

# INTELLECTUAL OUTPUT 4 TASK O4-A5

## RESULTS OF INTERNATIONAL SEMINAR IN ATHENS (GREECE)



# WinSTONE

## OPENING GATES FOR WOMEN IN THE STONE SECTOR



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## 1. Introduction

This International Online Seminar has been used as the presentation of the WinSTONE project to students and professionals of the sector in Greece and as an official presentation of the IO4 corresponding to the “Production of WinSTONE Massive Open Online Course (MOOC)” of the project. The Seminar has been conducted online.

The purpose of this seminar was to collect information from the event attendees, who are experts in different fields of the stone sector and investigate the employment prospects for women in this sector.

The event was divided in two parts. In the first part, the main findings and results of the programme were presented. In the second part, women pioneers in the field of the stone sector, namely Mrs. I. Haida (President of Association of Marble Companies of Macedonia - Thrace and Vice President of Iktinos S.A.) and Mrs. K. Lazi (Former President of Association of Marble Companies of Macedonia -Thrace and CEO and Export Manager of Thassos Marble S.A.), as well as the Vice President of the Hellenic Women Engineers Association, Mrs. V. Tsoukala (Professor of NTUA) and Dr. G. Tentes, Director of a start-up company with a majority of women in its workforce, conveyed their own experiences and views on the problems of women's entrepreneurship.

After the interventions scheduled in the agenda, Prof. D. Kaliampakos, Dean of the School of Mining and Metallurgical Engineering of the NTUA moderated a round table discussion with the professionals of the sector to investigate further employment opportunities for women.

## 2. Detailed Agenda

The agenda of the Seminar is presented in detail below.

### AGENDA

#### OPENING GATES FOR WOMEN IN THE STONE SECTOR

##### Session I: Presentation of the WinSTONE project (in English and Greek)

**Moderator: Maria Menegaki, Ass. Professor, NTUA.**

- 16.50 - 17.00 Online Connection
- 17.00 - 17.05 Welcome opening of the NTUA  
*D. Kaliampakos, Professor, Dean of SMME.*
- 17.05 - 17.20 Presentation of the WINSTONE Project and the Consortium  
*R. Krug, Association of the German Natural Stone Industry, DNV*
- 17.20 - 17.35 Objectives and Results of the WINSTONE Project  
*D. Caparros Pérez, Marble, Stone and Materials Technology Centre, CTM*
- 17.35 - 17.50 Training needs for the integration of women in the stone sector  
*M. Menegaki, Associate Professor, National Technical University of Athens*
- 17.50 - 18.05 Handbooks oriented to training of trainers  
*M. Perraki, Associate Professor, National Technical University of Athens*
- 18.05 - 18.15 Break

##### Session II: The role of Women in the Stone Sector – Exchange of Experiences (in Greek)

**Moderator: D. Kaliampakos, Professor, Dean of the School of Mining and Metallurgical Engineering, NTUA**

- 18.15 - 18.30 *I. Chaída, President of Association of Marble Companies of Macedonia - Thrace - Vice President of Iktinos S.A.*
- 18.30 - 18.45 *D. Lazis, Former President of Association of Marble Companies of Macedonia - Thrace - CEO and Export Manager of Thassos Marble S.A.*
- 18.45 - 19.00 *V. Tsoukala, Professor, National Technical University of Athens, Vice President of the Greek Association of Women Engineers*
- 19.00 - 19.15 *Dr. Georgios Tentes, Managing Director, GREEN2SUSTAIN*
- 19.15 - 19.30 Q&As

According to the agenda of the International Online Seminar, the following interventions were made:

1. Welcome participants by host organisation (NTUA). It was carried out by Mrs. Maria Menegaki, As. Professor in the School of Mining and Metallurgical Engineering.
2. Presentation of the WINSTONE Project and the consortium. It was carried out by Mr. Reiner Krug, the coordinator of the project and the contact person of the German Association of Natural Stone Industry (DNV).
3. Presentation of the objectives and results of the WINSTONE project. Mr. David Caparrós was in charge of this presentation as architect of the Marble, Stone and Materials Technological Centre (CTM).
4. Presentation of the specific training needs of women for their integration in the stone sector. Mrs. Maria Menegaki, As. Professor in the School of Mining and Metallurgical Engineering of the NTUA conducted this presentation.
5. Presentation of the training characteristics of the trainers in order to be able to transfer the necessary knowledge. Mrs. Maria Perraki, As. Professor in the School of Mining and Metallurgical Engineering of the NTUA conducted this presentation.

The seminar has been also attended by prominent professionals in the stone sector, university professors and accomplished executives who were part of a round table of Experts:

- Presentation regarding women employment in stone sector by Ms. Julia Chaida, President of the Association of Marble Companies of Macedonia-Thrace, Vice-President of Iktinos Hellas S.A.
- Presentation regarding women in the stone business by Ms. Konstantina Lazi, former President of the Association of Marble Companies of Macedonia-Thrace, CEO and Director of Exports Thassos Marbles S.A.
- Presentation regarding the problems and opportunities of women engineers by Ms. Vasiliki Tsoukala, Professor in the National Technical University of Athens.
- Presentation regarding leadership, skills and individualities by Mr. Giorgios Tentes, founder and General Director of GREENS2SUSTAIN S.A.
- Q&A session moderated by Prof. Dimitris Kaliampakos, Dean of the School of Mining and Metallurgical Engineering.

All the presentations and interventions of the International Seminar were recorded and posted on the WinSTONE project website, to be made available to all interested parties in the following link: <https://winstoneproject.eu/>.

The recorded webinar is also available in youtube using the following link: <https://www.youtube.com/watch?v=39-zqpVG69c>

The presentations have been posted on the site of the School of Mining and Metallurgical Engineering in the following link:  
[https://www.metal.ntua.gr/?page\\_id=12994](https://www.metal.ntua.gr/?page_id=12994)

### 3. Presentation of the WINSTONE Project

#### 3.1. Presentation of the WINSTONE Project and the Consortium [DNV]

Mr. Reiner Krug presented the WINSTONE Project and the partners that form the consortium. The stone sector represents a worldwide increasing market. Within the European Union around 60,000 small and medium sized businesses work with ornamental stone in all aspects. This comprises a work force of more than 500,000 people engaged in and around ornamental stone industry with strong economic and social impacts at regional levels. This sector represents a worldwide highly increasing market where European production reaches approximately 35% with a total turnover of about 24 billion €.

However, the female workers are in a minority in the whole value chain of this industry due to lack of a gender integration, where the rate of feminization is only 7.25% at European level. There are several reasons for this:

- Barriers among colleagues: In a mainly male sector, it is not well seen by traditional society.
- Intrinsic barriers: It is thought that jobs in stone sector require brute strength and it cannot be carried out by women, but it is incorrect, because, currently, it is a sector that highly uses machinery.
- Labour market barriers: Women think they do not have any possibility to work in this sector, because they do not have a positive mentality about their abilities to carry out the tasks of this sector or because they think that they do not have equal opportunities.

