



WELCOME TO THE WOMEN'S PLANET

**3 generations of women on the evolution of gender equality
across the globe**

2,382 WOMEN 3 GENERATIONS 108 COUNTRIES

generation W



born between
1945 - 1960

generation X



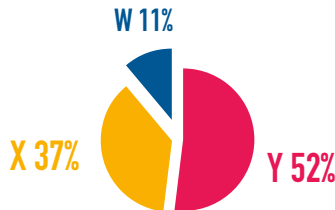
born between
1961 - 1980

generation Y
or Millennials



born between
1981 - 1995

distribution



aspirations and demands

control of their bodies



independence

autonomy

commitment

action

professional life / personal life balance



equal pay

balance

freedom of expression



access to all spheres of power

flexibility

MAZARS

Mazars, with operations in over 72 countries, is an organisation specialising in audit and advisory services to companies. It derives its strength from the diversity of its 14,000 employees. In this respect, and because we firmly believe that our success is the result of the collective intelligence of our teams, Mazars has decided to examine the theme of Gender Equality and cultural and generational differences.

The fact that large numbers of Millennials have been attracted to Mazars and that a dialogue has thus been created between generations, has forced us to question our *modus operandi* and our management methods so that we may better respond to the aspirations of each individual employee. Conscious of the changing role of women in the world, and as a sign of our commitment to this subject, we decided in 2013 to sign the 7 WEP¹ set out by UN Women. Throughout our organisation, we strive at all times to apply a policy that allows all employees to find their place and achieve their true potential.

After having surveyed generation Y² and men³ in our two previous studies, we decided this year to join forces with the French National Committee for UN Women in order to carry out a comparative study of 3 generations of women around the world on the question of gender equality. As “trend watcher”, Mazars has sought to understand the changes in this area in almost 110 countries and to give a voice to more than 2,300 women so that they can share with us their views on the subject. Between demands and appreciation of the progress made, these women put the idea of feminism into perspective, whilst at the same time describing their struggles and their dreams.

1. *7 Women Empowerment Principles*, <http://wepprinciples.org/>

2. *Revolution Y?*, international study by Mazars and WoMen'Up, 2012

3. *What do men think?*, international study by Mazars and WoMen'Up, 2013

further information on: www.mazars.com

FRENCH NATIONAL COMMITTEE FOR UN WOMEN

The French National Committee for UN Women is an independent French association that supports the UN Women mission in favour of women's rights and gender equality. Created in 2013, the Committee acts as the relay in France for the international campaigns carried out by UN Women. It develops advocacy, education and public awareness initiatives and allows people to contribute to mobilising resources in favour of programs in 85 countries. The Committee prioritises three themes, in conjunction with institutional partners, associations, the media and the private sector:-

- Support for women's empowerment principles, the reinforcement of their leadership and their participation in public and political life;
- The fight against all forms of violence against women and girls;
- The place of women in conflicts and in Peace and Safety processes;

The role of the Committee is to inform and alert the public on issues relating to women's rights in France and worldwide, to be the interlocutors for public authorities and to participate as experts on international subjects relating to women's rights. In France, the Committee also supports those companies that have signed up to the WEP.

The French National Committee for UN Women joined forces with Mazars, being firmly convinced that an intergenerational survey makes complete sense today and has a contribution to make to the current debate on women's rights. Indeed in 2015 UN Women will organise a major mobilisation campaign to celebrate the 20th anniversary of the Beijing Conference on women's rights and development, that is one of the most important commitments in the area of the promotion of women's rights internationally.

Further information on: www.onufemmes.fr

In less than a century, the role of women has been completely transformed. Educated and qualified, they have entered the public domain and are providing a new perspective. But is this happening everywhere in the world? This is the question that the study wanted to answer via the testimonies of 2,382 women from 3 different generations. How are women experiencing these changes? Do they consider that they have the same opportunities as men? Do they welcome these major upheavals? Let's take a closer look and set off together for the Women's planet.

As a result of our survey of women with over 100 different nationalities we have discovered that major progress has been made in the area of gender equality. This progress, rendered possible by the legislative apparatus, has obtained for women freedoms such as benefitting from an education, the ability to work and choose a career, manage their finances, drive and travel. However, it should not be assumed that gender equality is progressing everywhere at the same rate – each country deals with this subject based on its own cultural and legislative specificities.

The analysis of the reactions of 3 generations of women (generation W born between 1945 and 1960; generation X born between 1961 and 1980; generation Y born between 1981 and 1995) allows us to appreciate the dynamics of this phenomenon. A further largely positive result is that women – with a few rare exceptions – have not seen any deterioration in their situation, only improvements. These 3 generations, which relate gender equality to their own specific issues, offer different, albeit complementary, definitions of feminism.



GENERATION W – FEMINISM DESIGNED TO DISRUPT ESTABLISHED RULES

A generation for which, particularly in Europe, Africa and the Middle East, feminism is understood as a struggle and a subject that is still relevant today. In Western countries, these women fought to become independent, in particular financially, and to have the freedom to control their own bodies – by the means of contraception and abortion. As models for future generations, this pioneering generation managed to infiltrate the eminently masculine corridors of power, and have their voices heard in the defence of their position and their legitimacy.



GENERATION X – PRAGMATIC FEMINISM FOR A MORE BALANCED LIFE

Generation X benefitted from the freedoms gained by previous generations, but also experienced its share of disappointments. So much so that it sees feminism as a movement. Participating in the labour market, generation X women nevertheless have to deal with a professional world that is still too often hostile to their empowerment, whilst they continue to carry out the vast majority of household duties. In addition, the stress created by the difficulty of managing this dual agenda appears to be one of the most commonly reported problems of all the women that we questioned.



GENERATION Y – MULTI-FACETED FEMINISM IN THE SERVICE OF FREEDOM OF EXPRESSION

Generation Y women – also known as Millennials – provide a multi-faceted definition of feminism – a mixture of struggle, movement and philosophy. However, their demands enjoy a wide consensus – they want access to all the echelons of power, to be visible and influential, and vehemently defend the respect due to a woman's body, whilst at the same time pointing out that change will not take place without men being involved. As these women want to live their femininity without the status of women being subject to any subjugation, they have spoken up to denounce the inequalities that confront them on a daily basis. It comes as no surprise therefore that a generation that has grown up with the Internet and social networks should wish to defend freedom of expression!

A COMMON FINDING – GENDER INEQUALITIES CONTINUE TO EXIST

Women have conquered the world of work, although they still represent only 40% of the active population worldwide. The right to choose a career seems now to be established for 79% of the women that we surveyed, nevertheless there are still inequalities in other domains – over half state they have suffered discrimination in favour of a man, and think that their career path is not the same as their male counterparts'. What is even more worrying is that 63% consider that maternity is an obstacle to their career development. Whereas it is common knowledge that the participation of women in the labour market represents the economic development of the future, the professional sphere is still seen as a place where discrimination and outdated values reign.

But, work apart, these women, who are different in every respect – age, origins, career – complain about the same things, namely, stress linked to a hectic schedule, harassment in the street, hyper-sexualisation of the female image, and the decline of social relationships.

