

« VISION PURSUIT », BPW - Athens 16.3.2011



About a hundred women present on this formal occasion, organised by the new BPW-Athens club, expressed their concerns about Gender Equality.



Within a room giving a superb view of the “Constitutional Square” –Syntagma-, the General Secretary for Gender Equality, **Mrs Maria Stratigaki**, presented the government program and road map for the next years: **"Our goal the substantial gender equality, 2010 – 2013"**. The main effort of the secretary has been put into the new programs that have been initiated in all regions to eradicate violence against women: a new SOS Hotline 24h/7 days for victims was launched on the 1st of March. Several aspects of equality are currently investigated and data has been collected to reinforce government policy, said Mrs Stratigaki. The parliament has been presented with a new Law on Combating Violence against Women. Furthermore amendments of Family Law will be presented to parliament shortly and a new law on Promoting Substantive Gender Equality, more information on <http://www.isotita.gr/en>. Mrs Stratigaki invited the BPW-Athens club to participate actively in the activities to be organised.



BPW-Europe was represented by **ECC member Assimina Walther** who launched the first **Equal Pay Day awareness campaign** with the BPW-Athens club.

Starting with photographs across Europe from the 2010 campaign, bpw members and friends discovered the impact of the “red purse campaign”. Data from the official website of the EU was presented for the gender pay gap: 22% in Greece compared to 17.5% for Europe. The **gender pay gap factors remain a challenge** for all bpw clubs / members:

- **Discrimination**
- **Undervaluation of women’s work**
- **Segregation in the work environment**
- **Tradition and stereotypes**
- **Disequilibrium of professional and private life**

All these factors have impact on women’s revenues because according the latest polls 57% of men are negotiating their first salary and only 7% of women (see the gender pay gap calculator on the EU internet site [Justice, Fundamental rights and Citizenship](#)).



An overview of BPW- Europe aims and activities was presented for new members in Greek and English.



The last panellist, **Mrs Eugenia Tsoumani, Member of Greek Parliament** presented **"Women in leadership – Factor for sustainable development»**. She referred to the recent action of EU Commissioner Vivian Redding pushing for more women in boardrooms. The action group 50/50, of which Mrs Tsoumani is a member, aims to the parity in decision making positions. Many prominent women from different political parties promote and support this action and particularly the European Women's Lobby Greek Coordinator Mika Ioannidou who was present on this occasion.

Art can express vision eloquently!

The photographs cannot convey the ambience of this exceptional event: As the BPW-Athens board is very committed to culture and high quality occasions; opera singers had the last word on this superb evening.



We address our warmest congratulations to President Niki Protopapa and her board for their successful first official event and our best wishes for the next one.



Morges, Switzerland 17.4.2011

Assimina Walther,
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BPW-Europe

www.bpw-europe.org

www.bpw-international.org

We make our members visible! Take a look at: www.bpw-business.org

2009-2011 BPW International Triennium Theme "Power to Make a Difference"

2009 - through Leadership

2010 - through Action

2011 - through Advocacy

BPW INTERNATIONAL 1930 - 2010

Business and Professional Women



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