The WINSTONE projects aims at addressing this issues and changing this mindset.

Furthermore, Mr. Krug gave a brief presentation of each partner and analysed their respective role in the project.



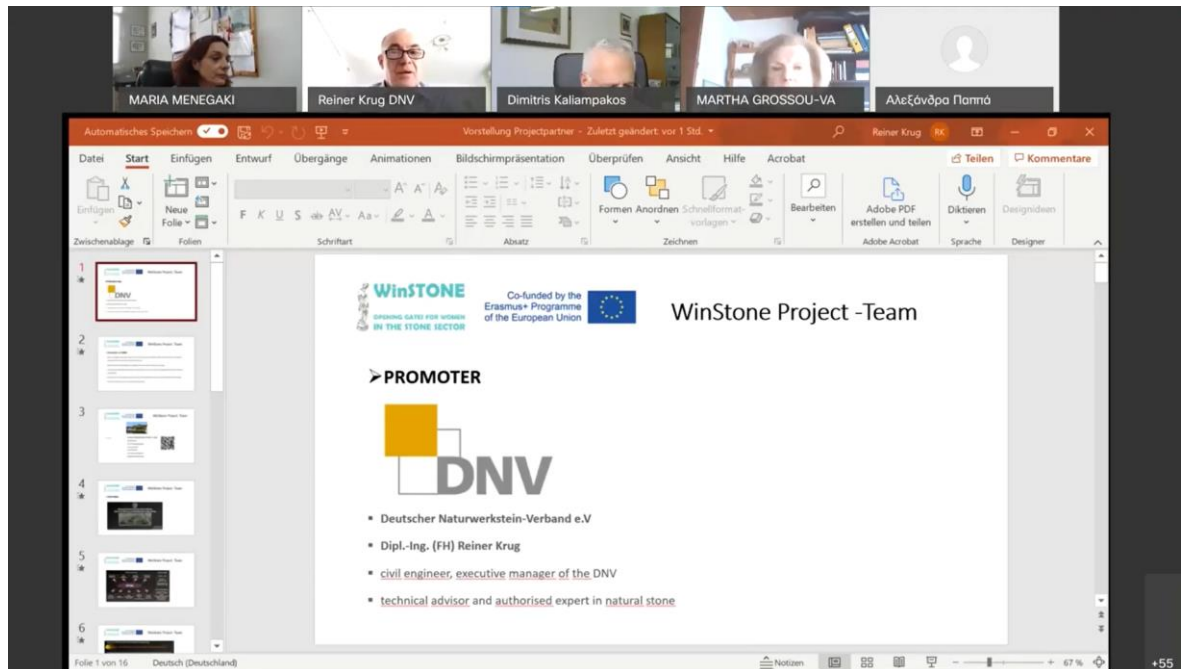


Figure 1: Presentation from Mr. Reiner Krug

### 3.2. Objectives and Results of the WINSTONE Project [CTM]

Mr. David Caparrós gave a brief presentation of the objectives, the tasks and expected results of the project, emphasizing that this project is of educational scope for training purposes for students and professionals in the sector of natural stone. Mr. Caparrós described each of the deliverables of the project in detail.

On the other hand, Mr. Caparrós stressed the importance of this project and the need to digitize all building materials and, of course, natural stone products in order to have greater prescription capacity by experts and professionals in the construction sector.

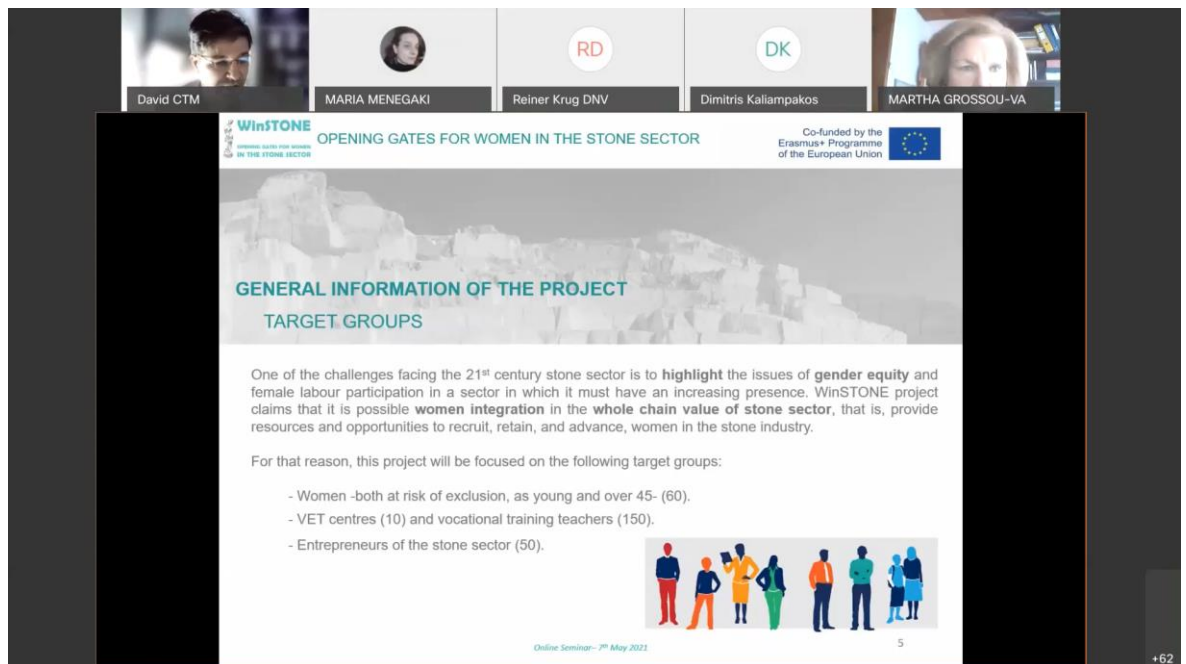


Figure 2: Presentation from Mr. David Caparrós

### 3.3. Training needs for the integration of women in the stone sector [NTUA] - in Greek

The title of As. Prof. Maria Menegaki's presentation was "Training needs for the integration of women in the stone sector". She started by giving the definition of the term "training needs" and analysed the different types of training needs. She presented several statistical data regarding women employment, salaries and education in the E.U. and Greece in particular. As. Prof. Menegaki discussed the role of social stereotypes and the challenges posed for women. She, then, identified opportunities that derive from each challenge and in the final part of her presentation she analysed the role of the trainers.



