



Comune di  
Milano

# **MASP – Master parenting in work and life**

Programma Easi/Asse Progress – Call for proposals  
VP/2018/005

**01/03/2021**

## THE REFERENCE CONTEXT

- ◆ The **reconciliation between private and work life** still represents an unsolved dimension for female employment in Italy;
- ◆ **Lack of a structured social system** and work organization lead women to a withdrawal from the labor market.



# MAIN OBJECTIVES AND FINAL RESULTS

- ◆ To Develop and test an **innovative work-life balance** strategy;
- ◆ To improve **skills and knowledge** of the key actors involved in the process of reconciliation of work and private life;
- ◆ To develop a **sustainable multi-level partnership** model;
- ◆ To promote knowledge and **experience-sharing between different countries** and companies;
- ◆ To facilitate **the access to information** on social protection rights and entitlements.



# MAAM e FAMILY AUDIT

The project was based on two positive Italian experiences:

- ◆ MAAM (Maternity as a master) is a digital learning method for mothers but also for fathers developed by Life Based Value;
- ◆ Family Audit is an experimental model that promotes cultural and organisational change within commercial or public sector organisations developed by Province of Trento.



# THE EMERGENTIAL SITUATION AS CRISIS AND OPPORTUNITY

- ◆ In Italy, many women with precarious, intermittent, freelance and occasional jobs became **economic victims of Covid-19**: it caused the loss of jobs for 99,000 women (98%), compared to 101,000 fewer jobs;
- ◆ Smartworking imposed by large-scale emergencies is an **important experiment** for the future: it represents the fastest smart working experiment in the western world.



# FROM CONCILIATION TO SYNERGY BETWEEN WORK AND LIFE

Starting from the Masp research and results, these are some guidelines to work on:

- ◆ Encourage **the empowerment of parenting resources** in terms of awareness and management skills: passage from needholders (bearers of needs) and stakeholders (bearers of interests) to **asetholders** (bearers of resources).
- ◆ Adopt intervention methodologies based on **the co-planning of solutions** by involving parents and families;
- ◆ **Rethink the system of offering social services** and facilitate daily life;
- ◆ Increase the **learning capacity at all levels**: from the direct beneficiaries of the activities.



# OUR PARTNERS



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THANK YOU FOR YOUR KIND ATTENTION

