

ANNUAL

QUAL

REPORT

2022

ENGLISH

2022

2022





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Empowerment of Women | Women On Top

Athens 2023

# INTRODUCTION

2022 was the year we celebrated our 10th anniversary. It was also the year that our team grew even more, and the year when we made important decisions about our priorities and the course of the organisation in the coming years. We believe that any anniversary presents a small or big opportunity for reflection, and this is exactly what we tried to do. Not only from inside inwards but from inside outwards. What are the changes we wish to see happening going forward; what kind of impact we wish to have; towards which direction and with what means.

These are the things we have considered and have been thinking about every day. Some of our thoughts – and decisions – will be revealed gradually through the next steps of the organisation during this year. For some, we will request your support in order to implement them; for others we are already working daily to incorporate them in the organisation's values and culture.

This year was especially difficult for women and girls around the world, and Greece was no exception. The effect of the pandemic on women's economic and professional empowerment became even more apparent, while the (still present) sexist public discourse, the surge of gender violence and the resistance on the path of creating equal and inclusive work – and other – environments were some of the obstacles we encountered and continue to encounter along our way.

However, huge steps were also taken. Large, bright windows of optimism that were presented either as changes in the regulatory framework for a more equal distribution of care responsibilities, or as new collaboration frameworks with organisations and companies that wish to support our efforts for women's economic and professional empowerment and equality in the public realm in a practical way, but are also ready to look inwards in a transparent manner, to make their own self-reflection and correct, with our support, what needs to be corrected. To create procedures, policies and measures from scratch; to take seriously into account the opinions of their people; and to build safe and equal work environments. Nonetheless, the largest and brightest window in 2022 were, once again, the people. Those who approached us, willing to support our work, wherever they may be located, and willing to bring change into the small or larger teams they are part of. Our volunteers. Our board of directors. Our entire team.

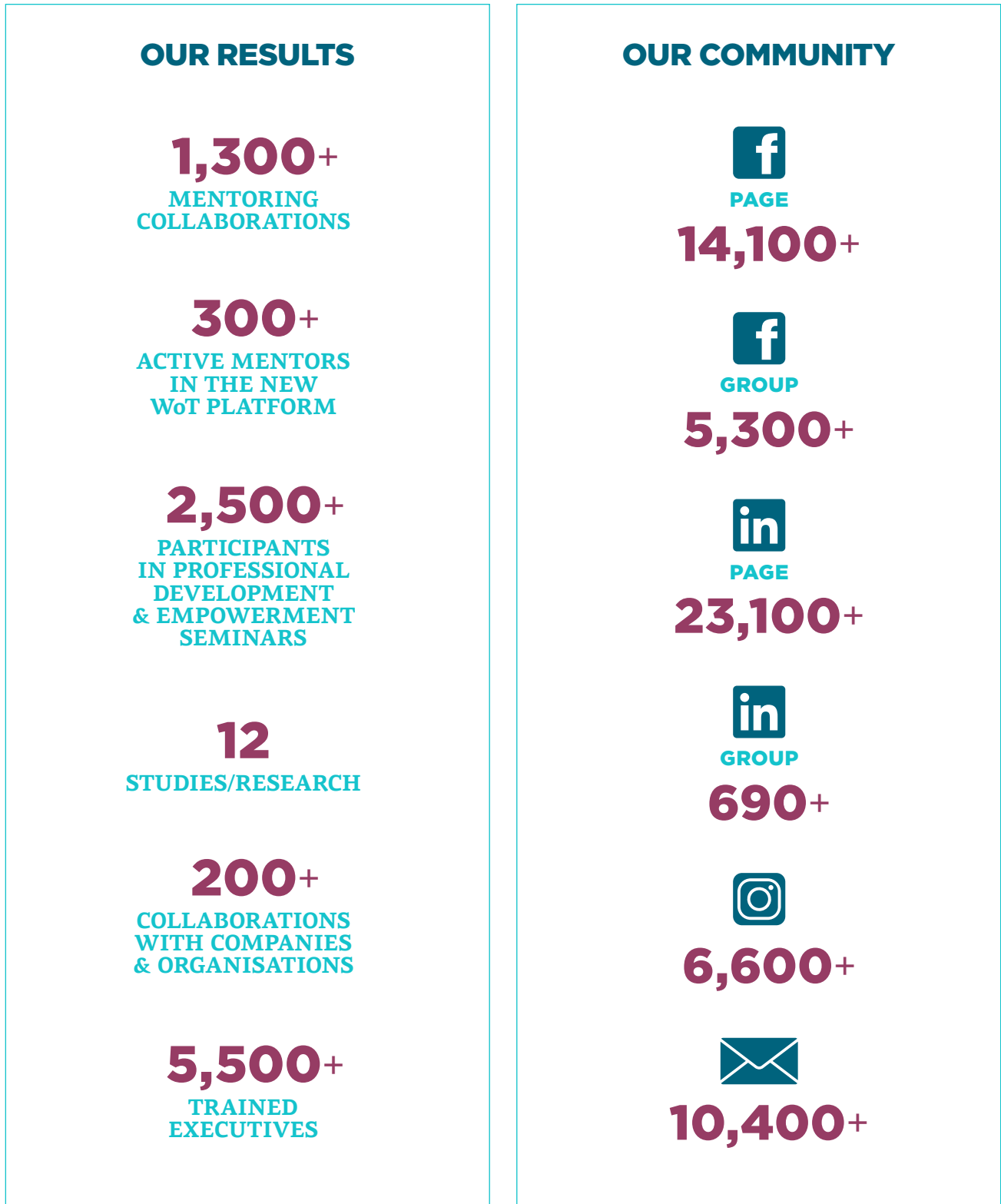
To all of you, we wish to express our gratitude. We want to continue to grow, alongside all of you; we want to continue to evolve, to celebrate our small and large victories, to defend gender equality anytime and anywhere, and to make a true difference in the lives of women and girls.

Thank you for your continuing support in our work.

**Pinelopi Theodorakakou**  
Co-founder  
Women On Top

Women On Top was created in 2012 as a women’s network.

From then on, we have accomplished:



# OUR 3 STRATEGIC PRIORITIES

## WOMEN WORK

**Training Programmes**  
**Mentoring**  
**Legal Support**  
**Community Building**

## CHANGE 4 ALL

**Research**  
**Awareness raising & Advocacy**  
**School of No Bias**

## WOMEN 4 CHANGE

**Collaborations with companies and organisations**

# WOMEN WORK

We place emphasis on women's personal empowerment using **training, mentoring** and **community building** as our tools.

# WOMEN WORK TRAINING PROGRAMMES

We design and implement professional training programmes, to help develop employability, entrepreneurship, leadership and financial resilience skills, for university/post-secondary school students and graduates, unemployed or working women, company executives and businesswomen.

