Equal Pay Day 2017

A Compilation of Events across Europe

**Business and Professional Women (BPW) Europe** is a women’s organisation representing 20,000 business women across Europe, advocating for Gender Equality and Equal Opportunities worldwide since 1930.

BPW Europe is part of the **International Federation of Business and Professional Women**, which was founded in 1930 in Geneva by Dr Lena Madesin Phillips. Until today, the federation has grown to an international network of 30,000 members on five continents in 100 countries. BPW International has consultative status at the ECOSOC/United Nations.

Furthermore, BPW International develops the professional, leadership and business potential of women on all levels through our mentoring, networking, skill building and economic empowerment programs and projects around the world.

The Equal Pay Day has been initiated by the American BPW sisters in 1988 as the Red Purse Campaign underlining the red numbers in women’s purses and calling attention to the persisting gender pay gap. The idea behind this campaign already originates in the early 1960s when various women’s organisations, including the Business and Professional Women, fought for an Equal Pay Act in the US, which President Kennedy finally signed in 1963.

The actual campaign around the Equal Pay Day has been brought to Europe by BPW Germany in 2008. In 2009, the International Federation of Business and Professional Women launched the global Equal Pay Day campaign in New York. Since then, more countries join the campaign every year.
1. **Key Figures on the Gender Pay Gap**

The following figure shows the data for the gender pay gap across Europe. What cannot be seen but is still under discussion: the pay gap does not show significant variation over time, but stays at a persistently high level over time and across Europe.

![Gender Pay Gap in Unadjusted Form, 2016](image)

*Figure 1: Gender Pay Gap in Unadjusted Form, 2016, Source: Eurostat, 2017.*

The countries with a low gender pay gap do not necessarily perform much better than countries with a higher gap because these countries tend to have also a low female labour market participation rate, thus, the research basis of women comparing to men and their respective incomes is much smaller. Neither country in Europe or across the globe has managed so far to ensure equal pay for women and men.

The following figure shows the labour market participation gap, the gender pay and time gaps in an accumulated for. Thereby, the total earnings gap can display a more complete picture of women’s situation in labour market.

![Total Earnings Gap, 2010](image)

*Figure 2: Total Earnings Gap, 2010, Source: European Commission, 2015.*
Main reasons behind the gap are – among others – that women tend to work in lower-paid industries or economic branches, work more often part-time and interrupt their careers more often and longer than men to raise their children. Furthermore, the lack of women at the top of the career ladder amplifies the problem of the gender pay gap. Interestingly, these challenges are shared among all European countries despite all their differences. The main reasons behind the wage gap are summarized in the following figure:

![Figure 3: Decomposing the Gender Pay Gap, Source: European Commission, 2016](image)

The strategies to overcome the pay gap are manifold. Yet, it should be noted that the issue of unequal pay is highly complex in its nature, thus, a one-size-fits-all or a single strategy may not fetch the actual problem. In this regard, many interlinked strategies have to address the various aspects of the pay gap. These strategies to combat the wage gap include:

- Transparency of wages, as *knowledge is power*;
- Minimum wages and access to decent work;
- Building and extending day care facilities, especially for children under the age of three;
- Mixing industries and branches in the economy;
- Facilitating a family-friendly culture in companies;
- Promoting women on boards;
- Reforming parental leave systems and promoting paternal leave;
- Increasing the value of female-dominated branches in the labour market;
- Reforming working times, i.e. the number of hours worked or flexibility arrangements;
- Class actions before courts;
- Sanctioning in case of non-compliance.

### 2. The Equal Pay Day

The Equal Pay Day shows the period a man would not need to work, to achieve nevertheless the same annual income like a woman with the currently existing structures of income. Or stated differently, the EPD marks the day, on which women start to earn, whereas men start to earn their wage on January 1, if both women and men start to work on January 1 of a given year.

Other interpretations of the Equal Pay Day, such as the EPD marks the day until which women have to work longer to earn the same money as men the year before, are misleading. For this particular interpretation, one has to calculate the gender pay gap on the basis of the women's average hourly income. However, the gender pay gap is calculated, by e.g. Eurostat, on the basis of the men's average hourly income.
For the exact calculation and difference in the data of the Equal Pay Day see Annex 1.

