

# 4.1. Final publishable summary report

## 1) Executive Summary

WORKCARESYNERGIES support action was set up to *disseminate research findings* of previous EU Framework Programme projects in the field of work and care. For this purpose, local information and discussion events were held in Austria, the United Kingdom, Denmark, Hungary, Poland, Italy and Portugal. In each country, key mediator teams (consisting of researchers, knowledge transfer and communication specialists) summarised, made understandable and accessible existing research findings and discussed them in a local context.

Dissemination focused on *currently policy relevant issues related to work and care*, such as: work-care tensions, quality of work and life, work-life balance across the life course, social quality in work and care, labour market transitions, citizenship, flexibility and diversity in work-care relations, family policies, working time flexibility and social cohesion, gender elites and work-care relations, social care and work-care balance as well as work-care orientations for gender equality in private and public contexts.

In 2010 and 2011, local teams carried out *seventy seven local dissemination events* with a large range of *local stakeholders*, i.e. NGOs, policy makers, trade unions, professional organisations, labour chambers, economic chambers, representatives of service sector, regional organisations and authorities, women's networks, companies, media, other local actors and interested parties. Most events were medium-sized workshop type set-ups, with the aim of bringing together various local key players for a two-way exchange of experience and knowledge. Some teams managed to piggy-back regular local (e.g. labour union) events, ensuring a broader audience. Dynamic discussions at events have shown that local stakeholders are quite interested in EU research findings, especially if they support their own arguments and policy targets. Thus, presentations of facts were usually followed by vivid discussions of current policy measures and future initiatives in various fields related to work and care.

Most teams produced documentary *films* on work-care and related issues, which were shown and discussed in local events. They proved very efficient vehicles to transport messages to the audience and initiate interactive discussions. All films were uploaded to the project homepage for further viewing. TV and radio interviews, press conferences and articles ensured a *larger publicity of discussed research findings and policy issues*.

The project also gave an *impulse for further dissemination events* in various project countries. As word spread, some teams were asked to redo events in other regions or for other organisations. As a result, the total number of events surpassed the planned ones by far.

To allow for a two-way exchange of ideas, each team summarised the main outcomes of their local discussion events and collected policy recommendations. They are to be found in the WORKCARESYNERGIES *Final Publication, a Policy Review and an Overall Project Policy Brief*.

Detailed information on local dissemination contents, events, dissemination materials, discussion papers, press releases, documentary films, reports and policy briefs can be found on the WORKCARESYNERGIES project homepage, in [www.workcaresynergies.eu](http://www.workcaresynergies.eu).

## 2) Project context and the main objectives

### PROJECT CONTEXT

The WORCARESYNERGIES project presented selected policy relevant research findings from 20 EU Framework Programme research projects and discussed them in a local context. All dealt with work-care issues, i.e. how families in different societal frameworks and settings combine work with child- and eldercare. Yet, chosen to reflect *current local policy concerns* and to make use of existing EU research, *countries themes* varied.

Within the two years of project activity (2010/11) *local dissemination teams* organised discussion rounds covering diverse topics within their main chosen themes.

- The Scottish team at the University of Aberdeen organised a series of events on “*Social Quality in work and care*”. The local discussions supported the current local policy debate on reducing the inequality between men and women in paid and unpaid work and the need to provide larger public support for families with children. The team contributed to the development of the Scottish Government’s new “Parenting Strategy” about which discussions are going to continue into 2012.
- The Danish team chose “*Flexibility in Work and Care*” and discussed the need of diversity and flexibility of work-care policies and gender equal conditions for participating in paid work, caring activities and unpaid work in politics and organisations. Denmark has been outspoken in the flexicurity debate and has a labour market characterised by decentralised decision making. The overall question for the dissemination was: What implications does that have for gender equality on citizenship, diversity and social protection?
- Within their main theme “*Elites and work-care relations*”, the Polish team discussed values and behaviour of members of different social groups, especially problems faced by women seeking to reach, or being in, higher positions in science, politics and other sectors, as well as the reconciliation of work and family life in Polish households.
- The British team at the University of Brighton addressed “*Labour Market Transitions*” and examined and illustrated the impact of labour market transitions across generations, comparing younger and older workers, as well as labour market transitions around family formation. Discussions focused on the impact of the introduction of the Equality Act (2010) in the UK and on issues related to the removal of the default retirement age, allowing people to stay on in employment beyond statutory retirement age.
- The Austrian team at the Institute for Advanced Studies (IHS, coordinator) developed dissemination activities with the main theme “*Work-Care Tensions*” to support the local policy debate (1) on higher female labour market participation versus the strong Austrian tradition of caring for small children at home, (2) on how to balance childcare and work/professional career with children of different ages, how do it others and (3) discuss extensive female parental leave versus life course concepts of work and social security.
- The second Austrian team at the University of Economics and Business (WU) discussed quality of work and life in the time of economic crisis. Under the main theme “*Work-life balance*”, a special focus was put on how to “balance” interests of different persons in managing work and care over the life course. They also looked into how to balance work

and care, not only in the case of children but also in elder care. This was strongly debated due to cuts in the Austrian attendance allowance as a result of the crisis.

- The Hungarian team organised dissemination events on “*Social cohesion*” and supported the debate on the reform of family and employment policies to create incentives for increasing the extremely low labour market participation of mothers with young children. The team investigated social outcomes of family policies and how such tools promote social cohesion.
- With a focus on “*Work-care and gender equality in private and public contexts*” the Portuguese team discussed how to shape work care orientations for gender equality in such contexts. A special focus was put on childcare services and the promotion of gender equality on labour markets.
- The Italian team looked into “*Social care and work-care balance*”. As the debate about conciliation is not yet really part of political and daily public discourse in Italy, the team aimed at having an effect on civil society’s actors (instead of politicians), including students, their educators as well as non-profit and private organisations.

**The MAIN OBJECTIVES of WORKCARESYNERGIES project were:**

- *To synthesise* research findings from FP research projects in the field of work-care (but also family policy, female equality and empowerment, social quality, flexicurity and social cohesion) for target group specific themes and *efficient policy us*;
- *To transform* research knowledge into usable dissemination material;
- *To hold target audience focussed events* (e.g. discussion forums, workshops, etc.);
- *To use extensive existing networks* of the teams to disseminate policy relevant findings;
- *To document* the outcome of local discussions with NGOs and policy makers;
- *To inform* the interested general public (citizens) via mediators;
- *To spread information in various official EU languages and to different target audiences*;
- *To produce a summary* of local dissemination materials and discussion outcomes;
- (if possible) to finally present key messages in a policy relevant venue;
- *To alert* NGOs, local mediators and policy makers, etc. to the usefulness and usability of local (and international) research findings as well as the research community to the need to communicate research to potential local users;
- *To create (lasting) bridges* between researchers and users, opening the way for two-way discussions between scientist, other stakeholders (e.g. NGOs) and politicians.

*Measured in terms of the large number of events and animated discussions held within the two-year project period, we can assume that the project objectives were well attained and that the project proved a huge success.*

### 3) Main Results of the WORKCARESYNERGIES Project

The core activities of the WORKCARESYNERGIES dissemination project were (1) the efficient “transfer” of research knowledge, (2) the well-organized set up and conduct of dissemination events as well as (3) the collection of discussion outcomes and policy recommendations.

Accordingly, main results of these activities differ from those of classical S&T projects. This section gives information on the project’s dissemination events, their contents and outcome and offers an overview of all dissemination materials produced (and still downloadable for re-use from our project homepage, in: [www.workcaresynergies.eu](http://www.workcaresynergies.eu) ). Interested readers might like to view some of the short documentary films (in VIDEO section) or read a few of our policy briefs (in REPORTS, or on the separate country pages – accessible by clicking on the country buttons within the HOME section).

#### GENERAL SUMMARY OF RESULTS (= dissemination)

During the two-year WORKCARESYNERGIES project, local teams prepared various dissemination materials, developed dissemination tools and set up and carried out altogether 77 local dissemination events with various local key actors – NGOs, policy makers, trade unions, professional organisations, companies, media and other interested parties.

In 2010, nine local key mediator teams (consisting of researchers, knowledge transfer and communication people) were set up and produced written discussion papers with structured research information on their topic, anticipating the local debate and the interests of their target groups. The papers covered research facts from EU projects to be discussed in a local context. Each team made use of its local contacts and networks to set up events and composed invitation list comprising relevant local key players. Dissemination approaches varied due to different themes and target groups, but also due to different local decision and communication structures. Some dissemination events were held as part of bigger events, ensuring a broader audience and coverage. Most were medium-sized discussion rounds with local key players and some were special media events (e.g. TV, radio, press events). Although the project took some time to really take off in some countries, already *19 dissemination events* were held in the first project year.

In 2011, the second year of the project, the number of dissemination events rose immensely. Experiences gained in the first year and the already established contacts and co-operations with local stakeholders helped a lot to further widen dissemination activities. Local teams organised and carried out *58 information and discussion events*. Target groups were politicians, representatives of communities, companies, social partners, trade unions, NGOs, regional organisations, childcare services, women’s networks, church organisations, men’s networks, schools and youth work. Dissemination events were well accepted by local audiences which was demonstrated by the often very lively discussions following the presentation of EU research findings. Positive echo from these dissemination activities initiated new events, some of them at the special demand of local authorities and organisations in different regions of the partner countries. The project team also received an invitation to present the project at the European Trade Union Institute (ETUI), where many representatives of European and local networks and organisations, ETUI, the European Commission and other interested parties attended.

At local country events, teams presented and discussed EU research findings as well as the outcome of previous discussions. Since documentary films proved to be a very efficient means to

transport of complex messages in an understandable way, almost all project teams produced films and video material reflecting their topic. They were screened and discussed in various local dissemination events. From the start, the country teams also tried to increase publicity of their project activities: TV and radio interviews as well as press conferences were given, and press articles published by local papers. A project newsletter was periodically sent out to inform interested local actors about (local and international) dissemination activities and new materials. At the end of the project, main policy relevant findings from local dissemination events were re-discussed with key local players, and local and central boards were involved throughout the process.

The project HOMEPAGE ([www.workcaresynergies.eu](http://www.workcaresynergies.eu)) was set up to *attract the attention* of interested parties and inform them about local events in the seven partner countries. It provides general information about the project as well as nine *bilingual* country pages (one for each work package) with detailed information on local dissemination events, discussion papers and other dissemination materials such as poster, folder, press releases, etc. The homepage also offered the possibility to register for events while they were still being held.

