

## The Swedish project involves four local companies and Tillväxt Motala

**MOTALA**  
Tillväxt Motala



## Tillväxt Motala

Tillväxt Motala – Growth Motala – is a local network organisation for company support. It involves 300 companies and organisations from all kind of branches

These companies represent industry, caring, business counseling and housing.

The SWOPS objective is to break gender carrier barriers.

The companies are active in the project by developing strategies and efforts for equal recruitment. The companies aim at breaking gender biased barriers in choices of training, education and work choices.

**SWOPS**



Co-operation with Linköping University, Motala municipality and Employment office Motala

# Changing gender biased carrier choices

## Sweden:

Participative methods  
for commitment  
and implementation



*- Let us bury the working life stereotypes in loads of realistic information!*

*What happens behind the company front? There are exciting things going on! It is fun and rewarding to work in industry, caring and commerce.*

*- We will join forces to take positive action.*




*We have plans for new ways to interact with schools, training and education.*

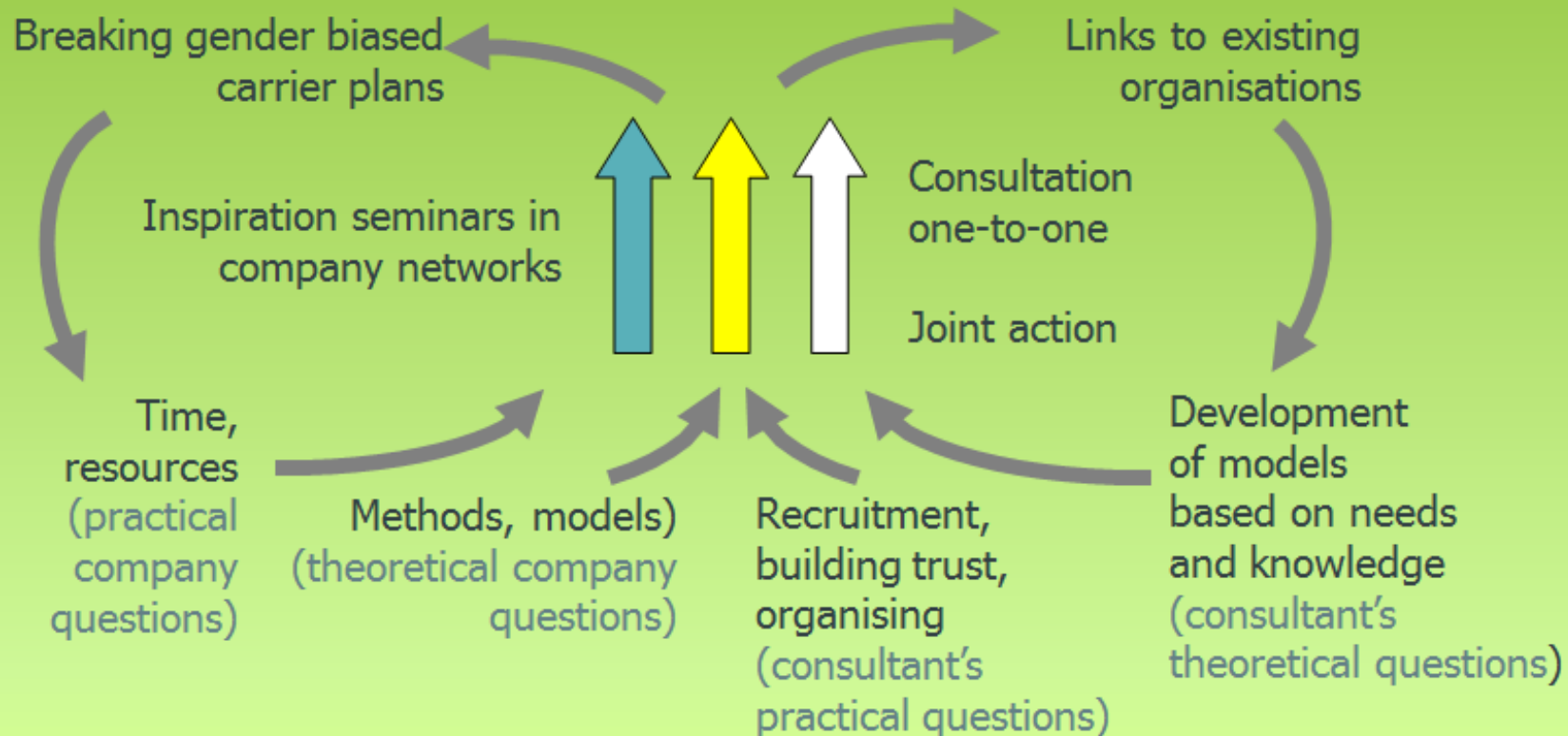
*We also see ways to get the local media to provide interesting articles about the content and situations in the modern workplaces.*

*We want to replace the stereotypes in the minds of young people, their teachers, parents and influential persons in their surroundings.*

# Method: An action research approach

Companies and consultants meet in dialogue, they join their different views and experiences

-  New theoretical knowledge
-  New practical knowledge
-  Practical intervention



## Joint analyses, joint action

## Interviews

### Mapping Analyses of needs

- *We have difficulties to recruit women.*  
(Holms, industry company)
- *We have difficulties to recruit men.*  
(Aleris, caring company)
- *We aim at company diversity to mirror our customers.*  
(Platen)
- *We develop support measures for women leaders in industry*  
(Industrikompetens)

## Network meeting

### Dialogue Idea development

- We must start early, in the schools; educations and trainings!  
We must get behind the stereotypes around our working places:
- *Industry isn't dirty and noisy!*
  - *There are technical jobs in the caring sector, jobs that don't require any caring training at all!*

## Network meeting

### Dialogue Idea development

- Can we develop a creative exchange here in Motala, an interaction between schools and companies?
- What if companies could give access, and schools could use companies as practical parts of school work?  
The Motala model!

## External anchoring

### Implementation

- Further development of the ideas from the company network
- Tillväxt Motala's network for Carrier development
  - school/employment cooperation group
  - (municipality and companies)
  - inspiration seminars in the company's network



# Thank you!

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[tillvaxtmotala.se](http://tillvaxtmotala.se)