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MUPYME

Emprendimiento femenino

MUPYME PROJECT

*Employment and Women on the 21st
century in Europe: From Household
economy to SME economy
(Small and Medium enterprises)*

Housewives

ITALY

Interviews

- ✓ The five interviews took place from **April** and **May 2016**
- ✓ Each **interview** lasted about **2 hours**
- ✓ It was based on a structural questionnaire provided by **FEUP**
- ✓ All the interviews have been filmed and recorded in an informal and *friendly atmosphere* along one of her normal housekeeping days
- ✓ The *interviewers* were four psychologists, expert in adults education, active in **Università Popolare di Firenze**, both in courses management and planning and in European Designing.



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Target group of housewives

- Only one of them lives in Florence
- The other 4 live in more rural areas (in villages of the Province)
- Four housekeepers are married, one of them is divorced.

Selection of the 5 women has been based on :

- ✓ Geography
- ✓ Number of years they had been housewives
- ✓ Previous knowledge and their agreement
- ✓ Their previous experiences
- ✓ Their expectation and projects for the future



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Observation

Each one of the women was observed while working in her house.

The following actions were observed:

- ✓ To *cook*
- ✓ To do the *cleaning*
- ✓ To *iron*
- ✓ To *wash*
- ✓ To do the *housework*



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Abilities

The 5 women show various abilities:

- ✓ *Relational skills*
- ✓ *Autonomy*
- ✓ *Initiative*
- ✓ *Time management*
- ✓ *Organization of housework*
- ✓ *Planning of activities*
- ✓ *Flexibility*

To be multitasking is the ability needed by all, and they have it.



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Member of family

Generally speaking, husband and children help little in homework

Children

- ✓ in ***two cases*** have been asked to do a few domestic duties (clean their bedroom, to lay and clear the table, to do some service in the house).
- ✓ ***with one exception***, don't do any work and are totally dependent on their mother's homework.



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Member of family

Husbands

- ✓ in most cases treat the *family budget*
(paying of bills and insurances, dealing with administration)
- ✓ sometimes are in charge of *gardening*
- ✓ only one helps his wife to do the *heaviest shopping* for the house



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Housewives

- ✓ All the **5 housekeepers** are **satisfied** of this activity
- ✓ Some of them **have chosen to stop working** or to be part time employee in order to take care better of house and children
- ✓ They **do not feel inadequate** nor unsatisfied for what they do
- ✓ They **all are very busy** in taking care of their family, in voluntary work and in social relations



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Housewives

- ✓ All the women declare that most of their abilities in running the house has been *learned by their family of origin* (in particular by mother and grandmother)
- ✓ None of them has *ever followed specific courses* to learn how to run the house or how to do homework.
- ✓ Some of them get information and keep up-to-date via specific *tutorials in Internet*, you tube, or via TV programs.



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Housewives

For them, the abilities to be possibly improved are:

- ✓ to speed cleaning
- ✓ to reuse leftovers
- ✓ to optimize and coordinate times
- ✓ cleaning and care of the house by means of natural methods and low environmental impact



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Housewives

- During the interviews, only one of the housewives is interested in joining specialized *trainings* to improve her abilities in running her house. The others show interest in courses connected with her interests and passions
- As *posture and working conditions* are concerned, no one complains severe effects on the body. But some of them think that, on the long run, a certain bearing of the body can produce pain and inflame specific parts of the body itself.



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Housewives

- Each one of our interviews is using the appliances for *saving money* and optimizing time
- One of the housewives, to save more time, does the *shopping on-line*
- The 5 housewives are spending a lot of time, at *least 6 or 7 hours*, for the housekeeping
- The interviewed housewives pay a particular *attention to the environment and to saving energy* (choice of ecological products with a low environmental impact)

Housewives

- All the five women of the interview have had a job, either full or part time, before being totally involved in the care of the house.
- All of them agree that all the abilities and the expertise developed at work have been useful for the work to be done after at home.



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Housewives

All housewives think that the “Soft Skills” are very important in their activities, such as:

- ✓ *Problem solving*
- ✓ *Flexibility*
- ✓ *Relationships*
- ✓ *Creativity*
- ✓ *Pragmatism*
- ✓ *Decision making*
- ✓ *Time planning*
- ✓ *Negotiation*
- ✓ *Self-control*
- ✓ *Organization*
- ✓ *Responsibility*
- ✓ *Adaptation*



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Housewives

Four out five housewives offer themselves as *volunteers*, for these reason they have the opportunities of experimenting many more skills, in particular:

- ✓ *Skills in communication*
- ✓ *Leadership oriented to reach a goal or to create a good atmosphere in a group*
- ✓ *To handle conflicts*
- ✓ *Problem solving*
- ✓ *Decision making*

Suggestions

1. None of the housewives think useful to do up to date ***courses to developed their domestic skills***. On the contrary their interest is in going into and developing their own interests with specific courses
2. Some of them aspire to ***improve their expertise on:***
 - the use of leftover food of the day before;
 - methods to speed the cleaning up;
 - how to substitute the commercial products used daily for cleaning with homemade biological ones.

Workshop at POLIMODA, Florence 20th May 2016

Comparing the housewives with a successful business women was *definitely fruitful*.

After having introduced the interviews and analyzed the business women activities and the match of housewives competences, the attending housewives have revealed, even if small, their entrepreneurship "*hidden dream*".

To get in touch with a successful female entrepreneur and to participate in the workshop in a site where creativity, production and entrepreneurship are typically feminine, has resulted in a stimulus for the housewives, who have realized they own expertise to be used for business.

Workshop at POLIMODA, Florence 20th May 2016

«How to become entrepreneur»

The group of housewives and successful business woman, has identified the following CONDITIONS and KEY POINTS to become entrepreneur:

CONDITIONS

TO HAVE TIME

TO HAVE INFORMATION AND A TECHNICAL SUPPORT

TO HAVE PLACES OF COMPARISON WITH OTHER ENTREPRENEURS

KEY POINTS

TO HAVE PUBLIC SERVICES OF WELFARE WHICH ALLOW WOMEN TO WORK OUT OF HOME, USING KINDERGARDEN, AFTER-SCHOOL ACTIVITIES, NURSING HOMES, OLD PEOPLE'S HOMES AND SERVICES TO PEOPLE

TO OBTAIN DAYS OFF ALSO FOR THE HUSBAND AND STIMULATE THE FATHERS TO TAKE CARE OF CHILDREN AND OF THE FAMILY

TO HAVE A FLEXIBLE TIMETABLE AT WORK, ALSO THANKS TO TELEWORK

TO KNOW THE DIFFERENCES AMONG THE TYPOLOGIES OF SELF-EMPLOYMENT: ENTREPRENEUR, PROFESSIONAL AND FREELANCE

TO KEEP ONESELF UP-TO DATE, AT LEAST EVERY 5 YEARS, WITH PUBLIC TRAINING COURSES LOW PRICE, OR PRIVATE ONES WITH VOUCHERS

TO PROMOTE WOMEN ENTERPRISES AND TO CUT EXERCISE DUTY FOR SMALL ENTERPRISES, PROFESSIONALS AND FREELANCES

TO CREATE CO-WORKING SITES, IN ORDER TO MAKE IT EASIER TO MEET PEOPLE AND TO CREATE ENTERPRISES