

EQUAL PAY DAY

BPW Estonia

April 15 is the Equal Pay Day in Europe.

BPW Estonia is running an awareness raising campaign regarding the existing Gender Pay Gap on April 15, 2010 together with many cafes and restaurants all over the country.

On Equal Pay Day restaurants and cafes offer the same meals for 2 different prices. The price difference is referring to the the existing Gender Pay Gap.

With the campaign we would like to raise the public awareness that in Estonia the gap is the biggest in Europe – 30,3% which means that on average women get so much less paid for the same job.

This gap does not disappear on its own – we need to run campaigns, raise the awareness of women and support them to to get equally paid for the same job.

Our Estonian language gives us a humorous chance playing on content words.

The word „lõhe“ means „salmon“ and „gap“. So most of the restaurants can offer salmon=gap sandwiches, salads or soup. Meals, snacks „with dill“ refer to male and „without dill“ to female. We hope that such a humorous way helps us to reach more people with the message – Equal Pay for Men and Women.

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