## OUR ACTIVITIES IN 2022



## EVALUATION

SATISFACTION RATE OF PARTICIPANTS IN RELATION TO:

THE CONTENT  
OF THE CAMPS



THE ORGANISATION  
AND CONTACT  
WITH WoT



# WOMEN WORK TRAINING PROGRAMMES

## TESTIMONIALS

**T**he “Money Matters: Financial Literacy Programme” helped a lot with my financial confidence and the sense that if I have the means and ways to get financial independence, I am self-sufficient and therefore do not need to depend on others. I feel a little more educated and literate.

K.P. 36 years old

**T**he interactive Financial Literacy Workshops were proven essential for my development, since after years of studies and professional steps, I can say that it is the first year that I have started to gain control over my finances. The workshop instructors answered our every question with professionalism and knowledge surrounding their field. They made sure to make every subject personal, a fact that helped us in gaining a deeper understanding, which is not all that common in the seminar context, even though it should be! The workshop’s organisation truly set an example for others to follow; there were no technical problems significantly interrupting the workshop flow. The timeframes were kept to a reasonable degree, there was support from the entire team on technical or other issues, and the work that had been put into every element of the programme was evident.

M.T. 30 years old

**“R**eady for Work” is a programme that ultimately benefits you much more than you expect. I have not come across anything like it, when in five days you see what the work reality is looking for, and what you have to give, to offer and to receive in this entire venture of your professional journey and career.

M.K. 23 years old

**O**ver the course of a year, once a month I met with dynamic and supportive women, who trained me in economic matters. I was able to ask any question I had on financial issues, even the things I was ashamed to ask or discuss with the people in my circle. I was empowered through planning my finances and was able to put some money aside for myself, using the different principles and practical ideas that I heard. It was worth every minute.

E.K. 44 years old

**I**t was truly a pleasure to have so many different persons in a similar stage in their lives come together (outside the working environment). Sharing so different and yet similar experiences was liberating and rewarding. The instructors were direct, analytical and giving. They relayed to us knowledge, experience, inspiration and power. They helped me organise my thoughts, think about my priorities and take action. The greatest benefit I gained was realising my strength.

M.T. 44 years old

**E**xcitement, encouragement, optimism. I no longer feel bad for the professional “gap” in my resume! I realised that I can focus on a job I enjoy and not on something forced.

O.K. 42 years old

**T**he “Be your Best” programme helped me bring out my best self and grow into a new professional level and plan for a new professional profile with new horizons!

M.P. 55 years old

**T**he seminar was very interesting and enlightening, covering a broad spectrum of information, knowledge, and skills needed by women today to make their first steps in the world of work. I shared my story with women who are in the same stage of their lives as me, I heard stories and I felt part of a dynamic group. The speakers were very well educated, all the webinars surpassed my expectations, and the seminar organisation by Women On Top was excellent. The greatest benefit was that I truly connected with my goals and was motivated to take action.

E.D. 27 years old

**I**would unreservedly recommend the programme to any woman who is now taking her first professional steps, as she will experience an environment that is filled with safety, love, acceptance and understanding, and, aside from all this, all of us who participated learned a lot about ourselves, the steps we can take in the future, what we need to pay attention to in terms of communication, boundaries, our rights, and many more.

M.T. 21 years old

**A** fantastic experience! The discussions that took place, the answers that were given; it was the best that we could give to each other. Organising the hair salon, managing my finances and growing my business are the goals that I will set and want to achieve!

T.M. 45 years old



# WOMEN WORK MENTORING

We establish and oversee mentoring collaborations, we design and implement mentoring & coaching programmes for the professional integration and development of women aged 16-65.

In 2022, we presented the innovative and interactive mentoring platform that we created with the valuable support of our entire community.

The platform standardises the process and launches a new era for mentoring in Greece, bringing the mentees one step closer to the knowledge and networking they need, to make their job one of the best parts of their lives.

## OUR ACTIVITIES IN 2022

### WE ESTABLISHED AND OVERSAW:

**33** MENTORING COLLABORATIONS starting from individual applications

**50** MENTORING SCHOLARSHIPS in the context of the **Live A Legacy** mentoring program

**28** MENTORING SCHOLARSHIPS in the context of the **Ready for Work** mentoring program

**21** MENTORING SCHOLARSHIPS in the context of the **Ready for Work Again** mentoring program

**10** MENTORING SCHOLARSHIPS to female employees of the company **Kaizen**

**8** MENTORING SCHOLARSHIPS in the context of the **B2Run** action, in collaboration with the company **EYZHN**

**10** MENTORING SCHOLARSHIPS in collaboration with the companies **Hellenic Cables** and **CPW**

**10** MENTORING SCHOLARSHIPS to women with disabilities in Greece, in collaboration with the company **Orthostotical**

### IN THE WOMEN ON TOP NETWORK, WE WELCOMED:

**174** NEW MENTORS starting from individual applications

## EVALUATION

### SATISFACTION RATE OF PARTICIPANTS IN RELATION TO:



# WOMEN WORK MENTORING

## TESTIMONIALS

*What impressed me the most in our collaboration with my mentor was how accessible she was to me; how she listened closely and gave me advice on any professional issue I faced or any question I had. She was reliable and truly cared about this collaboration. I only have good things to say and take away from this collaboration, as I learned a lot, and through this journey I grew more as a professional, but I also believe she gained something from me too.*

**Ioulia K. 25 years old**

*At the start of the programme, I had taken on a new role and I was not sure I could make it. My mentor gave me the encouragement and self-confidence that I needed, to have the courage to present my ideas and initiatives and set my own terms.*

**Panagiota K. 33 years old**

*This process was very important to me, as it helped by outlining the steps and forming a plan for a process that was completely unstructured before this experience. The matching with my mentee was so successful that many times I thought that exactly 20 years ago I was in the same position as she is now, also doing my own personal assessment through the perspective I have today.*

**Athanasia K. 40 years old**

*We have built a give-and-take relationship with my mentee; she helped me realise some new things about myself, and she also helped me improve my communication skills and especially that of active listening!*

**E.M. 47 years old**

# WOMEN WORK MENTORING

## MENTORS' TRAINING THE SERIES

At Women On Top we believe in mentoring and we believe (a lot) in the ability of our mentors to change for the better the lives of their mentees.

This is why in 2022 we continued our training seminars on key topics related to this role, significantly increasing the effectiveness of the guidance that one mentor can offer to her mentees, and to any woman she wishes to support, so she can reach a little further, a little more easily!

In this 4 webinar cycle, other than the WoT trainers, speakers from abroad were invited as guests, enriching the process with their valuable experience. Specifically, the training programme for our network of mentors included the exploration of the following themes and skills:

- Basic mentoring principles
- Trust and active listening
- Managing unconscious biases
- Goal-setting and self-confidence

The programme had a duration of 8 hours and was attended by 215 active and potential WoT mentors in total, while the webinars were posted on the organisation's YouTube channel.

Our mentor training programme was funded by the Bureau of Educational and Cultural Affairs of the US Department of State, with Meridian International Center as the implementation partner.



In November 2022 we launched the “Ask the mentor” column in collaboration with LadyLike.