WOMEN UNITED FOR A COMMON PURPOSE – ACHIEVING GENDER EQUALITY

The women surveyed are quick to acknowledge that gender equality has improved in recent decades – they have finally acquired the rights that men have enjoyed for a long time (education, career choice, financial autonomy, freedom of movement, etc.). But they are nevertheless critical – 51% of the women surveyed consider that this progress has not gone far enough, notably in Latin America, Africa and the Middle East. It is, therefore, no surprise that 72% of them consider that feminism is still relevant today.

Although demands may vary from one region to another – women in Latin America above all defend the right to an abortion, whereas women in the Middle East would like to be able to express themselves freely – they agree on the route that needs to be taken to improve gender equality. Education and work are designated as the main vectors for greater independence and autonomy. They expect, above all, that their partners should support them in carrying out their day-to-day duties and be more involved. In a context in which they deplore the decline of family solidarity, they stress that companies have a critical role to play in promoting a better work/life balance.

United in defending their freedom and unanimously advocating respect, they share the same conviction that gender equality will inevitably improve – 77% of them think that future generations will achieve progress in this area.

The visibility of women in society, the distribution of new means of communication and the rise of an increasingly connected generation call into question our current societal models. The example of Rwanda is proof of this – women are the future! It is therefore time to discover how they live, what they denounce and what they dream of! Welcome to the Women's planet!

Muriel de Saint Sauveur,
Mazars Group Director of Diversity

1. World Bank, *Rate of participation of women in the active population in 2011, 2014*



**GENDER EQUALITY -
IMPROVING,
BUT COULD DO BETTER!**

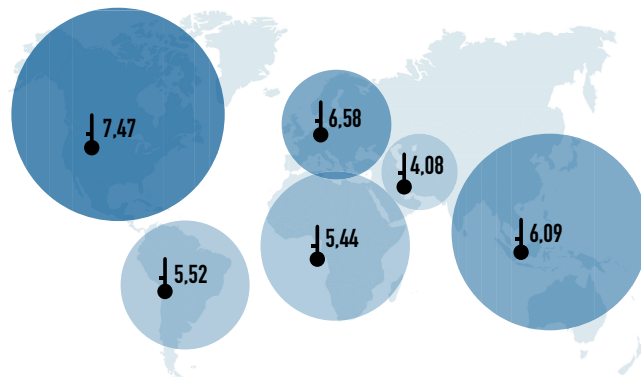


A GRADE ONLY SLIGHTLY ABOVE AVERAGE

- GRADES THAT VARY WIDELY FROM ONE REGION TO THE NEXT

On average, women consider that the level of gender equality in their country stands at **6,13 / 10**
Millennials are happier than their elders, and give higher marks than Wers and Xers (with the exception of Millennials in the Middle East)

On a scale of 0 to 10, how would you rate the level of gender equality in your country?

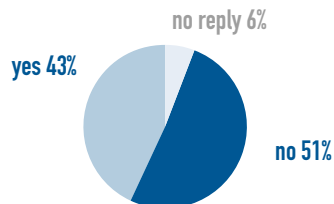


Gender equality barometer



51% of women surveyed, from all generations, consider that the legal framework in their country is unable to ensure gender equality.

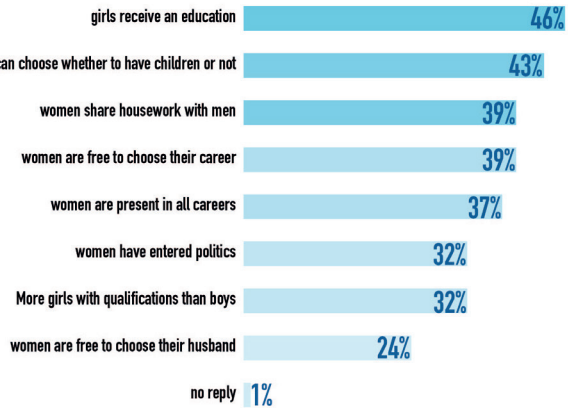
Do you think that the legal framework in your country is able to ensure gender equality?



• THE REAL CHANGE – EDUCATION FOR GIRLS!

In general, the women surveyed all noted a number of positive changes in favour of gender equality, and in particular education for girls, **46%**

What, in your opinion, has changed since your grandmother’s generation, your mother’s generation and yours?



700 million women are victims of forced marriages, and more than a third of them were only 15 years old.

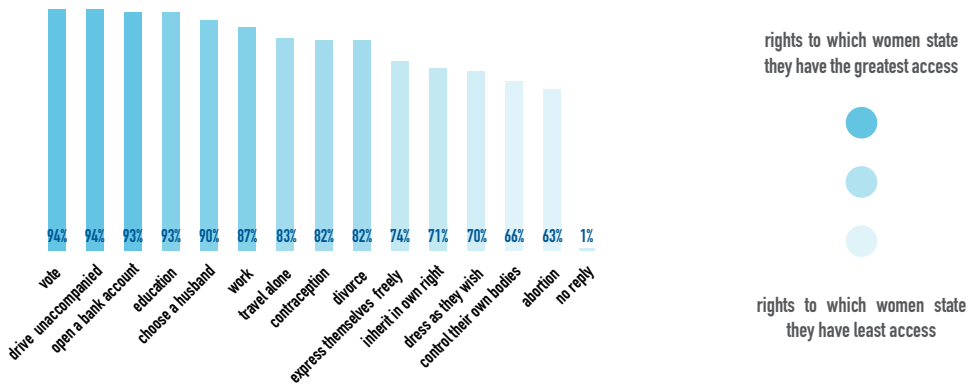
UNICEF, 2014.

changes that were most noticed (dark blue circle) changes that were least noticed (light blue circle)

EQUALITY - SAME OBJECTIVES, DIFFERENT REALITIES

• RIGHTS ACQUIRED *VERSUS* RIGHTS DENIED – WOMEN DESCRIBE DIFFERENT DAY-TO-DAY EXPERIENCES

In practice, you consider that you have the right to ...:



Overall, women consider that they have now acquired certain rights (vote, driving, work). Nevertheless there are still inequalities in respect of other rights, resulting from the legislative and cultural specificities of each country. Thus, although **100%** of women in North America state that they have the right to divorce, this falls to **23%** for the Middle East.

The 1st country to have given women the vote is New Zealand in 1893. Saudi Arabia will authorise women to vote for the first time and to stand in municipal elections in 2015.

Interparliamentary Union, 2014.

The regions of the world in which gender equality appears to have been achieved in almost all areas

North America and Europe

Equality barometer > 6,13 / 10

Legal framework considered adequate > 50%

Major changes over recent decades :

- sharing housework
- the choice of having a child or not

Almost all women consider that they have full access to each of the rights listed

The regions of the world where gender equality is still absent in many areas

Middle East, Africa, and to a lesser extent Asia-Pacific and Latin America

Equality barometer < 6,13 / 10

Legal framework considered adequate < 50%

Major changes over recent decades :

- education for girls
- the entry of women into politics

Some rights considered not very accessible :

- inheriting in one's own right
- expressing oneself freely
- controlling one's own body
- dressing as one wishes
- abortion

• CONTROL OVER ONE'S OWN BODY – A RIGHT UNIVERSALLY UNDER THREAT?

