



IMPLEMENTING FAMILY-FRIENDLY POLICIES AND GENDER EQUALITY IN THE PUBLIC AND PRIVATE SECTORS

BUSINESSES PERSPECTIVE

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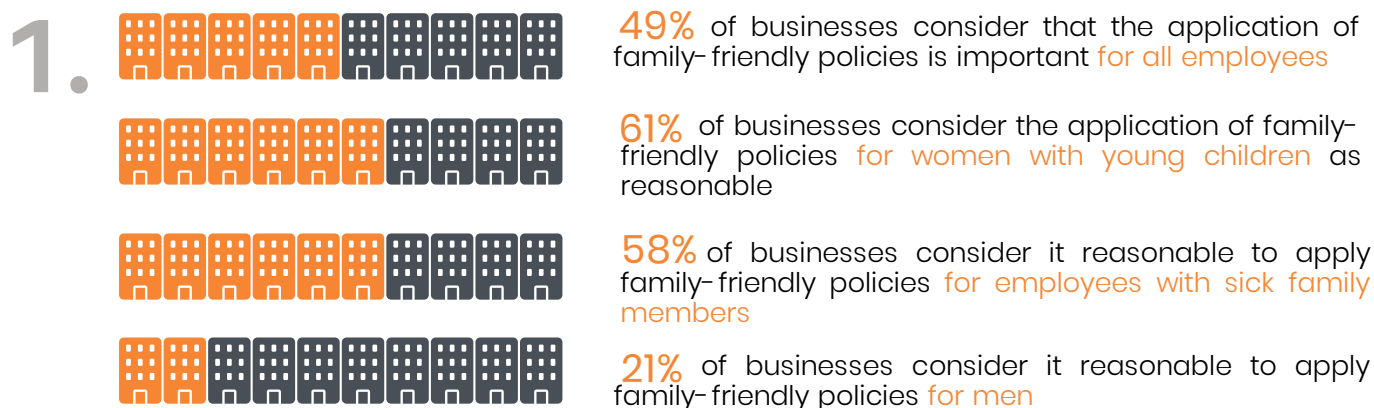
Businesses perspective

Methodology

This study aims to understand the current situation, challenges and problems of implementing family-friendly policies and gender equality, by providing recommendations to improve the situation in the future.

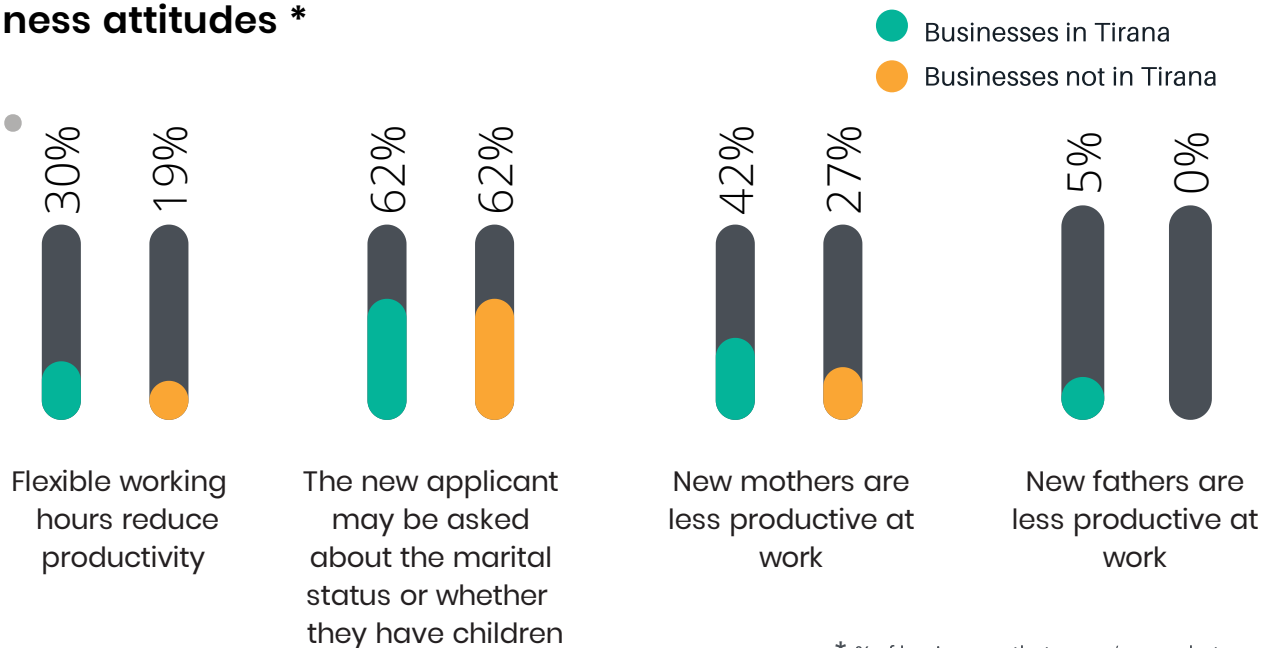
A **combined methodology** was applied to conduct this study, which included structured interviews with approximately 700 employees working in private and public sector across the country; about 200 interviews with businesses nationwide, discussion groups with unemployed women with young children; in-depth interviews with businesses as well as with central and local government institutions. The data collection was carried out during December 2021 – January 2022. The findings of this study are representative **at national level**.