The column is dedicated to any questions, concerns, dilemmas and obstacles that women may face in their professional lives. The readers send in the issue that troubles them and a mentor from Women On Top is called to answer their question, drawing from her own experience and from what she has gained through her professional career. In 2022, 8 mentors provided answers to the questions of 8 readers.



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## WOMEN WORK LEGAL SUPPORT



Women On Top, in collaboration with ActionAid, created the “Speak Out” service, to provide free legal counselling to women that have been sexually harassed at their work.

The purpose of the service is to support women over 18, residing in Greece, who have experienced sexual harassment at work, whether this was a current occurrence or something that has happened in the past.

Free legal counselling includes a discussion and joint planning of the next steps to protect and vindicate those who have suffered from harassing behaviours. It is addressed to women who have a permanent job, women who work in atypical work, women who have been harassed during work interviews, work meetings or business trips.

**From the launch of the service, 92 women have received free legal counselling.**

The “Speak Out” service is part of the Safe at Work project. The Safe at Work project is carried out in the context of the Active citizens fund programme, with ActionAid as the implementing body and the Research Committee of the Panteion University of Social and Political Sciences, Women On Top, the Greek People Management Association and DATAWO as partners.

The Active citizens fund programme, with a budget of €13.5 million, is funded by Iceland, Lichtenstein and Norway, and is part of the financing mechanism of the European Economic Area for the period 2014-2021, known as EEA Grants. The programme aims at strengthening and enhancing the sustainability of the civil society, and highlighting its role in promoting democratic procedures, supporting citizens’ participation in public affairs and protecting human rights.

In Greece, the grants for the Active Citizens Fund programme are jointly managed by the Boddasaki Foundation and SolidarityNow. Read more at [www.activecitizensfund.gr](http://www.activecitizensfund.gr)



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## WOMEN WORK COMMUNITY BUILDING

Using the Women On Top podcasts, our monthly book club, the newly founded WoT Thessaloniki Hub and the Girls for Change programme, we build and empower women's communities, which serve as cells of mutual support, cooperation, exploration of issues surrounding gender inequalities and a quest for change.

With the help of technology and with in-person interaction, we bring together women and women's organisations from all over Greece, to discover together the knowledge, the networks and the tools that are needed for an inclusive reformation and an equitable future.

### OUR ACTIVITIES IN 2022



On Women On Topic, our podcast on women's professional empowerment and equality at work, we talk about diversity and inclusion in the workplace, the everyday gender discrimination, and the tools we have in our disposal to make work one of the best parts of our life.

In 2022, with the support of the Qualco Group, we showcased gender equality, not only as a self-evident human right, but as the fundamental basis for a sustainable society, where women enjoy equal opportunities for personal and professional development in the workplace, and equal chances of being promoted to leadership positions and holding those positions long-term.

**25**  
EPISODES

**5,348**  
DOWNLOADS

## WOMEN WORK COMMUNITY BUILDING



#StoRafi is an initiative for networking, training, mutual support, creativity and meaningful impact.

Every month we propose to the members of the club a book related to women's empowerment and equality in the public realm.

At the end of the month, we get together to exchange views about the book, discuss the issues it touches upon, talk with people associated with the creative process or the subject, discover more books together, and build a community where our love for books meets our vision for women's and men's equal participation in all aspects of our lives.

**7**  
ONLINE  
MEETINGS

**249**  
PARTICIPATIONS

**2**  
IN-PERSON  
MEETINGS

**29**  
BOOK DONATIONS

## WoT THESSALONIKI HUB

A community of women with a desire to grow and cooperate, in Thessaloniki, started organising monthly training and experience-sharing meetings in 2022, continuing to expand and evolve constantly.

**>40**  
MEMBERS

**11**  
MEETINGS

**20**  
HOURS  
OF MEETINGS

## WOMEN WORK COMMUNITY BUILDING



Guided by the “confidence gap” that is established during a girl’s childhood and adolescence, and on the challenges and roles they are called to take on at this age, Women On Top organised the first cycle of Girls For Change, an empowerment program for teenage girls, with a strong experiential and practical character. Through the programme, which consisted of 6 two-hour meetings, 10 girls learned practical tools, were engaged in activities and shared their experiences in order to build new skills and manage more effectively the gender stereotypes and biases they face in their social, educational and family environment.



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**10** 14-17 YEAR-OLD  
GIRLS

**12** HOURS OF  
EMPOWERMENT

### IMPRESSIONS OF PARTICIPANTS

*The “Girls 4 Change” programme has helped me a lot in understanding myself better, improving the relationship with my peers, and respecting and listening to others around me. I met different persons, learned things I didn’t know about, and, most importantly, found myself for the first time in an empowerment team for teenage girls who “fought” everyday for gender equality. Lastly, I met Susanna and Pinelopi, who know exactly what to do to help us, and are very supportive. Overall, I felt there are people who care about us and are trying in every way to create a better tomorrow for women in society. I think the greatest benefit was meeting a member of the team, whom I hope I am going to know better, and both of us can learn more about each other. I hope to make a new friend with whom I will have a lot in common, and we will have fun together and support each other.*

*I learned about teamwork and I understood that many girls my age are going through similar problems as me, and that all of us together can overcome them.*

*I came into contact with new people and felt the “solidarity of the community”, while also taking part in very interesting discussions and practical actions. I have shared my thoughts and feelings, heard a lot of things and found out how other girls experience their adolescence, from their own, unique perspectives. Also, there is always something positive to take away from a discussion with experts, such as clinical psychologists.*

### IMPRESSIONS OF PARENTS/GUARDIANS

*I noted that it benefited her and that she felt safe in the group. When she finished the programme, I saw that she was less insecure than before she started it. She became less hesitant to express herself in class and she was coming home from school with good news. She became more assertive, solidified some of her goals and she now seems more focused on them. The programme was a good step for her development.*

*She is more confident and deals with things in her daily life in a more relaxed manner, without stressing. It is very clear that she is not as afraid as she was before, and she handles some things like a grownup. She became familiar with concepts and issues surrounding gender equality, and now points out any sexist talk that she hears.*

*I liked how the programme gave the children the opportunity to express themselves freely, to talk to each other and to see that the problems of this age are common. My daughter’s participation helped her realise that the things that upset her, in reality were not as big. It also helped that she heard from others the things that I, as her mother, had been telling her (e.g., about her looks). I liked how she opened up, thanks to the discreetness of the instructors and the favourable conditions they had created to this end.*

## WOMEN WORK

# ΜΑΘΗΜΑΤΑ ΟΙΚΟΝΟΜΙΑΣ

ΕΝΑΣ ΟΔΗΓΟΣ  
ΧΡΗΜΑΤΟΟΙΚΟΝΟΜΙΚΟΥ  
ΑΛΦΑΒΗΤΙΣΜΟΥ



The Financial Literacy Programme, which was organised by Women On Top in collaboration with AthiNEA and funded by Papastratos, gave to 106 women the opportunity to participate in a training course, aimed at familiarising them with basic financial literacy concepts and helping them develop skills to improve the way they manage their finances.