3. ACTIVITIES ON THE EQUAL PAY DAY

In general terms, many activities both on federation and club level have taken place on the Equal Pay Days all over Europe. On the Equal Pay Day, large amounts of adapted materials, such as leaflets, brochure, red bags and flags have been distributed across the participating countries.

In most of the participating countries, the gender pay gap and its consequences has been focussed on during the discussion. Also strategies on how to combat the gender pay gap in companies, such as trough transparency mechanisms, have been placed on the agenda. Other discussions have focussed on education and how to raise awareness among young women and girls or diversity management. All activities and participants have in common and called for equal pay for equal work and work of equal value.

Complementary to the communication activities, numerous events have taken place in various European countries. These events range from demonstrations, conferences, seminars, discussion rounds, activities on the streets (distributing information and campaign materials) as well as events organised by BPW clubs in numerous cities. Approx. 1,000 activities have taken place in Germany alone creating an immense media interest.

The media focus has been wide-ranging and kept increasing. So far, every year has experienced an increase in media coverage. In many of the countries, the theme of equal pay has reached the centre of debate in societies. Not only traditional media channels, such as newspapers, radio, TV broadcasting and interviews, have been used to spread the word on equal pay and the EPD. Social media channels, especially Facebook and Twitter, are increasingly used to spread the word on equal pay.

HIGHLIGHTS OF THE EQUAL PAY DAY CAMPAIGN 2017:
(Selection of activities; all activities in the various countries are listed in the annex 2 of the report)

BPW BELGIUM
BPW Belgium started in 2016 to promote the equalpacE web-based tool to HR managers. This tool enables HR managers to detect the gender pay gap within the company and to identify the major reasons behind this gap. In 2017, BPW Belgium continued with this activity and contacted a number of firms in order to analyse their wage gap. Companies, such as Nestlé, Pro Duo or Bank Delen have responded that the wages at same levels are generally the same; however, women tend to stay at lower levels of the career ladder. Hence, breaking the glass ceiling is also an important part of decreasing the gender pay gap.

BPW GERMANY
In 2017, the Equal Pay Day campaign has reached its tenth anniversary. The campaign has been inaugurated with a soiree with the Federal Minister for Family Affairs and her Swedish colleague. During the panel discussion, gender equality has been stressed as crucial factor for a country’s and economy’s advancement. Without gender equality neither country or society nor economy can benefit from its full potential. After inauguration of the campaign, two symposiums have taken place in Berlin and Munich. In Berlin, wage transparency and how to enforce it has been at the heart of debate. In Munich, the role of companies and corporate cultures to implement the principle of equal pay for equal work and work of equal value has been debated. On Equal Pay Day, BPW Germany organized a large summit with more than 250 participants in Berlin. The focus of the summit was to discuss what everybody can change to make the wage gap smaller every day. Approx. one third of all participants could have been motivated to come to such as event for the first time. The themes that were discussed during the summit range from unconscious biases and wage transparency to legal responses to wage inequality. Special to this summit was the format: in a large world café, all participants were able to foster interactive participation and direct discussions. The summit has been rounded up with a panel discussion with members of parliament who discussed the inputs from the world café.
BPW PRAHA II
As already done in past years and proven successful, BPW Praha II organised a two-day conference including a large mentoring facilitation event. This conference concentrates on the long-term focus on the topic of equal pay and support for women in their careers. We do not divide, instead we help link people (women) together.

BPW CYPRUS
As in previous years, BPW Cyprus organized a special event to raise awareness and promote the urgency of equal pay for equal value work. This year’s Equal Pay Day was scheduled for March 1, 2017, with the broad circulation of a short, sweet yet powerful TV spot, and a simple yet strong social media campaign across Facebook, LinkedIn and twitter.
In parallel, the Executive Committee of BPW Cyprus scheduled a comprehensive series of meetings with the political party leaders, the Cyprus Chamber of Commerce and Industry, as well as with the President and members of the Executive Committee of the Employers and Industrialists Federation, who have consistently supported BPW’s mission to implement existing legislation in everyday practice, not only in the public sector but also in the private sector. The various meetings had to be scheduled over a period of three days to allow serious discussions with all party leaders. The whole event was widely covered by the press and the media.