Some respondents, from around the globe, express their opinions



"I think that women today run a greater risk of being raped, in particular when they are given certain drugs"
Canada, born in 1960



"The dream of all young girls in Egypt, is to wear a dress without being harassed! And this is still a dream, not a reality"
Egypt, born in 1994



"My grandmother and my mother enjoyed greater freedom than me, in terms of how they dressed and personal freedom"
Iraq, born in 1964



"The right to an abortion is essential for women, and today in Spain, it is unfortunately under threat"
Spain, born in 1989





"Women are increasingly exposed to harassment because of the way they dress"

Brazil, born in 1991



"There has been an incredible increase in the number of cases of sexual harassment over the last 15 years"

Algeria, born in 1990



"When I dress the way I want to, men behave in a disrespectful manner"

Slovakia, born in 1982



"The attitude of men towards women in the street has got worse, I have lost count of the number of derogatory remarks about the way I dress ..."

France, born in 1987



"Unlike when my mother was young, abortion is now a right that is under threat in the United States"

United States, born in 1980

3 GENERATIONS - 3 DEFINITIONS OF FEMINISM?

Although **72%** of the women surveyed consider that feminism *is still relevant today*, its significance and the struggles that define it vary enormously from one generation to another.

• GENERATION W – A GENERATION THAT HAD TO FIGHT



MILITANT

Feminism is above all seen as a **STRUGGLE** (37%)

Demands for increased rights that have gradually been written into the legislation in certain countries:

- Rights for greater control over one's body (abortion, contraception)
- Rights for increased autonomy and freedom (vote, divorce, education)

• GENERATION X – WOMEN WITH UNFULFILLED EXPECTATIONS



DISENCHANTED

Feminism is mainly perceived as a **MOVEMENT** (34%)

Demands heard but still not tangible enough in practice:

- Equal pay
- Possibility of finding a satisfactory professional life / family life balance
- Commitment of the partner to sharing household duties

For women in some regions (Middle East and Africa in particular), the struggles still relate to individual rights considered "fundamental" and which appear to have been achieved in the West (driving, travelling, giving your surname to your child, divorce)

• GENERATION Y – MULTIPLE DEFINITIONS OF FEMINISM



INFORMED

Feminism is both a **STRUGGLE** and a **MOVEMENT** or a **PHILOSOPHY**

This generation, whilst following in the footsteps of previous generations, is also distinguished by :

- The defence of different themes such as freedom of expression
 - Its inclusive approach to the subject – gender equality will not be achieved without men
 - New measures put forward to guarantee gender equality – social networks and access to entrepreneurship
- Most North American Millennials consider feminism to be a philosophy (42%) and see it as being outdated (20%)! This shouldn't come as a surprise – almost a quarter of the women surveyed in the USA and Canada consider that gender equality has already been achieved in their country!

DEFINITION

- **Struggle:** fight engaged in to defend a cause;
- **Movement:** collective action aimed at social, political, psychological change;
- **Opinion:** the view that you have on a subject;
- **Philosophy:** way of seeing, understanding, interpreting the world, that guides behaviour.

Larousse Dictionary, 2014 edition.



"The pill means freedom"
Lebanon, born in 1951



"In my opinion the greatest progress in terms of parity, is access to contraception"
Colombia, born in 1957



"Ah! In my country, it is hopeless – there hasn't been any progress!"
Pakistan, born in 1966



"As far as I'm concerned things have been going backwards"
Italy, born in 1968



"In my country I don't see any change"
Argentina, born in 1977



"The promotion of female entrepreneurship by access to credit is a major event to encourage equality!"
Burkina Faso, born in 1980



"In my country the fact that a woman was able to become President represents a major step forward for women"
Brazil, born in 1985



"Twitter – as a global platform – has opened up the debate on gender equality to everybody"
New Zealand, born in 1993

Western countries have experienced 3 historical waves of feminism :



19th century – early
20th century

1960 – 1980

End 1980
Start 2000

Between the Victorian era and the 2nd World War – women enter into industry, their work becomes visible.

Civic rights (vote, eligibility), universal access to jobs and education, marriage laws (and in particular to facilitate divorces), right to property ownership.

CONTEXT

Financial independence of women, start of the mass consumer society, tertiarisation of the economy, sexual revolution

MAIN STRUGGLES

Rights linked to reproduction (contraception and birth control, abortion), equal pay. This is a more profound challenge to the patriarchal system - they denounce not only inequality before the law, but also more diffuse inequalities, in the culture and minds.

Reconstituted families, globalisation, appearance of NICTs, LGBT* movements, access by women to decision-making spheres.

Paternity leave, quotas of women in companies, greater flexibility for a better professional life/ personal life balance. The 3rd wave therefore follows in the footsteps of the 2nd and completes the egalitarian process in family and professional life. It is, however, more inclusive and strives to reach out to men.

* LGBT : Lesbians, Gays, Bisexuals, and Transexuals



EQUALITY, EQUITY AND PARITY – HOW ARE THEY DEFINED?

Equality is a notion that implies, in a democratic system, that everyone has the same rights and must fulfil the same duties, whatever their social or biological differences. Thus, far from considering that we are all identical, equality guarantees women and men the same access to education, political life or a career.

Even when gender equality is enshrined in law, it is not always applied in practice and therefore systems need to be put in place to promote equity.

Equity is when a society seeks to correct inequalities that it judges unacceptable, generally caused by legal loopholes, to create a situation that will be considered fairer. Except that what is perceived as fair and equitable may differ from one society to another, in accordance with their historical and cultural context. Thus, positive discrimination measures such as quotas of women in companies have led to debates in certain countries, as they go against a certain meritocratic ideal.

But quotas, although they may guarantee parity, are not always enough to bring about gender equality. As parity – which in common use refers to gender equality – implies equal representation of women and men within a group or body. However, women may be just as numerous as men within a company – this does not mean that they have access to the same functions or that they are paid the same salaries as them!

Jean-François CHANLAT

University Professor and joint chief scientist of the Chair of Management and Diversity at the Université Paris-Dauphine

FEMINISM IN INDIA – A RECENT DEVELOPMENT

“My mother obtained the respect of her family but not of society. Today, my grand-daughter demands respect from society, and will undoubtedly obtain it.” – Nandita

In less than fifty years, Indian women have been granted a wide range of rights – whereas 40 years ago education was the preserve of girls from good families, today 91.8%* of girls go to secondary school. Feminism is a recent development for Indian women, as Nandita, 73 years old and retired, explains – *“Indian women never fought for their rights, they obtained them thanks to the British in the 1920s.”*

Although much progress has been made, the weight of tradition remains. As Sahana, 67, from an open family, explains – *“Arranged marriages are practical! It is very difficult to meet someone in India, despite the classified ads. . . .”* This doesn't stop her adding with a knowing look – *“My daughter refused 3 arranged marriages before accepting the 4th!”*

Kala, 20, understands the magnitude of the progress that still needs to be made – *“The feeling that we could be sole in charge of our lives is still new and not very widespread. There is still a lot to do to institutionalise the notion of gender equality.”* Gaurika, mother of two daughters, complains that the lack of security for women has increased in recent years, and explains that she is taking self-defence classes. She dreams that *“women will one day be better informed about their rights in order to better enforce them”*.

