

Project Idea – URBACT III Action Planning Networks	
<b>PARTNERS</b>	Comune di Vicenza with other 6-8 Municipalities from different EU countries (to be confirmed)
<b>THEMATIC OBJECTIVE</b>	<b>Employment, social and education</b> <i>TO 08 - Promoting employment and supporting labour mobility</i>
<b>PROJECT TOPIC</b>	<p>Europe 2020 strategy defined the goal of employment rate of 75% of the population aged between 20 and 64 years by 2020. At present, EU member states are still far from reaching this target, in particular for women, whose employment rate in EU is 65% with many differences between member states.</p> <p>Having a direct contact with citizens and in-depth knowledge of local social, cultural and economic dynamics, cities can play an important role in changing this situation, promoting a society in which all citizens participate in the labour market and profit from economic benefits.</p> <p>Starting from these considerations, the main objectives of the project is to <b>increase the participation of women to the work force and increase their rate of employment in line with the Europe 2020 strategy</b>, through exchange of knowledge and best practices among a network of EU cities and research and experimentation of new approaches to boost female employment.</p> <p>This requires to act at different levels, promoting a social transformation, improved conditions and a new “job culture” enabling women to become protagonists in all economic and employment sectors, in a medium- and long-term perspective.</p> <p>A particular attention will be given to the relationship between women and STEM - Science, Technology, Engineering and Mathematics, disciplines that play an increasingly fundamental role in global economy, but where women are still underrepresented, with an ineligious economic gap and where family preconceptions profoundly affect, starting from choice of school and university.</p> <p>This is bad for everyone – not just women – because it limits the diversity of ideas and perspectives in some of the most important, creative, and productive areas of our society; it doesn’t generate basic cognitive</p>

	<p>innovation for change and produces few "positive feminine examples" to pass to new generations.</p> <p>In this context the role of cities is very important because it deals with acting not on work policies but on culture to promote the conditions that allow women to play a central role in the job market.</p>
<b>NETWORK'S CHALLENGES</b>	<p>Network's aim is to design opportunity and create good conditions to promote a more active role of women in the business world, developing in particular the following elements:</p> <ul style="list-style-type: none"><li>- study, work and test support services that cities can make available for an active role of women in the business world;</li><li>- awareness actions to communicate the great potential and the opportunities given by a higher level of female employment;</li><li>- promote positive models of women and work promoting a new education of girls that overcomes traditional social roles and stereotypes;</li><li>- rethink the strategies for approaching women to work, starting from the education of girls and life-long-learning approaches for adults;</li><li>- increase female participation in STEM disciplines, both in education and in the workplace, networking different subjects who share the same goals.</li></ul>
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