Through 9 months of interactive seminars and in-between group meetings, the participants came into contact with practical tools and targeted activities which helped them learn how to better organise their financial obligations and add to their savings in a sustainable manner, while also becoming more familiar with long-term financial planning and the basic principles of investing, exploring the ways in which they can be more effective when they negotiate on financial matters with the people in their environment.



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## 60 of the participants completed

successfully the programme and learned to manage their financial future with confidence!

## 68% of the participants

evaluated their knowledge on managing their finances as “**Very good**” or “**Adequate**”.

## Their self confidence index increased

to 3.6 from 2.7 at the start of the programme, according to their self-evaluation.



## WOMEN WORK

# Be your Best

ΠΡΟΓΡΑΜΜΑ ΕΝΔΥΝΑΜΩΣΗΣ ΓΥΝΑΙΚΩΝ ΚΟΜΜΩΤΙΚΟΥ ΚΛΑΔΟΥ



L'Oréal Professional Products and Women On Top have created the first programme for personal, entrepreneurial, and financial empowerment, called “Be your Best”, with the aim of providing training and assistance to women in the hairstyling industry for them to develop business skills, and also invest in their personal and professional future.



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In the 1st cycle of the programme, **620 women from the hairstyling industry** participated in **3 online seminars** on personal empowerment, which were carried out under the expert supervision of the WoT instructors. In the 2nd cycle, **45 female hair salon owners** attended a **two-day skill-building camp**, focusing on their personal, entrepreneurial and financial empowerment, and consisting of **7 practical workshops** that were carried out in person.

The programme, which aimed at offering a long-term positive impact on the women in the industry and provided all the necessary tools for them to face their daily business challenges, was deemed a success, as **more than 72% of the participants responded they were “Absolutely” or “Very” satisfied** with the seminars.

# CHANGE 4 ALL

**Interventions** at schools, **research projects**  
& **social awareness campaigns**

## CHANGE 4 ALL RESEARCH

To better understand the aspects and nature of the issues surrounding gender inequality, we carry out studies which provide the information we need to demand the necessary changes.

### OUR ACTIVITIES IN 2022



#### CLIMATE CHANGE AND GENDER EQUALITY IN THE MEDITERRANEAN AND GREECE

##### THE FIRST PART OF THE STUDY

“Climate change & gender equality in the Mediterranean and Greece”, carried out in collaboration with SUSTAINABLEWE and the assistance of the researchers of the European Centre for Environmental Research and Training (EKePEK) at Panteion University.



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STUDY

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#### CLIMATE CHANGE AND GENDER EQUALITY IN THE MEDITERRANEAN AND GREECE

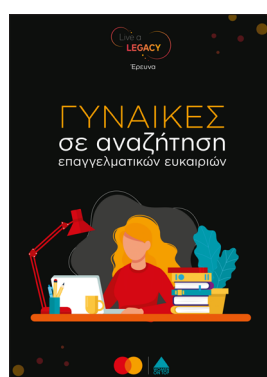
##### THE SECOND PART OF THE STUDY

“Climate change & gender equality in the Mediterranean and Greece”, carried out in collaboration with SUSTAINABLEWE, QED, the assistance of the researchers of the European Centre for Environmental Research and Training (EKePEK) at Panteion University, and the support of PPC, Henkel, Sani/Ikos Group, Quest, Lush Fund and the MedWomen Fund.



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STUDY

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#### WOMEN IN SEARCH OF PROFESSIONAL OPPORTUNITIES

A study we carried out together with Mastercard and in collaboration with Focus Bari, where we collected information on the challenges that women in Greece are facing in their first professional steps, and we proposed solutions & tools to eliminate them.



LINK  
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STUDY

## CHANGE 4 ALL AWARENESS RAISING & ADVOCACY

Through our research projects, we design policy proposals to exert pressure on institutional bodies, and achieve the gradual transformation of the legal, social, political and educational framework which perpetuates gender inequalities. We also create content in the form of articles, studies, events and reports, with the aim of building dynamic communities that are interested in equality throughout Greece, as well as in order to inform and raise awareness among a wider audience on matters of gender discrimination.

### OUR ACTIVITIES IN 2022

#### WE PARTICIPATED IN THE CONSULTATION FOR THE PREPARATION OF THE NATIONAL PLAN FOR FINANCIAL LITERACY



**2**

ONE-DAY SEMINARS

**>250**  
PARTICIPANTS

**>934**  
SCREENINGS

2022 DELPHI  
ECONOMIC FORUM



LINK  
TO  
YOUTUBE

2022 THESSALONIKI  
INTERNATIONAL  
FAIR



LINK  
TO  
YOUTUBE



**1 TV SHOW**  
"Epikindines"  
(Dangerous women)



LINK  
TO  
ERTFLIX

**1 AWARENESS  
RAISING  
CAMPAIGN FOR  
PATERNITY LEAVES  
IN COLLABORATION  
WITH  
YOUNG LIONS  
COMPETITION  
HELLAS**



LINK  
TO  
YOUTUBE

## CHANGE 4 ALL SCHOOL OF NO BIAS

The programme “School of no bias – Everyone strong, everyone equal” responds to the 3 challenges that have been standing in the way of gender equality in Greece:

- the perpetuation of gender stereotypes and gender violence at school
- the “confidence gap” in girls aged 10-14, which holds them back, as young women, from going after positions of responsibility, and
- gender stereotypes in career guidance

Our goal is to create a core of teachers, who will lead the way towards integrating equality in the educational process, empowering girls and promoting gender-sensitive career guidance.

### OUR ACTIVITIES IN 2022

#### CREATING A WEBSITE AND INTERCONNECTION PLATFORM FOR TEACHERS

>160

TEACHERS REGISTERED ON THE PLATFORM FROM

>50

AREAS IN GREECE AND

3

OTHER COUNTRIES

4 EDUCATIONAL ACTIONS

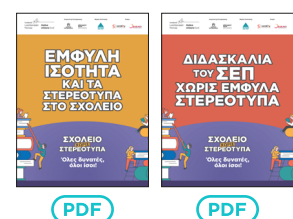
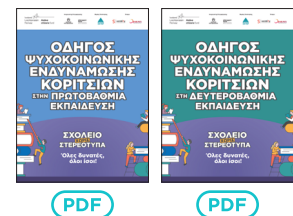
10 ONLINE SEMINARS

169 PRIMARY AND SECONDARY EDUCATION TEACHERS AND CAREER COUNSELLORS

30 HOURS OF TRAINING

4 INSTRUCTORS

4 EDUCATIONAL GUIDES ON EMPOWERMENT, GENDER EQUALITY & GENDER-SENSITIVE CAREER GUIDANCE



The 1st cycle of the “School of No Bias” programme was carried out in the context of the Active Citizens Fund programme, implemented by Women On Top with Sociality and Openous as partners.