ENSURING EQUAL EDUCATION FOR YOUR CHILDREN IN FRANCE – A REAL UPHILL BATTLE!

When she decided that her daughter and her son would receive the same education, Sophie, 53, was far from imagining that it would be so difficult. Convinced that stereotypes are inculcated at a very early age, she decided to send her children to a gynaecologist so that he could explain to them in an objective manner the differences between boys and girls. But on witnessing the doctor's utter confusion, Sophie realised that the answer had to be found elsewhere – *“In the 1990s, the only sex education books that existed were designed either exclusively for boys or exclusively for girls. I therefore read both of them to my daughter and my son so that they would have the same information!”* But if equality is the rule at home, Sophie confesses that she didn't speak to her son and her daughter in the same way when they reached puberty – *“Whereas I taught my son to behave like a gentleman with girls, to respect them, and I bought him condoms, I encouraged my daughter to concentrate on her studies rather than spending time with boys.”*

* UNICEF. Schooling rate: girls compared to boys (%) 2008-2012, secondary education gross rate, 2014.



**« I WANT IT ALL! »
BUT HOW CAN I GET IT?**

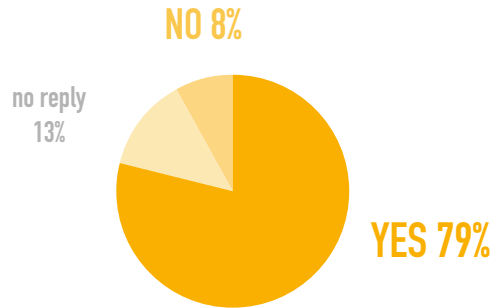
WOMEN WHO ARE FREE TO WORK

79% of the women surveyed state that they have freely chosen their career – they consider that this right has been achieved, so much so that it is seen as a “non-subject”.

Did you freely choose your career?

In 2012, women’s labour force participation represented 55% of women in the world. This rate has been on a downward trend since 1990 (57%).

World Bank, Gender at Work: A companion to the World Development Report on Jobs, February 2014.



LABOUR FORCE PARTICIPATION IN IRAN – THE KEY TO EMANCIPATION

Fatemeh and Farah are over 80 years old, and both come from wealthy families. Despite being formally forbidden to work by her family, Fatemeh helped her landowner husband, was divorced 3 times, and is optimistic about the new freedoms that her daughters are obtaining to make decisions about their lives. Farah regrets that she didn't receive an education – *"If I had been able to go to school, I would have done great things!"*. She has always encouraged her children – girls as well as boys – to get an education and looks favourably upon the changes that are taking place for women, in particular in the professional arena.

One of her daughters, Roya, 27, is an air hostess and single. Laughing out loud is one of her dreams, and she notes with regret that society still doesn't give her the freedom and credibility that she longs for – *"Regardless of all the efforts undertaken by women to improve their recognition, society is still biased towards men."*

Between these two generations, Farnoush, 50, divorced and retired, notes that things are gradually improving and that women are playing an increasingly important role within families *"I see a very encouraging future for the new generation – things are changing!"*

ITINERARY OF A JAPANESE WOMAN WHO EMIGRATED TO HONG KONG

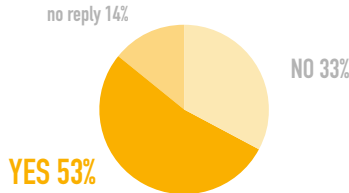
As befits a perfect "business woman", Nakiko considers herself at 30 to be totally independent. But for this young Japanese woman from a traditional family in Osaka, the road was not without its difficulties. Because a good education in Japan implies that a woman must have a sufficiently high cultural level to find a good husband, Nakiko preferred to leave to study in England – despite her parents' refusal. Now living in Hong Kong, she considers that she would not have been able to enjoy the same freedoms if she had stayed in the country of her birth – *"Japan is still a society dominated by men, and it is very difficult to have both a career and a family, as the State offers only limited help."*

DISCRIMINATION IS HARD TO DEFEAT

• EVERYDAY DISCRIMINATION – THE FACTS SPEAK FOR THEMSELVES

More than one woman out of two has already felt that she has been discriminated against in favour of a man!

Have you already felt discriminated against in favour of a man?



And it is in Latin America that women feel this the most (61%).

• PAY INEQUALITY – BETWEEN MYTH AND REALITY*

Working women on average earn between 10 and 30% less than working men.

International Labour Organisation,
Global Wage Report 2008–09:
Geneva, 2008

The women surveyed are divided on the question of equal pay:

43% consider that their salary is equal to their male colleague's, and **41%** maintain the contrary.

The difference in reality is between generation X and generation Y – 52% of Xers consider that they do not earn as much as their male counterparts whereas only 33% of Yers have the same feeling.

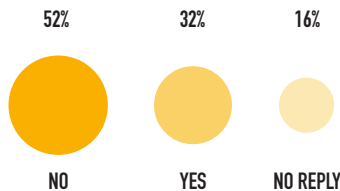
Should we then see Generation Yers as being naive, as they have only recently entered the jobs market? Or should we see in this the proof that wage differences appear and increase the further you climb up the corporate ladder?

* For wage issues, we have chosen to disregard the "no reply" answers.

• PERSISTENT STEREOTYPES THAT MAY SLOW DOWN WOMEN'S CAREERS?

More than one woman out of two believes that her career growth is not the same as that of a man! And this applies for all generations and all regions of the globe.

Does your career growth appear to you to be the same as that of men with your profile?

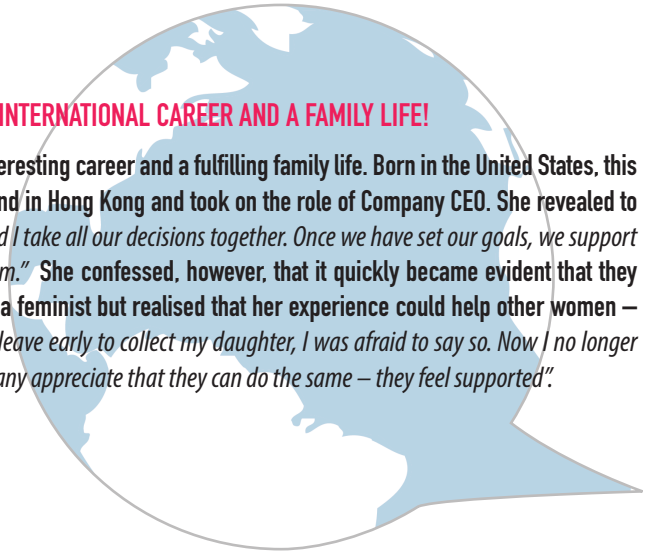


The percentage of women in senior management roles is 24% in Europe, 22% in Latin America and 18% in North America.

Grant Thornton, *Women in senior management: Setting the stage or growth*, Grant Thornton, Washington, D.C., 2013

IN THE USA, IT IS POSSIBLE TO COMBINE AN INTERNATIONAL CAREER AND A FAMILY LIFE!

