



A TOOLKIT FOR GENDER EQUALITY IN PRACTICE

100 initiatives by social partners and in the workplace across Europe



ROUND TABLE

Initiatives by social partners and in the workplace across Europe

A TOOLKIT FOR GENDER EQUALITY
IN PRACTICE

BUSINESSEUROPE



INITIATIVES BY SOCIAL PARTNERS AND IN THE WORKPLACE



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Spain



BUSINESSEUROPE





Igualdad en la Empresa

Strategic Gender Equality Plan Grupo Placentina

Madrid, 7th of May 2014

Antonio Macedo Rodríguez
CEO of Grupo Placentina

ISO 9001
ISO 14001
OHSAS 18001

BUREAU VERITAS
Certification



Launching conference

A TOOLKIT FOR GENDER EQUALITY IN PRACTICE

CONFEDERATION
SYNDICAT
EUROPÉEN
TRADE UNION



BUSINESSEUROPE



CEEP *serving
the public*



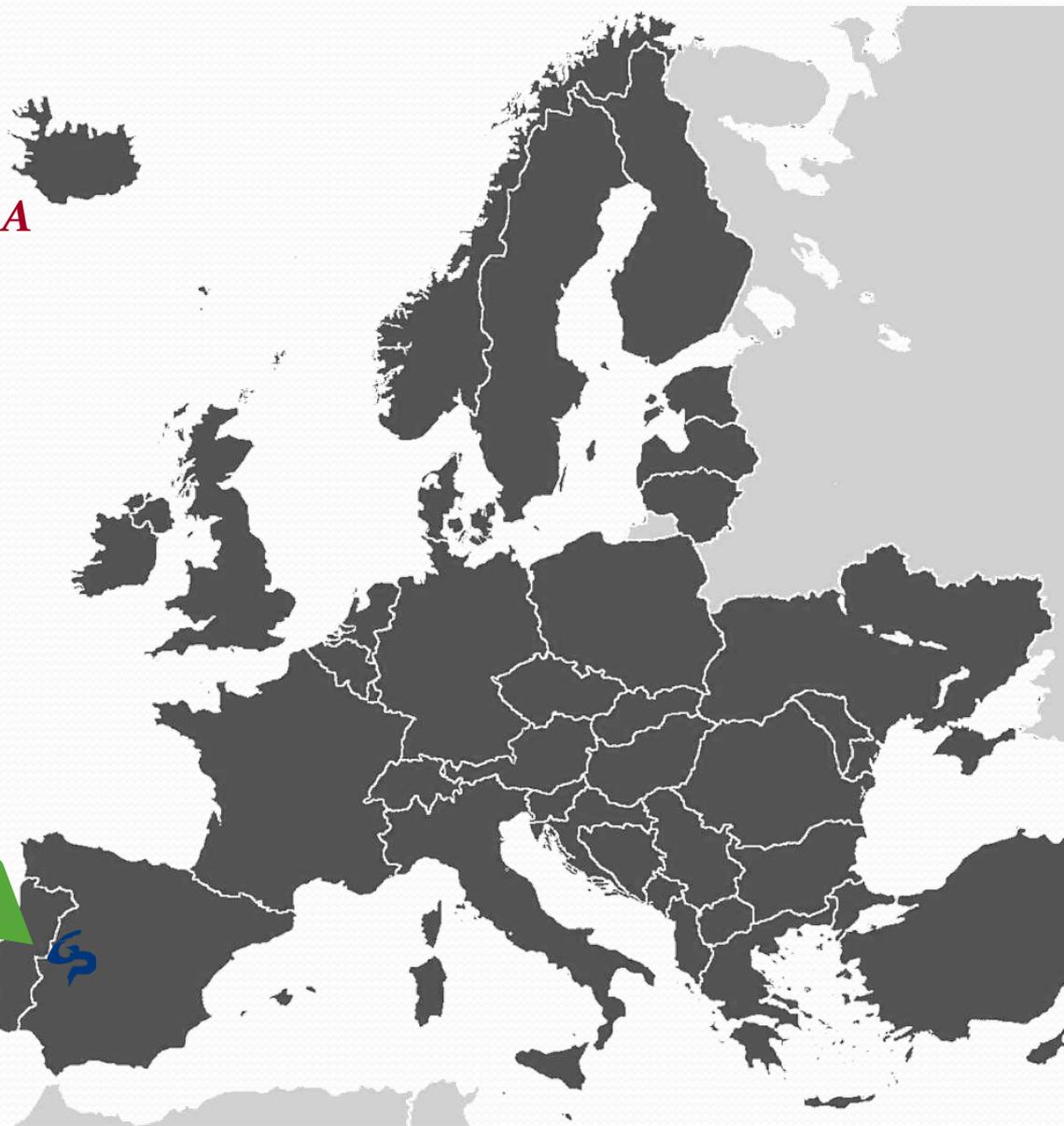
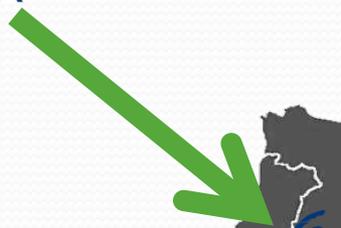
UEAPME



