

For Diversity



Against Discrimination

**DIVERSITY**

in small and medium-sized enterprises

EUROPEAN CONFERENCE 2006

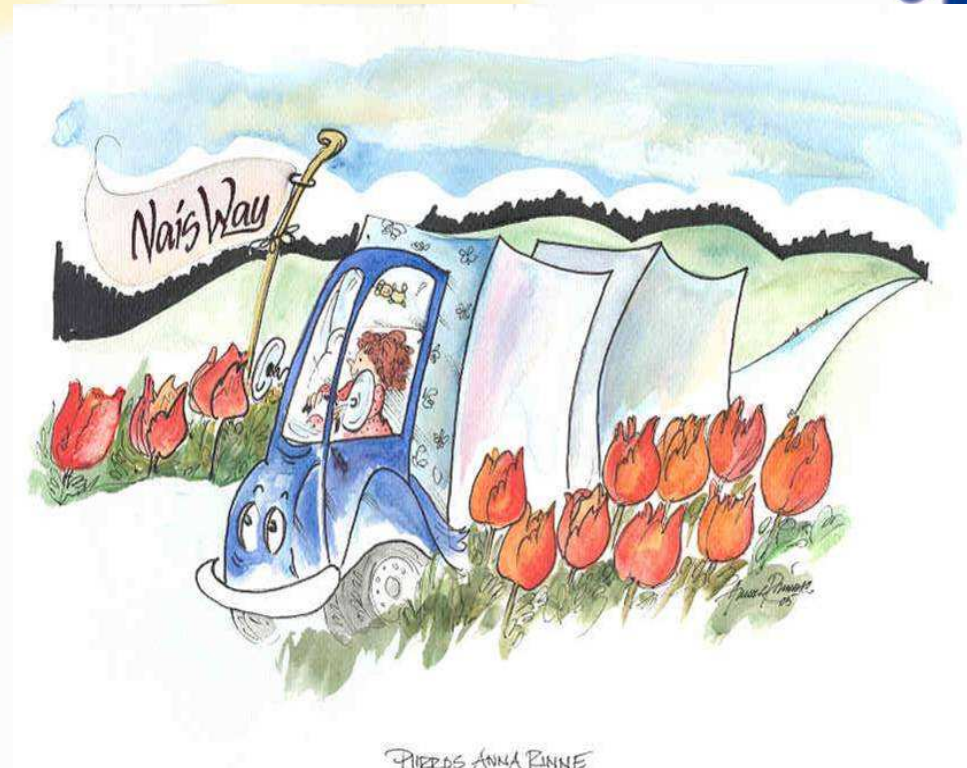
# NaisWay

## Clattering heels and transport companies

**JAKK / Kuljetus – ja logistiikka**

**Auli Toivonen**

**Finland**



An initiative of the European Union

[www.stop-discrimination.info](http://www.stop-discrimination.info)



## Objectives

- Encourage women to choose technical professions especially in the field of transport and logistics
- Support and encourage women to further themselves their own development.
- Increase opportunities for women to start their own transport company
- Reduce horizontal segregation within the Establishment





## **NaisWay – female energy for transport and logistics**

- Three years project
  - Enough resources – important!
- Geographical area
  - the whole of Finland and trans national cooperation with the Czech Republic and Italy
- Commitment:
  - all interest groups work together
    - project staff + home organisation + development partners
  - mentors + steering group
  - associations + enterprises
- Courage, courage, courage...





## Cold statistics

- women
  - 10,8 % of bus drivers
  - 2,0 % of truck drivers (Transport Workers' Union AKT r.a.)
  - ~9 % of entrepreneurs
- equal pay for equal work among professional drivers
- women's most evident capabilities:
  - they take good care of the vehicles
  - they are customer friendly
  - they are flexible
  - they have "sisu"



## On the Highway of Education

- Further vocational qualifications
  - bus driver (8 + 7 women)
  - truck driver
- Specialist vocational qualification
  - Haulage coordinator
    - ~one year, 22 face to face training days, 38 distance learning days
  - Entrepreneur
    - ~1½ year, 22 face to face training days, 75 distance learning days





## On the Highway of Education

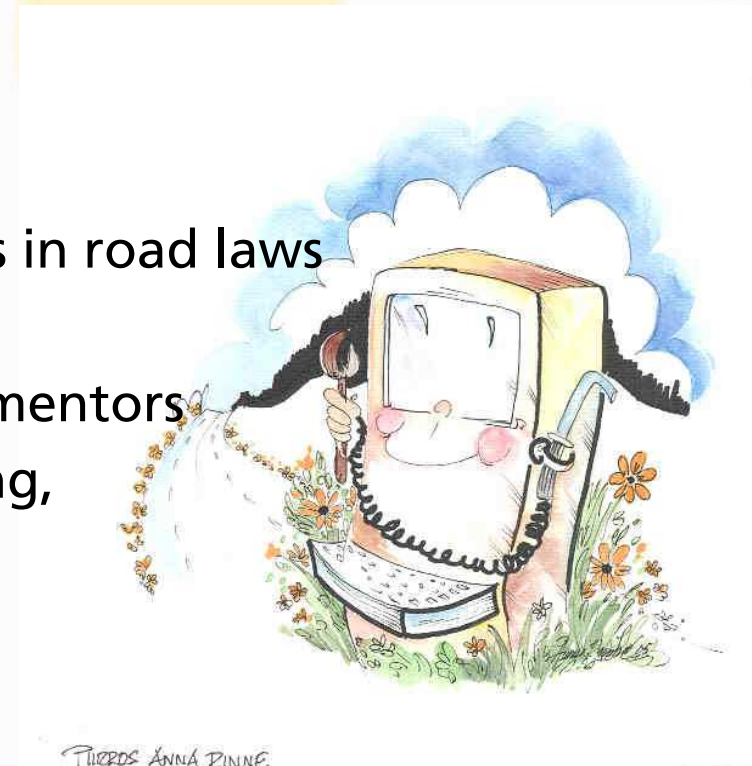
- Training of mentors
  - communication skills
  - mentoring by using eWorking platform, eStation
- Special training courses
  - social and emotional skills
  - professional training courses





## eStation – service station on the internet

- Personal keys
  - ~200 users
  - 7349 visits after 1.8.
  - ~50 active visitors
- "Service Station"
  - library, news, changes and updates in road laws
  - school
  - meeting point, meeting point for mentors
  - place to relax: eWorking, eLaughing, eEnjoying
  - mental tower of strength





## NaisWay on the Road



We should say to one another,  
Not sorry, for bumping into you  
But thank you for touching.

- Eeva Kilpi -





## ms. Sini Suomalainen, 35 years

- Her employment rate is as high as men's
- She is more educated than most men
- On average her euro is 80 cents (women earn 20% less than men)
- Women usually work in different branches and levels than men (horizontal and vertical gender segregation)
- The day care system has helped her to work outside her home
- Her employer is happy because the costs of family leave of absence are going to be shared between mother's and father's employers.
- She will now commemorate her grandgrandmother right to vote. (women's right to vote, in Finland, will be 100 years old in 2006)



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**However great or small,  
your work maybe,  
aim at something even  
greater.**

**Eino Leino  
Smiling Apollo**

**Thank You – Kiitos!**



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