

# Vključi.vse

Revija za enake možnosti v vodenju.

Dobra vsebina ne more biti v domeni le enega spola.

Foto: Grega Žuntić/Viva



Mag. Nataša Briški – novinarka, soustanoviteljica in urednica spletnih postaj Metina lista in Meta Dekleta.

## Redka živalska vrsta

**Ž**enske v medijih so redka živalska vrsta. Tako zelo, da bi jih veljalo kar zaščititi. Veliko jih je videti z mikrofonom v roki, kot novinarka ali voditeljice, precej manj pa na čelu največjih medijskih družb ali med strokovnimi komentatorji v najbolj gledanih slovenskih televizijskih oddajah. Slednje potrjujejo analize, ki jih v okviru projekta Meta Dekleta delamo skupaj s podjetjem Kliping.

Mediji so, ko govorimo o odpravljanju stereotipov, prej del problema kot rešitve. Čeprav se ta ne zdi tako zapletena. Pred mikrofone je treba samo povabiti ter vključiti vse najboljše, pa bodo številke naenkrat postale bolj uravnotežene. Štela bo dobra vsebina, ta pa nikakor ne more biti v domeni le enega spola. ■

Komaj vsak peti gost v TV studiih so ženske, večinoma pa razpravljajo o vremenu, družbi ali kulturi, manj o gospodarstvu ali notranji politiki.

■ **Goran Novković:** Morda so lahko zgled turški Kurdi, ki imajo na volitvah spolne kvote: najmanj 40 odstotkov kandidatov mora biti žensk in enako velja tudi za moške.

■ **Špela Oblak:** Najboljše opozorilo o nerazumno majhnem deležu ženskih sogovornic v medijih bi bilo, če bi naenkrat 30 odstotkov medijskega časa in prostora ostalo ... praznega.

8. 12. 2014

Mednarodna konferenca: **Kaj nas lahko nauči Islandija.**

December 2014

S		7	14	21	28
M	1	8	15	22	29
T	2	9	16	23	30

11. 12. 2014

Mednarodna konferenca korupcija in transparentnost pri kadrovanju: **ali je spol pomemben?**

T	2	9	16	23	30
W	3	10	17	24	31
T	4	11	18	25	
F	5	12	19	26	

5. in 6. 2. 2015

Mednarodna konferenca **Vključi.vse** (več na strani 3).

• FÉVRIER • FEBRUARI

MON - LUN	MON - MAA	DIE - TUE	MAR - DIN	MIT - WED	MER - WOE	DON - THU	JEU - DON	FRE - FRI	VEN - VRI	SAM - SAM
2	3	4	5	6						
16	17	18	19	20	21	22	23	24	25	26

Napovedujemo tri mednarodne konference

# "Zaposliti je potrebno visoko izobražene gospodinje!"

Intervju z Anniko Elias, predsednico evropskega združenja managerskih organizacij CEC

TEKST: ANISA FAGANELJ



Foto: Ledarna

"D vojna" predsednica – evropskega združenja managerskih organizacij CEC in predsednica švedskega združenja manager Ledarna – Annika Elias. Po 25 letih izkušenj z vodenjem na področju prehrane v javnem sektorju, med drugim tudi v največji švedski bolnišnici Sahlgrenska University Hospital, se diplomantka literarnih znanosti, gospodarske zgodovine in filozofije univerze v Goteburgu od leta 2006 posveča vodenju Ledarne. Ta je s 87 tisoč člani ena redkih neprofitnih organizacij, ki je v zadnjih letih doživela precejšnjo rast.

Eliasova od lani predseduje tudi CEC-u, reprezentativni, krovni managerski organizaciji, katere član je tudi Združenje Manager Slovenija. CEC je, pod njenim vodstvom, za prihodnje obdobje kot eno osrednjih tem predlagal spodbujanje žensk k prevzemanju vodilnih delovnih mest v gospodarstvu.

## **What and why prompted you to back the initiative to include more women on leading positions?**

I considered this to be an issue for over forty years. I really can't believe we are still addressing this topic after such a long time.

I strongly believe in the rights of the individual and I also believe that everyone should be given the opportunity to contribute to the society in which they live with their best efforts, and that they should not be stopped by prejudice or discrimination.

## **What are the benefits of including more women in the decision making process?**

In order to reach the best decisions, the most competent people need to be included in the process. Of course, this means that you cannot choose merely from one half of the population, i.e. men.

## **What is your vision of the future? How do you see Europe in 2020 or 2030? Will there be more women on decision making positions? What are your wishes and desires?**

If Europe wishes to regain a strong economy we must use all of our assets. This means that we need to employ the well-educated European housewives and make it possible for both young men and women to work as managers while being parents. According to the UN Gender Gap Report there is a strong correlation between a prosperous society and gender equality.

