



A Toolkit for Gender Equality in Practice - Initiative

Achmea

Maternity Coaching

Summary of the initiative

Achmea is the largest insurance company in Netherlands. The company insures its clients for damages, care and income.

Since 2010 Achmea started with a new initiative "Maternity Coaching" specifically for pregnant women and young mothers. With this initiative, these women receive extra support in this particular period. The content of this support consists of coaching and workshops.

With this initiative, Achmea wants to support and stimulate women in their ambition and work-life balance. Next to this, Achmea participates in the Cross Mentoring Programme of 'Opportunity in Bedrijf', in which both mentors (managers) and mentees (female high potentials) are targeted.

Priorities

Supporting work-life balance

Sector(s)

Insurance and pension funding, except compulsory social security

Type

Enterprise initiative

Country

Netherlands

Model of social partnership

Unilateral / Employer

Launch date

2010

Number of employees

>250

References

<http://www.opportunity.nl/2010/06/maternity-coaching-bij-achmea/>

This initiative was submitted by:

VNO-NCW (BUSINESSEUROPE)

Website

<https://www.achmea.com>

