

Create the future of
FAMILY SUPPORTIVE WORKPLACES



Be PARENT

IS CONSIDERED THE MOST IMPORTANT ROLE IN LIFE

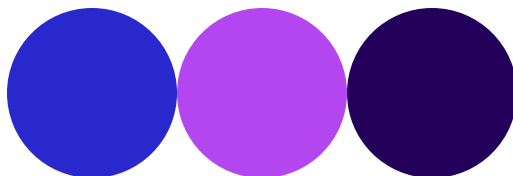
FOR THE NEW GENERATIONS



70%

of millenials consider that
there is no bigger succes in
life than to be parent





NEVERTHELESS...




55%

Of parents in the whole world have the feeling that they fail in the first year of parenthood.



And 77%

of parents working in France consider it very difficult to conciliate work and parenthood
(Boson Project 2023)



*while happy parents are
more happy employee
2* less sick
6* less absent
9* more attached to the company
31 % more productive
55% more creative*



The **BE FAMILY** mouvement

The **BE FAMILY** mouvement is a forum for companies to exchange, reflect and act together with other companies and the network of **Family Tech** for creating the futur of **Family Supportive Workplaces**





Parental Policies - a strategic necessity

• Growing Female Talent Pool:

- Women represent the majority of university graduates and are essential across all professional levels.
- Integration post-parenthood becomes important.

• New Generation Expectations:

- Millennials and Gen Z prioritize work-life balance.
- Increased father involvement in parenting.
- Both parents seek employer support.

• Societal Evolution:

- Diverse family and care models (single parents, blended families).
- Desire for more involved parenting.
- Need for structured daily planning.



What companies do concretely?

Family friendly working hours

Flexibility in starting and ending times

Flexibility in work location when possible

Respect times for care and support



Stay connected to parents on parental leave

Consider them as part of the 'active workforce'

and make them participate in the company life ex. Business updates, meets, innovation, company activities



What companies do concretely?

Facilitate parental leave

Move from mother pregnancy leave to parental leave

Foster men to take parental leave

Create conditions for reintegration



Support during pregnancy

Offer advice and support for a healthy pregnancy

Respect rules on work security and specific needs



merci !