

Interview with Mireia del Pozo ▶ A career dedicated to the promotion of women's labor rights

«We make a better world through equity, social justice and true democracy»

MIREIA DEL POZO President of the Center for Women's Studies in Europe (CEDE)



AYRIN PONS

population lived.

–What results have you obtained so far in Catalonia? Do you think that they could be replicated in Andorra if the government is committed to this initiative?

–In Catalonia it was carried out in 2021 together with the Generalitat, and the success for the beneficiaries was 100%. What started out as a pilot project has become a stable program. The economic, business, labor and mental effects of covid-19 are very diverse, as well as lasting. Urgent action is needed to save the

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«[‘Dona Reiventa’t’] is a rescue program for businesswomen and self-employed people affected by the pandemic»

▶▶ Mireia del Pozo during the International Women's Day.

NATALIA MENA
ESCALDES-ENGORDANY
@PeriodicAND

Mireia del Pozo, president of the Center for Women's Studies in Europe (CEDE), visited Andorra to present her Women Reinvent Plan (*Dona Reinventa't*), recently acquired by the Generalitat de Catalunya, with the aim of helping businesswomen and to alleviate the economic consequences of covid-19 in their businesses. Following the success of the experience in the Catalan territory, del Pozo has not hesitated to come

and present this program to the institutions of the Principality and the different social agents involved, as she considers that it could be equally beneficial for the Andorran businesswomen who are going through difficulties in carrying out their corporate projects. The creator and director of Women's Capital Gains (Plus Vàlua Dones), a consultant in communication, diversity and gender, is dedicated in body and soul to supporting companies and organizations to build a better world, putting people at the

center from full inclusion.

–How and when was CEDE born?

–It was born with the clear purpose of providing solutions to real problems that exist in society, beyond conducting studies themselves. It is an organization that works to achieve true democracy through gender equality, including and reaching all people equally, both women and men, because it becomes an issue that affects us all equally.

–What is the Women Reinvent Plan?

–It is a rescue program, also called emergency plan, for entrepreneurs and self-employed women, whose economic activities were affected by the pandemic. There is no similar proposal in the whole of Spain and, to date, there is no evidence that there is anything similar at European level. It is a personalized as well as intensive method, which reverses the situation in a few months and even going on to make a profit. It was created precisely to solve a real need in the face of the situation in which more than half of the

economy and jobs.

As for whether the same milestone can be reproduced in Andorra, I am absolutely convinced that it is. In fact, different governments, given the excellent results presented, have decided to carry it out this 2022. We are coming out of the most critical phase of entry of the health crisis, however, the effects and ramifications that have caused we will see them in 2023, so the states are clear that the plan to rescue Women Reinvent is even more essential than at birth.

–On the other hand, you are the founder and director of Women's Capital

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(+376) 353 424 / (+376) 379 769

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laportella@andorra.ad

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Gains. What is it?

–It is a trademark, created eight years ago, as the first and only radio program in Catalonia and Andorra with a theme for women for the whole society. It has aired six seasons on prime time, plus the corresponding summer seasons and two television seasons. It has 14 awards for quality and mention in the ZappingTV Awards for being a forerunner, innovator and reference in the different areas in terms of equality, equity, diversity and gender. The program is aimed at the general public, regardless of gender, age, race or culture and is broadcast throughout Spain. Her name means «more value» and Women gives the double meaning of woman (person), on the one hand, and on the other, the second person of the present verb to give, that is, there having an intentional pun. The concept of capital gains Women in its broadest sense means «people with more value, giving value», as it is about advancing women and men together holding hands. People (the big term) networked together being crutches and trampolines of each other, because we believe this is the way. The program provides information, education, awareness, light, support, strength, energy, resources and possible guides to follow in the different areas with an inclusive gender vision. All this is done with the broadcast in the traditional media (radio and television), which are one of the three key players in the transmission of knowledge and education. However, Women's Capital Gains is the tip of the iceberg, so behind it is a consultancy with the greatest experts in each field.

–What will the new post-pandemic work environment look like? What trends will prevail?

–Exacerbated humanism. People need to be the center. The traditional leader (alpha male) is dead. We move to inclusive leadership, where people (employees or collaborators) will drive ideas or goals. It is a typically female leadership, not meaning that it is female, it can be held by women and men. From em-

pathy and active listening to the growth of each member of the team. The same goes for customers, suppliers or collaborators. The person and customize to meet the needs will be the center. Technology will be at the service of the people who will have to give what a machine does not give: well-being and care in any field. Innovation, creativity, emotion and transmission. The covid-19 has led to positive changes and benefits that we must take advantage of: working for goals, not for face-to-face, this will lead us to a great qualitative and quantitative leap in productivity, economy and general equality.

–Do you think that progress is being made to end the gender gap in managerial positions?

–Of course, we have made progress, and a lot! Although we still have a long way to go. Visualization, landmarks, glass, concrete ceilings, sticky floors, roles, stereotypes, impostor syndrome and a cultural backpack laden with stones. Limiting beliefs that need to be let go, freeing us from true training and awareness. Because education makes us free and free-thinking people.

Enterprises, public administrations, governments, the media and schools need to help by recognizing talent beyond gender, encouraging and making women's leadership visible; training and stimulating careers and equal access to management positions. These five agents have a great responsibility.

–What are the main barriers for women to advance in their careers, and how should they be addressed?

–The real barrier and the crux of the matter is motherhood. The solution lies in changes to the public treasury to achieve full equality and equity. Treasury talks in its report about «the maternity bill.» This is a lexical or conceptual error, because motherhood is not an expense, but an investment in the future. This demand, in which we have been working and championing for years, is in line with those we are promoting at European level from the CEDE to break the gen-



► Mireia del Pozo in the European Parliament.

der gap.

Following the recommendations of the European Parliament, companies must create flexible environments; part of her responsibility as a driver of change is to make working hours more flexible and to encourage her not to perpetuate household chores and positive care for men. In the same way that it makes the correct use of language (what is not said, is made invisible, does not exist), since the masculine is not inclusive and what needs to be talked about is always about people.

We need more presidents, mo-

re CEOs, more judges, more police, more astronauts, more general managers, more engineers, more women in program management, more audiovisual cameras, more women deans, more and more and more women everywhere, without detriment men. After all, women are responsible, empowered and in command, pushing other companies as well.

Given that human beings are free and that there are those who want to stay at home, those who have other priorities, what is clear is that we must offer the opportunity



«We need more presidents, CEOs, judges, police, astronauts [...] more and more and more women everywhere»

to those who do. Each person, in their own environment can be the engine of change!

–What do you consider to be the most important reasons why talent leaks in companies?

–In Spain, the lack of motivation, derived from the feeling, often, not feeling valued personally. Low wages don't help either, leading to a sense of frustration. This leads to demotivation, a loss of enthusiasm that affects well-being and mental health. We cannot afford it. That is why the figure of the new leader is fundamental, and consistency reigns in the company with purpose. There needs to be a total alignment between what is said and what is done.

–What plans and objectives does the CEDE have a short and a long term?

–The main goal is to continue providing real and innovative solutions to different problems, with a vision of gender, inclusion and diversity. We will continue our growth plan exponentially, consolidating the projects and continuing the success results obtained between 90 and 100%; as we do in entrepreneurship, business, economics, human rights, university, talent, welfare, health, sports and the media.

The goal is clear: to build a better world alongside people based on equity, social justice and true democracy. ≡