PLASENCIA

CACERES

ESPAÑA



Desde 1960



✓ **MANUEL MACEDO PLAZA**
Founder, 1960

His daughter and sons:
M^a DEL PUERTO
MANUEL LUIS
ANTONIO
JUAN JOSE

**Current
administrators**



GRUPO PLACENTINA

- *Was founded in 1960 in Plasencia, as:*
- *“Autoescuela Placentina” – Drivingschool
(Extremadura – España-)*
 - *Family Business*
 - ***Year 2014:*** → 30 employees
 - → 6 workplaces
 - → One of 60.000 m²



AUTOESCUELA PLACENTINA

Serious crisis in 1980

Generational change of management in 2004

Manuel Macedo → second generation of Macedo

- Need of substantial changes:

- Creativity
- Quality
- CSR

} Limited resources



GRUPO PLACENTINA

- 1960 → Driving school Placentina
- 2000 → Grupo Placentina
 - Driving school
 - Academy for official public examens
 - Training in industrial safety and fire
 - Private security
 - School of machinery
 - Department of Quality, CSR & Equality



*Based on two principles:
total investment of profits and teamwork*



ESTRATEGIC GENDER EQUALITY PLAN

GRUPO PLACENTINA

Consolidated other proceedings the above areas are addressed :

- *SOCIAL WORK*
- *DEPARTAMENT OF HANDICAPPED*
- *NATURE TRAINING*

With all this in place, it is intended to *turn around* work systems, expansion, a new way to give customer service and form a great team, capable of executing strategic plans.

IF WE DON'T CHANGE, WON'T ADVANCE

INTERN POLITICS

Nº REC 071/2012
EXCELENCIA
EXCELENCIA
"MODELO EFQM"



DIVERSIFICATION

- *Training in transportation, logistics and road safety*
- *School of machinery* Private Security*
- *Training in industrial safety and fire*
- *Consulting*
- *Development projects for public administrations*
- *Academy for official public examens*

This allows us to open new lines of business, attract new customers and keep those who are already



COMPETITIVE ADVANTAGE

- To stand out from competitors
- For self-conviction: **Bet on non-mandatory policies, we do more than required, NOT LEAST EFFORT :**
 - Implementation of integrated management system:
ISO 9001 + ISO 14001 + Ohsas 18001
 - ISO 39001 Road Safety
 - Corporate Social Responsibility System
 - Implementation of Strategic Equality Plan
 - Marketing Plan.

LET'S BE DIFFERENT



QUALITY IN SERVICE

- Continuous improvement in processes
- Quality surveys: analysis of results
- Suggestions
- Implementation of preventive and corrective measures
- Involvement of the entire structure of the company

First European SME dedicated to training in transportation, certified Integrated Management System

SOCIAL WORK

- Collaboration with private or socio-cultural activities organized by local authorities, regional, state:
 - Partnership with: games, workshops, storytelling, library, games room, children's films, etc.
 - Sponsorship of sports teams
 - Financial contributions for hiking
- Driver education workshops for children and adults
- Caring for the environment:
 - Tree planting * Control of waste management
 - Efficiency in consumption * Control in buying products
- Service Department Disability: **Local & Vehicles**
- Signing agreements with **NGOs and other entities**