WinSTONE Online Seminar, Athens 7 May 2021

Εθνικό Μετσόβιο Πολυτεχνείο  
Σχολή Μηχανικών Μεταλλείων - Μεταλλουργών

Οι εκπαιδευτικές ανάγκες για την ένταξη των γυναικών  
στον κλάδο του μαρμάρου

Μ. Μενεγάκη  
Αν. Καθηγήτρια ΕΜΠ

WinSTONE 2019-1-DE02-KA202-006430  
OPENING GATES FOR WOMEN  
IN THE STONE SECTOR

Co-funded by the  
Erasmus+ Programme  
of the European Union

DNV Centro Tecnológico del mármol, piedra y materiales University of Athens

National Technical University of Athens

Institute of Entrepreneurship Development

+69

Figure 3: Presentation from As. Professor Maria Menegaki

### 3.4. Handbooks oriented to training of trainers [NTUA] - in Greek

As. Prof. Maria Perraki's presentation titled "Design and Evaluation of Training Programms" focused on how to design a training program and presented the most popular methodologies, like the ADDIE and Kirkpatrick models. She analysed the successive phases of the implementation of a training program and underlined the importance of the evaluation and assessment of the training program results.

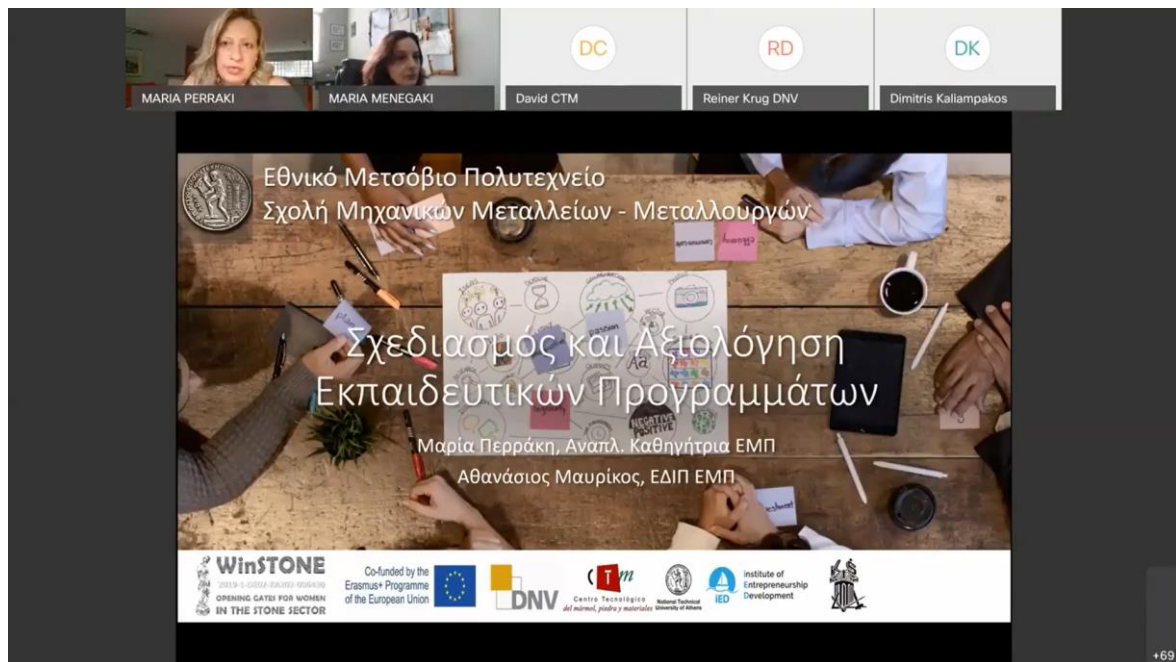


Figure 4: Presentation from As. Professor Maria Perraki

## 4. The role of Women in the Stone Sector – Exchange of Experiences (in Greek)

Session II of the international webinar comprises of four lectures from invited speakers and was moderated by the Dean of the School of Mining and Metallurgical Engineering, Prof. Dimitris Kaliampakos.

### 4.1. How will women strengthen their position in the companies of the marble sector? (J. Chaida)

Ms Chaida started her speech by outlining the basic characteristics of the stone sector in Greece in terms of turnover, employment and exports value. She continued by acknowledging that traditionally the stone sector was considered as a man-dominated sector. However, today more women are rising to higher management levels. This creates new roles and many leadership opportunities for women. Ms Chaida highlighted the long-lasting social stereotypes, family traditions etc. regarding the role of women as obstacles that need to be overcome. On the other hand, as a recent study reveals, companies under women leadership present better performance indicators compared to companies run by men. Ms Chaida believes that this happens because women behave in a supportive manner and act as protective leaders. Furthermore, she mentions, women are characterized by emotional intelligence, intuition and insight.

She closed her speech saying that modern stone sector offers many opportunities for women and all they should do is take them.



Figure 5: Presentation from Mrs. J. Chaida

#### 4.2. Women in stone business: girls, are we made for these kind of jobs? (K. Lazi)

Ms Lazi, in the beginning of her speech, reflected on her own career path and her experiences working in the stone sector for 27 years. She said that her job equipped her with resilience, patience, confidence and the willing to go that extra mile in order to achieve something. She claimed that the Greek marble is a unique product, with long history and an important heritage: it is an ambassador. Due to its export potential and demand, the Greek marble has reached places very far from Greece. Discussing gender equality issues in the stone sector, Ms Lazi said that, despite changes, the scales are still tipped towards men. Finally, Ms Lazi said that she believes that the education offered by universities should include teaching of soft-skills like communication, leadership, teamwork, stress-management, etc. She closed her speech saying that her professional career in the stone sector resembles the famous book "Alice in Wonderland".