*All dissemination materials, summaries of discussion and policy briefs* as well as final reports and policy reviews were made available on the WORKCARESYNERGIES homepage (in the REPORT section, and on the separate country pages). Films and video materials can still be viewed in the VIDEO section. Although the project finished in 2012, the homepage will be maintained during the next years to allow for further dissemination of materials and findings.

Until now, according to user statistics, the WORKCARESYNERGIES homepage was quite *successful* (see pdf attachment to 4.1 for online visits during the two project years).

## **DESCRIPTION OF RESULTS FOR EACH DISSEMINATION THEME**

After above general description, this section offers a more detailed overview of the nine local dissemination topics and local results of dissemination. For more information on each theme, refer to the separate country pages on our homepage, in: [www.workcaresynergies.eu](http://www.workcaresynergies.eu) (click on country field to access subpages).

### **WP 1: WORK-CARE TENSIONS (Austrian IHS team)**

The Austrian Team at the Institute for Advanced Studies (IHS), also Coordinator of the WORKCARESYNERGIES project, held a total of sixteen events in 2010 and 2011. Selected findings of various EU research projects, i.e. Household, Work and Flexibility/HWF (2000-2003), Workcare (2006-2009), Multilinks (2008-2011), Mocho (2001-2004), IFAC (2006-2008), the Meta-Analysis of Gender and Science Research (2008-2011), the Family Platform, (2010-2011) and actual Austrian statistical data were presented and discussed in a local context.

The following special themes were discussed in the dissemination events (a) the still quite divergent roles of Austrian men and women, as well as (b) the higher labour market participation of women with children as opposed to the Austrian tradition of caring for small children in one's own home, (c) How to combine (child)care responsibilities and job or career throughout different family phases?, (d) long (female) parental leaves versus life-course concepts of work (with individual social security rights) as well as (e) the (new) role of fathers.

The events were set up as medium sized discussion rounds inviting discussion by speakers on the podium and the audience. As is the custom in Austria, a broad range of local politicians, representatives of communities, the social partners (labour and trade unions, the Austrian Union Federation, the Federation of Austrian Industries), company representatives, local NGOs, regional organisations and services from the sectors of childcare, family services, parental education, women's networks, church, youth work, men's networks as well as other local actors and interested parties were invited at the same time. This successful strategy resulted in broad and vivid discussions. Apart from the planned events additional events were also organised on invitation by regional organisations in Carinthia, Tyrol and Vorarlberg. The Coordinator was also invited by the European Trade Union Institute (ETUI) to present the project at the monthly forum of ETUI in Brussels.

The team produced three films on work-care tensions in Austria that were shown and discussed in various events and posted onto the project homepage. While the first two films deal with various sub-themes related to such tensions – mostly women's and men's different viewpoints, but also expert assessments of labour market and family developments –, the third film offers a complete picture of current tensions felt in Austria, and how mothers and fathers find solutions to deal with them. Which factors determine good reconciliation? How do modern parents share work and family responsibilities? Which strategies are successful?

## DISSEMINATION EVENTS

The first workshop held in May 2010 at IHS, Vienna was a huge success and a good start for the local dissemination. Around 40 representatives, from local NGOs, childcare services, federal ministries, social partners and researchers, came together to listen to and to discuss both EU research results and local experiences. Representatives of the Austrian Labour Chamber, the "Familie & Beruf Management GmbH" (NGO), the local childcare centres, the Chamber of Commerce, the Federal Ministry of Labour, Social Affairs and Consumer Protection and many others voiced their opinions on e.g. how to increase flexibility of families and work, how to support parents and firms, how to improve childcare, how firms can support families, and what role fathers and grandparents may play, etc.

The second workshop held in October 2010 at IHS was centred again on work-care tensions, this time showing the first Austrian IHS short documentary film on work-care tensions and discussing the changes in role models, education/formation and career of women, the gender wage gap, gender budgeting. It brought together 16 discussants from the Austrian Trade Unions, the Federal Ministry of Finance, a local newspaper, the National Bank, the social partners and the Ministry of Labour, Social Affairs and Consumer Protection.

Due to the observed lack of male participants, a special men's discussion round was set up in December 2010. The 15 participants added a lot to the discussion, i.e. the role of women in society and families, male identity, new male and female role models, the influence of modern media, men's involvement in household work and childcare, parental leave, the role of childcare.

The fourth event, in February 2011 tried to link male and female viewpoints. Around 23 representatives of local NGOs, companies, federal ministries, social partners, church organisations and trade union, the Institute for Family Research attended the event. Some of them had been to one of the previous events and were interested in how the discussion was evolving. This time, to include a more male viewpoint, the discussion focused on the role of men as partners, fathers, employees, chefs, etc.

Discussion rounds to targeted audience were held in March and May 2011. One event was organised in a kindergarten in Vienna for representatives of child care services and parents: It included a screening of the film, with a special contribution focused on kindergartens. Main questions at the discussion included: How long and from what age should children attend a caring institution? What choices have parents regarding their childcare services? The Austrian experience was compared with practices in other European countries. In another event, the project and its contents were discussed in „Women at success course – Breakfast for Employees of the National Bank” (an event at the Austrian National Bank).

In a next step, research findings, the film and the outcome of the first discussion rounds were discussed with other researchers and local media people. The event was staged as Applied Research Seminar at IHS and had the aim to re-adjust contents and dissemination strategies to even better match local policy needs and to use inventive and new ways of communication.

On particularly demand from local organisations that had heard about the events in Vienna or to which these events had been recommended through local family and women’s networks, three regional events were organised in Austrian federal counties: One event was staged in Klagenfurt (together with the Family Service/Citizen Service Klagenfurt, Carinthia), one event took place in Innsbruck (within a regular meeting of the Interfaculty Platform for Gender Studies, Tyrol) and one event was held in Bregenz (in cooperation with the Department for Women of the local labour union and local Austrian Union Federation, Vorarlberg). All three events were specifically set up to match local policy needs and the current local policy debate. As usual, we presented several research findings and our film, and proceeded to a discussion of issues raised in a local context. It was interesting to see how findings fitted with what local actors had experienced too and how new (policy and local level community service) ideas were developed through the discussion process. Especially in the Western part of Austria, role models and local structures are still quite traditional which makes it often quite difficult for young women to follow modern ways of life, where work and care is combined. One of the important findings was that changes need strong mediator support – especially if they happen in rural regions.

To gain more international publicity, the coordinator also presented and promoted the WORKCARESYNERGIES project at some international events: In July 2011, there was an opportunity to get a slot at a Workshop on “Gender, State and Welfare” in Budapest. This was an interesting experience since the audience originated from all over the world, with quite different backgrounds and views on work-care issues. In September 2011, the project was presented as a poster session and oral presentation at an international conference in Geneva (ESA 2011) and in the same month, it was possible to piggy-back a regular event (lunch talk) at the European Trade Union Institute (ETUI) in Brussels, within its monthly forum. There, not only the coordinator but also the British team from UoB were able to bring research findings and preliminary discussion outcomes and policy pointers to the attention of members of local and international European networks, ETUI, representatives European Commission and other interested parties.

The main outcomes of local discussion rounds were summarised and re-discussed at the final WORKCARESYNERGIES discussion group in October 2011 in Vienna, with representatives from the employment service, trade union, regional governments and professional organisations. It was devoted to the main problem fields related to work and care and needs for action. The discussion participants tried to focus on current themes (“hot topics”) in Austria’s political debate on work and care and to determine relevant policy pointers.

At the final project public information and discussion round held in November 2011 in Vienna, all consortium partners presented and summarised contents of dissemination activities in their countries. The event was held in English – which we found to be a barrier for local discussion



participation. It seems that actors at (very) local level often lack the skills to efficiently participate in foreign language discussions. Yet, with all partners present, the event managed to present a good overview of the project and its dissemination topics and results.

A film viewing and discussion event with local families, to which we also invited some of the parents figuring in our documentary movies, concluded the local IHS dissemination efforts. This final event brought the topic back to the families (i.e. the ones it really is about) and offered interesting insights on real life situations, policy perception, parents' choices and family strategies to deal with work-care tensions, emergencies and everyday life within the local family policy framework.

## PROJECT PUBLICITY

The team used its good local networks and contact to promote the project from its start and *advertised* through its own (and other local networks') *newsletters*. Thus it became quickly known to local key players (policy makers, NGOs, social partners, etc.) – some of which volunteered to and became *speakers* at our dissemination events.

*Project posters and folders* were distributed to local agencies and made available at public events. *Poster sessions* were held at international conferences, folders distributed at various local meetings.

Project *information* was sent out per *email or post*, sometimes as a follow up after events at the request of participants (who wanted it distributed within their organisations).

As coordinator, the IHS team made the project and its contents public at various *international conferences and meetings*, and in a special *event at ETUI in Brussels*.

A publication of relevant research and discussion findings in a local policy paper (*beziehungsweise*, ÖIF) helped the project to gain more visibility.

Information on events was also published by the *Austrian Press Agency* (APA), e.g.:  
[http://www.ots.at/presseaussendung/OTS\\_20110930\\_OTS0036/spannungsfeld-beruf-familie](http://www.ots.at/presseaussendung/OTS_20110930_OTS0036/spannungsfeld-beruf-familie).

OUTCOMES of local discussions concerned among others the following points:

1) the variety of factors affecting work-care tensions; the different perceptions of care of men and women; 2) the necessity to provide family support in flexible way; the need to inform parents about the negative effects of long parental leave periods and part-time employment on their future income and old age security; 3) the new expectations about job and family of young men and women, but the resurface of traditional role models after childbirth; the traditional behaviour reproduced by the existence of “gender wage gaps”; 5) the need of support from all involved parties to ensure reconciliation, i.e. from state, employers, local key players and mediators supporting modern role models and from the families themselves.

For more information on contents and discussion outcomes refer to our discussion summaries and reports on our country page or in the reporting section: <http://workcaresynergies.eu/reports/>. Further information on local discussions and recommendations for policy makers as well as access to all dissemination materials and the documentary films are provided on the AT-IHS country page of the project homepage, in: <http://workcaresynergies.eu/work-care-tensions/>.