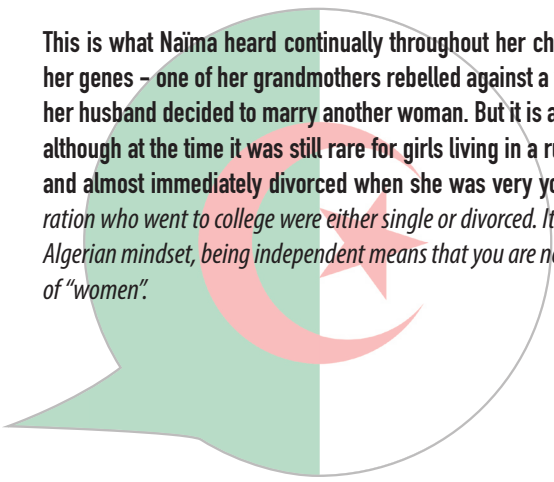
Katy has achieved her objective – to have an interesting career and a fulfilling family life. Born in the United States, this globetrotter finally settled down with her husband in Hong Kong and took on the role of Company CEO. She revealed to us the secret of her success – *“My husband and I take all our decisions together. Once we have set our goals, we support each other in order to ensure that we achieve them.”* She confessed, however, that it quickly became evident that they needed outside help. Katy does not claim to be a feminist but realised that her experience could help other women – *“Before I became the boss, whenever I needed to leave early to collect my daughter, I was afraid to say so. Now I no longer have to hide the fact, and the women in my company appreciate that they can do the same – they feel supported”.*



THE INFLUENCE OF FATHERS ON THE AUTONOMY OF THEIR DAUGHTERS IN ALGERIA

“If you can read and write you won’t need a husband”

This is what Naïma heard continually throughout her childhood. For this 60-year-old Algerian woman feminism is in her genes – one of her grandmothers rebelled against a violent husband and the other left home at the age of 70 when her husband decided to marry another woman. But it is above all her father who encouraged her to study architecture, although at the time it was still rare for girls living in a rural environment to have any education at all. Having married and almost immediately divorced when she was very young, Naïma pointed out – *“Most Algerian women of my generation who went to college were either single or divorced. It is difficult to take responsibility for your independence, as in the Algerian mindset, being independent means that you are no longer feminine, and you are no longer included in the category of “women”.*



MATERNITY – A NATURAL EVENT THAT IS STILL STIGMATISED

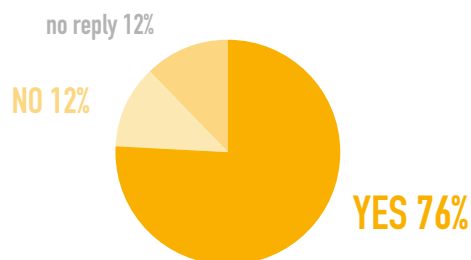
When women who have had to temporarily or definitively suspend their career are asked the reason for this suspension, **46%** of them cite family reasons. It appears, therefore, that most women put their career on hold in order to take care of their family.



And this finding is confirmed by most women themselves, with **63%** of them seeing maternity as an obstacle to their career.

However, the women surveyed remain optimistic – more than **3/4** of them consider that it is possible to combine professional life and family life despite the difficulties they have to overcome!

Is it possible to combine family life and career?



PROFESSIONAL/PERSONAL LIFE – NO USE TO BE GUILTY: WE NEED TO EMBRACE IMBALANCE!

Although the emancipation of women and their massive entry into the world of work are seen as a clear improvement, many of the women that we surveyed confessed that they were sick and tired of the Superwoman myth! Women are indeed freer, but are they happier?



"I think it's great that we have more choice, but it makes our day-to-day lives so much more complicated... I get the feeling that I need to be a Superwoman, and being alone, having responsibilities and the loss of social contacts are the price to pay"
New Zealand, born in 1966



"We continue to manage household tasks whilst at the same time working full time. The Superwoman syndrome is alive and well!"
Canada, born in 1963



"We expect women to do more – manage the home, be professional whilst continuing to be attractive, raise the children. It may be more egalitarian, but it is far from being fair."
South Africa, born in 1968

The double, or triple, day that most women live is unanimously experienced as a major source of stress and frustration, so much so that many reach the conclusion that they have to make a choice.



"I think that the possibility of 'having it all' is a myth. We do indeed have more choice, but we can't have EVERYTHING"
United States, born in 1970



"Nowadays, in order to progress in your career, you need to give up the idea of having a harmonious family life"
France, born in 1976



"Whereas our mothers and grandmothers felt the pressure of needing to be perfect mothers and wives, we, for our part, feel the pressure of needing to be perfect mothers and wives AND be the best at our jobs"
Italy, born in 1983



"You lose either your husband, or your work or the love of your children"
Switzerland, born in 1961

Many of them also complain about the decline of family solidarity, or more generally any social cohesion, which leaves women to do everything in an increasingly difficult economic climate . . .



"What I hate the most is the loss of family connections, mutual support and sharing"
Iraq, born in 1962



"Many women, as a result of serial divorces, end up alone and then find themselves in very precarious material situations"
France, born in 1954



"More and more women are financially insecure. There are lots of single mothers who are frustrated because they were left with no choice"
Malawi, born in 1980

Managing this daily routine is difficult and leads to a feeling of guilt.



"We expect women to find a job rather than look after their children. Children therefore suffer from a lack of attention from their parents"
UK, born in 1964



"I always have to fight the feeling that I am not spending enough time with my children"
United States, born in 1970



"Children miss out on the affection of their mother and father, as their parents work too many hours. And during this time the children are brought up by their grandparents or by strangers"
Mexico, born in 1982

WE MUST WORK TOGETHER AS A TEAM!

• FROM THE IMPORTANCE OF INVOLVING MEN MORE...

Faced with these difficulties, women point the finger at the lack of support and denounce the imbalance that continues in regard to sharing household tasks.



"People ask me - "Wow, but how do you manage everything?". And I say - "I don't. I am in desperate need of help!"

Finland, born in 1965



"Without a genuine support system, such as maternity leave, crèches, home-working, etc., it is practically impossible"

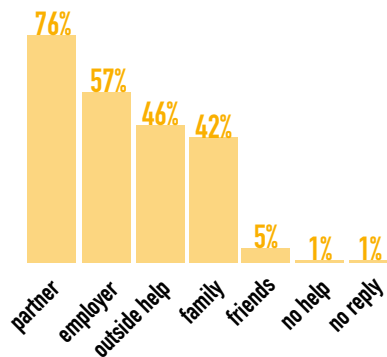
China, born in 1977



"Men do not do enough around the house"

Turkey, born in 1968

Who do you think mothers should receive help from to raise their children?



It is the partner, for **76%** of the women surveyed, who is being asked to help around the house and in particular to raise the children – i.e. much more than the employer, outside help or the family.

Only women in the Middle East cite the family as first line of support (49%) ahead of the partner (45%).

• ... TO THE NEW RESPONSIBILITY OF EMPLOYERS

Women also expect a lot from their employer, in particular in Europe, Asia-Pacific and Latin America, where the employer is cited in 2nd position. The employer has therefore been given the new role of ensuring a better work/life balance for its employees.

Faced with these complaints, will companies realise how important it is economically to understand how to adapt their culture and their operations in order to continue to attract and retain talented individuals?