BPW ESTONIA
As in past years, restaurants, cafes, pubs served meals with dill 26.9 per cent pricier than meals without dill. The Estonian word for dill is used as word game to call attention to the pay gap.
Furthermore, a panel discussion the Minister of Health, and Labour, the Head of Gender Equality Council, the Head of Human Resource of Skype, the Head of Human Resource of Swedbank and young woman entrepreneur has been organised. Two seminars on the Equal Pay Day have also been held in Tartu and Pärnu.
BPW FRANCE
BPW France held conferences and distributed flyers and red bags on the Equal Pay Day in each BPW club. Under the theme “Women and STEM” (science, technology, engineering, and mathematics), BPW France issued in seven cities, four roundtables and two conferences with female scientists/engineers and associations and one visit of pedagogical centre for medical students (created by women). The national event was made with UNESCO Partnership, Women Rights Ministry representation, and four National Scientific’s Women Associations who made propositions for presidential elections.

BPW FOLLO – NORWAY
BPW Follo organised a speaker event on the topic: "How to successfully negotiate your salary" and gave away for free "10 Tips to Successful Negotiating". In addition, promotional products have been handed out, such as tote bags, college pullovers, etc.
BPW PULA – CROATIA
BPW Pula held a meeting with the City Mayor of Pula focussing on women salaries’ inequality. In addition, BPW Pula signed up a Memorandum of cooperation with Croatian Chamber of Crafts in order to focus on women entrepreneurship and salary inequality.

BPW SPAIN
Events have been held in various cities. Among them were conferences on the Chambers of Commerce, meetings with the representative business organizations at regional level and with social agents. BPW Spain has been able to involve all the Political, Economic and Social Agents in the demand for equal pay. For this call, BPW Spain prepares a programmatic document to take action.

BPW SWITZERLAND
Various events have taken place across Switzerland. Under the theme “To ensure that the pay gap doesn’t become a pension divide”, BPW Clubs distributed information and material, invited experts to talk rounds and provided discounts for women.

BPW ITALY
BPW Italy held various events and discussion rounds on many different topics, such as diversity management or micro credits. In addition, BPW Italy organised a number of events with school focussing on education and awareness rising.
Within the realm of the Equal Pay Day in Moldova, an international conference has been held. The conference, held in Chisinau on 25-27 May, witnessed the participation of around 60 women entrepreneurs in the crafts field from Belarus, Bosnia and Herzegovina, Macedonia, Montenegro, Serbia, Ukraine and Moldova. Discussions focused on problems faced by women entrepreneurs, their solutions and showed success stories. The gathering aimed at transferring knowledge and exchanging experiences and good practices on migration management in order to contribute to opening new job opportunities.

All activities can also be found in Annex 2 of this document and the Equal Pay Wiki via http://www.equalpay.wiki/Kategorie:Länder and http://www.equalpay.wiki/Kategorie:Equal_Pay_Day

4. CONCLUDING REMARKS

In 2017, the Equal Pay Day campaign has turned ten – in 2008, the first Equal Pay Day in Europe has been held in Europe. The tenth anniversary is not a really a reason to celebrate, as the gender pay gap stays at a persistently high level across Europe and is not likely to shrink faster in the coming years. Nevertheless, the 10th anniversary of the Equal Pay Day shows the strengths, the unwavering commitment and persistence of BPW members, Clubs and Federations to call for equal pay for equal work and work of equal value.

Equal pay next to the call for more women on boards and other claims has been perceived as a core value for what BPW stands for. With this claim, BPW is noticed among other actors and within the media. Furthermore, BPW has proven its expertise on the matter. The campaign around the Equal Pay Day in Europe is growing every year. The awareness for interlinked issues on gender equality is constantly rising. The topic of equal pay and gender equality has reached the centre of societal debates. In this, BPW has also reached to a stark position among public debates.

