



A Toolkit for Gender Equality in Practice - Initiative

Robert Bosch GmbH

"Business Women's Program"

Summary of the initiative

Robert Bosch GmbH is a global technology and services company working in four sectors: automotive technology, industrial technology, consumer goods, and energy and building technology.

Robert Bosch has developed a special training program entitled "Business Women's Program" as a way to increase the number of women on all hierarchical levels. As part of the project, the first element to be realised is that each year around 220 (future) female managers and specialised experts should be actively strengthened in their career orientation through taking part in seminars. Second, all decision-makers should be made aware of the potential of women and the economic benefit of mixed (management) teams. Third, the company establishes a platform designed to encourage networking of female managers and female specialised experts.

The Program is a central component of the overall strategy of the company aiming to promote female employees and foster equal opportunities. It is characterised by its holistic approach and themes covered. A number of seminars are organised with the objective to strengthen the competence for women to act and earn promotion, and learn from the different perspectives of men and women in order to infuse all seminar modules. The seminars can address issues like "enhancing negotiation performance", "power and communication" or "career planning management". In some workshops and information events managers and employees of both sexes examine the benefit and advantages of gender diversity.

In addition to the Program, Robert Bosch has developed other tools aiming to develop the potential a highly educated and well trained generation of women: mentoring programs, women's network (women@bosch) and Backstage @ Bosch – Women Special (encouraging women to choose technical careers within the company).

Priorities

Promoting women in decision-making

Sector(s)

Building installation, Energy, Electricity and gas, Installation of industrial machinery and equipment, Manufacture of electronic components, Manufacture of machinery and equipment, Manufacture of office machinery and computers, Manufacturing

Type

Enterprise initiative

Country

Germany





Model of social partnership

Unilateral / Employers

Number of employees

>250

References

http://your.bosch-career.com/fi/web/in/in/working_bosch_in/diversity_equal_opportunity_in/equal_opportunity_in/equal-opportunity

<http://www.bundesinitiative-gleichstellen.de/index.php>

This initiative was submitted by:

BDA (BUSINESSEUROPE), ZDH (UEAPME), bvö (CEEP) and DGB (ETUC)

Website

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