MASP – Master parenting in work and life

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

01/03/2021
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.
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.
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.
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 assetholders (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.
THANK YOU FOR YOUR KIND ATTENTION