# CHANGE 4 ALL SCHOOL OF NO BIAS

## EVALUATION

TEACHERS' SATISFACTION RATE IN RELATION TO:

THE CONTENT  
OF THE SEMINARS



THE ORGANISATION  
OF THE SEMINARS



## TESTIMONIALS

*It was all perfect! We want more seminars like this!*

Eleni A., Primary School Teacher

—  
*The theoretical and interactive parts of the meetings were very well balanced.*

Areti T., Secondary School Teacher

—  
*It was a very helpful and practical seminar.*

Anthi L., Teacher & School Career Counsellor

## CHANGE 4 ALL

# ΚΟΡΙΤΣΙΑ & STEM

Είναι συμπεριληπτική η διδασκαλία της τεχνολογίας;

ΑΠΟ ΤΟ  
WOMEN  
ON TOP



ΜΕ ΤΗΝ  
ΥΠΟΣΤΗΡΙΞΗ

U.S. EMBASSY  
ATHENS

An interactive skill-building workshop for teachers, aiming to make STEM fields more attractive and accessible to girls of different socio-economic backgrounds.



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The 2nd cycle of the “School of No Bias” programme is organised by Women On Top, with the support of the US Embassy in Athens.

**11** SPEAKERS

**>1300** VIEWS ON  
FACEBOOK LIVE VIDEO  
[VIDEO](#)

**>300** VIEWS ON THE  
WOMEN ON TOP  
YOUTUBE CHANNEL  
[VIDEO](#)

## CHANGE 4 ALL

# CLIMATE CHANGE & GENDER EQUALITY

IN THE MEDITERRANEAN  
AND GREECE

The study “Climate Change & Gender Equality in the Mediterranean and Greece” is an initiative of Women On Top, carried out in collaboration with SUSTAINABLEWE and the assistance of the researchers of the European Centre for Environmental Research and Training (EKePEK) of Panteion University.



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The 1st part of the study, completed in the spring of 2022, attempted to shed some light on the interaction between climate change and gender equality, based on data which shows that women, as well as other vulnerable social groups, are more heavily impacted by the phenomenon in many areas of daily life, both in urban and rural settings, yet they participate much less in mitigation strategies and actions.

The literature review, which was the basis for the 1st part of the study, revealed that the increase of inequalities that affect women due to climate change is becoming apparent in the agricultural and tourist sector, especially when women are exposed to extreme weather events and natural disasters, which they are – mainly for social reasons – less equipped to handle.

Women’s living conditions become even more adverse during such major disasters due to the poverty they are often facing, and due to the in-

crease of gender violence commonly associated with such circumstances. The challenges, in fact, affect women both in developing countries and parts of developed countries, Greece being one of them.

The issues identified in this report highlight the importance of combating stereotypes and biases hindering women’s empowerment, which could allow them to play a valuable role in managing and dealing with climate change, by having a key part in any decision-making process.

The [2nd part of the study](#), published in April 2023, includes a qualitative and quantitative investigation of the impact of climate change on the everyday lives and prospects of women in Greece, as well as specific proposals for addressing those challenges and incorporating gender-mainstreaming into any initiative and policy on climate adaptability and sustainable development.



# WOMEN 4 CHANGE

**We work with companies** and organisations that actively invest in their human capital, and together we implement programmes to improve the diversity, inclusion, and work/life balance indices, and to empower their female employees.

# WOMEN 4 CHANGE

## OUR ACTIVITIES IN 2022

COLLABORATIONS  
WITH

**>40**  
COMPANIES &  
**>45**  
ORGANISATIONS

**>2,200**  
TRAINED  
EXECUTIVES

**1**  
ONE-DAY EVENT  
with more than 250 participants



### EQUALITY & INCLUSION IN BUSINESS

#### GUIDE ON CORPORATE PRACTICES FOR EQUALITY & INCLUSION

The guide is the result of a study carried out by Women On Top, with the Confederation of Norwegian Enterprises, Kvinner i Business and The Association of Women Business Leaders in Iceland as the partners, and funded by the EEA Grants, in the framework of the project “Gender equality in the corporate world: what can we learn from Norway and Iceland about empowering women in business”, which is part of the Greek Business Innovation programme, with Innovation Norway as the grant manager.



LINK  
TO  
OUR PAGE

## COLLABORATING COMPANIES



# WOMEN 4 CHANGE

## TESTIMONIALS

**A**t Pfizer, women's empowerment and equal treatment is our priority, and we share the same vision with Women On Top. Through our participation in significant initiatives, such as the "WoT in Business 2022" one-day event, we play our part in creating the right conditions for promoting gender equality and equal opportunities in the workplace.

**Lia Bertsiadou,**  
Head of the "Diversity & Inclusion, Action" team, Pfizer Hellas, Inflammation & Immunology Lead, Pfizer Greece-Cyprus-Malta

**O**ur collaboration with WoT in 2022 touched upon many parameters of our corporate strategy on Inclusion and Diversity. The holistic approach of matters surrounding gender equality, the deep knowledge, the quality of the offered services and the effective programmes are the invaluable hallmarks of Women On Top.

**Maria Dimopoulou,**  
Manager of Communications & Sustainability, PAPASTRATOS

**N**ovartis is committed to building an inclusive workplace, which gives everyone the opportunity to pursue their dreams. Everyday, we embrace diversity and equality in action. Our exceptional cooperation with WoT and their flawless organisation allowed us to support young women in health sciences, both through the "Ready for Work at Life Sciences" seminars and through having women from our management team participate in mentoring.

**Foteini Bampanara,**  
Head of Communication Department, Novartis Hellas

**A**s L'Oréal Professional Products, we have been supporting and showcasing the value of the hairstyling industry for more than a century. With the Women On Top team, we share common values and a common vision: to grow and discover your best self, through training and the right support network. On this basis, we have created "Be Your Best", a holistic programme for the personal and professional empowerment of women in the hairstyling industry. With the exceptional team of Women On Top, we were able to offer knowledge, self-confidence and tools for personal and professional growth to every one of the women.

**Maria Koralis,**  
General Manager,  
Professional Products Division  
L'Oréal Hellas

**T**he participation of Henkel Hellas at the 5th Anniversary Meeting of Women On Top was a unique opportunity for us to become involved in the topic of paternity leave. Analysing our differences with other European countries in relation to parental leaves, both in terms of mentality and the legislation, we understood that, when it comes to women's career advancement in Greece, providing to both parents equal opportunity to family care is extremely important. The speakers' panel and the subjects were of top quality. Empowering women so they can build a career, and, at the same time, supporting men so they can be close to their families, sets the right frame for the concept of gender equality in the workplace.

**Thalia Vouvonikou,**  
HR Head Greece & Cyprus, Henkel

**T**he Women On Top team, through its work, opens the discussion for a wider realisation of the benefits we can gain as a society by promoting gender equality, and it is our honour to support the organisation's activities to this end.

**Vaso Pouli,**  
CEO, Commit Global

**A**t SAP, our main objective is to be a truly diverse and inclusive work environment. We are convinced that companies and societies can thrive only when people are free and not bound by stereotypes. This is why we actively support organisations such as WoT, which promote and foster a culture of equality and respect.