HR



A competitive team: is achieved when you have an exciting project as it believes in the direction of the company.
Therefore they **DESERVE A GOOD STRATEGIC EQUALITY PLAN**

STRATEGIC EQUALITY PLAN

Implanted in 2007

- Due to the growth of its workforce
- Increased services
- As an added value to your service
- Adapting to today's society
- Find out from the competition

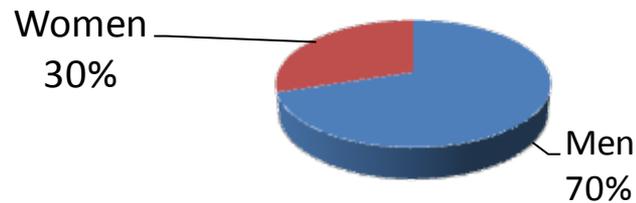


Group Placentina its size is not required by law, implemented voluntarily.

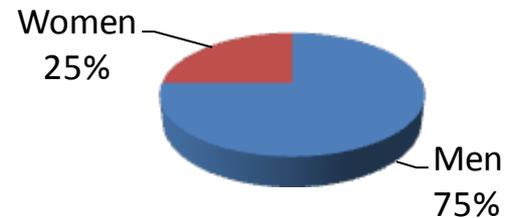
2010 → Distinctive of Equality(39 companies of 220)

TEMPLATE FEATURES

sex distribution (Total workforce)



Distribution by sex (Top Management)



Template age group: 41 years
With family responsibilities : \pm 40%
Bet on **more qualified staff**

DATA TEMPLATE

- The crisis has forced us to cut jobs, the criteria for this reduction have always been: Technical.
- A better qualified staff, you can get more performance, you can do more.
- The worker with higher salary of staff, is a woman and is not a manager, so, for his technical contribution.

RECONCILIATION MEASURES

labor flexibility

Flexible schedules: employees proposed changes

Mobility schedules and workplaces

Part-time work

Change of intensive day

Approach to the employee's place of residence

Meetings / training within working hours

Meetings / training by videoconferencing

Telecommuting: Depending on job characteristics

RECONCILIATION MEASURES

Amplification of acquired rights

Extension of leave for family matters

Extension of maternity/paternity leave

Leave to care for dependents

Continuous training period

Social benefits

Child Care: **for staff and students**

Enabling rest areas

Vehicle and mobile company, from Monday to Sunday

Car washes

Agreements with third parties: Discounts and other

RECONCILIATION INTERN MEASURES

Prior to
employment

Jobs discriminatory

Nondiscriminatory curricular Screen

Selection processes conducted by joint teams

Posterior a la
contratación

Equal conditions and recruitment criteria

Equal employment rights:

- **Salary according to worth, not by gender or other discriminatory factor**
- **Flexibility at work: «workers organize»**
- **social benefits**
- **Access Internal training**

WE CAN NOT LOSE A VALID HUMAN RESOURCE

RECONCILIATION EXTERN MEASURES

- Using gender-neutral terms (offers, reports, writing projects, etc..).
- Training women in a masculine industry :
 - Transport (Bus, truck, ambulance service ...)
 - Management of self-propelled machinery
- Training for disadvantaged groups:
 - Handicapped
 - Groups at risk of social exclusion

Internal results



- More motivated workforce, so faithful and involved



- Reduced absenteeism, involvement.



- Increased labor efficiency, more motivation.



- Increased productivity



- Increase profitability & Image

BENEFIT FOR EMPLOYEES AND COMPANY

External results



- **Attraction for new customers**



- **Attracting potential workers**



- **Relations with other companies and administrations**



- **Increased competitiveness against the competition**

IMPROVED COMPANY IMAGE

SYNERGY



- We belong to:

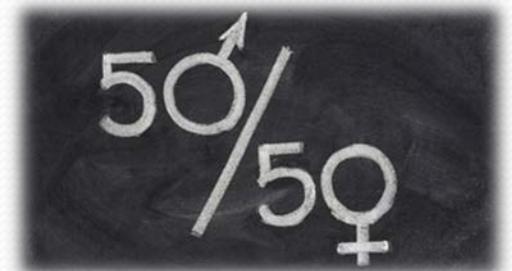
Different associations (in various sectors)

**Equal Award - Ministry of Equal-Equal Spain.
year 2010**



EQUALITY FROM THE ADMINISTRATION

- It is remarkable, that the administration does not value the effort we make on equality.
- Our company has not been compensated in any way. Bids, tenders, etc., possess the distinctive equal and we think it is not attractive to invest or spend more efforts on equality.
(Anecdotaly, one time we had a problem to charge a service performed on equal ...)



