IO1.A1. Report	IO1.A2. Report
<b>SKILLS</b>	Perseverance and determination	<b>Good organisational skills</b>
	<b>Good organisational skills</b>	Team spirit
	Emotional intelligence (intuition, charisma etc.)	Communication skills
	<b>Solid professional qualification</b>	<b>Solid professional qualification</b>
	Positive thinking	Respect for the collaborators
<b>COMPETENCES</b>	<b>Setting the priorities of the specific activities of the company / department and delegation of responsibilities</b>	<b>Organising and managing the human resources of a company / department and</b> <b>Setting the priorities of the specific activities of the company / department and delegation of responsibilities</b>
	<b>Developing and implementing a complete and efficient business plan and development strategy of a company / department</b>	<b>Developing and implementing a complete and efficient business plan and development strategy of a company / department</b>
	<b>Organising and managing the human resources of a company / department</b>	Understanding and applying the basic concepts and processes of a business
	<b>Organising and managing the material resources of a company / department</b>	Communicative and linguistic
	Risk management	<b>Organising and managing the material resources of a company / department</b>
<b>ABILITIES</b>	<b>To adapt to new situations</b>	<b>To organise and plan the specific activity of the firm / department</b>
	<b>To communicate efficiently</b>	<b>To solve problems</b>
	<b>To organise and plan the specific activity of the firm / department</b>	<b>To communicate efficiently</b>
	<b>To analyse and interpret data and information in the spirit of company strategy</b>	<b>To adapt to new situations</b>
	<b>To solve problems</b>	<b>To analyse and interpret data and information in the spirit of company strategy</b>

## SELF-CONFIDENCE

The answers related to this aspect showed that:

- women may be reluctant to take the risk of making career changes,
- women feel that they do not have the same qualities as men,
- there are women who were offered a promotion, but they refused it, because they considered that they did not fit the position (they do not have correct competencies, correct experience, correct studies, etc.), although they were recommended by their superiors for these promotion

These answers are proof of a lack of self-confidence, sometimes not even acknowledged, that seems to be most likely caused by specific traditionalist cultural stereotypes inherited from one generation to the next.



## DISCRIMINATION

- the representative sample denotes a high perception of some inevitable natural constraints on the exercise of managerial functions, such as pregnancy and child care, as well as taboos and stereotypes that respect the cultural norms of society (stereotypes, inability to share the household chores or partial childcare, etc.).



Source: Pexels

Still, some women are not yet fully aware of the phenomenon of discrimination and that they perpetuate still the gender stereotypes.

But it is also noticeable that they are starting to acknowledge the existence of such phenomena and take actions in this regard.

