



Combat patriarchal attitudes through awareness-raising and advocacy



Organise publicly available, affordable and high-quality family support infrastructure, including kindergartens



Deliver workplace-based childcare options and introduce childcare bonuses



Support women to access decent jobs and enter new segments of employment



Promote female entrepreneurship and introduce business incubators for women-owned start-ups



Design stimulating mechanisms to develop women's professional associations



Combat the reputational stigma for women to work at certain types of jobs (resorts, hotels)



Work towards eliminating gender-related stereotypes and perceptions



Promote gender-equal participation and opportunities



Campaign to promote the importance and value of sharing parental and care-related responsibilities



Advocate for equal distribution of family responsibilities and domestic work



Raise awareness of parents to boost their support to diverse educational choices for their daughters



Launch awareness-raising programmes to counter-label "gender-appropriate" professions



Disseminate information about successful employed women role models



Strengthen the multi-actor engagement to address gender-specific barriers and stereotypes



Mainstream gender-sensitive lenses into all policies and programmes



Increase access of women and men to knowledge, skills and resources to start businesses



Organise IT, Internet literacy and STEM classes for girls and boys



Organise programmes boosting behavioral characteristics and cognitive skills essential for working in the private sector



Raise gender awareness of private sector to ensure equal treatment and access



Monitor and report on gender discrimination at workplace and lack of compliance with Labour Code with regard to working hours, vacation, wages

## FINDINGS



To be successful in business: family support, redistribution of domestic labour, greater mobility, gender-equal treatment at work needed



Preferences: public jobs for stability, regulation and safety



Perceptions of barriers: unpaid domestic labour and care for family members is the main barrier for income-generating work for women



Key characteristic of a good job: flexible part-time job, not mobile, in women-dominated workplaces



To be successful in business: appropriate skills and younger age needed



Preferences: private jobs for higher wages, despite of unstable and poorly regulated conditions



Perception of barriers: women's income-generating work is the main barrier for unpaid domestic labour and care for family members



Key characteristic of a good job: any job with decent payment covering all basic needs of his family



To be successful in business: money, connections, appropriate education needed



Perceptions of public sector: does not pay well, less freedom, monotonous work, stable and well-regulated, secure pension



Perceptions of private sector: pays well, unstable employment, poorly regulated, demanding schedule, non secure pension



Gender roles: woman is the main caregiver; man is the main provider



"Ideal job" features: stable, protected, strongly regulated, offering social benefits

## MAIN CONCLUSIONS



The burden of unpaid domestic labour, poor qualifications, gender stereotypes of "women's work", age and appearance-based discrimination and fear of harassment push women away from better-paying private sector jobs or limit them to informal and unstable employment. As a result, compared to men, women are less likely to gain economic power, accumulate savings independently, rise to decision-making positions in the workplace, take part in professional networks and build an economically secure future.



Gender-specific barriers encountered by men and women are closely linked. Together they generate a system, where a number of factors come together – the lack of regulation in certain segments of the private sector, insufficient mechanisms for protecting workers' rights, patriarchal gender roles and poor public infrastructure supporting working families. The system regularly reproduces gender inequalities and ensures the relatively low participation of women in competition for decent private sector jobs and entrepreneurial opportunities.



Economic need leads to a greater social flexibility of families in relation to gender-related norms and acceptance of various employment opportunities, hereby, confirming that the hierarchy of gender-specific limitations can change in line with external factors.



The elimination of gender-specific barriers can help women to realise their full potential as business-owners, and thus boost the growth of entrepreneurship and expansion of the country's tax payer base. Faster development of female entrepreneurship and further engagement of a highly qualified female workforce are necessary for boosting the potential of the private sector to drive the national economy.



Supporting women's economic independence and social participation is likely to reduce the pressure on public services and social protections for older population. Both state and private actors should have a vital interest in assisting women in becoming economically secure, in accessing decent jobs, in engaging in entrepreneurial activities, and in further integrating into their respective communities.