**Rosie Tsela,**  
Business Manager, CSR & University  
Alliances Country Lead

**A**t Groupama Insurance, our goal is to enhance the professional skills of our people, so they are always aligned with our values. With Women On Top as our allies, we have launched a number of actions, in order to play our part, in the best possible way, in the development, awareness-raising and empowerment of our people, to create a society where the values of inclusion, fairness and equal opportunity will prevail.

**Thenia Alampasi,**  
Staffing & Development Department  
Manager

continued >>

# WOMEN 4 CHANGE

<< continued

## TESTIMONIALS

**T**he collaboration with WoT came organically, given that Equality and Inclusion were an integral part of our culture, and we were looking for ways to take it one step further. Our common vision for gender reconciliation, led to us obtaining the SHARE equality label, by promoting programmes, actions, practices and procedures which ensure the equal treatment of the two sexes. We invest in the training of our people with every opportunity. Together with Women On Top we hosted the seminar "Respecting boundaries and preventing violence and harassment", where we learned to recognise, prevent and address this type of incidents. We are sincerely thankful to the organisation that is supporting our efforts to strengthen our corporate culture!

**Thalia Andriopoulou,**  
Global HR BP PH, HR Manager  
Atos Greece, Global Diversity Spoc

**A**s one of the first Greek businesses awarded with the SHARE equality label, at Hellas Gold, we make sure to foster an open and inclusive work environment for our people every day, and the inspiration, empowerment and support we received from the Women On Top team played a decisive role in our efforts.

**Erika Xirouchaki,**  
Director of Communications & Corporate Affairs, Eldorado Gold Greece

**T**he interactive webinars we organised in cooperation with Women On Top supported our people by providing inspiration, tools and new skills, so they can build a healthy confidence and be able to adapt to the challenges of our era in a positive way.

**Athina Antoniadou,**  
Employer Brand Manager,  
Vodafone Greece

**W**e worked with Women On Top in April 2022 at the Most Powerful Women Summit, organised by Fortune Greece at the Hellenic Cosmos Cultural Centre. As moderators, Ms Stella Kasdagli and Ms Pinelopi Theodorakakou, with their knowledge and recognised authority in matters of female empowerment, inclusion, equality and diversity, contributed to the dialogue that took place this year too, over the key themes of the conference.

**Anastasia Paretzoglou,**  
Brand Manager, Fortune Greece

**I**n today's society, where gender segregation continues to exist, our cooperation with Women On Top came to educate our people and awaken our broader community, through a series of podcasts offering true value to the public.

**Pavlina Louki,**  
VP Marketing at Qualco Group

**I**n the context of the International Women's Day, we have selected Women On Top to offer 5 Mentoring Scholarships to women with disabilities. We sincerely thank you for the amazing and meaningful work you are doing!

**Michailidou Nancy**  
& **Michailidou Nikoleta,**  
Owners, Orthostatical

**A**t Imerys, we make people our priority and offer a supportive work environment, fostering diversity and inclusion, where everybody can realise and develop their true talents. We promote women's empowerment, respect the values of inclusion, and facilitate integration in all its dimensions. In the context of our initiatives for 2022, together with the Women On Top team, we organised an excellent lecture, titled "Discrimination, Bullying and Harassment in the Work Environment". Ms Stella Kasdagli shared with us the basic steps we need to take, in order to nurture a culture of respect and emotional safety at our workplace. We look forward to designing even more actions with them, aiming mainly at women's equal participation in the workplace and their advancement to c-level positions!

**Maria Drapaniotou,**  
HR Manager SSC & Athens Site

**I**n support of women's empowerment and women's equal participation in Boards of Directors, in November 2022 we hosted the event "How to Prepare for Becoming a Board Member - Powered by Alpha Bank", organised by the European Women on Boards and Women On Top Greece. The positive outcome of this event strengthens our excellent cooperation with Women On Top, solidifying our will to support any worthy initiative, such as the ones that the organisation has been consistently taking, to promote women's professional and financial empowerment and establish equality in the job market.

**Penny Gialakidi,**  
Head of Talent Development & Change,  
Alpha Bank

continued >>

# WOMEN 4 CHANGE

<< continued

## TESTIMONIALS

**W**e had the opportunity to welcome Ms Stella Kasdagli for a discussion on women's empowerment, equality at work, leadership and the role that each one of us, man or woman, can play in promoting substantive equality, in and beyond our professional lives. Her meaningful words and frankness led to a discussion that attracted a lot of participation and constant interaction with our colleagues. Everyone agreed that it was an exceptional event.

**Naya Kassimi,**  
Citi, Securities Country  
Manager, Greece & Cyprus

**W**e had an excellent experience from working with Women On Top on an initiative that is in line with the implementation of the new Growthfund strategy. We have taken full advantage of the Women On Top's know-how in our never-ending efforts to create the conditions and framework for ensuring a safe professional environment for our people. The goal of our cooperation was to create a policy and a specialised manual containing information and addressing sexual harassment and violence at work. Wishing to promote a work environment of equality, we provide guidance, we acknowledge and respond to any such incident of harassment, while also making it clear that the Growthfund has zero tolerance against them.

**Anthi Trokoudi,**  
Manager of Communications  
& Sustainability

**Natalia Theodoulou,**  
Public Reforms Advisor

**W**omen's empowerment and the provision of equal opportunities, for us at Deloitte, are part of our culture. With 43% of our people being women, by creating internal communities, guidance and professional development programmes, implementing transparent evaluation procedures and taking a series of actions, we continuously empower women, so they can achieve their goals and grow. We are truly proud that, as Deloitte Greece, we are collaborating with Women On Top, because we share the same purpose and urgency to recognise women in the professional realm at the position where they rightfully belong.

**Analia Kokkoris, Partner | People & Purpose Leader of Deloitte Greece**

# WOMEN 4 CHANGE



Ημερίδα  
WoT in  
Business

Μαθήματα  
από τη Νορβηγία  
και την Ισλανδία

ΙΣΟ  
ΤΗ  
& ΤΑ  
ΣΥΜΠ  
ΕΡΙΛΗ  
ΨΗ  
ΣΤΙΣ  
ΕΠΙΧΕΙΡΗΣΕΙΣ

ΤΕΤΑΡΤΗ  
23 ΦΕΒ

ΑΜΦΙΘΕΑΤΡΟ  
ΙΔΡΥΜΑΤΟΣ  
Β. & Ε. ΓΟΥΛΑΝΔΡΗ

WOMEN  
ON TOP

XOPHOI GOLD



XOPHOI SILVER



## The 5th Women On Top one-day event



WATCH  
THE RECORDING  
OF THE LECTURES  
AND WORKSHOPS

On 23 February 2022, Women On Top, in collaboration with the companies Pfizer, Henkel, Commit Global, the Pfizer Centre for Digital Innovation (CDI) and the Konrad Adenauer Greece and Cyprus Foundation, and with the support of the Norwegian Embassy, held its 5th annual one-day event, titled “Gender equality in the corporate world: what can we learn from Norway and Iceland about empowering women in business” in the context of the WoT in Business initiative.

