



Subject: EU RE-WIRING Research Project - Empowering Girls' and Women's Inclusion and Representation - Invitation to join!

Dear members,

We hope this message finds you well. We are writing to you today with more information on the innovative RE-WIRING research project, which has been awarded the prestigious EU – Horizon Europe funding.

CEC European Managers is very excited to join forces with the RE-WIRING team, as announced at the Annual Conference on June 1st in Stockholm on "[Leading transformational equality for future-fit workplaces](#)".

It has been proven that gender- and diversity-sensitive workplaces perform better when it comes to innovation, workplace well-being and long-term value creation. For leaders, this means improving the understanding of gender norms, promoting (age) inclusive practices and policies, and leading by example. RE-WIRING addresses all these areas. We would hereby cordially invite you to contribute actively to this groundbreaking research project by sharing your approach, expertise, and practices through surveys and (optionally) follow up interviews.

We [invite](#) you to join us on this transformative journey, where we will be able to learn from each other and shape the future together!

The reasons for joining?

Consider joining RE-WIRING for the following compelling reasons:

- **Pioneering Innovation:** RE-WIRING represents a unique chance to be at the forefront of innovation in the field of gender equality, where ideas transform into reality. By joining forces, we can combine our collective knowledge, experiences, and resources to push the boundaries and set new industry standards for moving from "gendered" institutions to gender-sensitive and transformative ones. What does this transformation look like in practice, what steps will be needed to achieve it and what will be the role of leadership in this process?
- **Knowledge Exchange:** Collaboration is the catalyst for growth and innovation. By joining this project, you will have the opportunity to engage with like-minded experts, thought leaders, and visionaries from diverse backgrounds. This platform for knowledge exchange and mutual learning will foster creativity, spark new ideas, and provide tools to create a more inclusive and innovative culture.



- **Enhanced Market Position:** Part of the promotion of the RE-WIRING project will be to from time to time highlight companies' good practices during the project on the website and in other communications towards the EU, on LinkedIn, to the academic community (academic journals) and to the general public. This would provide significant PR value to the participating companies. It would enable the positioning of your company as a frontrunner, demonstrating your commitment to bringing about inclusive change and your ability to adapt to evolving trends.
- **European and Global Impact:** Together, we have the power to make a significant impact on a European and even global scale. This project aims to address critical issues that affect not only our industries but society as a whole. It has the potential to influence European regulatory standards. By collaborating, we can create solutions that drive sustainable development, improve lives, and shape a better future for generations to come.

We hope that you have become interested in learning more about the project and in what it can bring to your company. If so, please register [here](#) for the webinar we organize on **September 22 from 10:00 until 11:30h CET**, and engage in a discussion with us on the potential collaboration opportunities.

Thank you for considering this invitation, and we look forward to the possibility of working together on this exciting project!

With kind regards,

Linda Senden, Mirella Visser & Panos Kapotas



Background information

Aims of the project

RE-WIRING seeks to provide the tools and practices to rewire institutions and catalyze change processes to prevent and reverse gender inequalities. The project is ambitious in its aim to advance scientific theorization and knowledge while developing innovative tools and practical solutions. To achieve this goal, we consider the institutional, experiential and symbolical dimensions that are key for bringing change. The contextual factors of intersectionality, culture, and crisis are also part of the research, as we aim to develop a nuanced understanding of the complexities and interrelationships that impact gender equality and to create more effective and sustainable solutions.

Results of the project

The project, which runs from March 2023 to March 2026, will result in practical toolkits and training for organisations and policymakers, as well as tangible policy recommendations for targeted and pragmatic programmes that contribute to the UN Sustainable Development Goal for the empowerment of women and girls (SDG 5).

Target countries and sectors

The RE-WIRING project is a collaborative effort involving research organisations across six countries: Belgium (Katholieke Universiteit Leuven) the Netherlands (Utrecht University and Centre for Inclusive Leadership - CFIL), Spain (University of Deusto), South Africa (University of the Western Cape), Poland (Uniwersytet Gdański) and the UK (University of Portsmouth Higher Education Corporation). An Advisory Board with distinguished members provides the team with expertise, advice, networks and wider support. (*Links to website and social media*).

Extensive academic and practical research will be conducted in these countries, but potentially also in other countries, including Germany, Italy and France. If your company has subsidiaries in some of the target countries, the project could provide you with interesting cross-country comparisons.

Targeted sectors are broadly defined and described as companies working in the fields of "health" (such as pharmaceutical companies producing vitamins or developing vaccines to hospitals and care facilities providing health services, both private and public enterprises), companies in "innovation and sustainability" (such as innovative energy and manufacturing companies to technology and transportation companies) and companies in the financial sector (especially those with lending practices to entrepreneurs and companies). But we are certainly also interested in knowing about good/best practices developed in other sectors.



Research topics

The topics of pay, work-life balance, sexual harassment and gender representation in management are specific research topics. The research includes an inventory of your organization's policies through a survey.

The survey could be followed up by in-depth interviews with your organisation's experts (for instance Human Resources director and/or senior managers), to make sure the policies are well-understood and any gaps with practices are identified. Since the research will involve many companies across the EU and in South-Africa in various sectors we anticipate a wealth of knowledge and best practices becoming available towards the end of the project.

Co-creation with companies

Crucial to the project is the collaboration with stakeholders, including CEC European Managers and its member companies, to co-create socially robust knowledge that can drive sustainable and enduring transitions towards a more equal and inclusive society. Other contributing stakeholders are the OECD and ETUI.

Privacy

RE-WIRING operates under EU HorizonEurope guidelines on privacy. Our privacy policy can be found [here](#).