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Women and business in a knowledge-based society

Integrated services network to sustain women's employment

Clio Viapiana

Progetto Pubblicità – Bari (Italy)

Abstract. “Progetto Pubblicità” of Bari, as implementing agency, has involved some of the most important local partners to promote this initiative in the district area, within a European perspective, in the field of communication and awareness-raising. A new model has been elaborated that integrates traditional consulting services, creativeness, planning, with all forms of communication. The agency intends to satisfy local needs to improve services and policies supporting women's employment. “Progetto pubblicità” tends to focus its strategic planning on the construction of a local network through the integration and enhancement of women's work, the promotion of their careers and their greater access to employment.

Keywords. Implementing agency – Project – Development – Communication - Networks.

Les femmes et les entreprises dans la société de la connaissance, un réseau de services intégrés pour soutenir l'emploi des femmes

Résumé. L'agence “Progetto Pubblicità” de Bari, en tant qu'organisme exécutif, a mobilisé des partenaires locaux de toute première importance afin de promouvoir cette initiative dans la zone d'intervention, selon une perspective européenne, dans le domaine de la communication et de la sensibilisation. A cet effet, un nouveau modèle est proposé, capable d'intégrer les services-conseils traditionnels, la créativité, la planification avec toutes les formes de communication. L'objectif est de satisfaire aux besoins locaux en vue d'améliorer les services et les politiques en faveur de l'emploi des femmes. A travers l'intégration et la valorisation du travail des femmes, la promotion de leurs carrières et de leur accès au marché du travail, “Progetto pubblicità” vise à focaliser sa planification stratégique sur la mise en place d'un réseau local.

Mots-clés. Organisme exécutif– Projet – Développement – Communication – Réseaux.

I – The project

Apulia Region Announcement no. 27/2006 Meas. 3.14

FORMATIVE ACTIVITIES COFINANCED BY THE ESF, THE ITALIAN GOVERNMENT AND THE APULIA REGION

APULIAN ROP 2000-2006

“Promotion of female labour market participation”

Action e) “Accompanying measures”

II – Implementing authority

The agency “Progetto Pubblicità”, which has promoted and is now implementing the project, has its action range in the wide field of communication and awareness-raising making, through the proposal of a new model that integrates traditional consulting services, creativeness, planning, with all forms of communication necessary to today's companies/ public bodies to operate in a reality which is ever more segmented and complex.

“Progetto Pubblicità” has already achieved significant results in previous experiences of planning and implementation of initiatives funded by the Apulian Regional Government, the Italian Government and the European Social Fund.

The agency “Progetto Pubblicità” of Bari, in its quality of implementing body, has involved the most eminent partners to promote the initiative in the district area within a European perspective.

The initiative is characterized by the involvement of the Local Authorities system (Apulian local bodies or associations, enterprises, trade unions, bilateral authorities) that implement local policies on employment, social inclusion and reconciliation of work, private life and education.

By satisfying the local needs to improve the services and policies in favour of women's employment and awareness-raising actions that could help understand how the integration and valorization of women's work, the promotion of their careers, their growing presence and importance in workplaces, their political and governmental involvement are beneficial to the whole society, this activity tends to focus its strategic planning on the construction of a local network constituted by public and private actors able to influence all of the system action.

The Institutions that joined the project are:

- Bari District;
- CNA - National Confederation of Crafts and Small-Medium Enterprises;
- Bari Municipality;
- Bari City- Social Solidarity Division- Social Policies Department;
- Santeramo in Colle Municipality;
- Acquaviva delle Fonti Municipality;
- Co.S. NPO – Association for Social Communication – Bari;
- EBAP- Bilateral Board Apulian Crafts;
- EUROPE DIRECT PUGLIA;
- CIA – (Italian Farmers Confederation) Bari;
- CIA – Santeramo in Colle.

III – Aim

The project is addressed to promote favourable conditions for women employment through appropriate policies and services. The project specifically aims to facilitate women inclusion in the employment market with a view to valorise their professional skills (that are often advanced), in the rising knowledge-based Society (Lisbon strategy).

IV – Expected actions

- Analyses, studies and research on the criticalities and local requirements of services and policies in favour of women's employment, both in local Authorities and in the business system;
- Establishment of a local network aimed to support;
 - a) The female presence in the public and private decision making level
 - b) The reconciliation needs of employed and unemployed women, and information requirements
 - c) Working inclusion of women, including atypical workers, and female career paths
- Promotion and spreading of instruments in support of female work;
- Communication campaign to sustain the circulation of new cultural models taking into account women's evolution in the job market and in society;
- Dissemination of results and good practices.

V – Expected results

- Activation of a Network including public and private subjects for setting up a permanent observatory for women's work;
- Formalization and drawing-up of agreements;
- Effective promotion and spreading of initiatives to support and facilitate women's work;
- Transfer of best practices through an appropriate awareness campaign and consensus-building process.