The one-day event was a hybrid one, and was centred on the good practices adopted by companies and organisations in Norway and Iceland, which systematically bring these countries at the top of the rankings on gender equality in Europe.

Through lectures and themed workshops with the participation of experts from Norway and Iceland, we have explored tools and methodologies that can support the efforts of Greek companies in achieving Equality, Diversity and Inclusion, and

we also shared the initiatives that are already being successfully implemented by innovative organisations in our country.

Executives from the most progressive and responsible companies in the Greek ecosystem have had the opportunity to develop the skills and tools needed to create organisations that achieve even greater gender equality; become familiar with good practices on female representation in positions of responsibility; promote women’s and girls’ involvement in technology; and understand the role of quotas in forming an inclusive work environment.

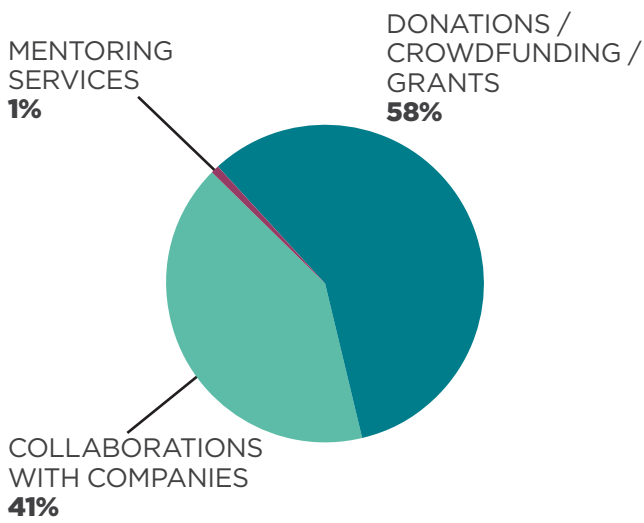
More than 380 individuals registered for the one-day event and more than 290 people attended the discussions and workshops, with 90% of them describing the lectures and panels as “very good” to “perfect”, and 95% stating they were completely satisfied with the workshops.

The one-day event was held in the context of the “Gender equality in the corporate world: what can we learn from Norway and Iceland about empowering women in business” project. The project was implemented by Women On Top and is part of the initiatives for developing bilateral relationships, funded by the EEA Grants, in the context of the Business Innovation Greece Programme, with Innovation Norway Athens as the grant manager.

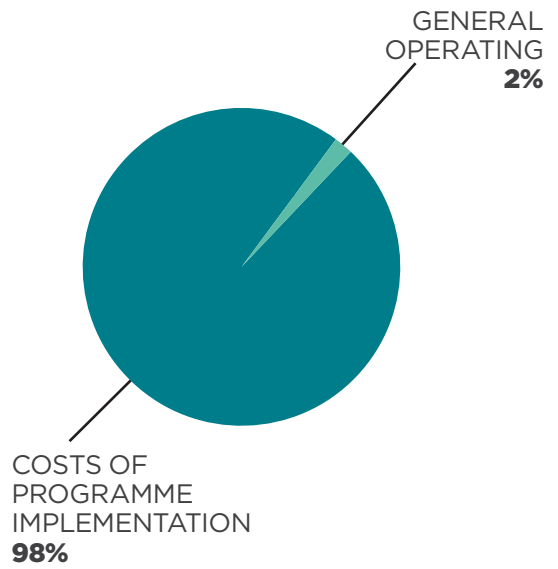
We want to thank our partners from Norway, Kvinner i Business and Confederation of Norwegian Enterprises, and from Iceland, Reykjavik University, University of Iceland and The Association of Women Business Leaders in Iceland.

# THE SOURCES OF OUR FUNDING

## INCOME 2022



## EXPENSES 2022





# OUR COMMUNICATION PLATFORM

Throughout 2022, we shared the vision, the ideas and the outcomes of our actions with more than 30,000 people, via our digital platform, and more than 10,000 who watched our lectures, seminars and presentations via the initiatives of third parties.

## CHANNELS



members  
& followers  
**> 20,000**



followers  
**> 6,600**



members  
& followers  
**> 23,500**



subscribers  
**> 10,500**  
125 newsletters  
36% open rate

## ACTIVITIES

**30**

lectures

**6**

panels  
moderated

**10**

seminars

**18**

hours of  
training

**> 200**

reports, interviews,  
re-publications and  
articles in the Media

# AWARDS

## Women Empowerment and Diversity & Inclusion Awards D&I

### Bronze award

CATEGORY

**BEST INITIATIVES - BEST LEARNING & DEVELOPMENT / TRAINING PROGRAM**

for the action

**BE YOUR BEST**

Programme for the Professional Empowerment of Women in the Hairstyling Industry in collaboration with L'Oréal Professional Products

### Gold award

CATEGORY

**BEST SOCIAL RESPONSIBILITY ACTIVITIES - WOMEN EDUCATION & SKILLING**

for the action

**REGENERATION FEMPOWERMENT INITIATIVE**

in collaboration with ReGeneration, the US Embassy in Athens and AB Vasilopoulos

## Hellenic Responsible Business Awards

### Best New NGO Entry

for the action

**READY FOR WORK & READY FOR WORK AGAIN WORKSHOPS & MENTORING TO (RE)TAKE THE JOB YOU WANT**

in collaboration with SAP.



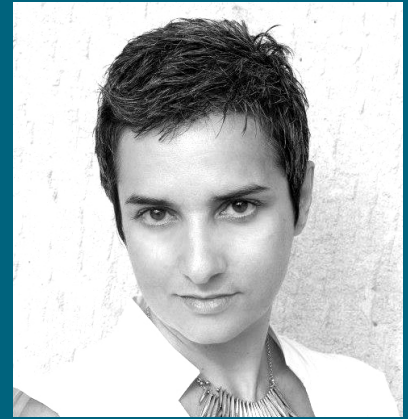
# OUR TEAM



**Stella  
Kasdagli**



**Pinelopi  
Theodorakakou**



**Galini  
Iliopoulou**



**Efi  
Kotsiopoulos**



**Rosa  
Vassilatu**

## WOT IN BUSINESS ASSOCIATES



**Lydia Manitsidou**  
Architect -  
Workplace Design  
Expert



**Anna Papanikolaou**  
Lawyer

## NON-EXECUTIVE BOARD



**Eva Karamargiou**  
HR Manager,  
Intrum Customer  
Services Athens



**Stella Kasdagli**  
Co-founder  
Women On Top,  
Writer



**Alexis Komselis**  
Director,  
AHEAD - Alba Hub  
for Entrepreneurship  
and Development  
Teaching Fellow,  
Alba Graduate  
Business School,  
The American College  
of Greece



**Maria Partalidou**  
Lecturer,  
Aristotle University  
of Thessaloniki



**Eva Polyzogopoulou**  
Deputy Country Director  
of ActionAid Hellas

## VOLUNTEERS



Chrysa Giannouli



Iro Theodorakakou



Gina Theofilidou



Georgia Kelepouri



Marianna Lambrou



Sofia-Rafaela  
Mavridaki



Katerina Mouka



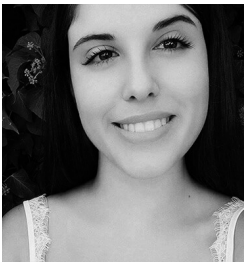
Konstantina Kartali



Anthi Vatali



Elena Desylla



Eirini Neratzouli



Elena Bliami

**26** of training and upskilling  
**HOURS** the WoT team

# WOMEN ON TOP ABROAD

Women On Top partners up with the non-profit organisation [European Women On Boards](#) and launches the new Greek EWOB chapter, with the aim of promoting the vision of women's equal representation in positions of responsibility in Greece as well.

