

# IS IT INDEED — *the best criterion* — FOR A MANAGER'S POSITION?

.....



**OF COMPANY MANAGERS ARE MEN\***

**PROJECT:**

**GENDER EQUALITY IN ECONOMIC  
DECISION MAKING – TOOL TO PROMOTE  
ECONOMIC COMPETITIVENESS  
AND EQUALITY VALUE**

**#EQUAL OPPORTUNITIES**



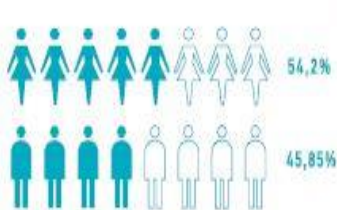
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COMMUNITY PROGRAMME FOR  
EMPLOYMENT AND SOCIAL  
SOLIDARITY of the European Union



# LATVIA

## WOMEN AND MEN IN LATVIA

### WOMEN AND MEN IN LATVIA



LATVIA RANKS **1<sup>ST</sup>** IN THE EUROPEAN UNION  
IN THE RATIO OF FEMALES TO MALES

**15.**  
Latvia in  
the Gender Equality  
**INDEX**  
for the EU among  
27 countries

### GENDER EQUALITY INDEX FOR THE EUROPEAN UNION.

6 areas with existing  
differences between men and women



### EDUCATION

The level of higher  
education in Latvia in **2012**

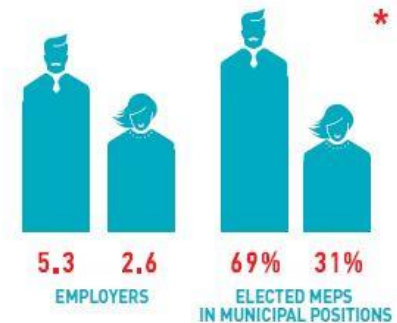


### LEVEL OF MANAGEMENT

**MEN ARE IN HIGHER  
POSITIONS EVEN  
in the areas dominated  
by women**

- # Education
- # Healthcare
- # Municipalities
- # Public administration

**WOMEN EARN **17%** LESS\***



**THE SAEIMA  
OF THE REPUBLIC OF LATVIA —  
members of parliament**



# PARTNERSHIP

- Society Integration Foundation +
- Employers' Confederation of Latvia +
- Recourse centre for women MARTA+
- Association LĪDERE +
- Ministry of Welfare +
- Ministry of Economy

## PROJECT PARTNERS



Latvijas Republikas  
Labklājības ministrija



Latvijas Republikas  
Ekonomikas ministrija

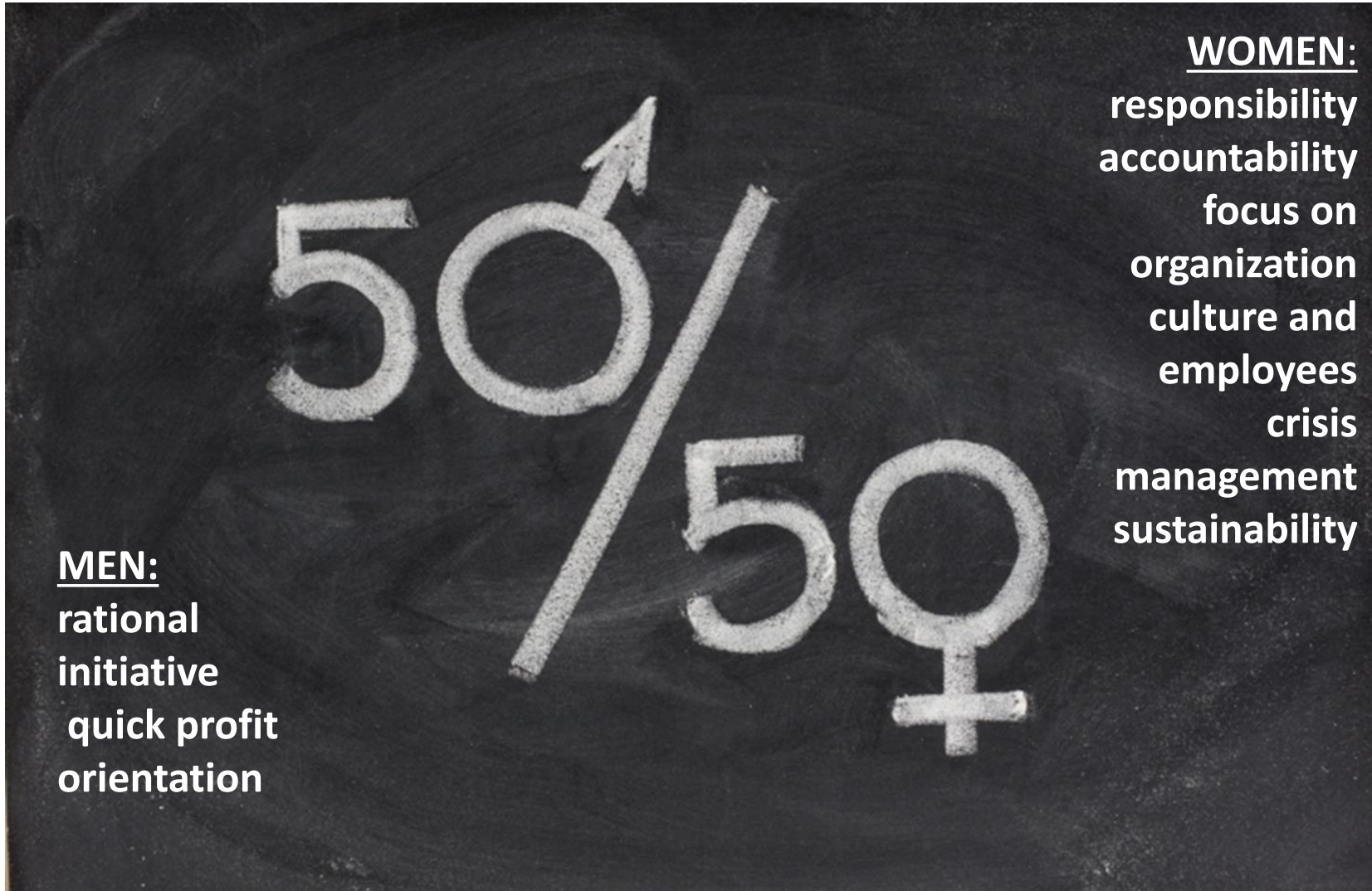


# COMPLEX APPROACH

- **Photography of situation**  
(opinion pool, research about the situation in large companies)
- **Assessment of enterprise performance** and **award of champions** (integrated in Sustainability index(CSR tool))
- **Empowerment of Business Universities** (experience exchange, guest lectures)
- **Awareness rising of society** (art exhibition, discussions, informative campaign, goodwill ambassadors)



# PERFECT MANAGERS (employees)



# Today



# Future

- Still strong stereotypes regarding gender roles
- Mid management 50/50
- Question in political agenda
- Ongoing discussion in society
- Reliable data
- Interest from business society to deal with this questions

- More involvement of men as ambassadors
- Work with political parties
- Practical support for companies
- Integration of diversity issues in the business study programmes
- Promote diversity management
- Continuous work with awareness rising

# For future cooperation:

- [liga.veca@sif.gov.lv](mailto:liga.veca@sif.gov.lv)
- [www.sif.gov.lv](http://www.sif.gov.lv)

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