STEREOTYPES, INVISIBLE VECTORS OF INEQUALITIES

As it is clearly easier to push open a kitchen door than the door to the boardroom. If men had wanted to get involved in the home they would have done so a long time ago! However, they haven't.

There are many reasons for this – first of all structural, given that work is often badly organised and time badly managed inside companies, being a parent becomes difficult; and above all symbolic, as archaic binary models that have programmed both women and men since their childhood are so all-pervasive. Everything happens as if there were two worlds – the world outside, of space, construction, speed, and risk for boys; and the world inside, of calm, conformity, and attention to appearance for girls.

Yet, although women and men are not made the same, they must be able to do the same things, as gender difference does not lead to any difference in abilities. Yes to biological and physiological differences that lead to different physical games, reproduction and seduction, that teach children about otherness and give them a feeling of both power and frustration; no to differences in abilities, qualities and skills masked and legitimised by these concepts of female and male, often presented as facts of nature whereas they are merely social constructions.

The challenge is indeed, therefore, to tear away the masks of stereotypes, these legitimisers of inequalities, that set women and men in the wax of prejudices and paralyse us in inexorable injunctions.

Brigitte GRÉSY

Member of the Conseil Supérieur de l'Égalité professionnelle entre les Femmes et les Hommes en France. Author of "La vie en rose, pour en découdre avec les stereotypes", published by Albin Michel.



**WOMEN UNITED BY A SHARED
DREAM OF EQUALITY, FREEDOM
AND RESPECT**



UNIVERSAL OPTIMISM

Despite the anxieties described by the women surveyed when faced with difficulties on a daily basis, they remain overall *confident* and *optimistic* with regard to positive developments for future generations.

In fact, **77%** of them consider that girls from the generation that follows theirs will see improvements in the area of gender equality

...

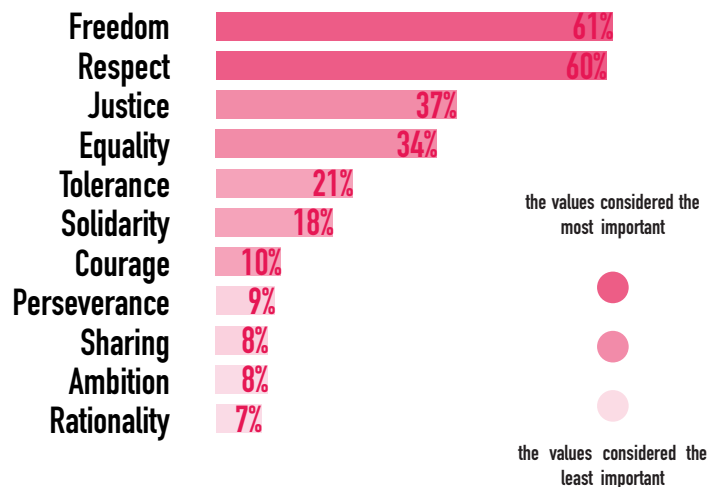
...and **67%** of them think that they will also see improvements on the financial level!

« RESPECT US! »

The women that we surveyed, irrespective of their age or origin, again are in agreement as to the essential values that they wish to pass on *freedom* (61%) and *respect* (60%)

Whereas Europeans stress above all the notion of freedom, it is respect that is seen as most important for women in all the other regions of the world.

What are the 3 most important values for you?



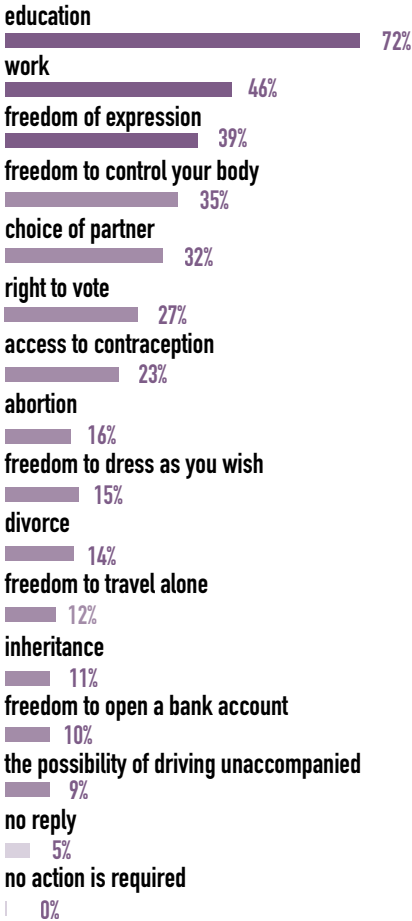
EDUCATION & WORK – THE MAIN VECTORS FOR ACHIEVING GREATER EQUALITY

Women highlight education and work as the main vectors that will lead to improved incorporation of the challenges related to gender equality, whether at the national or international level.

AS FAR AS **YOUR COUNTRY** IS CONCERNED, what actions should be put in place to achieve greater gender equality? Actions in favour of... :



ON THE INTERNATIONAL LEVEL, what actions should be put in place to achieve greater gender equality? Actions in favour of... :



Only women in the Middle East do not fully share this analysis – although education and work remain important in their eyes,

freedom of expression is the priority, whether at the national or the international level.

Although women from other regions are unanimous in considering education to be the principal challenge on the international level, there appears to be less agreement at the national level:

- women in Europe, Asia-Pacific and North America attach greater importance to the struggle in the *professional arena*
- whereas women in Latin America want above all to have the right to *abortion*, to which *75%* of them state that they do not have access.

Abortion is punishable throughout Latin America, with the exception of Cuba, Guyana, and Uruguay. The federal district of Mexico authorised abortion in 2007. In Nicaragua, the Dominican Republic, El Salvador and Chile it remains strictly illegal.

Center for Reproductive Rights, *World's Abortion Laws map*, Center for Reproductive Rights, 2014

One other notable distinction – at the national or international level, generation Y women put struggles for *freedom of expression* and the right to *freely control your body* on the same level as *education and work*.

“AN ILLITERATE HUMAN BEING IS AN ANIMAL”

Amina, 52, born in Meknès in Morocco, explains – *Women from my grandmother’s generation were practically all illiterate.* It was therefore her mother who, due to the fact that she regretted that she had never received an education, encouraged her daughter to go to college. She is now an archaeologist, and wonders about the contradictions in her country – *“It is a country that, on the one hand is emancipated thanks to the family code promoted by the King and open thanks to the Internet and social networks, and on the other hand remains imbued with traditional values. This paradox results in a mix that is difficult to digest, where a man may choose to help his wife in the kitchen and do the washing up but will stop doing anything the moment his mother turns up”.*

IT IS NOW POSSIBLE TO FREELY CHOOSE YOUR CAREER IN BAHRAIN

Najat, who grew up in a conservative family, tells us that when she decided to pursue her studies, she was given only two choices – doctor or teacher – any contact with men being strictly forbidden. After having fought to study psychology, she rose to the position of Headmistress in Bahrain. Now, aged 54, she is encouraging her daughter to go and study in London, and has no objections to her wearing European clothes. Although she does not claim to be a feminist, Najat acknowledges – *“As a child I was shocked that there were so many differences between the way girls and boys were educated in my family. I thought it wasn’t normal.”*

Amana, 32, acknowledges that it is easier to be a woman in Bahrain today than in her mother’s day, thanks in particular to universities and programs that are open to girls, and also to the low levels of unemployment. In her opinion having a job is essential – *“I need to feel that I am of use to society”.*

MUTUAL SUPPORT BETWEEN WOMEN, A NEW FRENCH ATTITUDE

As a single mother aged 37, Arièle works in a hotel with an exclusively female team, that she considers to be a bit like a family. In this professional context where everyone helps everyone else and tries to organise themselves as best they can to fulfil all their obligations, Arièle has doubts about the role of men – *“Ever since we were children, we have constantly been told that we would need men. It isn’t true, we can manage very well without them! Having a man in my life is if I want one, and not if I need one.”* Should we, however, consider this to be a new form of social organisation, where women prefer the help of their female colleagues rather than that of their partner? Their partner being reserved strictly for romantic relationships.



