

# Gender Equality – important perspective for the building & construction sector?

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# The Swedish Construction Federation

- Belong to the Confederation of Swedish Enterprise
- Industry and Employers' organisation
- Approximately 3000 member companies
- Construction, installation and specialist companies
- Main task is to improve business conditions for the entire sector as well as for individual companies



- Master of Laws, Stockholm University
- HR-manager, Consulting Firm/Economy
- Swedish Equality Ombudsman
  - Project Manager / Hiring & discrimination
  - Head of Development Unit
  - Development Officer
  - Investigating Officer
- Founder of Praktikum, Equality Consulting
- Diversity Expert, The Swedish Construction Federation

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## What have I heard so far?

- We do not like changes in this sector.....
- I am not sensitive, but.....
- Are you going to work with diversity? Oh, then you will have your hands full.....
- Macho attitude on sites.....
- It's the men that have to change.....
- You have to have "skin on your nose" in this sector.....

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# An attractive construction sector

We want this sector to appear as exciting, attractive and modern



BYGGSEKTORN

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JOB BEN

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UTBILDNINGARNA

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ANLEDNINGAR

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INTRESSANTA BYGGEN

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SVÅRT ATT JOBBA SVART

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AVSNITT 7

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AVSNITT 8

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## Voices from the sector & others

- You should not mislead girls to choose the construction sector.
- The construction sector is not for women/girls
- Women cannot do everything within the construction sector

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## The sense of a "we"

We are heterosexual, handy, strong men that can stand some jokes and not showing too much feelings.....



# Do we need to change?



**Byggarbetsplats**

			
Skallskydd musta användas	Skuldrör måste användas	Arbetsbälte måste användas	Obehöriga ej tillåtna
			<p>Varaktiga varningszoner för byggarbetsplatsen kan vara tillgängliga för allmänheten och andra byggarbetsplatser i närheten</p>
Hängande last	Grafiska tecken för byggarbetsplatsen	Varaktiga varningszoner	







8,5%

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# 2015

- Awareness & competence raising within BI
- Analysis of where we are now (survey, female networks etc)
- Gathering basic material (science, studies etc)
- Policy (after workshop with executive management)
- Creating basic networks and working groups
- New role is formed and communicated
- Support for member companies (advice, seminars etc)
- Internal support (arbitrary law, political statements etc)
- Basic communication on diversity/inclusion/discrimination
- Ad-hoc activities

## Diversity Survey

Shall the Swedish Construction Federation work for increased diversity?

**Yes 94,4%**

**No 5,6%**

## Diversity Survey

8,5% women are working within the construction sector today. What is your opinion on that?

It's just the way it is	3,4%
We need to actively increase the number of women	77,5%
There will be more women eventually	18,0%
It doesn't matter	1,1%

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# Why diversity & inclusion?

## To be "nice" and take responsibility?

- Corporate Social Responsibility
- A company as one actor in Society with responsibility
- A labour market where all are welcome
- Business marketing or sustainable Society?
- Do we "feel sorry for" or do we make all included on equally terms?

## To make business?

- Competitiveness?
- Base for recruitment?
- Do we see the competence in the best people no matter how they look?
- Do we see development / business possibilities?
- Do we see our costumers?
- Do we have an environment allowing creativity?
- How do we appear to others?

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## Examples from companies

- Operose – making working clothes for women
- Skanska – recruiting engineers with other ethnic origin than Swedish
- NCC – top 10 Albright report on female representation in leading positions (not just construction sector)
- Company- and non company related female networks
- Dipart – profiling on diversity
- Several projects on diversity
- Education and awarenessrising
- If few women – put them together – do not put one at each team!



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## Other perspectives

- Gender Equality priority on the political agenda
- Feminist government
- Social clauses in procurement
- Upcoming as a question in executive managements
- Female in boards – hot political question within EU
- Byggnads / Trade Union – ”hen”, Gender Equality Ambassadors, goal from 0,5 to 5% female members
- Working group within (or on the side) of Collective Agreement on the white collar side

# Diversity is Change Management

- Managers are key roles for change (leaders & teachers)
- Change are preferably to be made within existing systems
- Clear and anchored goals are important
- You need a vision for your work
- It is important that everybody knows **why** change is to be done
- It is important that everybody is made part of the change
- Top leader is an important ambassador for change

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# Activities

- MentorBygg
- Leadership education on diversity – for the whole sector
- Awareness rising & tools on psychosocial working environment
- Workshop with Executive Management in our own organisation on diversity & inclusion
- Youth site – byggare.com
- Contests (Future City – Construction Skills)
- Seminars on diversity/inclusion/discrimination for teachers
- Seminars for HR-roles on recruitment practices in member companies
- Diversity on local boards meetings
- Equality as one viewpoint in electing board members

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## **We are here 2020**

- **We have a diversity conscious construction sector**
- **We have an open and attractive construction sector for all**
- **We are a competitive sector**
- **Diversity is part of everyday work**