

FEM CON

Empowering
Women in
Construction



Your guide to

EMPOWERING WOMEN IN CONSTRUCTION

FEMCON ACTION PLAN

www.femalesinconstruction.eu



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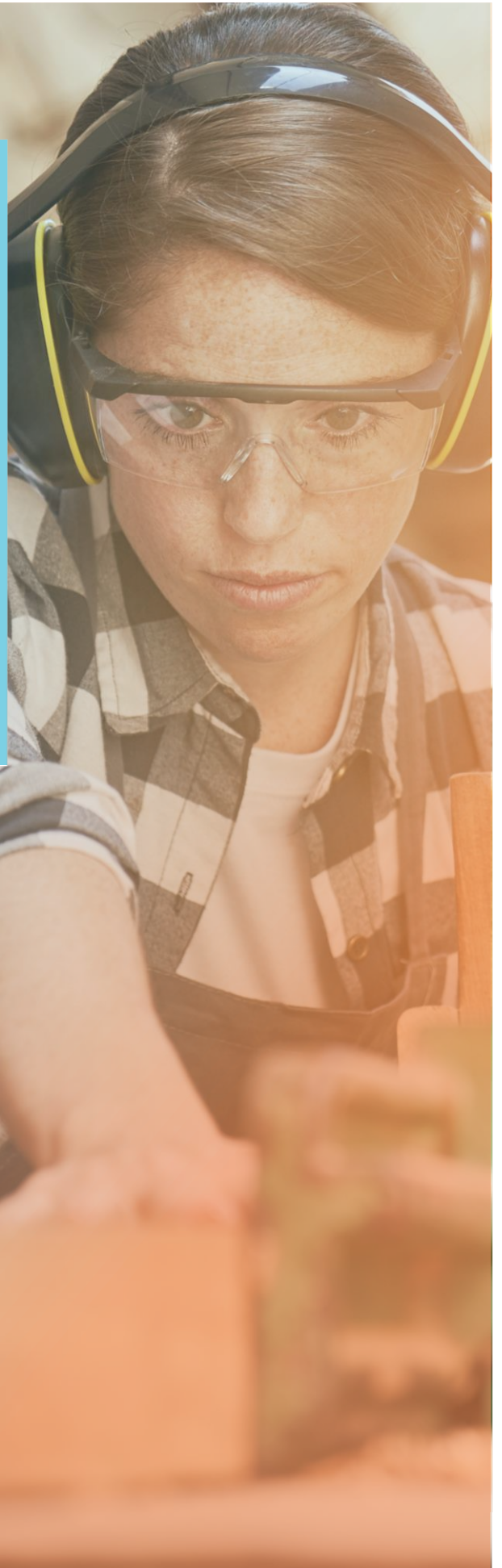


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A woman's place is wherever she wants it to be, even in the cab in a 40-ton bulldozer.



OUR MISSION



The EU construction industry's future is jeopardised by a chronic labour shortage Europe's construction output cannot keep up with demand (OECD).



Prior to COVID-19, there was a labour shortage in the construction industry. **Now, the industry is facing even more labour challenges.** Construction labour shortages in the EU are also expected to worsen in the future as the population declines and the workforce ages. According

to a survey conducted in honour of International Women's Day 2021 (Search Consultancy), *"despite research indicating that **83% of managers in the construction sector believe their industry is suffering from a skills shortage, little is being done to encourage a more diverse workforce and, as a result, widen the talent pool available."***

The EU construction needs to employ more women if it is to have a sustainable future. A review of our partner country circumstances is insightful.



FEMCON's mission is to create innovative vocational education and training tools to help women working in or considering a career in the construction industry advance to visible roles within the industry. The project's goal is to make the industry more appealing to women, resulting in a greater number of women choosing the sector, creating conditions for positive change, and improving the industry's gender outlook and quality of life in the male-dominated sector.



**As a woman, you can
defy all stereotypes, go
against the grain, and
still dominate in a male
dominated industry.**



DID YOU KNOW THAT...?

Diversity, it is a clear value in the face of innovation.