## WP 2: SOCIAL QUALITY IN WORK AND CARE (Scottish Team)

The Scottish team at the University of Aberdeen organised a series of dissemination events with the local dissemination theme “Social Quality in work and care”. It presented and discussed selected findings from the EU projects: WORKCARE (2006-2009), HWF (2000-2003), CINEFOGO (2005-2009), RECWOWE (2006-2011), EQUALSOC (2005-2010). The team supported the current local policy debate about fairer deals for parents by contributing to the Scottish Government parenting strategy.

After producing dissemination material and having a first round of discussion, the team decided to concentrate on fatherhood and care provided by fathers.

### DISSEMINATION EVENTS

On the event at the Work Foundation, London in February 2011 the team discussed the proposition by the government for flexible paternity leave by dividing the 52 weeks maternity leave between fathers and mothers so that parents could take the leave separately or together to take effect in 2015.

A further event in Paris looked at the main strategies for combining work and care among full time working parents in different European countries. Four strategies were identified: shift working (parents work on different shifts); flexible work (one or both parents take on flexible jobs); reliance on formal care (publicly or privately provided); reliance on informal care from relatives, friends and neighbours. The balance of these strategies depends upon the social policy context. These ideas were presented at a forum for British family policies held in Paris in November, 2011. One of the conclusions was that increasing involvement of women in the workforce puts greater burdens on them since they are still mainly responsible for childcare as well.

Another event involved a keynote address by Prof. Claire Wallace to the Community Work and Family Conference in Tampere in May 2011 where the argument was made that the quality of life of parents in Europe, as measured by the Social Quality model, depends upon the gender roles and gender role culture of the country.

The two more events were held to in Scotland: Events on “Policy for Working Parents with Young Children” were held in November and December in Edinburgh and Aberdeen with a screening of the film “Dummies” a humorous look at the problems and dilemmas faced by modern fathers. A *blog* was developed for the Work Foundation, where Prof. Wallace discussed findings from the local discussion with NGOs and policy makers. A Deliberative Forum involved discussing these issues with NGOs, parliamentarians and others interested parties in Edinburgh, Scotland.

The Scottish discussion raised the following main points on *fatherhood and care provided by fathers*:

1. *Fathering fallacy* – fathers believe that fathering is important as it shapes the next generation. But when asked about their *own* fathers, many thought that they had failed in some way, or were remote. Yet they remained convinced that this would not be the case for them.

2. *Lack of respect* – many fathers felt that children of our society today have no respect for fathers. This worried them, and they saw it as a *social* not an individual problem.
3. *'True' paternal solo childcare*, as defined by Wilson and Prior (2010) is ideological theory and does not exist in real life, among the fathers in our research. It is impossible to father in this way, with no mother around at home, or with no planning or advice from the mother to organise it, or with no possibility that there might be chores to catch up on later (as doing the chores means that the father is not purely engaging) or with no reliance on going out and using leisure or recreational facilities, as a 'prop'. This is as *ludicrous* as saying that there is no 'true' maternal childcare, as the mother may be engaging in chores whilst caring for children, or using props in the home such as TV, Nintendo, ipods or computers whilst caring etc.
4. *Single parent is an oxy-moro*: Everybody has two parents. The *term* 'single mother' should be discouraged, and *being* a single mother should be discouraged in all but the most extreme cases, as part of an effort to reverse the culture of 'father blocking'. This could be done with '*father and baby*' groups, as per the USA, and extend to '*father and toddler*' groups in the same way that these already exist for mothers. It is important that these are run by men, to avoid the '*nag*' factor. It could also become an offence to *SMUF* (engage in single mother father blocking) just because the mother does not like the father. The point is that the fathers should not continue to be dis-engaged from society in this way.
5. *Do fathers mother?* Yes, but in a different way. Single fathers try to do the 'mother' bits, and use the mother as their first point of reference, comparing themselves to the mother thereafter. Partnered fathers do broadly the same tasks as mothers, but do not accept the term mothering, finding it offensive.
6. *Fathers are criticised constantly* often by women, for *not doing enough in the home*. This is clearly unfair, as there does not appear to be any public movement supporting the motion that *women be made to do more at work, or earn more money*. This imbalance has persisted for many years, certainly since the second wave of feminism in the 1960's/1970's.
7. Society has problems with male youths who show no respect towards society. Some of these youths are fathers, although may not be acknowledged as fathers by the mother. To begin to alter the perception of fathers as 'responsible', rather than as 'irresponsible', work must begin right away. It must be a *public, collective social effort*, and not a private family weekly appointment. These new spaces may even provide 'worthwhile' jobs to those who most need them.

## PROJECT PUBLICITY

The Scottish team was asked to discuss and recommend father's leave by the local government. This gave good publicity to the WORKCARESNERGIES project and allowed for precise discussions of research findings with policy makers.

The keynote address by Prof. Claire Wallace to the Community Work and Family Conference in Tampere in May 2011 promoted the project findings before an international audience.

During the project, the Scottish team met a large range of stakeholders - policy makers, NGOs as well as fathers - in order to raise the awareness for and increase the visibility of father issues. The *film "Dummies"* and the *blog* were good platforms for further discussion and dissemination too.

## OUTCOMES of local discussions:

(1) In relation to the Coalition's proposals to extend paternity leave, four key issues regarding the *new forms of fathering* were keenly debated: a) Can Britain afford the Nordic model of

parenting?; b) The costs of *not* involving fathers – in terms of health, broken relationships, pressure on mothers – might also be high; c) Women already earn more than men in an increasing number of families, so paternity leave is less of a financial loss to larger numbers of families; d) Should men be forced by policies to take parental leave or is it a question of adopting so-called ‘nudging’ tactics? While it is desirable to give people a choice, men are unlikely to take paternity leave unless pushed into it by having a “use it or lose it” policy with funds ring-fenced to cover this cost.

(3) *Scottish Parenting Strategy*: It became clear that both fathers and mothers need to be seen as participants in parenting strategies and that there was a need for flexibility in providing care for young children. Childcare facilities needed to be flexible to meet the needs of working parents.

(3) *Work flexibility and the need of communication of information*.

*Conclusion*: Attention needs to be paid to the role of fathers in addressing work and care. Legislation to help fathers become involved needs to realistically consider financial compensation and the requirement for fathers to take up paternity leave rather than making this optional or transferable. Parenting policies need to take into account the need for working parents to have flexibility both in child care services and in working hours. There needs to be methods for communicating these possibilities in ways that parents are aware of them (for detailed information refer to project reports in: <http://workcaresynergies.eu/reports/>).

For further reading on results of local discussions and recommendations to policy makers as well as to get acquainted with all dissemination materials, the film “Dummies” and the blog refer to the country page of the Scottish team of the project homepage, in: <http://workcaresynergies.eu/social-quality/>.

### WP 3: CITIZENSHIP, FLEXIBILITY AND DIVERSITY IN WORK-CARE RELATIONS (Danish Team, Roskilde University)

The Danish team has performed eight events, where it presented and discussed in a local context selected research findings from the following EU projects: (1) WORKCARE (2006-2009), HWF (2000-2003), CINEFOGO (2005-2009) and (4) RECOWOWE (2006-2011). Discussions covered the following *main sub-themes*: (1) Gendered Citizenship and Work-Care relations and (2) Diversity and flexibility in family policy.

#### DISSEMINATION EVENTS

The dissemination activities of the Danish team began in 2010 with the following three events:

(1) “The Social Economy: simply a niche in a capitalist economy or the basis for an alternative?”: Two lectures by Prof. Erik Olin Wright, University of Wisconsin: “Quality of Life and the Condition of Social Participation”, Monday 08/03/2010, Roskilde University and “The gendered Conditions for Social participation and types of Policies promoting a gender-balanced citizenship”, 12/08/2010, University of Copenhagen.

(2) “The impact of Flexibility and diversity on work-life balance”; Two lectures by Loïc Wacquant: “Reconsidering Urban Citizenship in Advanced Society”, 03/06/2010, Roskilde University and “Why prisons grow with neoliberalism”, 03/06/2010, Copenhagen University.

(3) Seminar: “Citizenship and diversity in work-care relations: Migration, Care and Citizenship”, Roskilde University on 07-08/06/2010.

The forth event was a *Policy Briefing on Work Care* held in November 2010 at the Danish Parliament in Copenhagen. The Socialist People's Party (SF) showed interest in such a briefing. Presentations were given by Assoc. Prof. Anders Ejrnæs: “What impact will cutbacks in welfare provision have on the Danish policy model?” and by Assoc. Prof. Rasmus Willig: “What impact will cutbacks in welfare provision have on the day care worker's autonomy and profession?” Target group: key policy makers (i.e. members of Parliament, advisers and communication staff, members of Socialist People's Party (SF)).

As a next step *NGO focussed events* were organised: the fifth event consisting of two sub-events in June 2010 with Prof. Loïc Wacquant was organised in collaboration with the NGO - The Danish National Council on Social Welfare. Invitations were sent out to their networks and participants from NGOs and practitioners in the field were among the audience. The sixth event was a policy briefing: “What consequences will the coming cutbacks in welfare provision have on the field of day care?” in December 2010, Copenhagen, Trade Union: BUPL, the Danish National Federation of Early Childhood Teachers and Youth Educators.

*Network creation and extension*: The local events were held in the collaboration with the International Centre for Studies in Citizenship, Democratic Participation and Civil Society (CIPACI); Aalborg University, Denmark; Centre for Gender, Power and Diversity (CKMM); The Danish National Council on Social Welfare (*Socialpolitisk forening*).

In 2011, instead of small policy briefing, the purpose of the events was to reach a larger target audience: The event “Imbalance? Work-Care Relations and Migrant Care-Work” on 12<sup>th</sup> of April 2011 included one day open arrangement and international conference. The one day open arrangement was carried out in Danish, directed towards the public, EU journalists, and NGO's. It was held in collaboration with an EU public educational organisation, Democracy in Europe (DEO). The meeting took place in Copenhagen so as to reach the target audience. The International conference on work-care at Roskilde University in collaboration with partners from both academia and different creative networks and was carried out in English. It included a public event with the participation of the renowned sociologist Arlie Hochschild, Professor at Berkely University, and the Danish stage director and commentator Ditte Maria Bjerg. This part was aimed at the general public, local mediators and other interested actors. The second part was targeted primarily to policy makers and academia/students and included a series of presentations by six Scandinavian researchers on work-care and care-work research findings followed by a discussion. The event was planned and hosted in collaboration with Centre for Gender, Power and Diversity and The Danish Sociological Association.

