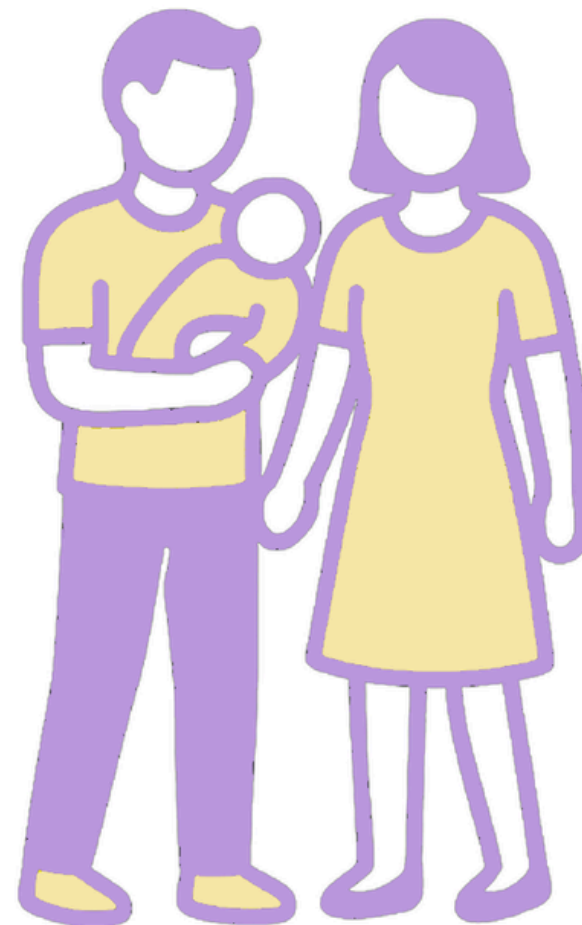


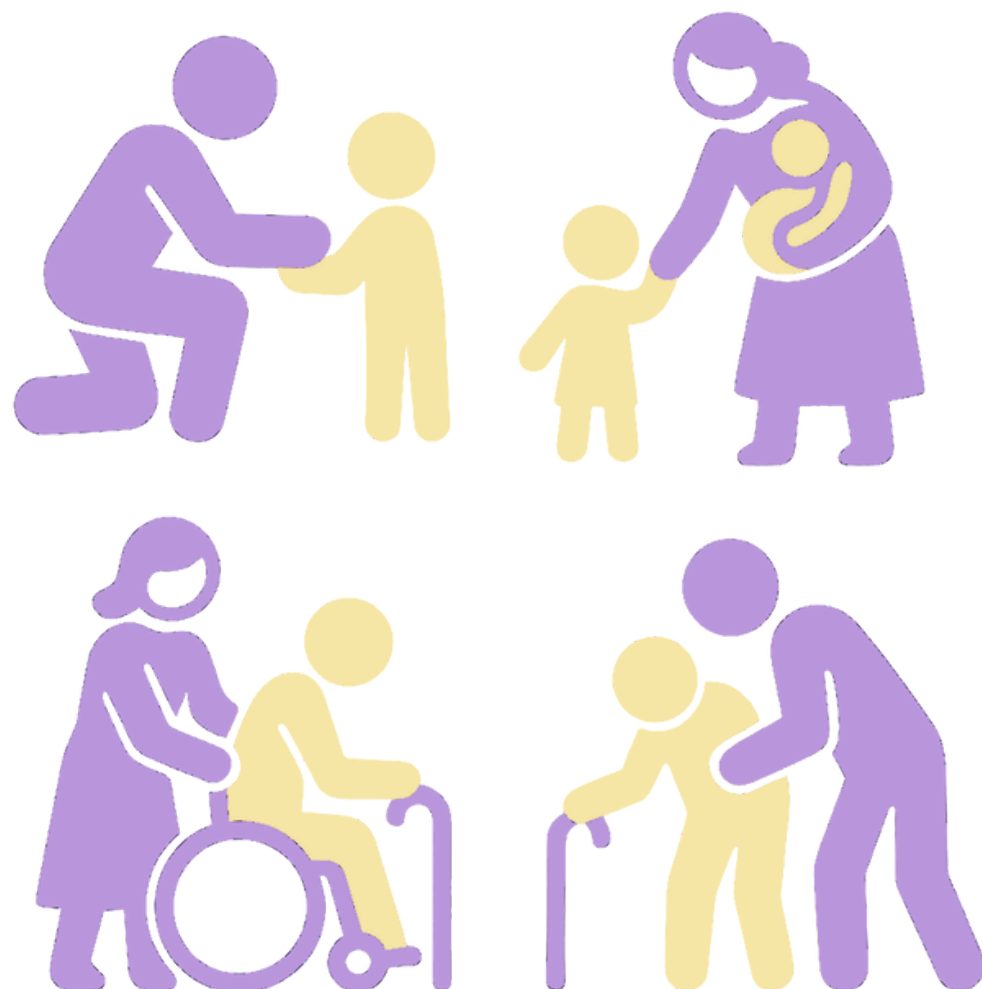
WHO CARES?

BREAKING GENDER STEREOTYPES IN CAREGIVING



2 OUT OF 3 CAREGIVERS IN EUROPE ARE WOMEN

**SHARED CARE IS FAIR CARE: DADS, SONS, BROTHERS —
CAREGIVING INCLUDES YOU TOO.**



IN MOST EUROPEAN HOUSEHOLDS, CAREGIVING STILL FALLS MOSTLY ON WOMEN. THIS WORKSHOP EXPLORES HOW GENDER STEREOTYPES KEEP CARE WORK INVISIBLE, UNDERVALUED, AND UNFAIRLY DISTRIBUTED — AND HOW WE CAN CHANGE THAT.

- ✓ DISCOVER WHY CAREGIVING IS A GENDER ISSUE
- ✓ LEARN HOW STEREOTYPES SHAPE OUR EXPECTATIONS
- ✓ REFLECT ON YOUR OWN ASSUMPTIONS
- ✓ BE PART OF A SHIFT TOWARD SHARED RESPONSIBILITIES

LET'S TALK CARE. LET'S SHARE CARE.

WHEN MY MOTHER GOT SICK, MY BROTHERS STEPPED BACK. I STEPPED IN — BECAUSE I HAD TRANSITIONED, I WAS NOW 'THE DAUGHTER.' THAT'S HOW STRONG GENDERED EXPECTATIONS ARE.

📅 DATE:

🕒 TIME: 90 MINUTES

📍 LOCATION:

🎯 TARGET GROUP: BUSINESS LEADERS & FUTURE LEADERS (STUDENTS)

📱 **SCAN THE QR CODE
TO SIGN UP!**