Perspectives on family-friendly policies



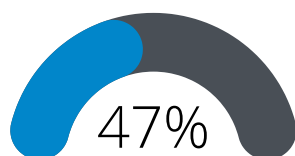
Business attitudes *

3.

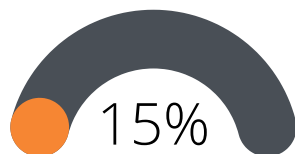


Gender perspectives

4.



of businesses consider as important **the gender balance** of their staff.



of businesses think that if male employees were to take paternity leave they **would be discriminated by colleagues** for instance can be bullied/ridiculed or face obstacles in case of promotion.

Breastfeeding support

5.

Most businesses have a **positive approach** and willing to support women employees in this process, however the concrete steps for this support still need further improvement.



62% of businesses are willing to provide support.



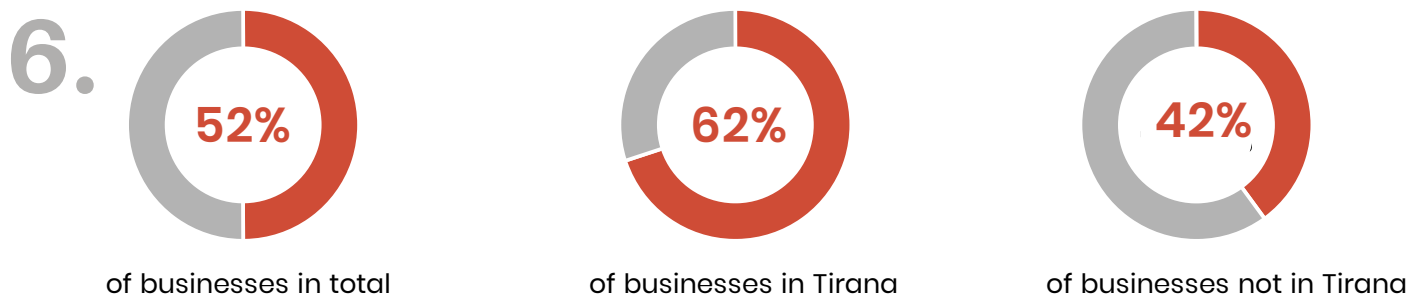
38% claim that they provide support for pregnant or breastfeeding women by giving them the opportunity to take time off work.



4% provide dedicated areas for breastfeeding mothers.



Level of knowledge about family-friendly policies



In total only **half of businesses** are aware about family-friendly policies. The data show that businesses operating in Tirana and large companies show higher level of knowledge.

It is important that businesses are provided with best practices for businesses that have successfully implemented such policies.

Governmental support

7. About 95% of private businesses think that the government should support companies to promote the implementation of family-friendly policies or gender-responsive policies in the workplace. The most common need of support is mainly related to financial aspects.