Public event: “*The Neoliberal Europe*”, Public event, *Presentation and debate*, April 5<sup>th</sup>, 2011, Kulturstaldenes forsamlingsshus, Copenhagen City. About 80 people attended this meeting and the participants represented the general public, students and members of NGOs. Assoc. Prof. R. Willig and A. Ejrnæs from Roskilde University, Denmark presented their latest research findings on how work-care relations and family policies in Europe can be understood in the light of neoliberalism. The questions discussed after the presentations were: Is the Danish Welfare Model under pressure? What impact does the EU have on Danish family and employment policies? What is “neoliberalism”? “What impact will neoliberal policies have on the traditional welfare institutions? The debate was arranged by the Danish organisation Democracy in Europe (DEO). See more at [www.deo.dk](http://www.deo.dk).

## PROJECT PUBLICITY

(1) An interview and reportage with Prof. Loïc Wacquant during his stay in Denmark, when he was giving his keynote presentations hosted by WWOKCARESYNERGIES event. The article “Fængsler er ikke et svar på kriminalitet” was brought in the Danish daily newspaper *Information* on 5th of June 2010.

(2) Interview and article “Pædagoger i håbløs kamp” with Assoc. Prof. R. Willig on his findings about care-work relations, published in *Politiken* daily Danish newspaper, 18<sup>th</sup> of December 2010.

OUTCOMES of local discussions concerned among other the following points: 1) the various family policy regimes found among the EU Member States; 2) the threats for the sustainability of the flexibility and generosity in the Danish welfare model due to lower income compensation in periods outside employment, longer working hours for both women and men, and cuts in educated personal in the public institutions providing care services for children; 3) the trends to increase working time, cuts on childcare service provision and budget cuts create challenges for both welfare and family policies; 4) the Danish debate on how to develop more equal conditions for fathers’ and mothers’ participation in caring activities for their children (for detailed information refer to project reports in: <http://workcaresynergies.eu/reports/>).

For further readings on results of local discussions and recommendations for policy makers as well as to access all dissemination materials and policy briefings refer to the Danish country page of the project homepage, in: <http://workcaresynergies.eu/flexibility-in-work-and-care/>.

## WP 4: QUALITY OF WORK AND LIFE; WORK-LIFE BALANCE ACROSS LIFE COURSE (Austrian WU team)

The team carried out fourteen dissemination events in 2010 and 2011. Findings from the following EU research projects and updates on the same by referring to national projects were presented and discussed: WORKCARE (2006-2009), MULTILINKS (2008-2010), EUROFAMCARE (2003-2005) and EQUALSOC and Social Cohesion (2005-2010).

While in 2010, the team has focused on childcare and work-life balance as well as on working conditions in a changing economy, in 2011 it focused on the reconciliation of care for (elderly) adults with work obligations as this topic has been strongly debated in Austria since cuttings of *the attendance allowance* were observed as one result of the economic crisis.

The films produced by the WU team covered also both themes: short film “Work-Life Balance: Visions from the Point of View of Children” (E. Bachkönig) focused on childcare and the two short films were about (elderly) care “From Case to Case”: one film showed the ways in which two different families deal with the disease (ADLS) of a relative in two different areas of Austria (Burgenland in the East, and Graz, the capital of Styria, in the South) and the second short film presented a best-practice multigenerational housing project in Burgenland.

## DISSEMINATION EVENTS

The first dissemination event, were held at the WU (Vienna University of Economics and Business). Around 30 representatives from NGOs, NPOs policy makers and communication experts attended the workshop. It was moderated by the communication expert M. Engelhardt-Krajanek (journalist from the national radio ORF, Ö1). It includes two sessions:

Session 1: Work-Life Balance: Short Film presentation “Work-Life Balance: Visions from the Point of View of Children” (E. Bachkönig), Presentations: “Work-Life Balance from the Point of View of Children – Austrian Specific Results” by U. Zartler, Vienna University and “Attitudes of Europeans towards Female Employment and towards Childcare – Cross-National Results from EU Projects” by B. Haas;

Session 2: The new working conditions: Presentations: “The Influence of Working Conditions in the New Economy upon Work-Life Balance – Cross-National Results from EQUALSOC” by N. Steiber, WU Vienna, “Internationalisation and Restructuring – Consequences upon Work-Life Balance – Cross-National Results from WORKS” by Jörg Flecker, FORBA Vienna. The sessions were followed by plenary discussions.

Press Conference of an hour’s length at the WU: “Paid work and care in Austria as compared to Europe” (28.06.2011), immediately before the public event “Caring relatives”. It involved the WU team members and the communication experts and two experts on elderly care (B. Haas, Margarethe Engelhardt-Krajanek, August Österle and Ulrike Schneider). Main findings were reported on in the Austrian newspaper “Salzburger Nachrichten”.

Public Event: “Caring Relatives” at the WU (28.06.2011): discussion of issues not of childcare but also of caring relatives. Among the participants, were representatives of NGOs, NPOs, ministries, unions, associations, local social and community services and companies, as well as experts in the field of work and (elderly) care, social and economic scientists. The team presented another film “From case to case: Caring relatives in Austria” dealing with the topic of care for and by dependent adults, going into greater depth about the aspects of work-care balance varying over the life course.

Public Event: Radio features on three days (on the Austrian radio station Oe1): Working is much easier than living? (12.09.2011 to 14.09.2001). The communication expert of the WU team, Margarethe Engelhardt-Krajanek presented the main findings from the EU project by holding interviews with various experts in the field.

Focus Group with NGO and NPO representatives: Policy recommendations for the reconciliation of paid work and childcare as well as adult care (19.09. 2001). Representatives of local NGOs, NPOs, various federal ministries, social partners, private companies, church and volunteering organisations, trade unions and members of different political parties discussed their wishes towards policy makers in the field of child care, elderly care and work.

Dissemination activities included also internal Workshop at the Austrian National Bank (OENB): “Women heading for success” – a scientific brunch open to all employees of the Austrian National Bank (30.03.2011) with presentations of the WCS team leader Michaela Gstrein and “Work-Life balance seen from the children’s perspective” by Ulrike Zartler, member of the advisory board of the WU team.

### Public Event in the Austrian provinces:

(1) “How to do it all – conflicting priorities of paid work, household and family work” (10.10.2011) at the University of Innsbruck (Tyrol). M. Gstrein, IHS and B. Haas, WU presented the WORKCARESYNERGIES project and the outcomes to scientific experts, local politicians NPOs and students).

(2) Presentation “Attitudes towards the equal division of labour in couples from a comparative perspective across countries” (11.10.2011) at the local branch of the Public Employment Service Austria (Feldkirch, Vorarlberg). Speeches about relevant debates in their local area were also given by local politicians.

Aim of the WU team was also to discuss the topics in general and to reach a large number of young students (5 events).

### PROJECT PUBLICITY

In addition to above mentioned media events carried out along with the dissemination events the project was promoted by two more interviews:

(1) Interview to the national Radio Ö1 ORF concerning the topic “the Advisory Society” (“Die Beratungsgesellschaft”) held with B. Haas, the WU team leader, about the main insights concerning the societal trends based on (EU) research findings, broadcast in *Radiokolleg, ORF Ö1, in several sessions from 27. - 30. December 2010.*

(2) Newspaper article based on an interview with B. Haas: “Single Earner, income. The insecure labour market, bad jobs and low qualification of women.” („Die Alleinverdienerinnen. Einkommen. Der unsichere Arbeitsmarkt, schlecht bezahlte Jobs und immer bessere Ausbildung von Frauen.“, printed on 13. December 2010, by the journalist Andrea Rexer, in the Austrian journal: “Profit 50”, 2010.

OUTCOMES of local discussions concerned among other the following points:

1) regarding childcare: employers and companies are called to show flexibility and consideration for parents; women tend to be flexible for their families and children, whereas men show more flexibility regarding their jobs; altered time demands towards employees often impact on the „dissolving boundaries of employment and private lives“; regulation of working hours and discretionary competence is crucial; implications of changing priorities in family and social policies (financial benefits to non-pecuniary benefits);

2) regarding care for elderly: claims to non-pecuniary benefits are frequently considered important, as compared to the comparably well-developed transfer payments; strong agreement was found regarding the necessity of expanding the supply of professional support for caring relatives; politics is called to launch offensive awareness-raising campaigns; the state and the economy are also responsible for the well-being of all parties involved, both the care recipients and the people who work and care (for detailed information refer to project reports in: <http://workcaresynergies.eu/reports/>)

For further reading on results of local discussions and recommendations for policy makers as well as to access discussion materials, films refer to the country page of the Austrian WU team: <http://workcaresynergies.eu/work-life-balance/>.



## WP 5: FAMILY POLICIES, WORKING TIME FLEXIBILITY AND SOCIAL COHESION (HUNGARIAN TEAM)

The Hungarian team presented research findings from the following projects: WORKCARE (2006-2009), HWF (2000-2003) and IMISCOE (2004-2009). The team also provided research results from the Study on child poverty and child well-being in the European Union (2008-2009, DG EMPL). Discussion rounds were related to main specific topics: (i) Working time flexibility, work-family conflict and social cohesion; (ii) Social outcomes of family policies.

### PROJECT PUBLICITY

Prior to dissemination event, the team initiated a media campaign designed to disseminate research results to a broad audience. The campaign consisted of a press release, interviews and even a television debate on the Hungarian TV (ATV) “Potential conflict between work and household” with Prof. Sik, 5th May 2010 (in Hungarian, [http://www.4shared.com/video/8uSMTahh/100422\\_homero\\_1.html](http://www.4shared.com/video/8uSMTahh/100422_homero_1.html)). A document listing the full media coverage was uploaded on the project homepage: [http://workcaresynergies.eu/wp-content/uploads/2010/11/hu/TARKI\\_dissemination%20in%20the%20media.pdf](http://workcaresynergies.eu/wp-content/uploads/2010/11/hu/TARKI_dissemination%20in%20the%20media.pdf).