THE DEFENSE OF WOMEN'S RIGHTS MUST REMAIN A PRIORITY BATTLE ON THE GLOBAL SCALE

For my generation, equality is a notion that we believe everybody understands, but that becomes more complex over time and as things change. It thus goes hand in hand with relativism and increased awareness. I remain very optimistic as to the actual ability of women to assert themselves, whatever the context, but I remain committed to the elimination of discrimination wherever it persists.

Having travelled and lived in many countries, including Ecuador, Egypt, the Philippines and Cameroon, I put into perspective my personal experience as a European woman. Above all I realized that although women's rights have progressed considerably in a short time – at the societal level – girls and women do not really have the power to seize all the opportunities available to make the most of their potential and make their own choices. This challenge continues to exist throughout the world. In Europe, it is fortunately possible to take action to denounce discriminatory situations. I hope that the openness provided by methods of communication, education and the major platforms of international debate, such as those organised by UN Women, will encourage this constant monitoring worldwide. It is essential to mobilise civil society to inform and engage all decision-makers, at the institutional or family level, and to guarantee a positive and egalitarian balance between women and men, by challenging outdated stereotypes.

Miren BENGOA

President of the French National Committee for UN Women



**WOMEN IN COUNTRIES
IN THE ARAB WORLD -
BETWEEN TRADITIONS AND
EMANCIPATION**

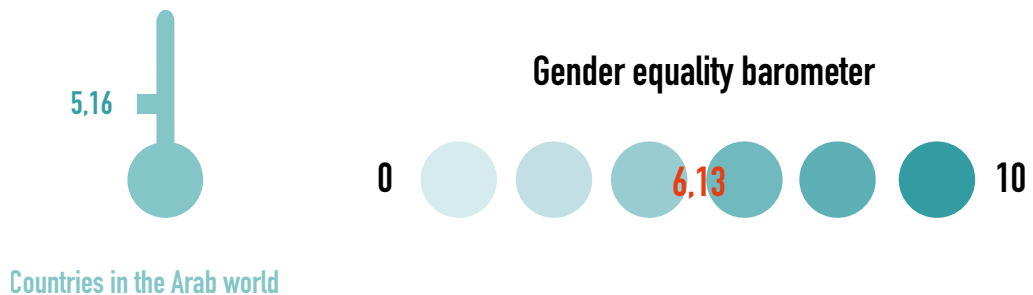
Using social networks, we were able to survey 409 women from 14 countries in the Arab world*, all of whom were from generations X and Y. These women, who are often talked about but rarely heard, shared with us their feelings about the changes to their rights and described their day-to-day life in countries where the notion of gender equality is gradually gaining ground. One thing is certain – they have plenty to say!

* Algeria, Egypt, Morocco, Tunisia, United Arab Emirates, Bahrain, Iraq, Iran, Lebanon, Pakistan, Gaza, Saudi Arabia, Syria, Yemen

PROGRESS STILL CONSIDERED TO BE SLOW

• A LOW GRADE FOR GENDER EQUALITY

On a scale of 0 to 10, how would you rate the level of gender equality in your country?



If women in the Arab world gave a lower mark than women of the rest of the world, it is principally a result of women in the Middle East who gave the lowest mark : **4.11/10** !

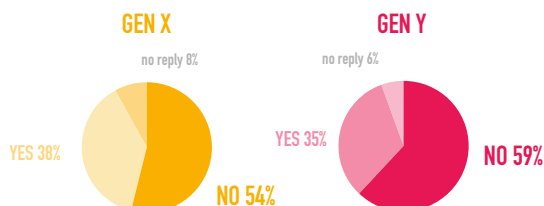
• MANY RIGHTS THAT ARE STILL NOT VERY ACCESSIBLE

Voting, going to school or working appear now to be rights that have been achieved for the women surveyed. However, many rights remain accessible to only a minority, in particular rights linked to a woman's control over her body, which is not the case for women in the rest of the world.

However, the realities vary greatly from one country to another – whereas **85%** of Tunisian women state that they can get divorced, only **12%** of Iraqi women claim that they can.

• DEMANDS MADE ABOVE ALL BY GENERATION Y

Do you think that the legal context of your country is sufficient to enforce gender equality?



Millennials evaluate the situation of gender equality more severely than their elders – over half of them complain about an inadequate legislative framework, and state that they have less access than generation X women to certain rights (contraception, abortion, control over their body, travelling alone).

Is this a sign of a more critical generation or a backwards move in respect of access to such rights?

AWARE OF THE INEQUALITIES, WOMEN SPEAK OUT

The women from countries in the Arab world surveyed experience the same problems as women from other regions:

50% of them have already suffered discrimination in favour of a man, just like 53% of women from the rest of the world. However, some of their accusations and demands are specific to them and offer a unique vision of feminism.

• CHALLENGING THE TRADITIONAL PLACE GRANTED TO MEN

Women state that they can not always act without the approval of men, their husband or their brother. Thus, most talk about emancipation and their desire to do things ... alone:



"I would like to complete the Hajj [pilgrimage to Mecca] and the Umra [the minor pilgrimage] without any mahram [blood relative travelling companion]"

Iraq, born in 1984



"I would like to travel alone, even if my brothers don't agree"

Algeria, born in 1992

Some have also noticed a disengagement of men vis-à-vis their traditional responsibilities, suggesting they feel uncomfortable with women becoming independent:



"Sharing responsibilities between men and women is largely unequal – today men have washed their hands of everything"
Morocco, born in 1957



"Because they have granted us a few rights, some men feel aggrieved and take their revenge in petty ways (like refusing to give up their seat on a bus to a pregnant woman, because hey we're all equal now!)"
Lebanon, born in 1988

Through their testimonies, women describe tense relations with men, and often refer to the lack of security that they seem to suffer from on a daily basis



"I would like to go out alone at night without anyone touching me"
Tunisia, born in 1988



"The way men look at a woman's body and their respect for her – that's what has got worse! We no longer feel safe in their company"
Egypt, born in 1993

WOMEN WHO ASSERT THEMSELVES BY DEMANDING FREEDOM OF EXPRESSION

In countries where almost one woman in two states that she is not free to express herself, gender equality is above all a question of freedom of speech for women – in order to denounce discrimination and "tell the truth" about their day-to-day experience. Thus, for half of them (51%), the struggle to ensure freedom of expression is seen as the number one priority.



