



HUB

#IWD2021  
#CHOOSETOCHALLENGE



8th  
MARCH

INTERNATIONAL  
WOMEN'S DAY

Join Us!

## All mobilised for International Women's Day!

On 8th March 1977, International Women's Day, was officially recognised by the United Nations. This is a day of action and celebrating achievements of all women around the world. The main objectives are to inform, challenge beliefs and bring awareness of the current status experienced by women.

This is also an opportunity to highlight the biases and discriminations towards promoting equality between men and women regardless of their ethnic, cultural, economic or political background. At present, there is some evident of progress however, no country has yet achieved gender equality. Women still face discrimination throughout their lives; there is still a lot of work to be done.

The theme for this year's, International Women's Day is 'choose to challenge'. At Altrad, we consider diversity as our strength. To celebrate and reinforce the significance of International Woman's Day, Jan Vanderstraeten and Ran Oren, Joint Group CEOs, responded to our questions, relating their views and opinions on the achievements of women within the Altrad Group and globally.



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## What does IWD mean to you?

**Ran Oren:** "IWD resonates with Respect, one of our Group values. Women should be respected, celebrated and given equal opportunities to men in all our communities; whether at work or in social or family environments."

## What are the most effective ways to counteract the negative stereotypes of feminism, especially in the workplace?

**R.O.:** "Education and listening. Feminism should not be negative, in my view it is a simple concept: equality. Females should have equal rights to men – to education, to work, to access public services, to enjoy freedoms... There should be no differentiation between males and females and IWD is another opportunity to remind ourselves of this and seek to address any conscious or unconscious bias we may have."

## Why do you support women's empowerment and gender equality?

**Jan Vanderstraeten:** "I believe any person, men or women, should be able to be all - he or she - wants to be in life. There is nothing more inspiring and rewarding than to pursue your dreams. Gender equality seems simple

on the surface. However, it is a complex issue. I aim to contribute wherever and whenever I can. That is why I am a strong advocate of promoting gender equality and strengthening women's rights. Achieving gender equality can be accelerated through women's empowerment. In my role within Altrad, I am able to make a difference. That is why I will not hesitate to make it happen."

## What progress have you seen on gender equality in your life and work?

**J.V.:** "Despite many of the advances towards gender equality in the past years, progress remains rather slow in many regions. We have to recognize that. So if you read this, wherever you are: it all starts within your own environment. I have been part of a number of work-

ing environments in the past. The most performing and best functioning teams included women. If only we would be able to recognize more of the advantages of having mixed teams, we should be able to progress faster."

## Share a women's empowerment moment that inspired you.

**R.O.:** "There are so many, from women leaders on the world stage (Finland's women-led cabinet, Karmala Harris' election as Vice-President, Jacinda Ardern...) to those within Altrad, be they holding senior management positions or carrying out supervisory or operational roles historically done exclusively by men."

**J.V.:** "As most of you know I have Belgian roots, so it should not



"I would like to encourage all young females by saying: There is no limit to what you can accomplish. Go for it!"

**JAN VANDERSTRAETEN**  
Joint group CEO



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**“Women should be respected, celebrated and given equal opportunities to men in all our communities”**

**RAN OREN**  
Joint group CEO

**R.O:** “We should all be mindful and play our part. Whilst our individual circumstances may lead us to believe women have achieved equality, this is not the case in many of our communities. Keep educating yourself to better understand the challenges and see how you can contribute.”

**J.V:** “First of all I would like to thank all women within the ALTRAD Group from the bottom of my heart for the things they do! Secondly I would like to encourage all young females by saying: “There is no limit to what you can accomplish. Go for it!”.

come as a surprise that I am keen to follow developments of companies like Solvay. Early 2019 I read an interview with Solvay’s newly appointed CEO, Dr. Ilham Kadri. I was immediately impressed by her story and I do follow her since then.

She is a no-nonsense lady and a very talented leader, who is certainly able to inspire me. A great example for all those young women throughout the world.”

**What’s your International Women’s Day message?**

The Altrad Group pledges to drive a shift in the inequalities experienced by their women employees. There’s urgent work to do - and we can all play a part. Let’s raise our hands to show that we are committed to choosing to challenge and speak out against inequality. their views and opinions on the achievements of women within the Altrad Group and globally.

## Let’s all choose to challenge!

[www.internationalwomensday.com](http://www.internationalwomensday.com)