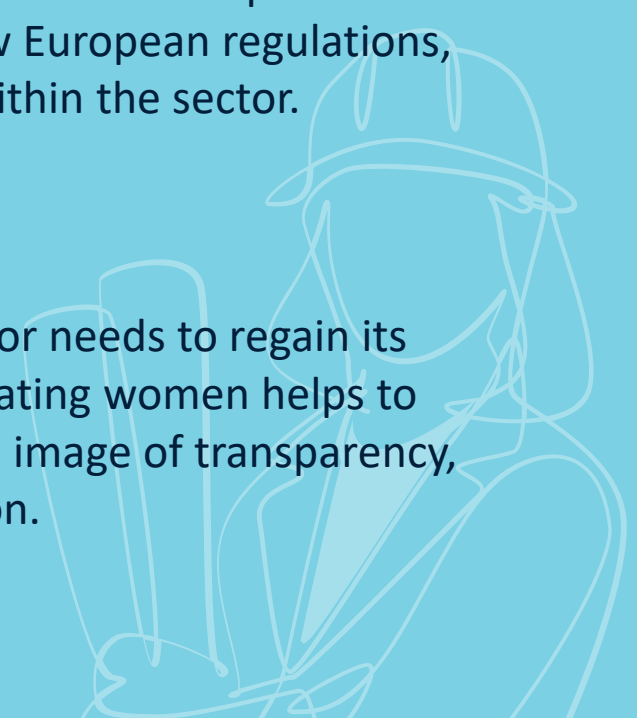
Diversity of complementary profiles is essential in any sector and women are bringing an innovative vision to the construction sector.



Diversity helps companies in their process of adaptation to the new European regulations, promoting equality within the sector.



The construction sector needs to regain its prestige and incorporating women helps to improve it through an image of transparency, respect and adaptation.



Diversity implies a plurality of profiles, which improves productivity as there are more points of view. In addition, mixed work teams improve competitiveness and the working environment.

DID YOU KNOW THAT...?

There are a real need for
workers in the sector



The Construction's labor gap tops 500k.



