



# Project outline

## Expanding Choices: Gender-Responsive Family Policies for the Private Sector in the Western Balkans and Moldova

UNFPA Moldova, in partnership with the Austrian Development Agency (ADA) and the Ministry of Health, Labour and Social Protection of the Republic of Moldova, aims to promote an enabling environment for women's and men's sustainable work-life balance. UNFPA Moldova will actively engage the private sector in the implementation of family-friendly workplace policies and the development of an organizational culture encouraging women's labour market participation, while supporting the realisation of both women's and men's desired fertility.

### Project Background

The economic empowerment of women and promotion of equitable gender relations represent an accelerator of progress towards the UN Sustainable Development Goals and their attainment in the region.

Discriminatory gender norms persist in the Western Balkans and the Republic of Moldova, making women carry the biggest burden of unpaid carework. These norms obstruct women's active participation in the labour market and in social life, and discourage men from engaging in parenting.



In Moldova, **9** out of **10** women with children under the age of 3 are **unemployed**.

Gender stereotypes limit women's empowerment and their role in decision making processes, both at society and household level. Limited commitments to work flexibility under the current labour legislation are affecting men's and women's work-life balance. Despite the fact that Moldova's Labour Code contains clear guidance on flexible working arrangements, these decisions remain at the discretion of the employer.

### Current employment rates for Moldovan women

**39.1 %** → of women with children aged 0-6  
**59.5 %** → of women without children

- **Project goal:** Expanding choices – allowing men and women to fulfill their career, family and fertility aspirations
- **Project duration:** December 2019 – December 2022
- **Project location:** Regional level – Western Balkans / National level – Albania, Kosovo, Moldova
- **Target groups:** Private sector champion companies, policy makers at regional / national level (academia, NGOs, governments etc.)
- **Indirect beneficiaries:** women, men and children in Moldova, Albania and Kosovo who will profit from national gender-responsive family policies, and mainly male and female employees from the champion companies.

## Expanding Choices: *Theory of Change / Project Philosophy*

**OUTCOME 1:** Men, women and children benefit from gender-responsive policies and initiatives that are offered by private sector companies

**Output 1:** Improved dialogue, knowledge sharing and learning among Governments, private sector and CSOs at regional and country/territory levels

**Activities:**

- Define the concept: Family Friendly Workplaces
- Share success stories
- Highlight best practices

**Output 2:** Better understanding of family-friendly policies benefits for the private sector: champion companies commit to concrete actions

**Activities:**

- Identify and engage champion companies
- Conduct research and share findings
- Assist champion companies in implementing change: develop resources, tools and business cases

**OUTCOME 2:** Men, women and children benefit from national gender-responsive family policies promoted by the Government

**Output 3:** An enabling environment for gender equality and gender-responsive family practices

**Activities:**

- Raise public awareness: challenge gender stereotypes
- Engage the media
- Mobilize the business community

**Output 4:** Improved Government understanding and commitment to gender-responsive family policies

**Activities:**

- Analyse national policies: document and outline gaps, suggest improvements
- Make governmental partners commit to policy change
- Promote multi-sectoral dialogue and collaboration
- Develop regional advocacy brief on best practices
- Consistently advise and support to governments

**Implementing Agency**

United Nations Population Fund (UNFPA)

**Implementing partner**

Chamber of Commerce and Industry (CCI)

**Financial contribution**

Austrian Development Cooperation (ADA)  
United Nations Population Fund (UNFPA)

**Contacts:**

**United Nations Population Fund**

131, 31 August 1989 Str.

MD-2012 Chisinau, Republic of Moldova

Tel: + 373 22 214 002

E-mail: moldova.office@unfpa.org

anghelici@unfpa.org,

Web: <http://moldova.unfpa.org>