CONCLUSIONS

Thanks to the involvement and commitment of the entire team of Placentina Group, today, this entity is being able to face these difficult times.

This way of working helps us to be more visible in a tangle further business today is managed global level, where SMEs and micro-SMEs are hardly visible.

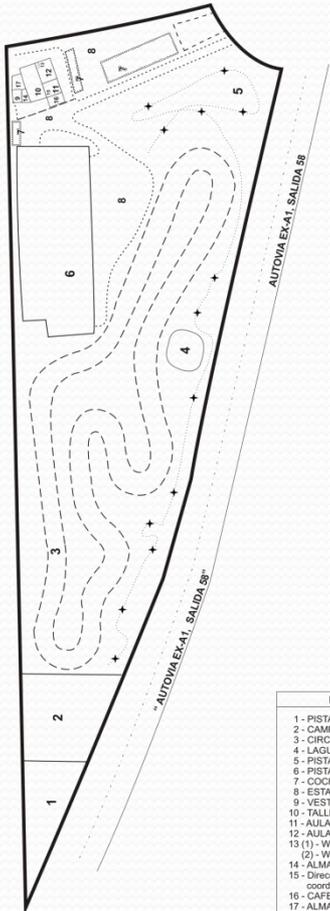
SUGGESTIONS

- Investing in equality, is profitable.
 - *Selfishly concerns us all.*

Be selfish too

But beware, we think that this, like other strategies only work when you believe in them and are covered voluntarily. A simple transposition to another company need not give the same result and can even backfire.

OUR TRAINING CENTER IN INDUSTRIAL SAFETY IS A NATIONAL REFERENCE



LEYENDA	MEDIDAS
1 - PISTA MAQUINA DE OBRA.	1 - 3.800 M ²
2 - CAMPO DE FUEGO.	2 - 5.080 M ²
3 - CIRCUITO DE TIERRA.	3 - 950 M x 12 M
4 - LAGUNA.	4 - 29 M x 23 M
5 - PISTA 4 x 4.	5 - 15.200 M ²
6 - PISTA DESLIZANTE.	6 - 5.000 M ²
7 - COCHERAS (3)	7 - 600 M ²
8 - ESTACIONAMIENTOS (3)	8 - 3.700 M ² + 2.500 M ²
9 - VESTUARIO (TAQUILLAS)	9 - 35,95 M ²
10 - TALLER ACTIVIDADES, AULA TALLER	10 - 189,15 M ²
11 - AULA 1	11 - 65,57 M ²
12 - AULA 2	12 - 96,28 M ²
13 (1) - W.C.	13 (1) - 4 M ²
(2) - W.C. Discapacitados	(2) - 7 M ²
14 - ALMACEN EQUIPOS Y MEDIOS.	14 - 17,90 M ²
15 - Dirección, Secretaría y Salas de coordinación	15 - 65,57 M ²
16 - CAFETERIA Y SALA DE OCIO	16 - 48,55 M ²
17 - ALMACEN DE CARGA.	17 - 69,75 M ²



AWARDS





THANKS TO ALL

Antonio Macedo Rodríguez



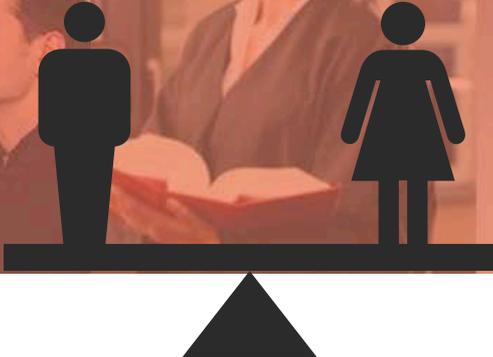
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Thank you!



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