## **How can your vision be achieved?**

We need to keep raising this issue on all levels of society: at the workplace, in schools, within the family as well as in politics. There is no quick fix.

## **Companies with a balanced leadership tend to be more successful. Can you comment on this?**

If Europe wishes to regain a strong economy we need to employ the well educated European housewives and make it possible for both young men and women to work as managers while being parents.

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This comes as no surprise. They have probably chosen the most competent leaders.

### **What are the most common mistakes in implementing "diversity and inclusion"?**

One of the most frequent mistakes is allowing the gender issue to be a part of the general diversity. Women are not a minority, they should not be lined up with all the others, in fact, women represent a majority within the population. The factors that influence the gender issue are not the same as for the broader diversity approach.

### **What can we (women) do differently, in order to see some changes?**

I think we need to address this question on all levels. You cannot work merely with quotas and legislation, you cannot work only with corporate governance and you cannot work solely with politics that deal with education, parental leave, childcare and care for the elderly.

If we wish to see real changes all of these issues need to be addressed simultaneously!

### **What is the role of the Managers' Association in the issue of women in managerial positions?**

They need to promote the issue at all times and with authority. However, they should also raise awareness about the "image" of managers and the stereotypes surrounding it. Since we often have direct access to companies we can support our affiliates to work "from the inside".

### **How would you comment on the findings in Mrs Valen's research, in which she ascertained that women are the worst enemies to other women?**

To be honest, I think this idea is stupid! Of course, when the competition gets tough, people will fight for the best jobs. Isn't this what men have been doing all the time? It is possible that this behaviour is seen as "unwomanly", which might be the reason why some people agree with Mrs Valen.

Združenje Manager bo v sodelovanju z MDDSZ v okviru projekta Vključi.vse, 5. in 6. februarja 2015, organiziralo mednarodno konferenco o vključenosti žensk na odločevalske položaje, na kateri bodo predstavljene najboljše slovenske ter tuje prakse s področja uravnoteženega vodenja v procesu ekonomskega odločanja. Predstavljen bo tudi Model šestih ukrepov projekta Vključi.vse, njegova implementacija in izkušnje pilotnih podjetij v Sloveniji. Seznanili pa se boste tudi s trendi na področju upravljanja talentov in povečevanja raznolikosti na delovnih mestih.

O zaznanih izzivih bodo – poleg naše sogovornice **Annike Elias** – spregovorile izjemne ženske iz evropskega prostora, ki bodo odgovarjale tudi na vaša iskriva vprašanja:

- **mag. Violeta Bulc**, evropska komisarka
- **dr. Anja Kopač Mrak**, ministrica za delo, družino, socialne zadeve in enake možnosti
- **Madi Sharma**, članica European Economic and Social Council
- **Ina Wietheger**, partnerica Roland Berger
- **Allyson Zimmermann**, predsednica The Catalyst Europe
- **Sarah Rutherford**, predsednica Rutherford Research
- **Simona Paravani**, vrhunška bančnica in strastna zagovornica izbire talentov po kompetencah
- **mag. Andreja Kodrin**, svetovna strokovnjakinja za področji strateške odpornosti in premagovanja turbulenc
- **Marianne Oakland**, predsednica in partnerica Avista Partners
- **Sofia Falk**, predsednica in ustanoviteljica Wiminvest