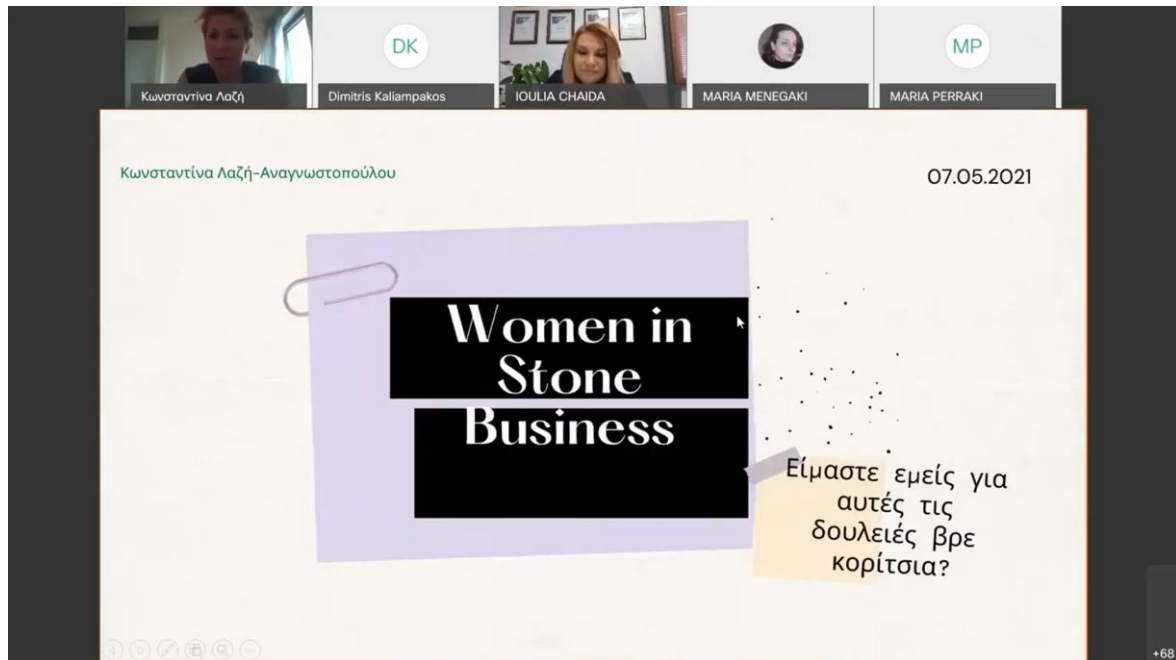


Figure 6: Presentation from Mrs. K. Lazi

#### 4.3. Problems and opportunities for the woman engineer (V. Tsoukala)

Prof. Tsoukala began her speech by talking about the Union of Greek Women Engineers, where she is the current Vice-President. She presented information about the Union, its activities, collaborations and projects. She then presented statistical data showing that in Greece there were no women engineers until 1910. Today although the numbers are much better, there are still more men than women in science and technology. Prof. Tsoukala presented the first women graduates from the Schools of the National Technical University of Athens and summarized the main obstacles to a woman career: family and maternity, job discrimination, differences in salaries, stereotypes, limited access to certain jobs or funding sources, lack of experience in management and sexual harassment.

However, she closed her speech by addressing the most common myths and stereotypes that women face in high-level management positions.



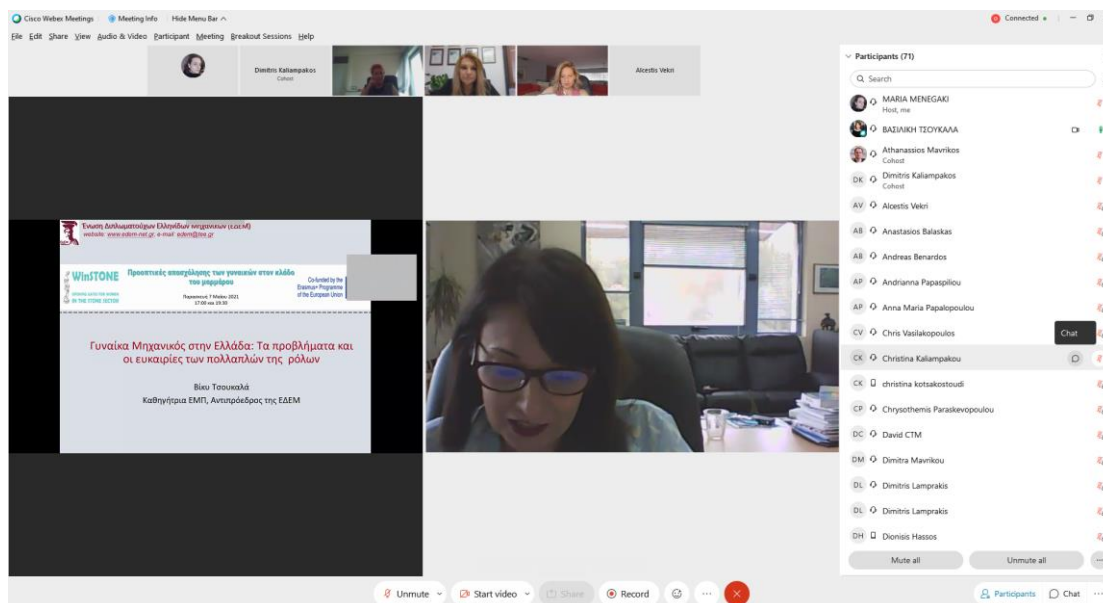


Figure 7: Presentation from Professor V. Tsoukala

#### 4.4. Leadership: skills and individualities (G. Tentes)

Mr. Tentes gave a speech founded in his experience as a young entrepreneur, founder and Managing Director of GREEN2SUSTAIN S.A., a company active in the field of environmental services, as well as in innovative support for technical and business activities, emphasizing on sustainability and development. Currently, GREEN2SUSTAIN employs almost 60% women. Firstly, Mr Tentes gave a brief overview of the services offered by his company and then analyzed the subject Leadership: skills and individualities. He described the essential skills that one person is required to have in order to work as a consultant for quarry companies and outlined the advantages of women leadership. He closed his speech by identifying key features of women: greater resilience, they adapt easier, are willing to try lean start-up, they take up ad can manage responsibilities, they take calculated risks.



Figure 8: Presentation from Mr. G. Tentes

The presentations given at this meeting will be available at ANNEX I. Presentations.

## 4.5. Discussion

As the agenda established, once all presentations had been finished, a Q&A session was held. During the Q&A session, Prof. D. Kaliampakos opened a round table discussion with the invited experts in order to highlight the potential advantages of incorporating more women in the stone sector. All experts agreed that the prospects for women in the stone sector are positive.