Therefore, we have to continue to call attention to the matter, as how equal pay can be implemented into practice and how deep-rooted societal stereotypes can be broken.
Let us close with a quote by Daniel Craig on gender equality.¹

“So, are we equals? Until the answer is yes, we must never stop asking!”

So, until equal pay for women and men has been achieved and put into practice, we must never stop asking and acting.

5. **FURTHER LINKS**


BPW Europe: [http://bpw-europe.org/](http://bpw-europe.org/)


All included countries can be found via [http://www.equalpay.wiki/Kategorie:L%C3%A4nder](http://www.equalpay.wiki/Kategorie:L%C3%A4nder)

All articles in English can be found here [http://www.equalpay.wiki/Kategorie:Articles_in_English](http://www.equalpay.wiki/Kategorie:Articles_in_English)

¹ See via [https://www.youtube.com/watch?v=gkp4SNy2VM](https://www.youtube.com/watch?v=gkp4SNy2VM)
6. ANNEX

a. ANNEX 1: CALCULATION OF THE GENDER PAY GAP

The Equal Pay Day shows the period a man would not need to work, to achieve nevertheless the same annual income like a woman with the currently existing structures of income. Or stated differently, the EPD marks the day, on which women start to earn, whereas men start to earn their wage on January 1, if both women and men start to work on January 1 of a given year.

Other interpretations of the Equal Pay Day, such as the EPD marks the day, until which women have to work longer to earn the same money as men the year before, are misleading. For this particular interpretation, one has to calculate the gender pay gap on the basis of the women’s average hourly income. However, the gender pay gap is calculated, by e.g. Eurostat, on the basis of the men’s average hourly income.

Example for Germany:

- Gender Pay Gap based on men’s average hourly income:

  $$GPG_{m, \text{unadjusted}} = \frac{\emptyset \text{ Income Men} - \emptyset \text{ Income Women}}{\emptyset \text{ Income Men}} \times 100$$

  In Germany, the Gender Pay Gap is 21% (2016). 21% of 365 days are 77 days. The EPD in 2018 will take place on March 18.

- Gender Pay Gap based on women’s average hourly income:

  $$GPG_{w, \text{unadjusted}} = \frac{\emptyset \text{ Income Women} - \emptyset \text{ Income Men}}{\emptyset \text{ Income Women}} \times 100$$

  In Germany, the Gender Pay Gap based on women’s income is 27%. Calculating the day until women have to work to earn the same wage as men the year before is based on the gap of 27% and translated accordingly into 99 days. Using this calculation, the EPD would be on April 9, 2018.

The calculation of the EPD based on the women’s average hourly income provides an explanation easy to communicate; however, mathematically, this interpretation of the Equal Pay Day can be misleading. In addition, communicating just another number or index to measure the inequality of women and men may be both complicated and contested.
### List of EPD Activities in European Countries