"I just want to shout out loud"
Egypt, born in 1993



"Being audacious means telling the truth"
Morocco, born in 1984



"I would like to not be afraid to say what I think, and assume my right to an independent life"
Egypt, born in 1986

• TOWARDS A NEW FEMINIST MOVEMENT?

In their testimonies, many women evoke their need to free themselves from traditions and their desire to rebel:



“Being audacious, means breaking society’s rules, customs and traditions and going beyond religious constraint”
Iraq, born in 1979



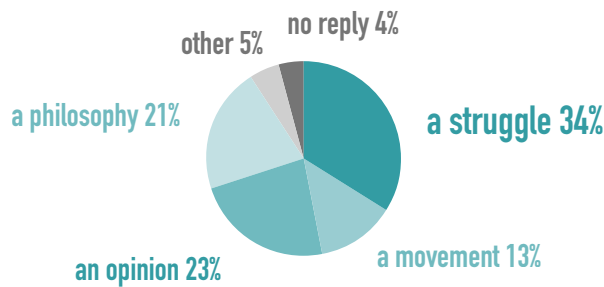
“When I took the decision to not get married, I wanted to rebel against my family’s laws”
Egypt, born in 1984



“I have already stood up to my father, with his sexist ideology”
Morocco, born in 1990

This agrees with their vision of feminism – far from being seen as a movement, as is the case for most women in the rest of the world, it is above all perceived as a *struggle* (34%).

In your opinion, what is feminism?



Travel alone, go and study abroad, etc... – although these dreams resurface regularly in the testimonies of Millennials everywhere in the world, they take on another dimension for women in countries in the Arab world, for whom everyday activities can become major victories:



“I was fortunate enough to complete my graduate studies in a town 4 hours away from home”
Egypt, born in 1992



“My dream is to be able to drive a car”
Yemen, born in 1981



“For me being audacious means dancing in the street”
Tunisia, born in 1982

THE ASSURANCE OF A MORE EGALITARIAN FUTURE

• SIGNIFICANT CHANGES IN REGARD TO GENDER EQUALITY...

The countries in the Arab world have experienced more change than Western countries in recent years, in particular in education for girls, women's entry into politics and into all occupations, as well as the choice of partner.

However, the choice of whether to have a child or not has changed very little, given the unequal access to contraception and the fact that abortion is banned in many countries.

According to the women surveyed in countries in the Arab world, the main changes since their grandmothers' generation are:

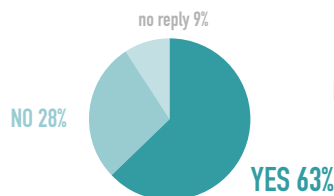


• ... A PROMISE FOR THE FUTURE?

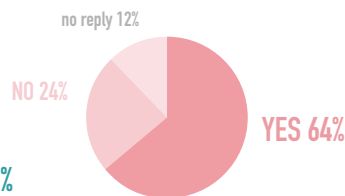
Like their female colleagues in the rest of the world, women in countries in the Arab world remain globally confident with regard to the progress that future generations will make:

Do you think that girls from the generation after yours will make progress on the level of...

in the level of **gender equality**



on the **financial level**



This study offers an immersion into the everyday life of women of different ages, origins and destinies. And despite the diversity of their profiles, the findings are unambiguous – these women share the same expectations, the same difficulties and the same dreams.

Tired of the remaining inequalities at work, outraged by the lack of respect from men in public spaces, but confident with regard to further progress in the area of gender equality, they are the proof that feminism still has a bright future ahead. Far from being indifferent, the younger generation is more than ever aware of the struggles that lie ahead if they are to achieve gender equality in both the professional and private spheres. And these struggles inexorably involve advances in the economic leadership of women. Some States have understood this providing support for the financial autonomy of women and promoting their entrepreneurial initiatives represent an economical performance leverage. It is also proof of progress, democracy and improved social well-being in all its forms.

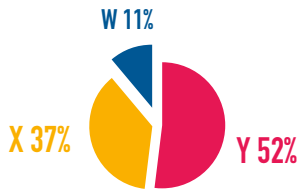
Will the women in Arab countries embody the revival of feminism in the 21st century? Will Western Millennials succeed in having their demands heard as their grandmothers did in the past? What values will they pass on to their children?

The Women's planet still holds many surprises for us . . .

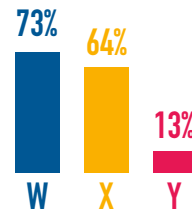
WHO? **3 GENERATIONS**



distribution of respondents



respondents with children



WHY?

To have a **COMPARISON OF TWO GENERATIONS OF WOMEN** (generation X and generation Y) about gender equality around the world, put into perspective by **THE ANALYSIS AND WISDOM OF THEIR ELDERS** (generation W).

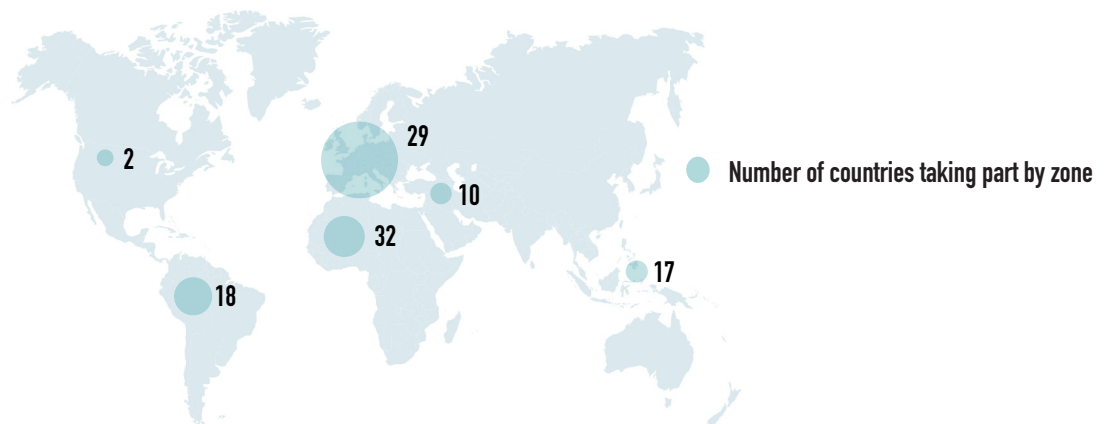
WHAT? **2,382 WOMEN**

2,382 REPLIES obtained by means of:

A quantitative online questionnaire translated into 4 languages and "qualitative" face to face interviews

WHEN? From early March 2014 to the end of May 2014

WHERE? **108 COUNTRIES**



We would like to thank all the women who took the time to answer our questions. We would also like to thank Miren Bengoa, Brigitte Grésy, and Jean-François Chanlat, who shared their knowledge in their specific areas of expertise. Finally, we would like to thank the personnel at Mazars, the team at the Group's diversity department and the French National Committee for UN Women, who actively participated in producing this survey.

CONTACTS

MAZARS

Direction de la Diversité Groupe

muriel.de-saintsauveur@mazars.com

www.mazars.com

FRENCH NATIONAL COMMITTEE FOR UN WOMEN

www.onufemmes.fr

Graphic Design : Marie Durand Yamamoto - mdurand.yamamoto@gmail.com