



SOOLISE VÕRDÕIGUSLIKKUSE
JA VÕRDSE KOHTLEMISE VOLINIK

Towards gender equality through
increased
capabilities for work-life balance —
WOBACA
17.02.2020 —16.02.2022

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Project partners

The Office of the Commissioner for Gender Equality and Equal Treatment in Estonia

The Estonian Business School

The Commissioner for the Protection of Equality of the Republic of Serbia

The city of Heidelberg in Germany



This project was funded by the European Union's Rights, Equality and Citizenship Programme (2014-2020)



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WATCH THE MINI-SERIES

LIFE IS
WORK
IS LIFE

worklifebalance.ee



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Rights, Equality and
Citizenship Programme
(2014-2020)



GENDER EQUALITY AND
EQUAL TREATMENT COMMISSIONER



Heidelberg



POVERENIK ZA
ZAŠTITU
RAVNOPRAVNOSTI





Short-films

15 short-films called “Life is Work is Life” (“Elu on töö on elu”)

Every short-film approximately 3 minutes long, made available in 5 languages (Estonian, English, German, Russian, Serbian).

A 18-minutes long adaption used by the Estonian Business School to influence the attitude of target groups of students and employees for research purposes.



**WORK AND LIFE
ARE INSEPARABLE!**

Watch the mini-series
LIFE IS WORK IS LIFE

worklifebalance.ee



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Questionnaire

The control questions were compiled for educational purposes to emphasize the gender gaps in work-life situations.

Three control questions per episode with answers and explanations in 5 languages - Estonian, German, English, Serbian and Russian.



1

45

Can an employer prohibit a parent from participating in an important event related to their child?

Yes

A

No

B



1

45

Not exactly.

The correct answer is B

No. The employer must enable a reasonable amount of paid free time for personal matters. This includes being absent from work due to family reasons, sickness, or an accident if it is not possible to deal with these events during after-work hours.

[Read further](#)

[Next question](#)



Positive impact of the short-films

The project relied on a behavioral sciences' methodology.

The target groups: upper secondary school students and employees from the business sector.

The results showed that traditional sex-role attitudes of a male breadwinner cannot be influenced by the short film, while its caregiving attitude can be promoted.



Guidelines

Guidelines for specific target groups: female and male caregivers, their colleagues, managements, local governments, schools, politicians in all 23 European languages and in Serbian.

General guidelines in simple language.

<https://toopereelu.ee/en/instructions/english-how-to-achieve-work-life-balance/>



GUIDELINES

In order for the job to be done properly – to ensure that your family is taken care of and that you have free time for your hobbies – we have prepared practical guidelines for different target groups on how to support and achieve a balance between work and family life.

Click on the flag and open the drop-down menu to view the guidelines.







A strategy game „Lifetower“: a board game and a mobile application

The main idea of the game is to hold balance in three pillars of life - work life, family life and personal life.

The better the balance between these three fields, the higher the player's life tower gets.

If the player focuses on one thing only, it loses the balance and the tower would collapse.



KÄIB TÖÖ JA ELU KOOS!

**Digimäng töö- ja
pereelu ühendamisest**

Lae mäng alla tööpereelu.ee



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Rahastatud Euroopa Liidu õguste,
võrdiguslikkuse ja kodakondsuse
programmist 2014-2020





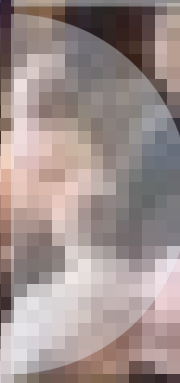
An event „Open School Lessons“

210 participants from the target groups attended the event (politicians, state officials, social workers, teachers, students).

The event was recorded as 3 „lessons“ (career, family and social studies lessons) and can be used as study materials in school lessons according to the national curriculum via Estonian digital learning platform E-schoolbag.



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A Photo Contest called "Me and my Family"

In partnership with the Estonian
National Museum
1343 photos
<https://pildiait.erm.ee/category/mina-ja-mu-pere/>

Photo: Ella Baranyai



In cross-media communication: social media and online media together with more traditional media (television, radio and newspapers, outdoor, etc.).

Facebook/Instagram campaigns

Youtube campaigns

Google search campaign for project webpage töopereelu.ee

Online campaign in the daily tabloid Postimees.ee

Public and internal screens

Outdoor campaign

Promotions campaigns in TV and radio

Cinemas and web cinemas



SOOLISE VÕRDÕIGUSLIKKUSE
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WEBSITE

<https://toopereelu.ee/en>



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Thank you!