<table>
<thead>
<tr>
<th>Federation / Associated club</th>
<th>Date of your EPD</th>
<th>Actions planned (cities, activities, …)</th>
<th>Digital communication</th>
<th>Do you have a specific topic?</th>
<th>Contact person (name and email)</th>
</tr>
</thead>
<tbody>
<tr>
<td>BPW Praha II</td>
<td>March 24 &amp; 25, 2017</td>
<td>Prague, two days conference mentoring facilitation event</td>
<td></td>
<td></td>
<td>Helena Dreiseitlova</td>
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</tbody>
</table>
| BPW Estonia                  | April 10, 2017    | 1. Panel discussion with Minister of Health, and Labour, Head of Gender Equality Council, Head of Human Resource of Skype, Head of Human Resource of Swedbank and young woman entrepreneur (Investment)  
2. Signed the Against the Pay Gap Agreement with 4 other organizations  
3. Bars, restaurants, cafes serving meals with dill 26.9 % higher price  
4. Extra-large posters, large posters and smaller posters printed for advertising the EPD  
5. Posters for tables at the restaurants, cafes and pubs printed  
6. Fish shape posters printed for distribution (salmon also means “gap” in Estonian)  
7. EPD seminars held in Tartu and Pärnu | http://www.bpw-estonia.ee/tilliga-ja-tillita |                                | Angela Ventsel | Angela.ventsei@gmail.com |
<p>| BPW Cyprus                   | March 1-4, 2017   | Meetings with the Minister of Labour, the Speaker of the House of Representatives, the political party leaders, the Cyprus Chamber of Commerce and Industry, and the President and members of the Executive and the Committee of the Employers and Industrialists Federation. |                       | Equal Pay Day | Mary Papadopoulou | <a href="mailto:president@bpwcyprus.org">president@bpwcyprus.org</a> |</p>
<table>
<thead>
<tr>
<th>BPW Belgium</th>
<th>March 14, 2017</th>
<th>Follow up of the results of the EPD tool presented in 2016 to Bank Delen in Antwerp Nestlé in Anderlecht and Pro Duo in Zelzate.</th>
<th>memory stick with logo BPW and EPD</th>
<th>Analysing the results of using the equal pay tool</th>
<th>Christine Dujardin <a href="mailto:dujardin.christine@telenet.be">dujardin.christine@telenet.be</a></th>
</tr>
</thead>
</table>
| BPW Germany | March 18, 2017 | UNESCO Partnership – Partnership with 4 National Associations about STEM podcast: [http://www.bpw.fr/files/1314/9062/2142/Marie_Curie_Role_Modele.mp3](http://www.bpw.fr/files/1314/9062/2142/Marie_Curie_Role_Modele.mp3) interview on the radio [https://www.medi1.com/episode/la-parite%C3%A9-dans-le-monde-du-travail---mythe-ou-r%C3%A9alit%C3%A9--147102](https://www.medi1.com/episode/la-parite%C3%A9-dans-le-monde-du-travail---mythe-ou-r%C3%A9alit%C3%A9--147102) and several articles in newspapers www.equalpayday.de Facebook and Twitter #EPD2017 www.equalpay.wiki | 10 years Equal Pay Day endlich partnerschaftlich durchstarten | info@equalpayday.de  

www.equalpay.day.de Facebook and Twitter #EPD2017 www.equalpay.wiki  

10 years Equal Pay Day endlich partnerschaftlich durchstarten info@equalpayday.de  

BPW Germany | March 18, 2017 | Soirée with the Minister of Family Affairs and her Swedish colleague  
Two symposia on strategies to close the wage gap  
A large congress with more than 250 participants on EPD in Berlin to actively strive for solutions to the pay gap.  
Around 1,000 activities across Germany; Large media interest | www.equalpayday.de Facebook and Twitter #EPD2017 www.equalpay.wiki | 10 years Equal Pay Day endlich partnerschaftlich durchstarten | info@equalpayday.de  

www.equalpayday.de Facebook and Twitter #EPD2017 www.equalpay.wiki  

10 years Equal Pay Day endlich partnerschaftlich durchstarten info@equalpayday.de  

| BPW Italy | March 8, 2017 | Club Monza & Brianza: Meeting with Schools in Lissione | Newspapers | Increase young people knowledge and increase social participation Paola Cairoli paola.cairoli@borgonovoa ssociati.it |  

BPW Italy | March 8, 2017 | Club Monza & Brianza: Meeting with Schools in Lissione | Newspapers | Increase young people knowledge and increase social participation Paola Cairoli paola.cairoli@borgonovoa ssociati.it |  

BPW Italy | April 11, 2017 | Tergeste: leverage cross organizations actions | Newspapers | Diversity management round table with other organizations Elisabetta Gregoric egregoric@libero.it |  

BPW Italy | April 12, 2017 | Club Monza & Brianza: education | Newspapers | Education in primary and secondary schools Paola Cairoli paola.cairoli@borgonovoa ssociati.it |  