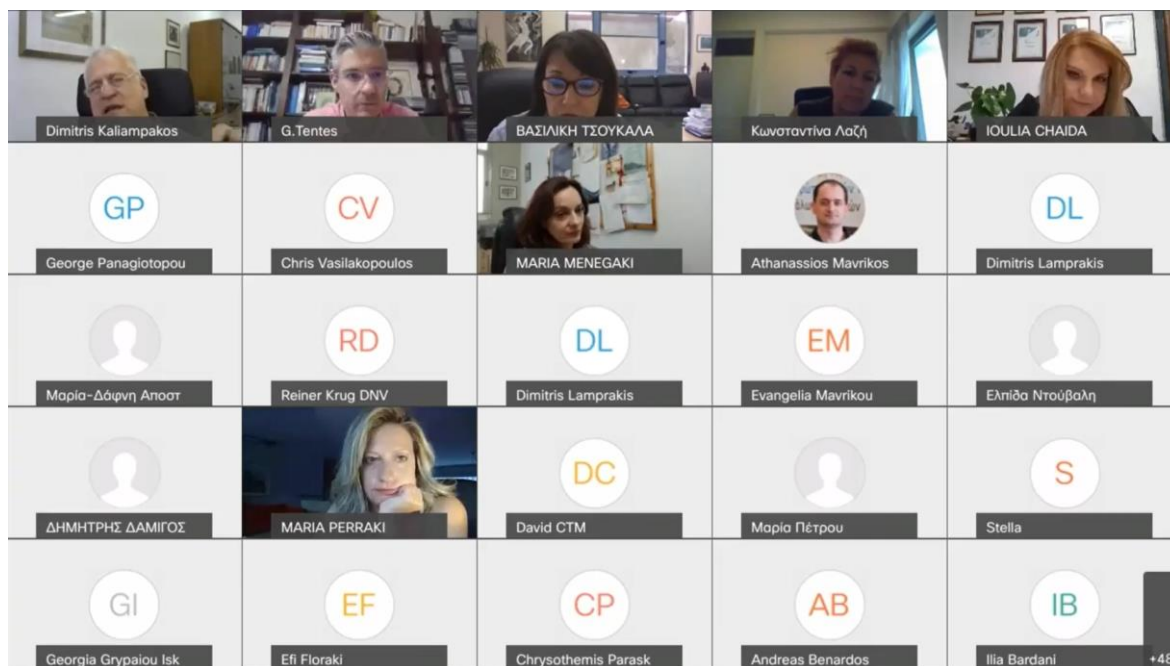


Figure 9: Discussion during the round table

## 5. Number of attendees

The total attendance at the First International Online Seminar of the WINSTONE project was 73 external people, in addition to the project participants:

### Deutscher Naturwerkstein-Verband E.V (DNV)

- Reiner Krug.
- Jana Kern.

### Asociación Empresarial de Investigación Centro Tecnológico del Mármol, Piedra y Materiales (CTM)

- David Caparrós Pérez.
- Juana Maria Torrecilla Abril.
- Juana Llorente.

### National Technical University of Athens (NTUA)

- Maria Menegaki.
- Maria Perraki.
- Athanassios Mavrikos.
- Magdalini Maniou.

### Institute of Entrepreneurship Development (iED)

- Fenia Kalantzi.

**KLESARSKA SKOLA Pucisca (KLESARSKA)**

- Tamara Plastić.
- Karmela Šegvić

The attendance list is available at: ANNEX II. Attendance list. In ANNEX III the template of the participants' certificate is also given.

**6. Evaluation survey**

After the seminar, attendees were asked to complete a survey in order to evaluate its impacts. The survey given is presented hereinafter.

1. Gender	<input type="checkbox"/> Female	<input type="checkbox"/> Male
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2. Age	<input type="checkbox"/> Under 25	<input type="checkbox"/> 25-45	<input type="checkbox"/> above 45
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3. Before my participation in this activity:	Strongly Disagree 1	2	3	4	Strongly Agree 5
I had been familiar with stone sector	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I had heard of the job opportunities that may be offered to women in the stone sector	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I had been involved in similar activities concerning gender equality in general (not for the stone sector)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I had participated in another similar activity concerning the stone sector in the past	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I had had a negative opinion about women's engagement in the stone sector	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

4. After my participation in this activity:	Strongly Disagree 1	2	3	4	Strongly Agree 5
I am more familiar with the stone sector	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I would like to learn more about job opportunities for women in the stone sector	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I would like to be involved in similar activities concerning gender equality in general (not for the stone sector)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I am interested in participating in other stone sector-oriented activities in the future	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I have a more positive opinion about women's engagement in the stone sector	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

I am interested in participating in other stone sector-oriented activities in the future

5. Evaluate your experience at this event:	Strongly Disagree 1	2	3	4	Strongly Agree 5
The information and advice provided was useful	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The information was communicated in an understandable manner	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I was provided the opportunity to ask questions and these were satisfactorily answered	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Thank you for your time and collaboration. Your opinion is important for the evaluation of project results.

The total number of participants that participated in the survey was 56. The results of the survey are presented below:

Among the participants, the 62.5% were women, the 46.4% of which were over 25 years old.

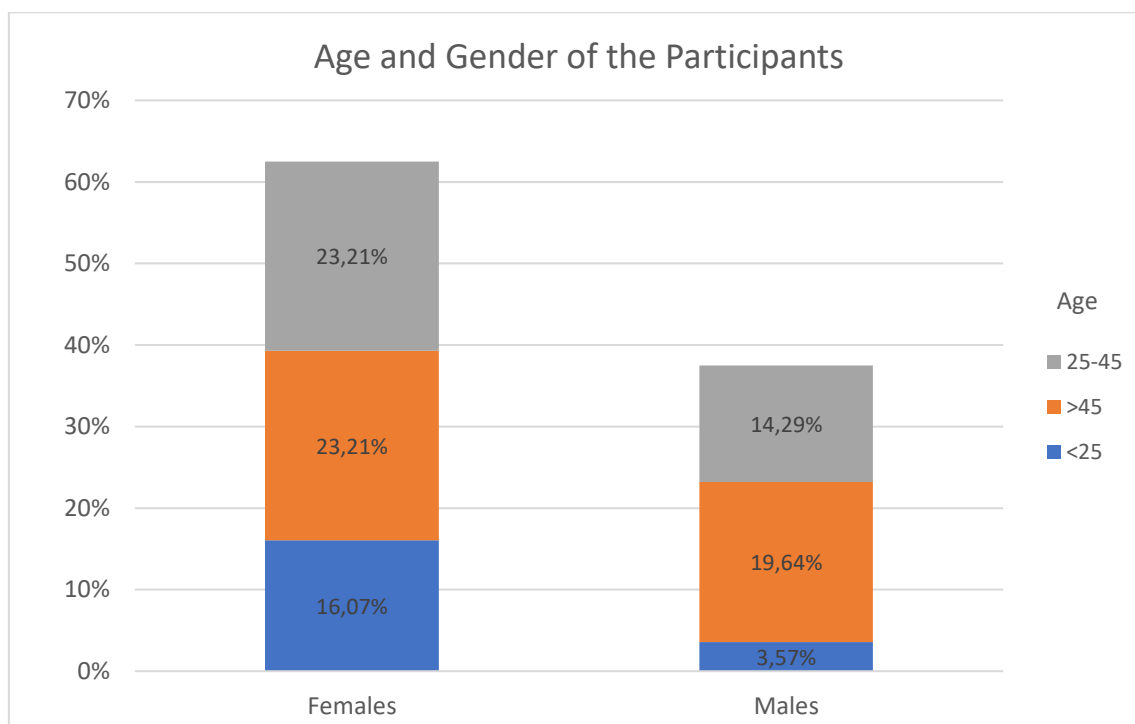


Figure 10: Age and Gender of the Participants

Half of the people participated in the webinar were already familiar with the stone sector, as it is shown in Figure 11. This is mainly because the seminar attracted women from the sector of mining engineering. This also explains the fact that the percentage of women who are familiar with the sector is bigger than the respective percentage of men.

However, as shown in Figure 12, the biggest percentage of the participants has not heard of the job opportunities for women in the sector. Again the percentage of men that are aware of the job opportunities is low.

