



## A Toolkit for Gender Equality in Practice - Initiative

# DeLeMa Group

## Work-life Balance

### Summary of the initiative

The DeLeMa Group is involved in advertising and communication. It has a number of practices in place that promote gender equality and address gender roles at the same time, but also facilitate work-life balance. These include:

- When the family has a new baby the father receives 3 days additional paid leave;
- Both female and male employees receive a gift in cash of Euro 1,700 when they have a baby.

The Group reports that people are more productive and the teamwork is far above average. For instance, colleagues cover the work of a mother when she is on maternity leave, they also respect and cover the work of a father when he needs to go away to assist in his baby's upbringing.

The company is considered nationally to be a "preferred employer", both because of the quality of its creative work, but also due to its mission and policies, which promote career advancement as well as personal development, irrespective of gender.

### Priorities

Supporting work-life

balance **Sector(s)**

Advertising/communication

### Type

Enterprise initiative

### Country

Cyprus

### Model of social

**partnership** Unilateral /

employer **Launch date**

N/A

### Number of employees

<50





**This initiative was submitted by:**

The Cyprus Employers and Industrialists Federation (BUSINESSEUROPE) and the Cyprus Chamber of Commerce and Industry (UEAPME)

**Website**

<http://www.delema.com/>