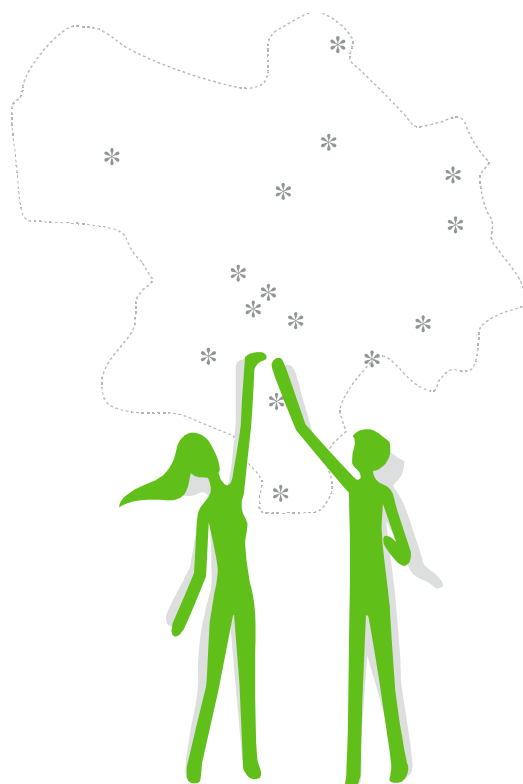


BALANCE

YOUR FAMILY AND PROFESSIONAL LIFE



CAMP DE TURIA
CONCILIA

ABOUT CAMP DE TURIA CONCILIA

Sede de la MANCOMUNITAT CAMP DE TURIA

Avda. Pla de L' Arc s/n 46160 LLIRIA

CALL CENTER: +34 96 279 82 30

WEB: www.campturiamconcilia.com

Email: concilia@campturiamconcilia.com

Part-financed by:



SUMMARY

ABOUT CAMP DE TURIA CONCILIA

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* What is Camp de Turia CONCILIA

The Camp de Turia CONCILIA project was created with the aim of influencing directly into situations of inequality and/or discrimination in Camp de Turia's labour market promoting formulas and mechanisms which enable citizens to conciliate their family and professional lives and to gain access to a job.

In this project several entities from the Valencian Community (Mancomunitat Camp de Turia, Benestar Association, The Official College of Informatics Engineers of the Valencia Community, MASmedios for digital management and the Valencian Federation of Municipalities and Provinces) are working together from 2005 to 2007 to develop a series of means in favour of work life balance.

The Camp de Turia CONCILIA project is set in the EQUAL communitarian initiative, Equal Opportunities, Conciliate family and professional life. EQUAL is part of the European Union's strategy which aims to create more and better jobs and to guarantee that nobody has the access prevented.

It is an Initiative from the European Social Fund which tries to develop new formulas to face discrimination and unequal opportunities on the labour market.

The project's two main aspects are: the national and transnational work. The feedback of both projects appear, indeed national work is intimately linked to transnational work and vice versa. The global expected result of the project is:

1. Give access to new ideas, sharing and questioning/thinking one's own ideas in a larger/wider context.
2. Encourage experience and knowledge use in order to test and improve existing experiences, materials and methods.
3. To provide a wider range of partners, allied politicians and technical collaborators.
4. Experiment areas of common interest and promote mutual opportunities.



* Targeted persons and area of action

TARGETED PERSONS :

- Persons who look for a flexible job that allows them to take care of their children, of elderly people, handicapped or sick relatives.
- Citizens who need supporting services for their families while they are working.
- Enterprises willing to motivate their employees thanks to conciliating means in order to achieve better results in their enterprises.
- Women and men who would like to go back to the labour market with equal opportunities.
- Persons who want to balance their professional and family development.

AREA OF ACTION

The actions developed during this project will aim at citizens from the Camp Turia's area.



Mancomunidad Camp de Turia:

1. Benaguasil
2. Benisanó
3. Bétera
4. Casinos
5. Gátova
6. La Eliana
7. La Pobla de Vallbona
8. LLíria
9. Loriguilla
10. Marines
11. Nàquera
12. Olocau
13. Riba-roja del Turia
14. Serra
15. Vilamarxant



* Previously in the area

More and more women start working. Cada vez son más las mujeres que se incorporan a un puesto de trabajo. However in many occasions they can't achieve it due to the difficulties to balance their professional and family life, as they are the ones exclusively devoted to their children and to the care of elderly relatives.

According to official data, the unemployment situation in the Camp de Turia area shows the following figures:

DATOS DESEMPLEO POR SEXO ABRIL 2005

	CAMP DE TURIA		COMUNIDAD VALENCIANA	
 HOMBRES	1516	41,88%	67390	49,19%
 MUJERES	2121	58,32%	91232	57,52%
TOTAL	3637		158622	

Fuente SERVEF

Unemployment figures according to gender/sex, April 2005

High women unemployment

58,32% of the unemployment in the Camp de Turia's area concern women. They leave their job as they become mothers and can't get back to the labour market before their children reach the age to go to school. This is mainly due to a lack of conciliation/balance. As a consequence, their experiences and knowledge are obsolete.

In the case of self-employment, many women created their own enterprise as an alternative enabling them to balance their family and professional life.