BPW Italy | October 26, 2017 | Udine | Newspapers | high level discussions with representatives Francesca Moretti avv.f.moretti@alice.it |  

BPW Italy | April 27, 2017 | Mediolanum - Milano | Newspapers | local and central government awareness Fatima Chirillo fatimachirillo@hotmail.co m |
<table>
<thead>
<tr>
<th>Event Date</th>
<th>Location</th>
<th>Details</th>
<th>Contact</th>
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<tbody>
<tr>
<td>April 12, 2017</td>
<td>Udine</td>
<td>Newspapers</td>
<td>Francesco Moretti</td>
</tr>
<tr>
<td>March 31, 2017</td>
<td>Spoleto</td>
<td>Newspapers</td>
<td>Giuseppina Zito</td>
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<tr>
<td>February 22, 2017</td>
<td>BWP Spain</td>
<td>Central events in many cities with the Equal Pay Day banner in emblematic buildings, Conferences in Chambers of Commerce, Meetings with the most representative business organizations at the regional level and with Social Agents. We have been able to involve all the Political, Economic and Social Agents in the demand for equal pay, we are preparing a programmatic document to take action.</td>
<td>Amaro Martínez Miró</td>
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<tr>
<td>March 23 &amp; April 4, 2017</td>
<td>BPW Pula – Croatia</td>
<td>Meeting with the City Mayor of Pula, focussing on women salaries' inequality Signing up the Memorandum of cooperation between BPW Pula and Croatian Chamber of Crafts, with focus on women entrepreneurship, and on women salaries' inequality</td>
<td>Alida Perkov,</td>
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<tr>
<td>June 10, 2017</td>
<td>BPW Rijeka – Croatia</td>
<td>One of the topic on round table to be held in Rijeka</td>
<td>Doris Sošić, Mob.</td>
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<tr>
<td>March 28, 2017</td>
<td>BPW Follo – Norway</td>
<td>Speaker event on the topic: “How to successfully negotiate your salary” and giving away for free “10 Tips to Successful Negotiating”. Using promotional products in marketing, as tote bags, college etc.</td>
<td>Anne Egelund Stette,</td>
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<tr>
<td>March 9, 2017</td>
<td>BPW Poland</td>
<td><a href="http://bpw-poland.org/">http://bpw-poland.org/</a></td>
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</table>
In a workshop, strategies to close the wage gap have been discussed and worked out: [https://www.yumpu.com/de/document/view/57770460/equal-pay-day-2017-notizen-aus-der-zukunftswerkstatt-at](https://www.yumpu.com/de/document/view/57770460/equal-pay-day-2017-notizen-aus-der-zukunftswerkstatt-at)

International conference, Chisinau, Republic of Moldova

[http://equal-pay-day.at/](http://equal-pay-day.at/)

Gemeinsam für Einkommensgerechtigkeit

Christa Kirchmair: christa.kirchmair@bpw.at
Hannah Heibl: hannah.heibl@bpw.at

BPW Austria
March 14, 2016

BPW Moldova
May 26, 2017

No data are available for the following BPW Federations and Affiliate Clubs:
The absence of data does not necessarily indicate that now activities have been organised. In this regard, it shall be also noted that organising activities on the Equal Pay Day does not only depend on available resources, but also on a supportive political climate that may not be present in parts of Europe for the clubs and federations mentioned below.

<table>
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<th>BPW Federations</th>
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<td>BPW United Kingdom</td>
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<td>BPW Netherlands</td>
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<td>BPW Ireland</td>
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<td>BPW Turkey</td>
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<td>BPW Sweden</td>
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<th>BPW Affiliate Clubs</th>
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<td>BPW Arad, Romania</td>
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<td>BPW Kiev, Ukraine</td>
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<td>BPW St. Petersburg Neva, Russia</td>
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<td>BPW Athens, Greece</td>
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<td>BPW Moscow 2, Russia</td>
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<td>BPW Tel Aviv, Israel</td>
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<td>BPW Donetsk, Ukraine</td>
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<td>BPW St. Petersburg, Russia</td>
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