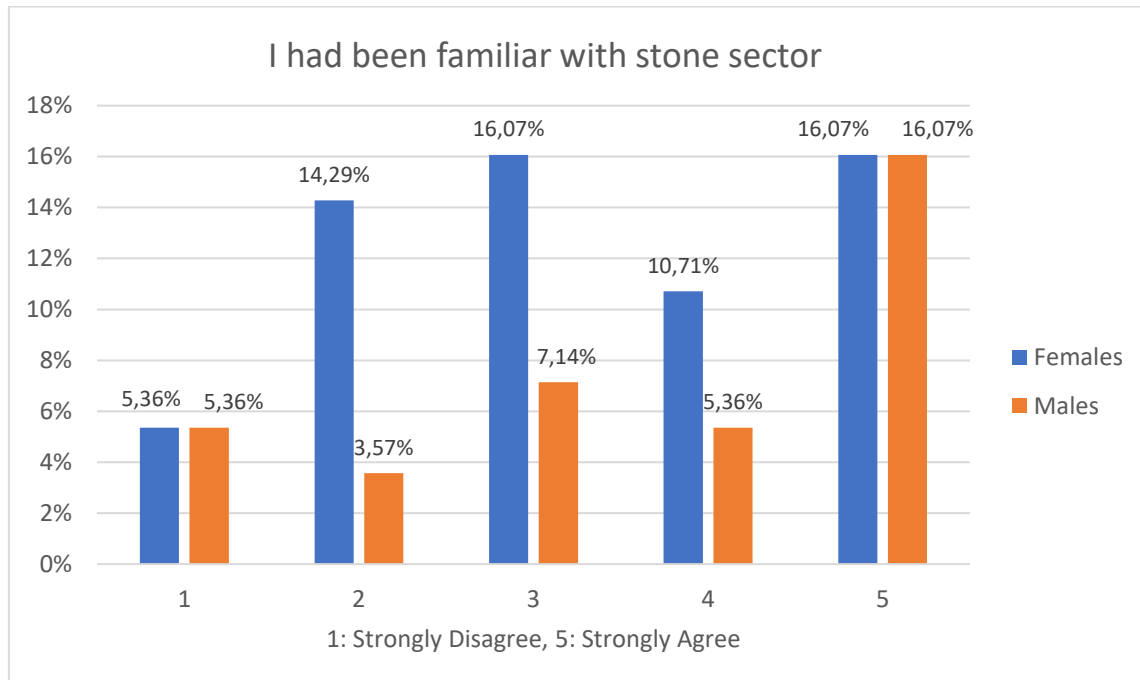


Figure 11: Familiarity with the sector in general

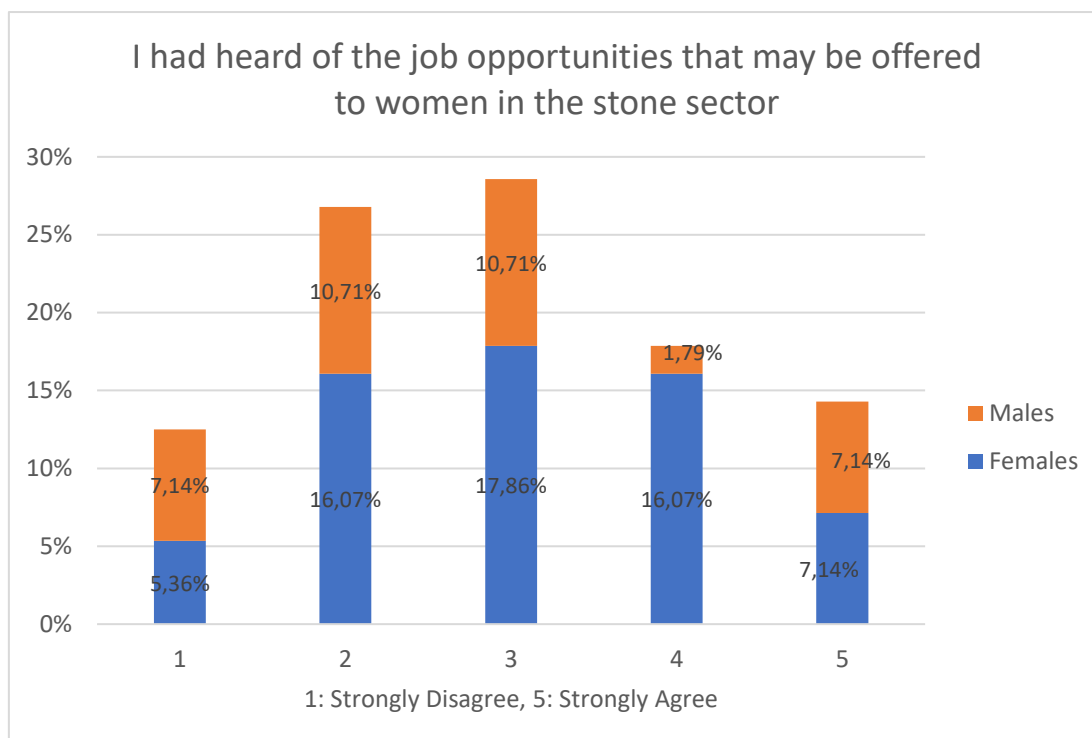


Figure 12: Familiarity with job opportunities for women in the sector

A significant percentage of the participants, especially women, had been involved in similar activities concerning gender equality in the past (Figure 13). On the other hand, most of them had never been involved in an activity concerning gender equality especially for the stone sector (Figure 14).