Work and training gender division

A gender division of the work exists in the area: women demand and develop tasks linked to the private field (family and household) while men are devoted to public and productive oriented tasks. This is strengthened by a traditional conception of training.

Women having to deal with family responsibilities

The main situations of inequality and/or discrimination concerning the labour market show that work life balance problems exist, and particularly for women with family responsibilities:

This is due to:

- Women are the ones who exclusively take care of others.
- There is a lack of distribution of family responsibilities
- Mentality is based in traditional values and makes women reluctant to use supporting services (nursery, day care centres, etc.).
- The rate of married women's involved in professional activities falls drastically.



Absence of supporting services

On another side there is in municipalities a shortage of kinder-garden, extracurricular activities and assistance services: either there aren't enough or the majority of services have a private character and don't offer opening hours corresponding to the parent's working hours.

Limits in companies

Finally, enterprises tend to offer and give traditional male jobs to men and traditional female jobs to women. Besides it, jobs involving responsibilities and management "seem to be reserved to men". Women generally hold positions of secretary and administration, with poor promotion expectations.

* Gender equality in Camp de Turia CONCILIA

Every action planned in the Camp de Turia CONCILIA project takes into consideration the gender approach.

With it we aim at the following goals:

- To evaluate the **integration level of the principle of equality in the Camp de Turia region**. Get to know the position of women and men in the region's economic, political and social environment.
- To promote the knowledge and the diffusion of **gender equality policies** in the Region, at regional, provincial and national level, as well as those of the transnational partners from other member states of the European Union.
- To study in depth aspects about **sensitization and training** on the subject of gender equality of the technical staff of the project, as well as of the members of the Mancomunidad of CAMP DE TURIA, and all his/her collaborators- men or women, Local Development Agents and political representatives, citizenship and especially businessmen-women and workers - men and women.
- To impel the presence and the balanced participation of women and men in the public and in the private spheres.

To increase **application of the mainstreaming** and the specific policies of gender in all environments at all levels during the processes of work of the **Mancomunidad Camp de Turia's Town halls** the.



* Participating partners



C/ Pla de L'arc s/n 46160 LLIRIA
Tfo: 96 279 81 50
Fax: 96 279 26 61

MANCOMUNIDAD CAMP DE TURIA

Constituted by 15 municipalities, Mancomunidad CAMP DE TURIA is a public administration that provides services in employment, economic promotion, and social fields. Mancomunidad Camp de Turia, represents the association of the municipalities searching all actions that will benefit the Region and therefore the improvement of the quality life of the followings: our villages's citizens-men and women. La Mancomunidad Camp de Turia is the leader of the Camp de Turia CONCILIA project.



Universidad Politécnica de Valencia.
Facultad de Informática
C/ Vera s/n VALENCIA
Tfo. 96 362 29 94 Fax. 96 362 29 94

OFFICIAL COLLEGE OF COMPUTERS ENGINEERS OF THE VALENCIAN COMMUNITY – COOIV

The COOICV takes part in the Camp de Turia CONCILIA project as technological partner, performing the task of technological surveillance and guaranteeing that the means used are the most fitted to reach the established targets. They are in charge of organizing the training actions related to new technologies, of the development of follow-up actions, evaluation and control of the project, as well as of the coordination of the transnational actions.



C/ Alvaro de Bazán, 10 (Pasaje Luz)
46010 VALENCIA
Tfo: 96 369 41 23
Fax: 96 369 34 39
Web: www.masmedios.com

MASMEDIOS FOR THE INFORMATION MANAGEMENT S.L.

MASMEDIOS is a Information Technology Company with more than 8 years of experience dedicated to the development of electronic platforms in Internet/intranet, e-business, e-learning, and also to the creation of digital contents, multimedia products, electronic games, corporate images and design. They also develop the documental management guidelines both for historical and administrative files. As a member of the Camp de Turia CONCILIA project, MASmedios develops the website, the intranet for the members, an e-Learning platform and multimedia classes, a call center for the beneficiaries in the territory. MASmedios has also created the corporate image, design and execution of the communication plan and the promotion products associated to it.





Federació Valenciana
de Municipis i Províncies

C/ Conde Trenor, 9. 46003 VALENCIA
Tfo: 902 24.24.26
Fax: 96 391 39 02

VALENCIAN FEDERATION OF THE MUNICIPALITIES AND PROVINCES

It is constituted by the Town Councils, County Councils and other Local Entities from the Valencia Community who decide to join voluntarily.

At the moment a total of 536 Town Councils, 13 Mancomunitats, 5 Minor Local Entities and the County Councils of Alicante, Castellón and Valencia are part of the FVMP. One of its roles is to represent, defend and promote the interest of Local Entities. FVMP is in charge of transferring the Camp de Turia CONCILIA project's Good Practices Cases.

* Conciliation services

- Equal Opportunities Agency
- Resource Guide on equal opportunities and work life balance
- Local labour Kindergarten
- Supporting services to dependant persons
- Assistance for out of work tasks
- Work life balance plan
- Supporting services Servicio de apoyo a la inserción en igualdad de oportunidades
- Sensibilization campaigns
- Training services
- Movie Script Competition
- web CAMPTURIACONCILIA.COM
- Communication service
- Transnationality
- Transnational Press Agency