### DISSEMINATION EVENTS

*NGO focused dissemination event:* The dissemination materials were presented at an NGO-focused workshop on 24 November 2010. Around 30 representatives of local NGOs, trade unions and employers associations (as well as students) attended the workshop. The project team gave a comprehensive summary of the main research findings related to, as well as the media representations of both topics covered. Representatives of five stakeholders were invited as speakers, representing two NGOs active in this field, the largest Hungarian trade union, a company implementing family friendly policies for employees, as well as the International Network on Leave Policy and Research (for details see workshop programme and Power Point presentations on the project website). The second session of the workshop was totally devoted to the debate on research results and main policy questions. The debate was intense and lively, during which different views and policy alternatives were discussed. The dissemination material has been then amended by taking into account the results of this debate and will be further presented at the second (policy maker-focused) dissemination event in April 2011.

*Policy maker-focused dissemination event:* In 2011 a second main dissemination event (after the first NGO-focused workshop in 2010) took place this year, being held on 27 October 2011, involving this time also policy makers beside other stakeholders. The event was organized at a later date than planned previously, mainly due to the policy processes related to the field. Around 30 participants attended the presentation of the research findings, which were linked to the most recent policy developments in Hungary, including the discussion by the Parliament of the law on the protection of families. The presentations were followed by an open debate of the results and of the topic in general. The discussion was also facilitated by the dissemination material distributed in advance among the participants, which included the main conclusions of the previous, NGO-focused dissemination event. The event was focused on two main policy tools that in the forefront of the Hungarian public debates when the issue of the work-life balance is: the role of the part-time work and that of the formal child care. The agenda of the discussion was set accordingly, by

presenting first the EU Framework Programme research results for Hungary in a comparative way. This presentation was followed by additional interventions on the possible ways and on the cost-efficiency of expanding the existing institutional setting in the field of child care, as well as on the perceptions and views of employees and employers on the employability of mothers with young children.

A *local event*, which took place on 7 December 2011 aimed at discussing main conclusions and policy recommendations within the frame of regular TÁRKI workshops, involving members of the local Advisory Board.

OUTCOMES of local discussions concerned among other the following points: 1) the part-time work as possibility to improve work-life balance and to promote social cohesion by attracting inactive people to the labour market and by increasing households' income and reducing the risk of poverty; the fact that part-time jobs provide however low earnings, is the main factor that bottleneck the spread of these work arrangements in Hungary; 2) the availability and the affordability of public child care are main problem in Hungary in relation to employment of women with children and work-life balance; 3) international best practices promoting work-life balance should be implemented with a deliberate analysis of the local peculiarities (for detailed information refer to project reports in: <http://workcaresynergies.eu/reports/>)

For further reading on results of local discussions and recommendations to policy makers as well as to get access to all dissemination material refer to the HU-TÁRKI country page of the project homepage, in: <http://workcaresynergies.eu/social-cohesion/>.

#### WP 6: GENDER ELITES AND WORK-CARE RELATIONS (POLISH TEAM)

The Polish team has discussed values and behaviour of members of different social groups with the *main sub-themes*: Gender elites in science and politics; Gender elites and work-care balance; Reconciliations of work and family life in Polish households.

The Polish team implemented local dissemination activities in Poland, in the cities of Warsaw and Podkowa Lesna. Additionally, one presentation, comparing Polish and international data, took place during a conference in the UK. The team prepared a discussion paper and power-point presentations with results from various EU research projects, among others WORKCARE (2006-2009), RECOWOE (2006-2011), Women in European Universities (2000-2003), (4) The Gender Challenge in Research Funding – Assessing the European national scenes (2009-), a project on gender dynamics in research funding; National Monitoring System of Equal Status of Men and Women (PHARE 2005) as well as Polish Central Statistical Office data from household surveys and the World Values Survey.

The documentary film „Women in social elites. Reconciliation of family responsibilities with work and social activity” was screened and discussed at the dissemination events. The film provoked great interest in Poland. Copies of the film were requested by women NGO for wider dissemination. Over 600 persons saw the movie in Internet in the period September-October 2011.

## DISSEMINATION EVENTS

The first dissemination event was held in June 2010 in Warsaw – a conference „Gender in Science – an obstacle or an advantage? Scientific careers and private lives“: the situation of women in science was discussed in the context of reconciling parental roles and private lives with scientific work. The research results presented were confronted with experiences of persons engaged in masculinised fields of science and dealing with problems of institutional support for families with regard to their duties associated with care. In September 2010 Prof. R. Siemieńska had a conference presentation “Gender and Civic Involvement” on similarities and differences between men and women regarding their involvement in various types of CSOs and forms of political life. Over 100 participants, such as politicians of national and regional levels and activists of women’s different CSOs took part in the event organised in the building of the Parliament.

In October 2010 the ISS, UWAR in cooperation with the Foundation Empire of Businesswomen has organised a meeting “Conscious woman – motherly business”. Issues discussed: care in case of working mothers and the roles of women in fostering the children. Prof. R. Siemieńska spoke about evolution of gender roles and consciousness and its impact on behaviour and values concerning work and care reconciliation. The president of Foundation MaMa (Sylvia Chutnik) stressed the problems faced by modern mothers and the foundation’s activities supporting working parents. Also, a candidate for president of Warsaw took part in discussions. The main issues discussed were the perception of women with children as workers, among others the advantages and disadvantages from the point of view of employers. The metaphor of household management was used to underline women managerial abilities, which are of great value on the labour market.

Symposium co-organised by ISS UWAR with EC project GenSET in October 2010 for dissemination of findings and preparing recommendations on European level and to increase capacity within Polish public bodies and science-connected institutions to address issues of gender equality and bias that affect scientific work and excellence. The main topic for discussion were the results of Workcare project, the experiences of young female scientists receiving scholarships from L’Oreal as well as gender policy in international corporations in Poland. Second part of discussion was focused on 13 recommendations for institutional action to mainstream gender across four core areas of scientific enterprise, which are a part of Consensus Report on the Gender Dimension in Science. Participants: representatives of universities & research centres, professional/learned societies and science academies, scientific journals, science funding agencies, foundations, and research councils, government bodies (Ministry of Science and Higher Education), business and civil society organisations.

Lecture „Women in thrall to the stereotypes“, 22<sup>nd</sup> March 2011 at Kozminski University (additional event). Prof. Siemieńska presented the lecture “Women in thrall to the stereotypes”. The discussion focused on the following issues: past and present situation of women in the society in context of stereotypes concerning gender roles, the dominance of men in Polish science, especially on the higher positions at academia as well as in business and politics.

“Women in the local elite. The problems of reconciling family responsibilities with work and social activity” in Centre of Culture and Civic Initiatives in Podkowa Lesna (near Warsaw), 20<sup>th</sup> May 2011: organised by ISS, UWAR, UNESCO Chair in Women-Society-Development, and Foundation Feminoteka with the aim to stress that the problem of reconciling family and work should be subject of public debate also at the local level. The presentations of research results and the film screening provoked an engaged discussion resulting from different perceptions of reconciliation of work and care and the role of women as mothers and professionals. Target

groups: local leaders, government and NGOs representatives, local entrepreneurs, and cultural institutions.

Additional Lecture “Electing women and elected women and determinants of their electoral behaviour”, 21<sup>st</sup> July 2011: organised by The Batory Foundation and ISS UW with centres of public and marketing opinion studies. Prof. Siemieniska presented results of her studies conducted 1992-2007 after parliamentary and local elections and cross-cultural surveys (e.g. WWS) focused on political behaviour and its determinants in case of women and men. The role of social milieu, the styles of living and opinions on relationship between private and public spheres were discussed. Target groups: Media, public research agencies, and students.

Additional Seminar “Gender Sociology. Changing Cultural, Sociological and Political Science Perspectives of Women and Men and Their Consequences”, 1.10. 2011 – 25.01.2012, moderated by Prof. Siemieniska and Mgr Matysiak. Target groups: students and NGOs.

## PROJECT PUBLICITY

(1) Interview with Prof. Renata Siemieńska “Niech będą zachowane proporcje” (Proportions should be kept) by A. Korzekwa, “Kwartalnik Urzędu Patentowego RP, No 1/2011, pp. 23-25. ISSN 2081-5964

(2) Interview with Prof. Renata Siemieńska “Women and Politics – conversation on stereotypes” by Margielska, *Zwierciadło* (Mirror) journal for women. October 1, 2011.

(3) Information in local bulletin about the conference in Podkowa Leśna “Women in the local elite. The problems of reconciling family responsibilities with work and social activity”. “Biuletyn Miasta-Ogrodu Podkowa Leśna”, no 3/44/czerwiec 2011, p. 18. ISSN 2083-019X

(4) Discussion paper for local event in Podkowa Lesna (7 pages)

(5) Interview with Prof. Renata Siemieniska “Let there be proportions” (Niech będą zachowane proporcje), ‘Uniwersytet Warszawski’ (University of Warsaw Magazine), no 4 (48), pp. 2-4.; published in paper and internet editions June/August 2010.

(6) Interview with Prof. Renata Siemieniska “Political and Cultural System blocks women” (System blokuje kobiety), ‘Gazeta Wyborcza’ (national newspaper) published in paper and internet editions 26/07/2010.

OUTCOMES of local discussions concerned among other the following points: 1) women’s limited access to elites; presence of women in social elites is also important for shaping the perception of future chances and career paths by boys and girls; 2) necessity of different types of support for families according to their need and preferences; 3) childcare is often mistaken with upbringing; hiring babysitter to care for children in pre-kindergarten age is relatively unpopular (different view of women belonging to social elites); 4) partners’ active participation in caring and domestic tasks is important; 5) needs of political solution regarding the explosion of educational aspirations of young people; need to promote the involvement of women in technical studies and hard sciences and to facilitating women’s presence and success in academia (for detailed information refer to project reports in: <http://workcaresynergies.eu/reports/>).

For further reading on results of local discussions and recommendations to policy makers and to access all discussion papers, dissemination materials and the documentary film refer to the Polish country page of the project homepage, in: <http://workcaresynergies.eu/elites-and-work-care-relations/>.

## WP 7: SOCIAL CARE AND WORK-CARE BALANCE (ITALIAN TEAM)

The Italian carried out eleven dissemination events within the project duration. Selected research findings from the projects: WORKCARE (2006-2009), SOCCARE (2000-2003), and (3) WORKING AND MOTHERING (1998-2001) were discussed at the local dissemination events.

