

**Europe**

## European Equal Pay Day

### Actions to be developed in the short term

As the first European Equal Pay Day will enable us first of all to take stock of the gender pay gap, the first action to be taken is **awareness raising**:

- *Among BPW members and particularly Young BPW* : how many of our members are aware of the gender pay gap? What are they doing about it ? What examples can they provide?
- *Among young women and men* : at university level or in the first year of their careers, what are the reactions of young women when hearing about gender pay gap ? Do they take it into consideration or do they think it does not exist for their generation ?

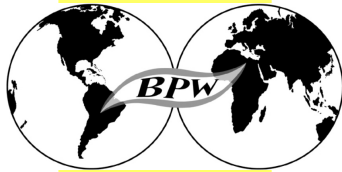
Awareness raising has to be done :

- At club level : at minimum, it is necessary to provide each club with information about the gender pay gap, both as a national reality and as a general reality for women all over the world
- At local level : using local medias
- At national level, when and if possible in your national context

To achieve this, you have to decide on **specific events, actions, public relations activities** you want to set up. According to your local context, this can be different from one country to another.

- Conferences
- Street activities such as distributing red purses, pins, ballons, flyer etc.
- Press conferences or declarations
- Lobbying local and national governments
- Taking part in a media event

**To be able to present the European Equal Pay Day at national level, you have to be aware of the actions being taken in the others clubs and federations and to inform other clubs and federations of the actions you are taking**



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**BPW INTERNATIONAL**  
Business & Professional Women

You know that the core action of BPW International is **advocacy**. Together we advocate the need for further changes and actions to reduce the gender pay gap. Starting thinking in the medium term of the necessary contacts each club or federation has to set up to influence all aspects of society which help maintain the gender pay gap. Contacts are necessary with :

- the trade unions,
- the education and vocational world,
- the employers' organisations,
- local and national governments

### Network for efficiency

- Network with the Regional Coordinator BPW Europe, the European Coordinating Committee, the Young BPW Europe representative and other clubs and federations so as not to reinvent the wheel
- Network with our 1<sup>st</sup> Vice President BPW International who is representing us as a member of an expert group set up by the European Commission
- Network with other Women's Networks to have more lobbying power at local and national level
- Network with national and international experts on the gender pay gap and learn
- Make yourself visible ! Give information about your actions !

### What marketing is advisable ?

- All BPW events related to the European Equal Pay Day should use the logo which is available on the first page of the European website [www.bpw-europe.org](http://www.bpw-europe.org)
- Documents should also have the BPW logo on the first page – top left corner (see this BPW paper as an example)
- If you have the possibility to buy marketing tools, please contact BPW Germany to build on their experience and to be able to use some of their marketing tools
  - An order for give-aways like purses, pins, ballons can be placed to BPW-Germany: contact [i.kneissler@bpw-germany.de](mailto:i.kneissler@bpw-germany.de) to ask for a price list
- **But it is NOT necessary to have such give-aways to organise a European Equal Pay Day event in 2009!**
- Keep in mind that the Equal Pay awareness campaign does not stop on the morrow of the 2009 European Equal Pay Day
- Pace your efforts and plan for several years, consider asking for subsidies or sponsorship for events in 2010 and then you will have a budget for give-aways or brochures.