

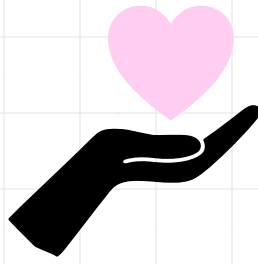
Family-friendly workplaces:

A family-friendly workplace aims to support all employees to balance their work responsibilities with their care and family responsibilities, by creating a supportive work culture and environment and providing both practical and abstract support to employees to do so.

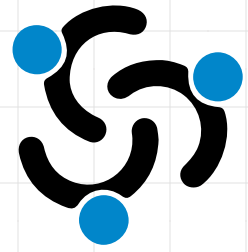
In a family-friendly workplace:



Senior staff and managers understand the **benefits and returns on investment** of supporting employees to balance their work with their care and personal responsibilities.



Employees with caregiving and parenting responsibilities are **considered an asset** to the company, not a burden.



All employees, regardless of whether they are parents, benefit through an **inclusive, trusting and supportive** work environment.

Support

Practical

Practical support for employees to balance their care and work responsibilities is mainly connected to time, IT and financial support. These can include:

- Developing supportive routines and policies (i.e. flexible and remote working, meetings scheduled only during core working hours)
- Providing necessary equipment (i.e. IT equipment for remote working, tools for flexible time management etc.)
- Financial support (i.e. paid parental leave, domestic/household support, childcare support)

Abstract

Abstract support is the more intangible support provided to employees, especially by their managers and senior staff, and is based on positive and enabling attitudes, behaviours, leadership, role models and communication. This can include:

- Managers leading by example by using family-friendly policies and benefits to normalize the uptake of these
- Trust and flexibility when implementing flexible or remote working
- Programmes to keep employees engaged during parental leave
- Workplace family activities

Benefits

To companies

- Better reputation and status
- Lower absenteeism, turnover, health-related and recruitment costs
- Greater retention of female staff, especially working mothers returning to work after maternity leave
- More inclusive and equal workforces
- More innovative, productive and profitable companies

To governments

- Increased uptake of national family-friendly policies and benefits when these are promoted by the private sector
- More dynamic labor market and increased economic growth by removing barriers to women's participation in the labor force
- More equal and prosperous societies

To societies

- More equally shared unpaid care work between men and women
- Greater choices and capabilities for families to have the number of children they want
- Higher women's labour force participation rates
- Positive and equal gender norms and roles are promoted
- More equal and prosperous families

Changes in the private sector, including in workplace culture, staff practices and policies, can have **huge implications** on society.

These can help normalize more **equal gender norms** and roles, such as men taking on an equal share of the unpaid care work through the use of paternity leave.

Ultimately leading to a more equal and prosperous society for all