Very important dissemination tool was the film “Social Care and Work-Care Balance” presented and discussed at the dissemination events. The team followed a step-wise approach. Events were performed fistful in schools, at a second stage in NGOs and companies and at third stage discussion round with policy makers were carried out. Outcomes of discussions were presented in the subsequent events.

## DISSEMINATION EVENTS

- 1) 5 events in secondary schools in Italy involving 199 students and 7 teachers. Events took place in Padua, Florence, Rome and Naples. One more event than originally planned was also held in Prato, an industrial context near Florence.
- 2) 2 events in small companies in the outskirts of Rome and Naples. Small companies, rather than companies which already were familiar with family friendly activities were chosen, since we preferred to have a more untouched environment to explore. Also the present crisis made entering companies to carry out activities not strictly related to production harder, therefore the activities were carried out in the last months of the project, instead than earlier as it was originally planned.
- 3) one public event with NGO representatives. The event, held in Florence, was opened not only to NGO representatives but to the wider representation of Italian Third Sector. The richness of this sector in Italy made the team choose to have them all participate in the debate to enrich it.
- 4) one public event with policy makers (closing event). The event took place in Florence and it was the occasion to present all the results gathered from the previous activities carried out in WCS project. Policy makers from European Government, National Government, Local Government were therefore presented with all the findings and the proposals gathered from students, teachers, workers, Third Sector representatives, and challenged to discuss them and to treasure them.

The team was invited to perform two additional events in Cordoba and Pescara:

- 5) one international presentation in Cordoba. The project and its activities in Italy were presented during the International Seminar on “Work-family dilemmas across Europe” held by the Instituto de Estudios Sociales Avanzados de Cordoba (the invitation both to Prof.ssa Trifiletti and Dott.ssa Elia came from a member of the Institute who attended one of the events in Florence). The event will be followed by an international publication in

“Revista Internacional de Sociología” (RIS) an ISI International and bilingual review which will further disseminate our results.

- 6) one additional presentation in Pescara. The project and its activities, plus the movie, were presented during a public event the Local Administration in conjunction with the Regional Equality Consultant hosted on Dec 17<sup>th</sup> 2011. The aim of this second event was to build the ground to bring the dissemination activities in local schools in 2012, using the same dissemination methodology already used in WORKCARESYNERGIES project. The project will entirely be funded by Local government due to the fact they found the project very interesting and they are very determined to bring it also to their territory.

## PROJECT PUBLICITY

Presence in a well-known talk show program of a local TV network RTV38 (the program “19.30-25”) of Prof. Trifiletti who described the objectives and methods of WORKCARESYNERGIES Project (on December, 9th 2010 from 20.00 until 22.00 h.) in a talkshow whose title was “Stato sociale cercato”; photos drawn from the registration were uploaded on the project homepage).

OUTCOMES of local discussions concerned among other the following points: 1) gender differences among youngsters (traditional models predominate, family models have a great influence too); 2) projects directly or indirectly dealing with work-life balance by NGOs are important (finances have to be ensured); 3) work-life balance challenges are mainly related to time in workers' perspective; 4) there is a lack of services directed to families within or near their working environment and a lack of information regarding work-life policies and related rights; 5) take leave to care for an old parent or other relative is difficult (this is a challenge and will be in the future – both for female and male workers); 6) difficulties to overcome gender inequalities (i.e. regarding daily sharing of domestic duties) persist even after overcoming the “male breadwinner” model; 7) importance of ability to build networks between public and private bodies for promoting work-life balance (for detailed information refer to project reports in: <http://workcaresynergies.eu/reports/>).

For further reading on results of local discussions and recommendations to policy makers as well as to get acquaintance with all discussion materials and movie refer to the Italian country page of the project in <http://workcaresynergies.eu/social-care-and-work-care-balance/>.

## WP 8: MAPPING WORK-CARE ORIENTATIONS FOR GENDER EQUALITY IN PRIVATE AND PUBLIC CONTEXTS (PORTUGUESE TEAM)

The Portuguese team carried out seven events in 2010 and 2011. The team disseminated selected findings from the EU research projects: WORKCARE (2006-2009), QUALITY (2006-2009), HWF (2000-2003), TRANSITIONS (2003-2005). The discussion rounds focused on the *main sub-themes*: (1) Workcare orientation and childcare services and (2) Workcare orientations and gender equality on the labour market.

The team produced six short videos with research findings related to work-care orientations for gender equality in private and public contexts that were shown and discussed in various events (videos were made for download both on local website and the project homepage): “Project presentation”; “Family: research findings contradicting stereotypes”; “Employment and flexibility



in Europe”; “Family and childcare support policies; Gender equality and the labour market” and “Fertility and employment”. In addition the team created national web-site, in: <http://trabalharecuidar.cies.iscte.pt>, a facebook page, in: <http://pt-pt.facebook.com/people/WorkCare-Synergies/> (2003 friends) and an electronic newsletter: edited twice during the project and distributed among the national network members (local advisory board).

## DISSEMINATION EVENTS

First event, 16 November 2010, was organised with the aim to present this innovative project, key EU research findings and to constitute the national network to be involved in further dissemination events. All partners presented at the event (local NGOs, policy makers, representatives of trade unions, etc.) were invited to contribute and voiced their opinions on the presented research findings and about the development of the dissemination activities in Portugal. The event had a broad media exposure; the Portuguese team underlines the following outcomes (see project publicity below).

The team carried out six dissemination events in 2011. The events had the same structure of contents. These were special sessions each one focussed with a specific group of actors. In all these dissemination events the contents were organised in five sets of data:

1. Family and childcare support policies: (a) major European trends; (b) care policies, children development and parents; (c) absence of policies: women’s consequences; (d) caring in Europe: informal and women centred.
2. Quality of life in Europe between work and care: (a) workplace and the family important for high quality of life; (b) the importance of the institutional context for quality of life.
3. Fertility and employment: (a) Policies do have effects; (b) Part-time jobs don’t solve the fertility problem; (c) High fertility and mother’s employment.
4. Gender equality and labour market: (a) Labour market and workplaces were highly gendered.
5. Employment and flexibility: (a) flexibility and quality of employment; (b) different kinds of flexibility; (c) regulation of flexibility.

The discussions held in these dissemination events had media (video) and power point presentations support. The discussion in the different dissemination session was preceded by the viewing of the several thematic short videos. Three events deserve a special mention:

1. The project and its contents were discussed in a special session dedicated to researchers at ISCSP – Technical University of Lisbon.
2. The Portuguese team was invited to do a special dissemination session at the municipality of Palmela (suburban area south of Lisbon). This session was directed not only to public servants at the different services of the municipality, but also to several institutions and NGO acting in the field (social intervention).
3. Participation in a TV program specially dedicated to the theme of work and care and gender equality, giving national visibility to the project and a public media platform for the discussion about the theme. TV program: “Sociedade Civil” at RTP (‘Civil Society’ on the national TV broadcaster; see below project publicity).

Participants at events: *Policy makers and state agencies*: international organizations working in Portugal (International Labour Organization); national level (state agencies, ministries, parliament, political parties); regional level (municipalities); *Economic actors*: all with national based activity and from different economic sectors (finance, distribution, retail, transport, third



sector); *Social partners*: the formal members of national economic and social council (government, employer organizations, trade unions); *Non Governmental Organizations (NGO)*: mainly national organizations from different sectors/groups of interest (women's organizations; youth organizations, child care, other). Besides these four main groups of participants we must add the community of researchers in social sciences – a much more peripheral target group of dissemination.

## PROJECT PUBLICITY

- (1) Interview for the national radio station (Antena 1);
- (2) special issue of a TV programme, specifically concerned with the topic of WP8: Work-Care Orientations in public and private contexts of the WORKCARESYNERGIES project (Sociedade Civil);
- (2) An article in a national reference newspaper (Diário de Notícias).

OUTCOMES of local discussions concerned among other the following points: 1) care policies and children development, 2) informal and women-centred care; 3) women's consequences from absence of policies, 4) work-life balance is important for high quality of life; 5) institutional context is also important (family policies and their flexibility; security of employment; state support for family care); 6) fertility and employment (policies have effect; part-time jobs do not solve the fertility problem); 7) labour market and workplaces were highly gendered; 8) flexibility and employment ('double edged' flexibilisation); flexibility should be regulated (for detailed information refer to project reports in: <http://workcaresynergies.eu/reports/>)

For further reading on results of local discussions and recommendations to policy makers and to access the discussion materials, the blog, the facebook, the national website visit PT-CIES-ISCTE country page: <http://workcaresynergies.eu/work-care-and-gender-equality-in-private-and-public-contexts/>.

## WP 9: LABOUR MARKET TRANSITIONS IN COMPARATIVE PERSPECTIVE (SECOND BRITISH TEAM)

The British team focused on the impact of labour market transitions across generations, i.e. on a comparison of younger and older workers and labour market transitions around family formation. The *main sub-themes* for local dissemination were: (1) Labour market transitions - a generational comparison of young and older workers and (2) Labour market transitions around family formation.

The team held a total of six events in 2010 and 2011 where it presented selected research findings from EU FP projects: TRANSLAM (1996-1999), TLM.net (2002-06), WORKCARE (2006-2009) and EQUALSOC (2005-10).

## DISSEMINATION EVENTS

First event: “Looking at Ageing Differently”, Brighton 18 March 2010: The seminar drew on EU research to address three major questions related to ageing and labour market transitions. Approximately 45 participants including people from NGOs (Age concern, Brighton and Hove Pensioners’ Forum, the National Pensioner’s Convention and others); representation from the local council; participants working with older people in adult social care roles; older people themselves; and researchers attended the event.

The first of these questions was: What can be done to ensure that older people are able to remain in work? Dr Claire Hann from the South East England Development Agency discussed the lessons learned from the region's ‘40-70 Tomorrow's Workforce’ programme for designing mainstream employment support programmes. Dr David Lain discussed research from the UK, USA and Europe on the employment consequences of introducing age discrimination legislation.

The second question was: how is older age likely to change due to advances in medical science? Professor Paul Stenner discussed research on how the ageing of tissue can be dramatically slowed down; and speculated that the consequences of such developments could dramatically change the nature of retirement and the later working life. Finally, Professor Marian Barnes, Professor Paul Stenner, and Lizzie Ward discussed what constitutes a good quality of life in older age.