With nearly one in four construction workers
older than 55

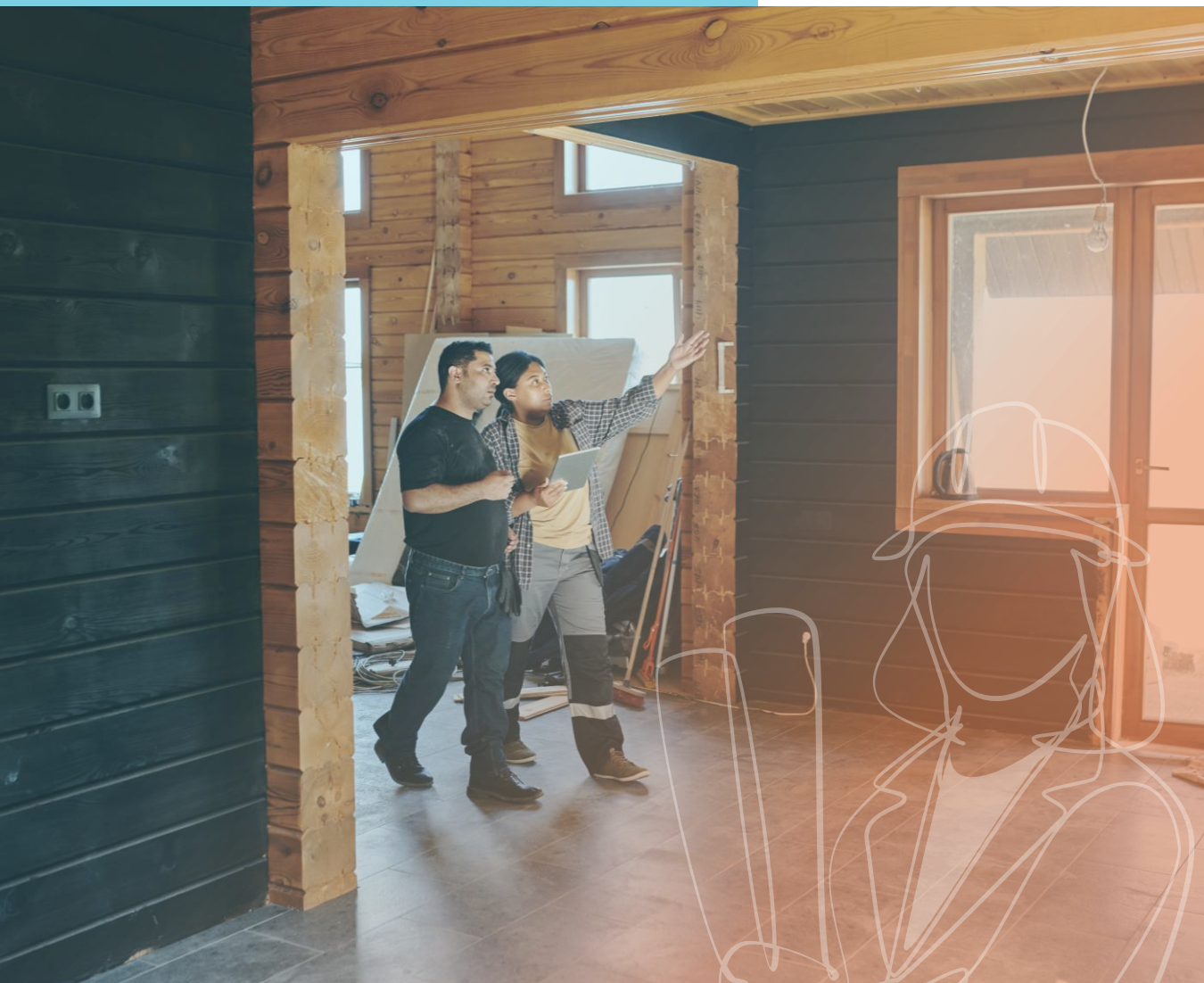


The construction sector is in a process of industrialization where it needs new profiles, as well as regeneration, since more than half of the workers in the sector are close to retirement age.

This means that new and more training is needed to train for new jobs, as well as to train new workers to take over from the next generation. The sector offers many new job opportunities for women in the coming years.



Women in the industry can lay a solid foundation for those interested in pursuing a career in construction.



WHAT THOSE INVOLVED SAY

Women make up only 9% of the construction industry's workforce in Europe



Construction is still a masculinized sector. The basic point is to make construction known as a sector where women have the same place as men.



Construction still have difficulties to find manpower very associated with brute force work. This is also changing with the industrialization processes.



Most women have administrative, management, engineering, architecture positions in the sector.

Problems of family reconciliation and lack of equality policies



Experts in the sector stress the importance of introducing family reconciliation and flexibility policies so that women can not only enter the sector, but also stay in it.



The European institutions must implement equality policies at European and national level in the sector, so that companies develop equality policies that enable women to enter and remain in the sector.



The Covid-19 pandemic set back progress towards gender equality in work by at least two years across OECD countries

WHAT THOSE INVOLVED SAY

New jobs are being created in areas that are currently dominated by men

If nothing is done to increase women's representation in these green growth sectors, we estimate that the employment gap between men and women across the OECD will widen by 1.7 percentage points by 2030.



The transition to net zero could widen the gender gap unless policies are put in place. Ensuring equality for women in tech and in the wider workforce is becoming increasingly important



Sustainability disseminate new opportunities and give opportunities to women who want to access to the construction sector.

Specialized Training



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The Covid-19 pandemic set back progress towards gender equality in work by at least two years across OECD countries



It is not about hiring women. It is about offering a vision that this sector is committed to quality employment



OUR OBJECTIVES

1

Help VET educators

Inspiring them to learn more about the need for change

2

Help career progression & development for females in construction

To train women or interested in a career in the construction industry

3

Inspire women

Those already working in the construction industry, construction employers and VET providers to strive towards visible female roles and more favourable positions in the industry

4

Facilitate collaboration

Reach construction companies and potential female workforce, inspiring them to learn more about the need for change



**inclusion is only a
positive thing for
both
genders or multiple
genders**



HOW TO START?