## Women On Top is an active member:

- OF THE EUROPEAN COMMUNITY

### **WEgate**

TO PROMOTE WOMEN'S ENTREPRENEURSHIP

[LINK](#)

- THE INTERNATIONAL NETWORK

### **MenEngage**

TO PROMOTE SOCIAL CHANGE AND GENDER EQUALITY

[LINK](#)

## It is also a partner in the European programmes:

- **FoWoSe**

FOSTERING WOMEN SOCIAL ENTREPRENEURSHIP THROUGH GENDER MAINSTREAMING OF SUPPORT STRUCTURES

- **FEMIN-ICT**

FEMINISING THE ICT SECTOR BY SUPPORTING AND ENCOURAGING MORE WOMEN TO TAKE UP ICT-RELATED CAREERS

- **BeMyHelp**

MENTORING OF WOMEN RETURNING TO THE LABOUR MARKET

## OUR STRATEGIC PARTNERS

To accomplish our objectives and maximise our impact, we rely on our cooperation with prestigious organisations and institutions, which share and support our vision and values. Within 2022, we had the pleasure of working with 45 of them, and we thank them all sincerely.



## EVALUATION & TESTIMONIALS

Our collaboration with Women On Top was especially productive. It is our pleasure to work with such active organisations, with which we are bound by our common focus on the goal of gender equality.

**Victoria Germotsi,**  
Office for Planning, Documentation and Assessment of Programs, Research Centre for Gender Equality KETHI

It is a great satisfaction to know that the two empowerment programs presented last November by Women On Top with the support of the Swiss enterprise Novartis had such a big success. The initiatives of Women on Top boost the mental skills of women and the self-confidence of teenage girls with the aim of bringing them one step closer to their professional dreams.

**Stefan Estermann,**  
Ambassador of Switzerland in Greece

Our collaboration with the Women On Top team in the context of the Thessaloniki International Fair 2022 was exceptional, and, at the same time, the subjects analysed during the event were particularly interesting. We look forward to continuing our cooperation in the near future.

**Vicky Dalkrani,**  
Director of Congresses, Events and Venue Leasing Dept, HELEXPO SA

There's quite an in-depth amount of support that Women On Top brings to our community, sharing good practices and advocating for better socio-economic position of women in Europe. Looking forward to continuing our partnership in the years to come.

**Gabriela Kostovska Bogoiska,**  
WEgate Community coordinator

Our collaboration with WoT, in the context of the "Safe at Work" programme was consistent, direct and inspirational. The team has achieved a rare balance of professionalism and empathy, and we look forward to the next steps in our collaboration.

**Stella Elmatzoglou,**  
Project Manager of the "Safe at Work" programme

For yet another year, our cooperation with Women On Top and with Stella Kasdagli in particular was most fruitful, effortless and the result of teamwork, with deep insight and empathy. We share common values and a common vision, to play our part in building a more equal and inclusive business world and society.

**Katerina Vallogianni,**  
Editor-in-Chief, Women Leaders and Diversity & Inclusion, BOUSSIAS

Our cooperation with Women On Top was excellent, and via a series of informational seminars we jointly contributed to the efforts for women's empowerment.

**Dr Antonia Torrens,**  
General Director of KMOP - Social Action and Innovation Centre

We had the pleasure of working together with Women On Top in the context of the "School of No Bias - Everyone strong, everyone equal" project. Our collaboration was based on effective communication and teamwork, even when we were faced with challenges and tight deadlines, and this, combined with the experience and professionalism of WoT, played a big part in having an excellent end result. We will be happy to work together in the future.

**Nikoleta Rekatsina,**  
Co-Founder/General Director, Openous

Planning, methodicalness and dedication are some of the attributes I would use to describe our cooperation with the WoT team. We collaborated in the context of the "School of No Bias - Everyone strong, everyone equal" programme, and they have proven to us that schools of bias can, in fact, change for the better! We are looking forward to new ideas and projects!

**Nadiana Koutiva,**  
Project Manager - SOCIALITY

Our collaboration with Women On Top was part of the BridgeSTEAM programmes of the Girls in STEAM Academy in 2022, where we had the honour of inviting the co-founder, Ms Stella Kasdagli, as a female role-model. Stella discussed with young girls, shared her experiences and exchanged views with them, empowering them on their journey!

**Anastasia Liopetriti & Panagiota Polykarpou,**  
Co-founders of the initiative Girls in STEAM Academy

We have worked with WoT for a 3 year project to enhance our impact on women entrepreneurs in Belgium. Their approach, feedback and training were really insightful to improve our gender equality approach. This has been possible with a proper action plan based on an audit well documented. Working with this team is a real pleasure thanks to their positive behaviour and their high experience.

**David Taquin,**  
Chief Development Officer, Microstart



## EVALUATION & TESTIMONIALS

The cooperation between LadyLike and Women On Top started on the occasion of the Tribute to Greek Women's Entrepreneurship, and was solidified with the weekly column "Ask the Mentor", where the WoT mentors provide answers to any questions, concerns and practical obstacles women face in their professional lives today. The reaction of our readers was very positive and this makes us feel very satisfied and happy about this collaboration. "Ask the Mentor" is a column that is to the point, elevates our content and serves as a two-way communication channel with the women readers of LadyLike.

**Marilella Antonopoulou,**  
Editor-in-Chief, LadyLike.gr

Having the Book Club meetings "StoRafi" hosted at the Library on Gender and Equality gives us, each time, the opportunity to discover new books related to issues on gender equality and women's position in different social and cultural settings. Through discussions, different reading experiences but also different life experiences emerge; the feeling of solidarity and mutual support is strengthened and the efforts on women's empowerment and equal participation in all aspects of public life are enhanced.

**Dina Pentarchou,**  
Deputy Supervisor of the  
Library and Historical Archives Dept.

This year we have completed our three-year collaboration with WoT in the context of our cooperation with Fondation Chanel. What started as a collaboration, became a synergy, because the positive results were far more than what we were expecting, and, of course, our communication was always flawless. I look forward to what is to come!

**Marisa Antonopoulou,**  
COO, Action Finance Initiative