Second event: Intersectionality: from Idea to Implementation: University of Brighton Business School, 10th December 2010: The aim of the seminar was to examine the concept of intersectionality in the management of equality and diversity, to understand how this concept has been institutionalised and translated into legislation and policy, and to explore the consequences of these recent legislative changes in the UK. The seminar drew on EU research to address three key questions: what does the concept of intersectionality mean? How can we monitor multiple inequalities? And how is this being implemented in practice?

Invited speakers: Prof. Mieke Verloo who has also worked on other EU research projects including QUING and MAGEE, speakers from the Equality and Human Rights Commission, local speakers from legal firms, the Brighton and Hove City Council, a range of employers’ organisations and policy NGOs.

Prof. Barbara Bagilhole (University of Loughborough) drew on debates in the UK to discuss “Understanding Equal Opportunities and Diversity: The Social Differentiations and Intersections of Inequality”.

A commentary of these papers was provided by Prof. Jill Rubery (University of Manchester) who drew on the impact of Gender Mainstreaming. Contributions understanding what this meant in practice included: Anna Henry (Equality and Human Rights Commission, Head of Social Analysis & Foresight) How Fair is Britain? Putting equality indicators into practice; Martin Williams (MayoWynneBaxter Solicitors, Brighton).

Implications of The Equality Act; Ellen Pugh (Equality Challenge Unit) Equality impact assessments: a tool for change? Colm McLaughlin (University College Dublin) Gender Inequalities and Corporate Social Responsibility: A Role for Reflexive Regulation. These contributions were then discussed by a roundtable of members from the CIPD, the *local council* and from *Equality Monitoring representatives*.

This event was widely advertised through a variety of networks to attract employers and NGOs through the links of the British team with the Chartered Institute for Personnel Development, the

Institute for Employment Studies, and the Equality and Diversity Forum in London, as well as other mailing lists we have access to that target employers, NGOs and policy makers.

Third event: Families, Firms and Fairness: Managing Labour Market Transitions in Europe: The Work Foundation, London 4th February 2011: Roundtable, academics and policy specialists discussed research on how the labour market is adapting to the new political climate related to programmes of public sector cuts. The event has addressed: How individual employers can spur the transition between full and part-time work?; How households make choices about how to balance working and caring responsibilities?; Which groups of workers are likely to be most affected by public sector spending cuts?; How the employment relationship is governed in growing firms. The event was attended by members of the British Chamber of Commerce and the British Trade Union Confederation.

Fourth event: The Changing Context of Retirement: University of Edinburgh Business School, 25th February 2010: The seminar with approx. 50 participants from local public policy officials (City of Edinburgh Council), from the UK Equality and Human Rights Commission, from charities (the Scottish Pre-Retirement Council), from NGOs (The Scottish Pre-Retirement Council), and researchers. Main topics discussed were: How the context of retirement is changing? What are the consequences for work and retirement into older age? To what extent are changes mirrored across countries?

Fifth event: Presentation of Workcare synergies project at the ETUI, 1st September 2011: The aim of this seminar was to present a synthesis to Brussels based policy researchers. Prof. O'Reilly together with the WCS Coordinator contributed to this presentation to a broad representation of organisations attending. The key issues that were discussed at this meeting were related to the concept of fairness and how this had permeated policy debates in the UK. A short interview for the Spanish based Family Watch group given at the event is available on the WORKCARESYNERGIES homepage.

Sixth event: Employment and Retirement, Manchester Metropolitan University, 4th November 2011, a seminar organised with the Equality and Human Rights Commission. Around 50 participants from government public policy officials (Department for Work and Pensions Redesigning Retirement Division and the Equality and Human Rights Commission); NGOs (The Age and Employment Network and In My Prime); and institutes concerned with retirement issues (the Life Academy and the Pensions Policy Institute) have discussed the factors influencing employment in older age in Europe; the consequences of changes for the future of retirement; the extent to which changes are mirrored across countries. Discussants included Chris Ball from the Age and Employment Network, a membership organisation for employers, and John Sharman from the UK Equality and Human Rights Commission.

The British team also produced films on the events available at the project homepage ("Videos" section) and in: [http://www.brighton.ac.uk/bbs/research/groups/crome/esrc\\_workcare\\_video.php?PageId=911](http://www.brighton.ac.uk/bbs/research/groups/crome/esrc_workcare_video.php?PageId=911)

## PROJECT PUBLICITY

(1) The short interview for the Spanish based Family Watch group given by Prof. J. O'Reilly at the event in ETUI contributed to the visibility of the project.

(2) The British team publish a range of articles in the press: "Extended paternity leave 'makes business sense'", The Telegraph, November 28, 2011, London; "Retirement age rise helps poorest

least”, The Guardian, January 21, 2011, London; “Government to launch consultation on flexible parental leave”, Employeebenefits.co.uk, January 17, 2011, London; “Most wealthy workers want to work beyond retirement”, Personnel today, September 27, 2010, London; “Getting retirement right”, HR Zone, December 9, 2010, London.

OUTCOMES of local discussions concerned among other the following points: 1) regarding the Equality Act (2010) in the UK key issues emerging from discussion were a) the difficulty of obtaining good quality of data to address intersectionality and multiple inequalities and b) the emerging pervasiveness of Equality Impact Assessments in public sector organisations; 2) Key issues of the impact of public sector cuts in the UK and their consequences for employment in both the public and private sector were discussed with members of the British Chamber of Commerce and representatives from the Trade Union Congress; 3) The seminars addressing labour market transitions in later life focused on legislative change and the removal of the default retirement age. Key themes of discussions were the consequences of new forms of inequality and their impact on different sections of the population. Policy debates focused on the direction of policy change, what can be done to address these growing inequalities and the likely effectiveness of these measures (for detailed information refer to project reports in:

<http://workcaresynergies.eu/reports/>)

For further reading on results of local discussions and recommendations to policy makers and to access the dissemination materials and films visit the country page of the British-UoB team: <http://workcaresynergies.eu/labour-market-transitions/>.

## 4) Project impact, main dissemination activities and exploitation of results

### PROJECT IMPACT

The dissemination activities within the WORKCARESYNERGIES project promoted the local discussion of current policy relevant issues related to work and care in all partner countries. Within the various discussion rounds addressed to key local actors – policy makers, social partners, local authorities, NGO, economic actors and other interested parties – the selected research results were discussed in relevance to current policy measures and initiatives. Knowledge and experiences' exchange revealed the importance of research findings regarding practical use, e.g. by promotion and implementation of policy measures.

### LOCAL AWARENESS FOR EU RESEARCH FINDINGS

#### 1. Preparation of usable dissemination material for local events

The findings from 4<sup>th</sup>, 5<sup>th</sup>, 6<sup>th</sup> and 7<sup>th</sup> EU Framework Programme projects were selected covering large range of issues in relation to work and care problematic. A list of projects is presented in the section “Links” at the project homepage: <http://workcaresynergies.eu/links/>. Selected research findings were synthesised and transformed in *accessible form for policy use* to target groups of stakeholders by the key mediator teams of researchers, knowledge transfer and communication specialists. Each local dissemination team prepared: discussion papers, power point presentations, policy briefings in structured form to be presented and discussed at the local dissemination events.

The country teams prepared also other dissemination materials such as flyers, newsletters as well as short films in order to maximise the spreading of EU research findings and to transport more directly and efficiently their messages.

Before their presentation at events, all dissemination materials were discussed with local advisory boards in order to pre-check (and if necessary to improve) their usability.

#### 2. Exchange of knowledge and experiences within local discussions

Local NGOs and policy makers were included in local and central Advisory Boards and invited at the dissemination events. Their involvement at an early stage of the project to contribute to and give their opinions on the presented research findings has ensured the efficient exchange of knowledge. The strategy to incorporate main outcomes of previous discussions in the presentations at further events, has also enriched the discussed topics and have made them more *close to practical and policy relevant issues* of interest to the local stakeholders.

The dynamic discussions that usually followed the presentations of research findings and the film viewings showed that local stakeholders were very interested to learn about EU research results. Country comparisons as well as best practices were of special interest to the local actors at the events as they might help them in their decisions and implementation of policy measures. Thus, the preparation and transformation of academic findings into accessible and understandable material for “everyday use” proved to play an important role.

## ENHANCE COMMUNICATION BETWEEN RESEARCHERS AND POLICY MAKERS

### 1. Discussion rounds

A large number of dissemination events were planned and carried out in cooperation with NGOs and other local organisations and networks, which promoted the strengthening of existing and development of new exchanges and co-operations.

Dissemination events brought together various local key players - policy makers, NGOs, economic actors, media and researchers. In this way, they were a good opportunity for communication and exchange of knowledge and experiences as well as for creating a good basis for further discussion and working together. Most importantly, all key players were involved and their ideas and wishes introduced into the discussion.

Moreover, the successful performance of dissemination events created demand for additional events: Some of the teams were invited by local organisations or authorities to set-up dissemination events for their audiences too, or to piggy-back one of their regularly held events. Others were even invited to organise future dissemination events with local actors (see detailed description of dissemination events in point 3 above: Main results).

### 2. Communication channels using modern media

In addition to dissemination events, communication took place by the following main channels set up in order to bring research findings and information to a broader audience:

- PROJECT HOMEPAGE ([www.workcaresynergies.eu](http://www.workcaresynergies.eu)) with information about the project content in general and dissemination activities in the partner countries, produced dissemination materials (discussion papers, films, etc.), reports on discussions and policy briefs. It gave the possibility to directly register to events. According to user statistics it was quite successful (see Attachment to 4.1).
- PROJECT NEWSLETTER with a subscription through the project homepage. It served to send up-to-date information about events and produced materials and policy briefs.
- PROJECT LEAFLET AND POSTER were distributed at dissemination events and made available to a wider public on the project homepage:  
[http://workcaresynergies.eu/wp-content/uploads/2010/11/WCS\\_Leaflet.pdf](http://workcaresynergies.eu/wp-content/uploads/2010/11/WCS_Leaflet.pdf)  
[http://workcaresynergies.eu/wp-content/uploads/2010/11/WCS\\_Poster.pdf](http://workcaresynergies.eu/wp-content/uploads/2010/11/WCS_Poster.pdf)
- MAILING LIST with key stakeholders in each country was used to sending invitations for events as well as relevant information about the dissemination activities.
- NATIONAL MATERIAL AND ONLINE INFOs; flyers, information sheets, national website with facebook site of the local dissemination teams were in addition prepared and distributed at various events in the partner countries.
- SHORT FILMS were among innovative tools produced by almost all of the project partners. They proved to be an efficient vehicle to directly transport messages and basis for discussion at the dissemination events. They were posted on the project homepage under the section “Videos” and made available to the broad public:  
<http://workcaresynergies.eu/videos/>. They were also distributed to interested NGOs and

other local actors for use in their activities and broader dissemination. Video clips of interviews contributed also to the project publicity.

