



**The Project:** MASP aims to change the perspective of balance between work and private life moving towards a work-life synergy concept, to encourage a more equal share of care responsibilities between women and men and to stimulate higher women participation in the labour market.

Project activities will include: research and analysis of best practices of work-life balance strategies; sharing of best practices through workshops and study visits; training activities for employers, management consultants and staff of employment services; dissemination and communication activities; social impact and policy evaluation. The project will run from February 2019 to January 2021.

#### **Main outputs:**

##### **MASP public programme for women**

**Objective:** Promoting employability of unemployed women

**Where:** Municipality of

Milan/Autonomous Province of Trento

**Instruments:** Digital learning path; flanking measures for unemployed women; parental kit

**Tested by:** 300 unemployed pregnant women

##### **MASP service for enterprises**

**Objective:** Improving work-life synergy of employees of private enterprises

**Where:** Municipality of

Milan/Autonomous Province of Trento

**Instruments:** Training path; certification of work-life measures

**Tested by:** 1 big enterprise, 5 SMEs and 1 multinational company

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This publication has received financial support from the European Union Programme for Employment and Social Innovation "EaSI" (2014- 2020).

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