

## **GEMELS: THE BIG WOMEN'S BET ON STEM**

**How to invest in women's heart to achieve Career goals, Leadership, Welfare and Sustainability**



According to the last information of Un Woman, the United Nations agency that deals with female empowerment, Covid-19 "could wipe out 25 years of progress in the field of gender equality".

Also in Italy, the catastrophic effects of the pandemic have mainly affected women (most of them are employed in the service sector and in precarious jobs): according to ISTAT, in the last trimester of 2020, there were 470,000 fewer employees, more than in the same trimester of 2019. This situation puts Italy in the penultimate place in Europe.

GEMELS S.p.A, engineering company of Trescore Balneario (field in which the old stereotype of exclusive male relevance prevails), from more than 10 years has strongly believed in the added value that women can bring to the STEM (Science, Technology, Engineering and Mathematics) within each company.

It boasts 40% of female quotes, with women that cover important roles of leadership, not only in sales and purchasing offices (where they reach more than 80% of female quotes!), travelling and dealing with managers from all over the world, but also in the engineering, R&D and production departments, where many women discovered their ability with mechanics, leadership, engineering and more.

Let's destroy the cliché that this is a Men's world: **In GEMELS, valves and engines are "women's stuff"**.

Also in the Technical Office, for example, there are three young women, mums, with previous experiences far from the engineering world. They were chosen with the aim of investing in them, as in a big bet.

"What makes us most proud is to see some realities of global importance who unsuccessfully try to copy our model. There's actually something untouchable behind this: our philosophy, far from easy to replicate.

We 100% believe in female figure, where the remuneration must certainly not be lower than that of men, higher though. It is a challenge that will upset our women's life, making them achieve a position of advantage over the ancient male stereotypes of the past, without devaluing and without taking anything away from Men."

Given the focus on female figures, GEMELS is particularly sensitive to promote many female initiatives in shades of pink, both in the field of Welfare (an example is mentioned in the article "We are not that small!":<https://www.bergamonews.it/2020/08/05/piccolo-sarai-tu-anchenel-2021-GEMELS-rimborsa-nido-e-materna-aidipendenti/386949/>) and sustainability.

In addition, GEMELS decided to strengthen its support to **CUORE DI DONNA association**, strongly present in our territory to support women in their fight against breast cancer. Follow the Facebook page "Cuore di Donna" (<https://www.facebook.com/Associazione-Cuore-di-Donna-309411375825339>) and you'll soon realize how these women are trying hard, with determination and courage.

"In GEMELS the big bet on female talents was won: we do not leave anyone behind, everyone can do it! We needed to think out of the box, without leaving empty spaces but seeking their own strength without limits, taking a leap into the darkness and creating constructive opportunities to make self-confidence grow."

In the middle of difficulty lies opportunity!