- BLOGs were created by some of the dissemination teams in order to use this interactive new media to inform about dissemination activities and to discuss results with a wider public.
3. Project publicity and media coverage: numerous TV and radio interviews and press article ensured a large publicity of the project. They provided findings to the wider public. Information on media events was posted at each of the “country pages” or at the “Video” section of the project homepage.

## MULTILINGUAL DISSEMINATION

Information and discussion material as well as thematic summaries of discussion and policy briefs were prepared in English and in the national language of the local teams, i.e. German, Polish, Hungarian, Italian and Portuguese.

In this way, they functioned as an efficient means to inform and transmit messages to main stakeholders at national and EU level. The major parts of the dissemination events, i.e. local workshops, were held in local languages in order to reach and carry out smooth and efficient discussion with local actors. Larger conferences with participation of international experts were held in English. The use of local languages has ensured the attainment of broader audience at local level – a fact to be accounted for since not all local key players have strong foreign language skills. On the other hand, the translation of dissemination materials, reports and policy briefs in English made them accessible to the wider international public.

## INFORM POLICY

Based on the main results of various local discussion rounds with local stakeholders, each key mediator team summarised main outcomes of local discussions and provided recommendations for policy makers on European and national level in the form of thematic summary reports on local discussions and thematic policy briefs.

- Thematic **SUMMARIES OF DISCUSSION** were prepared to inform on content of events, the main points, results and conclusions of local discussions with local stakeholders in relation to discussed policy relevant issues.
- Thematic **POLLICY BRIEFS** were prepared to provide recommendations to policy makers on European and national level based on the local discussion outcomes.

Collective summaries of event contents, discussion outcomes and proposed recommendations to policy makers were provided in

- the **WORKCARESYNERGIES** Final Publication,
- a **POLICY** Review on **WORKCARESYNERGIES** and
- the overall **WORKCARESYNERGIES** Policy Brief.

For interested readers, these papers can be downloaded from the project homepage in the **REPORTS** section of [www.workcaresynergies.eu](http://workcaresynergies.eu), in: <http://workcaresynergies.eu/reports/>.



## EXCHANGE OF BEST DISSEMINATION PRACTICES

Throughout the project duration, partners exchanged ideas on dissemination set-ups and discussed more or less successful approaches and methods. It soon became clear that “*piggy-backing already existing events with regular, well-spread audiences*” was one of the best strategies to gain publicity and expert plus local feedback on dissemination contents. Often such set-ups proved to be good multiplier events too, since representative of organisations communicated infos to other members of their team, colleagues and friends as well – thus spreading awareness for and contents of events.

The teams also found that once the connection between researchers and the local community had been established, the *exchange was for a mutual benefit*. While local actors gained from new insights into research findings, the researches were supplied with local experience which allowed them to formulate future policy needs and thus research questions.

The fact of repeated events (even though with slightly different event topics) allowed for some people to attend more than once, giving rise to *continued or more in depths discussions* of important topics, either brought up by the dissemination team or the local key players.

The experiences of the WORKCARE synergies project can serve as *model* for further dissemination activities of research results to key stakeholder and policy makers. Advantages of the chosen dissemination strategies, multiple and innovative dissemination tools, transformation of research findings in usable form could be implemented in future actions.

## MAIN DISSEMINATION ACTIVITIES AND THE EXPLOITATION OF RESULTS

As described above, the preparation, set up and holding of dissemination events represented the *core content* of the WORKCARESYNERGIES dissemination project.

For details, refer to *above description* or overall and local dissemination efforts, or download information, films and documents from our WORKCARESYNERGIES homepage, in: [www.workcaresynergies.eu](http://www.workcaresynergies.eu) .

## MAIN TARGET USER GROUPS

The *core user group* of disseminated EU research findings were interested local policy makers, NGOs, authorities, local key players, labour and trade unions, kindergarten teachers and providers, parents, state officials, local communities, regional councils, national policy makers, local associations and organisations, firms, etc. and other interested local parties (especially if with mediator abilities)

Since the dissemination of materials, films, documents was not restricted to events only but was initiated to a much larger degree via the project homepage, media and regular newsletters, TV, radio, interviews, articles etc., a *broader range of stakeholders, interested parties and also the wider public* could be reached.

Listing of dissemination target groups by country (where the actual audiences in local dissemination events were usually much broader):

AUSTRIA: the dissemination events performed by the two Austrian teams in Vienna were attended by numerous local actors such as politicians, representatives of Austrian Federal Chancellery, the Federal Ministry of Labour, Social Affairs and Consumer Protection, the Federal Ministry of Finance, representatives of the Austrian National Bank, representatives of communities, of companies, local NGOs, the local childcare centers, family services, parental education, women's networks, church, youth work, men's networks, media and experts in the field, scientists from the area of business, economics and social sciences.

Stakeholders at regional level – representatives of local government, politicians, members of the civil council, regional branches of the labour chamber, local childcare services and women support organisations, local medias, local representative of trade unions – were reached at the dissemination events in Carinthia (Family Service/Citizen Service Klagenfurt, Carinthia), in Innsbruck (Interfaculty Platform for Gender Studies/Interfakultäre Plattform Geschlechterforschung) and in Bregenz/Feldkirch (Department for Women, local labour union and local Austrian Union Federation, Vorarlberg).

DENMARK: Participants in local information and discussion rounds in Denmark were politicians from the Danish Government, policy advisers, trade union and local NGOs. Dissemination events were visited in the first phase by practitioners in the field, academia and students. Second phase reached policy makers, politicians, NGOs and trade union representatives, i.e. members of Parliament, advisers and communication staff, members of Socialist People's Party (SF), of Danish National Council on Social Welfare (NGO), of the Trade Union: BUPL, of The Danish National Federation of Early Childhood Teachers and Youth Educators.

Subsequent phase encompassed larger target audience and talks to the media. Events were attended by practitioners and the public, EU journalists, NGO's, EU public educational organisation, Democracy in Europe (DEO).

HUNGARY: Participants at dissemination events were different stakeholders with very different backgrounds: politicians (representatives of the Government, MPs), members of governmental organisations, the social partners (labour and trade unions), company representatives, representatives of NGOs, service providers from the sectors of childcare, family services, parental education, women's networks, church, as well as other local actors and interested parties.

POLAND: NGOs interested in gender issues, local and national government representatives, business managers, women entrepreneurs, students and researchers, journalists and artists as well as local community inhabitants attended the dissemination events. This diverse environment allowed for a wide and fruitful discussion. Each of the events was designed to address specific target audience interests, while allowing for open, interdisciplinary exchange of opinions and experiences.

ITALY: Participants to the events held in Italy were numerous students from different parts of Italy (over 199 students) and their teachers (7), 29 workers from the small companies. The NGO public event was attended by representatives of the Italian Third Sector as well as representatives from local institutions and experts on the subject. The policy makers event was attended by Equality Consultants (Consigliere di Parità) coming from different Italian regions, experts on the subject and politicians coming from the European Parliament, the Italian Parliament, the Tuscan Regional Administration, the town council of Florence and Prato.

PORTUGAL: Four main groups of actors attended the events:

*Policy makers and state agencies:* international organisations working in Portugal (International Labour Organization); national level (state agencies, ministries, parliament, political parties); regional level (municipalities).

*Economic actors:* all with national based activity and from different economic sectors (finance, distribution, retail, transport, third sector).

*Social partners:* the formal members of national economic and social council (government, employer organizations, trade unions)

*Non Governmental Organisations (NGO):* mainly national organizations from different sectors/groups of interest (women's organisations; youth organisations, child care, other).

Besides these four main groups of participants we must add the community of researchers in social sciences – a much more peripheral target group of dissemination.

The UK: Participants in the local information and discussion rounds in the UK were drawn from the business community, including local and national trade unions, local policy makers and significant British NGOS such as the Equality and Human Rights Commission, alongside umbrella organisations representing a wide range of lobby organisations who are members of the Equality and Diversity Forum. Seminars also included representatives from Age Concern, Brighton and Hove Pensioners' Forum, the National Pensioner's Convention and others; representation from the local council; participants working with older people in adult social care roles; older people themselves; representatives from the British Chamber of Commerce and the British Trade Union Confederation; The Scottish Pre-Retirement Council; Family Watch and the ETUI; the Department for Work and Pensions Redesigning Retirement Division); NGOs (The Age and Employment Network and In My Prime); and institutes concerned with retirement issues (the Life Academy and the Pensions Policy Institute).

In addition policy makers, NGOs, researchers and other interested parties from Scotland participated at the events organised by the Scottish team.

At the European Trade Union Institute (ETUI) in Brussels, the project was brought to the attention of representatives from European networks, research institutes, ETUI, the European Commission, etc.

## APPLICABILITY FOR POLICY

Recommendations to policy makers at European and national level (for detailed information refer to thematic policy briefs, the overall project policy brief and the overall policy review in: <http://workcaresynergies.eu/reports/>) were provided in the following main general areas:

- Care provision for children and elderly people;
- Labour market (flexibility, working time, gender equality in pay, issues related to transition between work and retirement);
- Leave policies (especially for fathers);
- Awareness building (changing traditional stereotypes);
- Family friendly policies of companies;

- Promotion women in academia and higher position in science, business and policies;
- Networking between public bodies, NGOs, private companies and citizens.

## APPLICABILITY FOR EDUCATION

Students from school and university were also invited to dissemination events or sometimes (as in Italy) formed one of the core groups of dissemination activity. One of the teams not only confronted them with dissemination contents (on work and care) but also made a point of discussing efficient ways to approach local key players and what to disseminate how. In this way 1) the awareness of young people for policy relevant research issues was raised and 2) the view-points of younger people were also taken into account – something which is not so often the case.

## 5) Project Homepage and contact

PROJECT HOMEPAGE: [www.workcaresynergies.eu](http://www.workcaresynergies.eu)

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