

It's High Time to Reduce the Equal Pay Gap



To make tangible progress toward closing the gender pay gap, we must collectively commit to proactive steps across sectors, industries, and communities. If we succeed in bringing women to the same level of pay and equality as men, GDP in such countries could increase by up to 9.6%*, according to recent research. We call on governments, multinational corporations, companies and institutions with societal impact to lead the way by incorporating these policies into their internal structures and national legislation. Now is the time to set a new standard and turn words into action.

Aligned with the EU Roadmap on Women's Rights and supported by BPW Europe, we echo the urgent call for concrete, measurable change. The roadmap highlights critical areas such as economic equity, gender-balanced leadership, work-life balance, and inclusive digitalization. These principles must not remain aspirational—they must guide transformative action.

Support Policies to Reconcile Work and Family

Supportive work-life balance policies are essential for achieving true gender equity and equality. Employers and governments must provide flexible work arrangements, part-time opportunities with full benefits, and universal access to affordable childcare. Legislative backing should protect career progression while allowing employees to care for their families without negative repercussions.



Shared Care-giving and Parental Responsibility

Creating equality in caregiving is essential for closing the pay gap and breaking down long-standing stereotypes. Organizations must promote equitable sharing of care giving duties by offering fully paid, non-transferable parental leave to all genders and encouraging a culture where care giving is not seen as a barrier to professional success. Public awareness campaigns, parental training and internal corporate strategies should highlight the value of equal parenting roles and the mutual responsibility of raising a family.



Increasing Women's Participation in STEM Fields

To build an inclusive and innovative economy, we must ensure women are fully represented in science, technology, engineering, and mathematics (STEM). Governments and companies should invest in STEM education programs targeting girls and young women, support scholarships, mentorship, and internship opportunities, and actively recruit women into technical roles. Removing systemic barriers and promoting female role models in these fields will help close the digital and innovation gender gap.



Removing Barriers to Women's Leadership

We must eliminate the structural and cultural barriers that prevent women from rising into leadership roles. Implement clear and unbiased recruitment processes, leadership pipelines for women, and enforce gender balance through targets or quotas. Mentorship and sponsorship programs should be institutionalized to support career advancement.



Raising Awareness of AI in the Workplace

It is already well-established that integrating AI into workplace practices significantly boosts productivity and efficiency. However, currently only 29% of women make use of AI tools compared to 41% of men. By increasing digital literacy and AI competency among women, we can support greater gender parity in the digital economy. Employers and policymakers should provide accessible training, foster inclusive environments for AI adoption, and ensure that women are equipped and empowered to participate fully in the tech-driven future.



Support for Rural Women

A significant number of women live in rural areas, where their contributions (though often informal and unpaid) are critical to the local economy and social structure. These women face distinct barriers to education, employment, healthcare, and digital access. Policies must be tailored to recognize and support rural women's work, ensure they have access to social protections, and include them in economic development initiatives. Empowering rural women is essential to achieving inclusive growth and reducing regional disparities.



Promoting Workplace Transparency

To achieve meaningful equity, we must foster a culture of transparency in the workplace. This includes promoting pay transparency to encourage accountability, conducting regular pay audits to identify and address hidden disparities, and taking prompt corrective action. Transparency also demands bias-free recruitment and promotion practices at every level. True equity begins with openness and fairness. Without it, sustained progress cannot be achieved.



By endorsing this manifesto, your organization not only stands in solidarity with a European-wide movement, but actively contributes to turning policy into progress. Let this be the moment where commitment meets change. The time for equality is not tomorrow – it's now.