## OTHER DIRECT BARRIERS

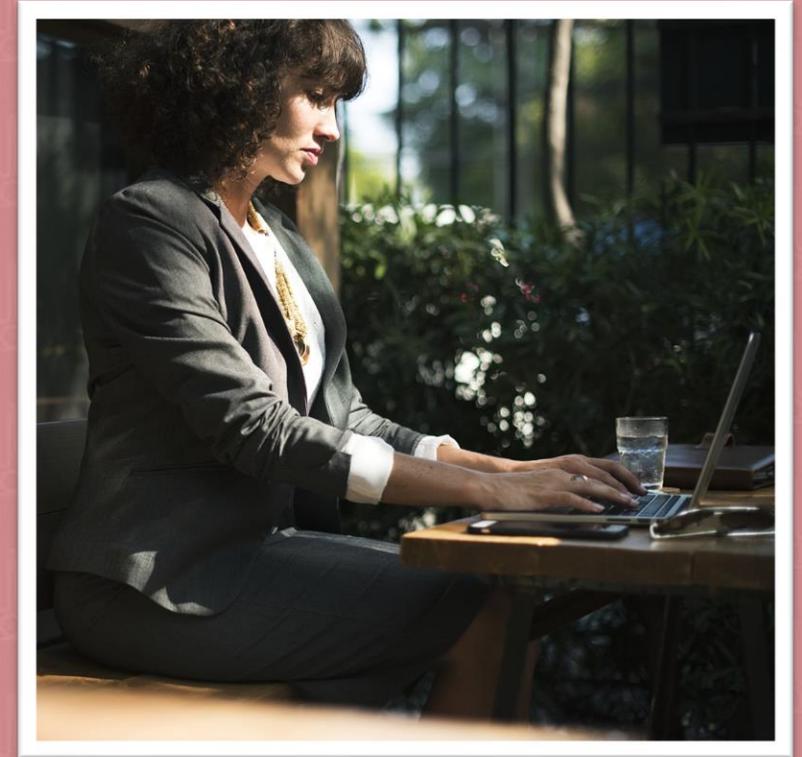
IO1.A1. Report <i>Question 15: What difficulties have you encountered in advancing in your career?</i>	IO1.A2. Report <i>Question 16: What kind of specific barriers do you face in your professional career?</i>
Difficulties to find a balance between the personal and professional life	Finding a balance between family and work, combined with the familial responsibilities
Lack of guidance / mentoring	Excessive schedules and the lack of flexibility of working hours
Lack of equal treatment	Lack of visibility within the company, which, combined with the male culture within the company
Lack of visible female role models	Little support from the management
Lack of academic training, knowledge and/or specific skills (technologies, languages, etc.)	Lack of academic training, knowledge and/or specific skills



The training course developed aims to:

- a) Increase the female "consciousness" within the society regarding the role of women, their rights and responsibilities
- b) to support women to acquire new skills and abilities, offering them an innovative online training
- c) Educate women in the context of new realities, which will influence the implementation of long-term gender policies;

The course is organized in 7 modules, each with a training on a different topic.



Source: Pixabay

## 1. GENDER AND FEMINISM

Brief history of feminism. Basic concepts of equality. Gender and diversity. The reality in figures. Women in the labor market. Female leadership in the company.

## 2. GENDER POLICIES AT THE WORKPLACE

Global and European policies on gender. Gender mainstreaming. CSR and good business practices. Reconciliation and co-responsibility. Professional barriers.



Source: Unsplash



Source: Unsplash

## 3. MOTIVATION AND GOAL SETTING

Puzzle of motivation. Personal development - motivate yourself. Motivation - intrinsic and extrinsic. Learning habits. Goal Setting and SMART goals. Positivity and staying motivated. Reflection and learning log

## 4. EMOTIONAL INTELLIGENCE AND NLP

What is Emotional Intelligence? How emotionally intelligent are you? Overcoming barriers. Understanding paradigms and creating meaning. Different learning styles. Exploring positivity and positive female role models.



Source: Freepics

## 5. EFFECTIVE COMMUNICATION

Cross-cultural communication in the work environment. Conflict management. Negotiation. Business and organizational communication. Changing role of innovative communication technology in the workplace.

## 6. MANAGEMENT, LEADERSHIP AND BRANDING

Basic management notions. Human resources management. Leadership. Women's contributions to management. Time management. Risk management. Management tools.

## 7. CAREER OPPORTUNITIES

Personal career research. Factors affecting the choice and content of work. The role of the workplace in the development of human resources. Effective work competences. Multidimensional career barriers to work satisfaction. Training makes you stronger and builds confidence.



Source: Pixabay

WiP can help women reflect on their current abilities and make them aware of the multitude of skills they have already acquired in the chosen sector and through life experiences.

It also helps increase their self-confidence and self-motivation and, therefore, will make managerial and executive roles more accessible to them.

The training promotes gender equality and the advancement of women in Europe, taking into account diverse cultural needs.

The training is available online, free of charge and in several languages (English, Romanian, Spanish, Lithuanian)

Thank you for your attention!

Mirela Greti Puiu  
Romanian Textile Concept



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