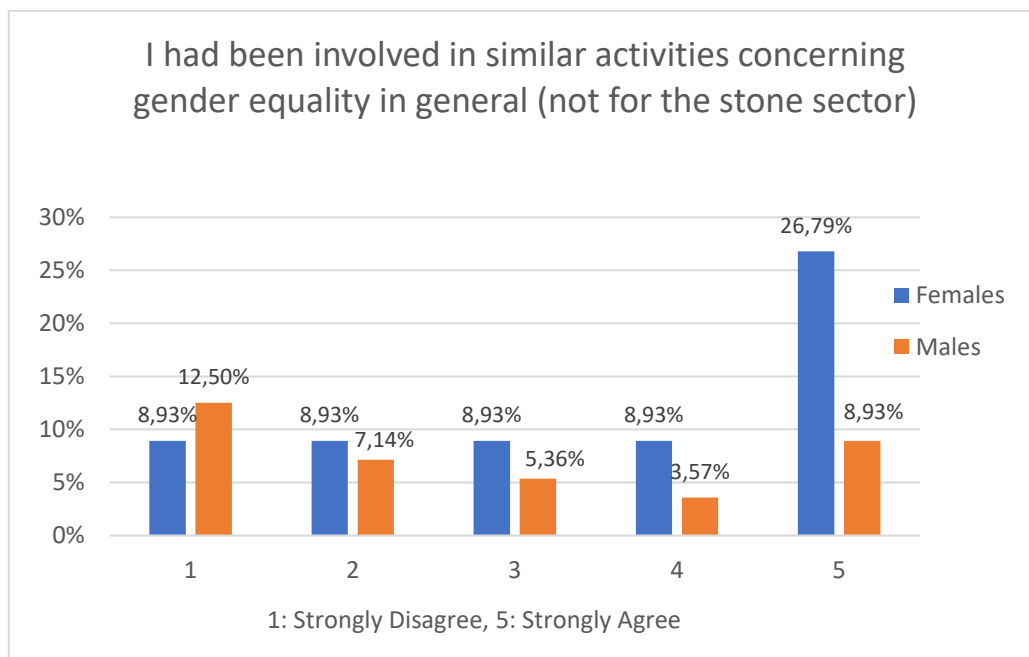


Figure 13: Involvement in similar activities in general

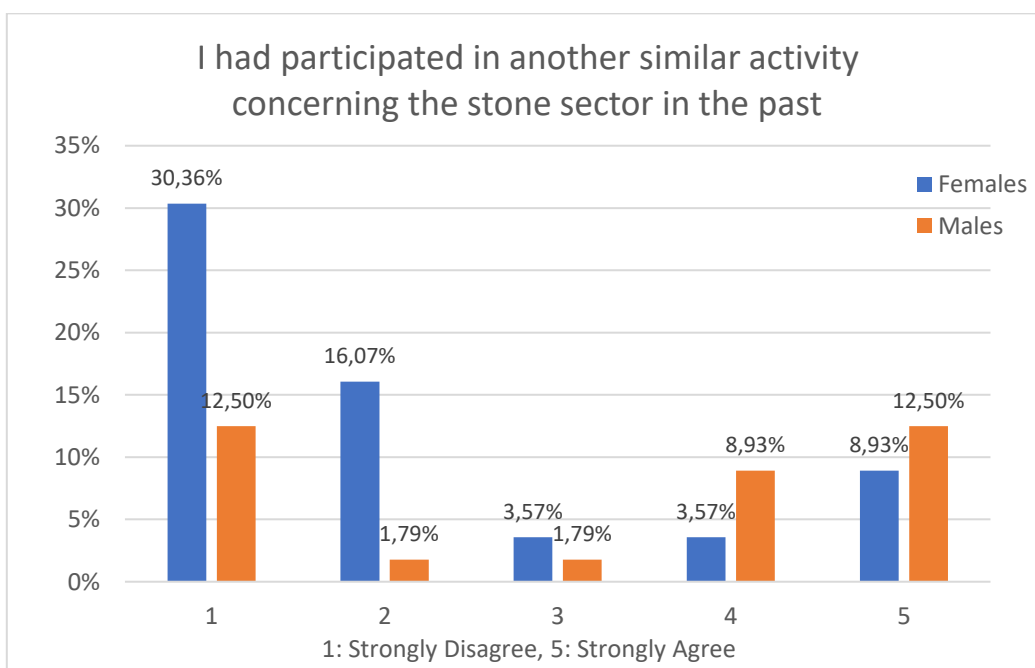


Figure 15: Involvement in similar activities concerning the stone sector



The vast majority of the participants had not had a negative opinion for women's engagement in the stone sector as shown in Figure 16.

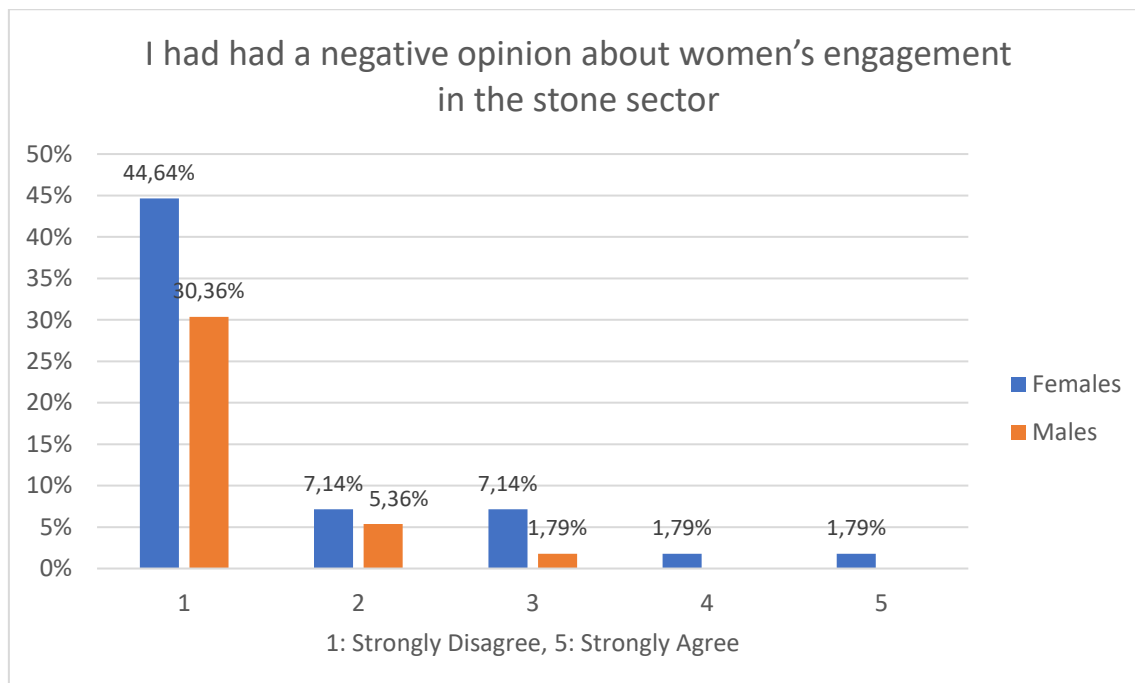


Figure 16: Opinion about women's engagement in the stone sector

Upon the completion of the webinar, most of the participants answered that are more familiar with the sector (Figure 17).