ACTION PLAN



You should bear in mind that one of the definitions of Action Gender Plan according to the European Commission is "an active approach to planning which takes gender as a key variable or criterion, and which seeks to incorporate an explicit gender dimension into policy or action".



With this in mind to incorporate a gender dimension, you can start by sharing this document in your company/organization to raise awareness among your members about gender equality in the construction sector.



After doing a preliminary analysis of the situation of women in your company/organization and in order to generate your own Action Plan, you should develop a strategy and measures to be taken into account:

Define the problems

Although the problems of women in the sector are common in many aspects and areas, you should make a prior analysis of specific problems. You can contact women for their experience and external information through the FEMCON website.

Define your objectives & measures

Once you have defined and understood the problems, you must set the objectives you want to achieve. Within this process of defining objectives and actions. You must take into account a number of aspects to continue with the design of your Action Gender Plan

The responsible
s of your
Action Plan



Determine
your
resources



How are you
going to
communicate
your AP



Timeline



Evaluation &
Monitoring

KEY ACTIONS THAT YOU CAN TAKE

ACTION PLAN

1

EQUALITY CORPORATIVE POLICIES AND MEASURES



Introduce equality policies in your company

Equality policies will benefit men and women equally and demonstrate commitment to employees.



Develop a family reconciliation policy

This will allow women, who have traditionally had a "caregiving" role, to not only enter the sector, but to stay in it.



Internal training on equality

It is important that all employees know how to

act in order to avoid situations of exclusion or discrimination against women workers.



Make your employees aware of the new measures

Publicise this document among your employees and inform them about the new policies through communication campaigns.



Inclusive language

Start using inclusive language in your documents, reports and materials.

KEY ACTIONS THAT YOU CAN TAKE

ACTION PLAN

2

TRAIN AND ACCOMPANY WOMEN



Training for women

Training will allow women to access other areas, improving their professional profile and generating commitment



Accompanying work

It is important to work on accompanying women from the moment they enter the company in order to avoid situations of discrimination.



KEY ACTIONS THAT YOU CAN TAKE

ACTION PLAN

3 NON-DISCRIMINATORY RECRUITMENT AND SELECTION STRATEGIES



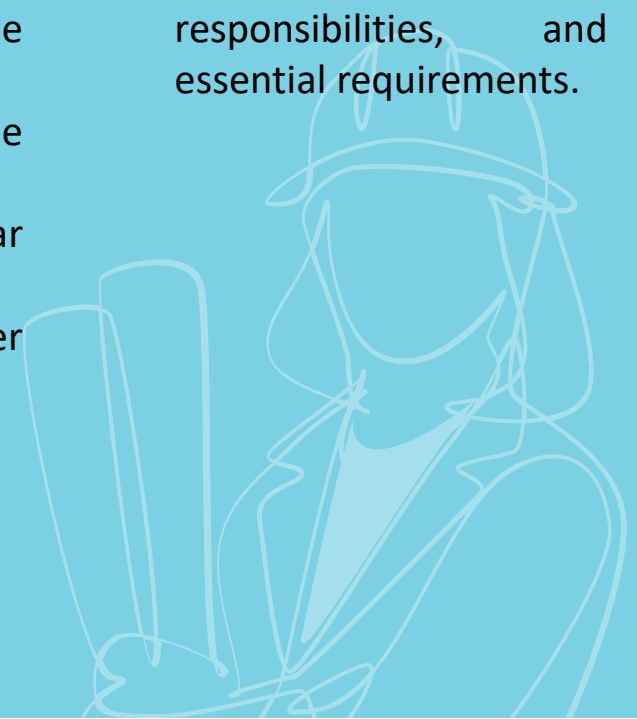
Interviews and equality selection process

Must ensure the fairness of the process in terms of gender, focusing on the requirements, Capacity and competencies for the position. Those conducting the selection process must have a clear understanding of the benefits of gender diversity.



Description of the jobs by using a neutral language

Determining objective criteria such as technical knowledge, roles and responsibilities, and essential requirements.



If you want to know more about our FEMCON Project, be sure to visit our website, social networks (*Facebook & LinkedIn*) and find out how to improve to attract more women and create innovation.

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