Foto: Ledarna

### **Do you have or have you had a mentor or sponsor? Are you a mentor or a sponsor? If yes, why?**

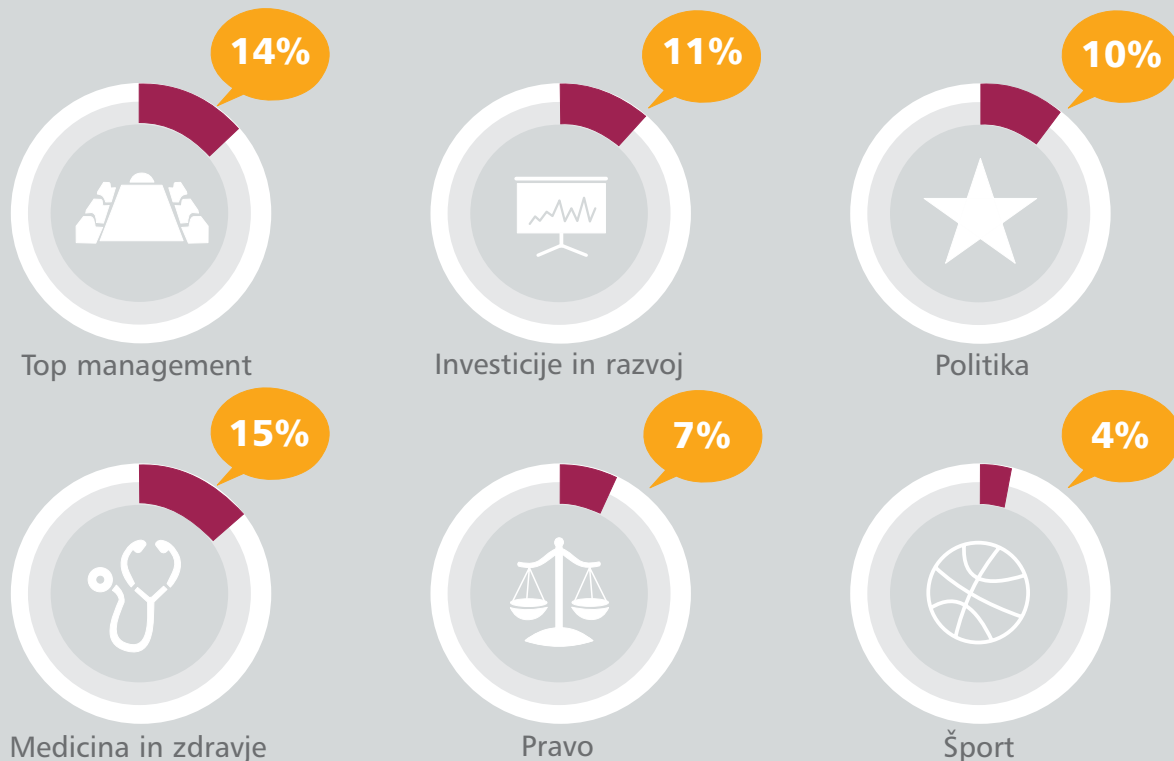
Yes. I used to have a mentor and I am currently mentoring a young manager. I see it as a relationship in which a lot can be learned from one another. My protégé is young, so I might benefit from our relationship just as much as he does.

### **Your concluding thoughts ...**

I have high hopes for the coming generation; however I don't think there is an easy solution. As regards the top positions it is a matter of power and money, and those who have the privileges today will not give them up without a fight. ■

# Raziskava o spolni pristranskosti v medijih.

Ženske na vodilnih mestih so ogrožena vrsta v mednarodnih filmih. Izpostavljenost žensk glede na poklice.



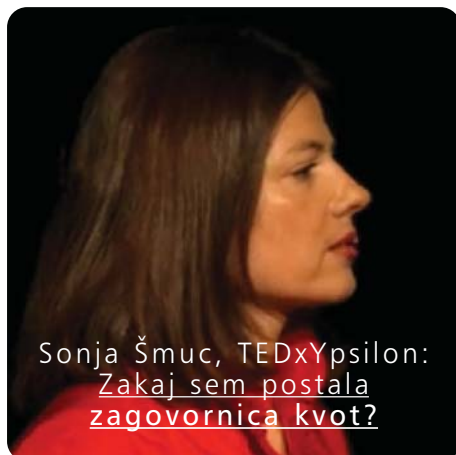
Izmed vseh držav, zajetih v raziskavi, so **ZDA, Rusija, Nemčija, Francija** in **Avstralija** pokazale največje neskladje med prikazanimi zaposlenimi ženskami na zaslону in v realnem življenju.

Celotno infografiko si lahko ogledate na [sledеči povezavi](#), več o raziskavi in dodatne informacije pa najdete na spletni strani [Inštituta Geene Davis o spolu v medijih](#).

"The fact is – women are seriously under-represented across nearly all sectors of the globe. Not just on-screen. But for the most part we're simply not aware of the extent. And media images exert a powerful influence in creating and perpetuating our unconscious bias. However, media images can also have a very positive impact on our perceptions. In the time it takes to make a movie, we can change what the future looks like. There are woefully few women CEOs in the world. But there can be lots of them in films. How do we encourage a lot more girls to pursue science, technology, and engineering careers? By casting droves of women in stem, politics, law, and other professions today in movies. **If she can see it. She can be it.**" (Geena Davis)

V Sloveniji je na vodstvenih položajih na medijskem področju **35 odstotkov žensk** in 68 odstotkov moških, na ravni izvršnih direktorjev je **le še 20 odstotkov direktoric**.

Preberite si intervju z raziskovalkama Mirovnega inštituta, ki sta naredili empirično raziskavo Enakost spolov in mediji v Sloveniji.



Sonja Šmuc, TEDxYpsilon: Zakaj sem postala zagovornica kvot?

Tokratna **delavnica o komuniciranju z mediji (za ženske)**, ki poteka v okviru projekta **Meta Dekleta**, bo iskala odgovore na vprašanja, kako učinkovito komunicirati z mediji in kako izgleda novodobno snovanje zagovorniških kampanj.

**Maribor, 3. december**