

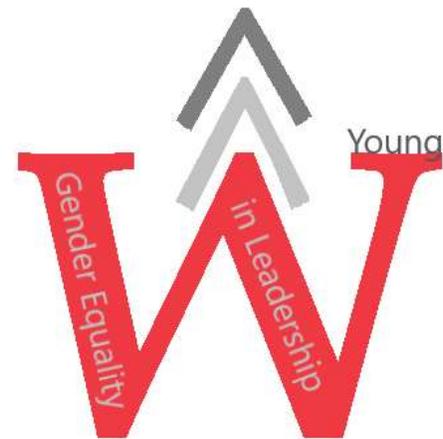


Fidapa Young BPW North West District

Young Project

Donne d'acciaio, Gender Equality in Leadership

Project Coordinator: Alice Minuto



The project supports Young female leadership especially in businesses where it is "culturally" hampered.

The title "Donne d'acciaio" (in English "Steel Women") has a double meaning: first, it refers to one of the business in which there is the higher male presence in top positions, second, the Steel Women represents the resilience of the female gender. The resilience is one of the mechanical test required in steel industry to prove the maximum energy that can be absorbed up to the elastic limit, without creating a permanent distortion, in other words it measures the ability of a material to come back at its initial status. Psychological resilience is the aptitude to cope with a crisis or to return to pre-crisis status quickly, it is generally thought of as a "positive adaptation" after a stressful or adverse situation. When a person is "bombarded" by daily stress, it disrupts their internal and external sense of balance, presenting challenges as well as opportunities. However, the routine stressors of daily life can have positive impacts which promote resilience. So, Steel Resilience is a main test for the steel and a main natural attitude of the women.

The project fits into the fifth Sustainable Development Goal of the Agenda 2030 launched by United Nations

- Ensure women's full and effective participation and equal opportunities for leadership at all levels of decision making in political, economic and public life
- Enhance the use of enabling technology, in particular information and communications technology, to promote the empowerment of women
- Adopt and strengthen sound policies and enforceable legislation for the promotion of gender equality and the empowerment of all women and girls at all levels



The 3 main lines:

1. Study and Analysis. Highlight the self-limiting behaviours and cultural stereotypes of certain sectors, analyse the companies' policy choices, the opportunities given and the competitiveness of the women in business to enhance their talents and achieve leadership in areas where equal opportunities are not always guaranteed.

2. Action. Create targeted events to gather information, case-history and practical data. Exceptional speakers to tell their personal experience that becomes inspiration and suggestion for the Young. Help organizations to truly support equal opportunities and practice inclusive leadership.

The first event will be the starting point for operating in the company. The speakers will be asked what behaviours can be adopted to encourage female leadership. The abstract of the events will be published on social media.

3. Concreteness and continuity. Realize a book that summarizes the interventions and brain-storms generated for keeping in mind the target reached and for following projects and actions in our association.

Chapters:

1) The cultural stereotype

2) Gender equality: a European goal

3) the leadership styles

4) Double bind effect

5) Balance in a team of women

6) A new model of leadership

a) Inside the companies: interviews with the leaders

b) New horizons: are companies ready for women leaders?