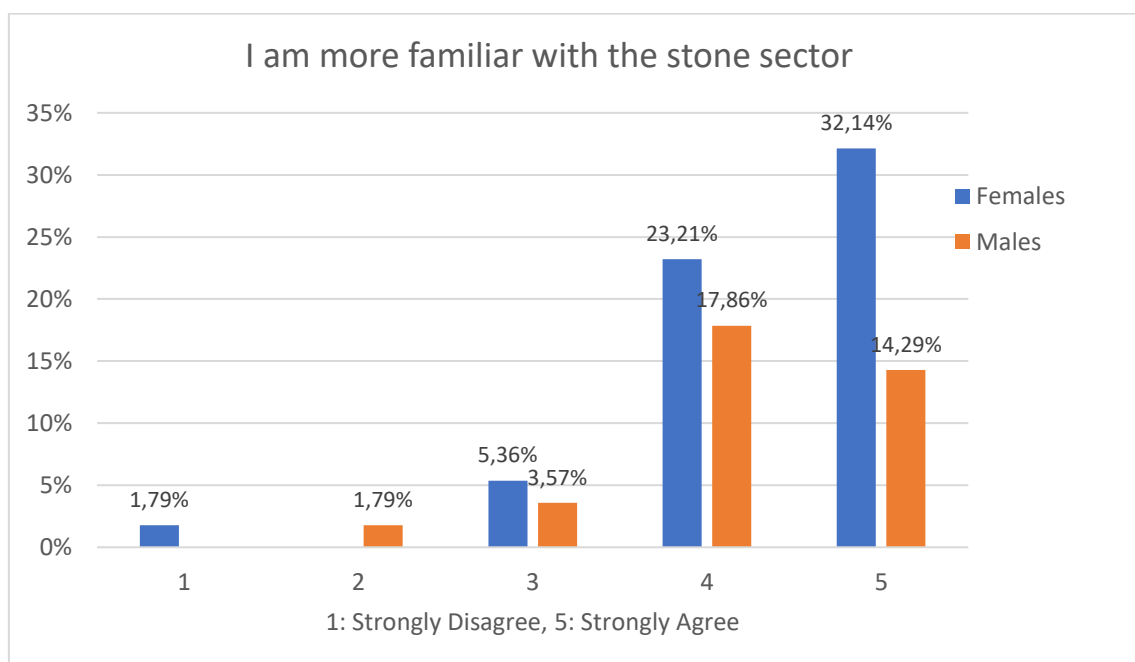


Figure 17: Familiarity with the stone sector after the webinar

Moreover, the vast majority of the participants, especially of women, want to know more about the stone sector as shown in Figure 18. In addition, most of them want to be involved in similar activities concerning gender equality in general (Figure 19).

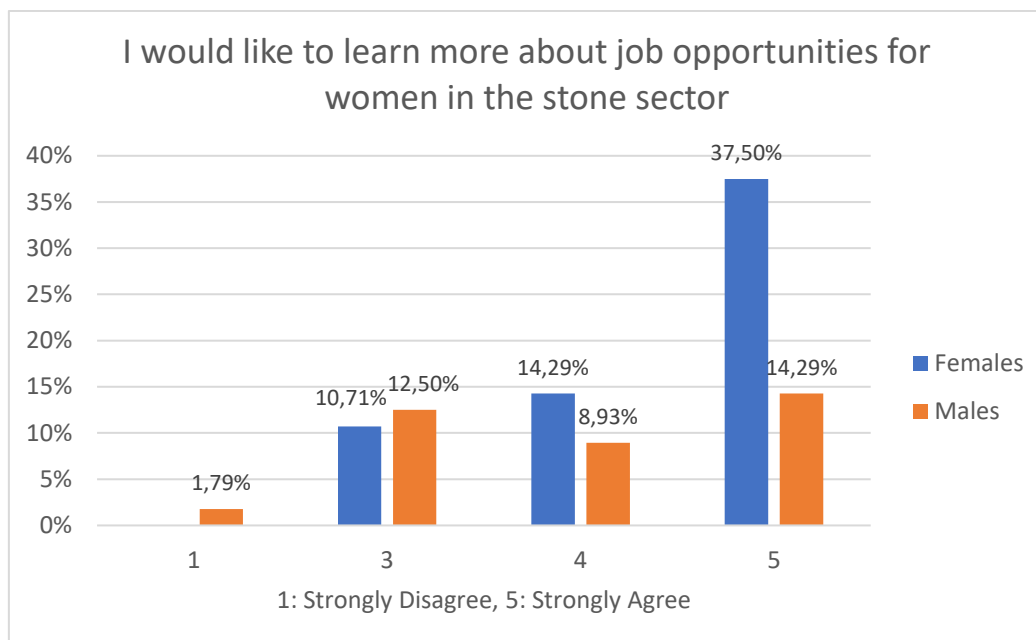


Figure 18: Willingness to learn more about the stone sector after the webinar

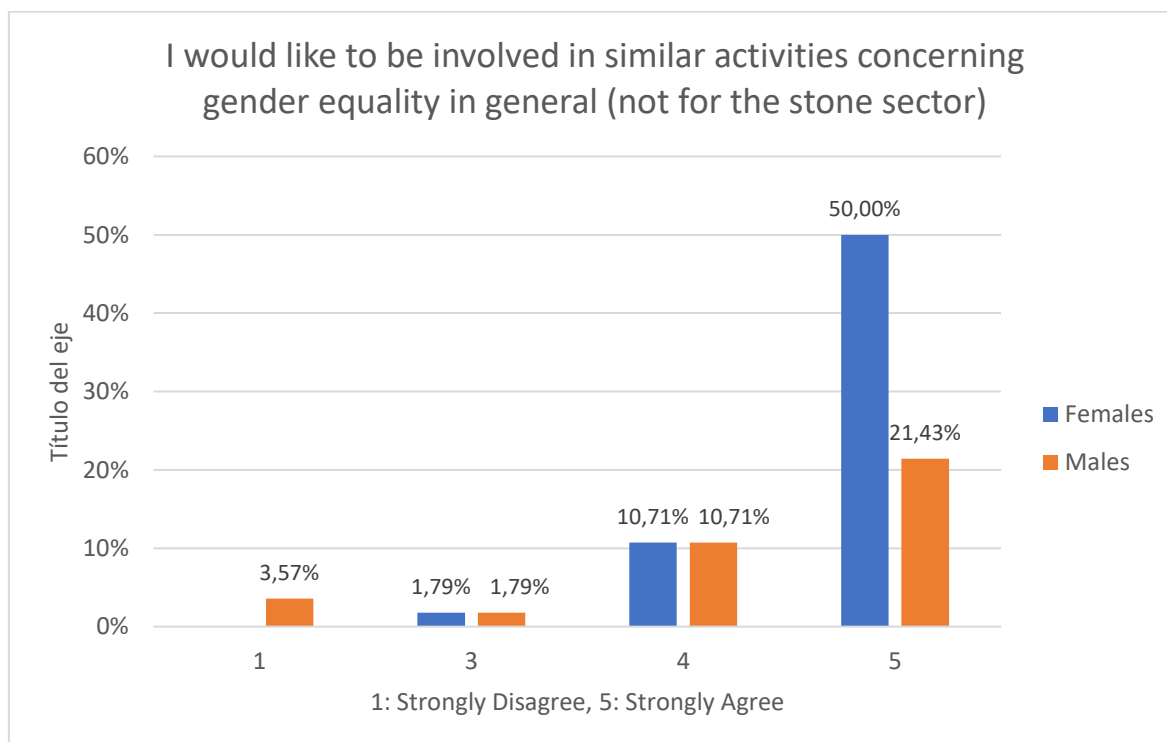


Figure 19: Willingness to be involved in similar activities in general

The same stands for stone sector-oriented activities as shown in Figure 20.

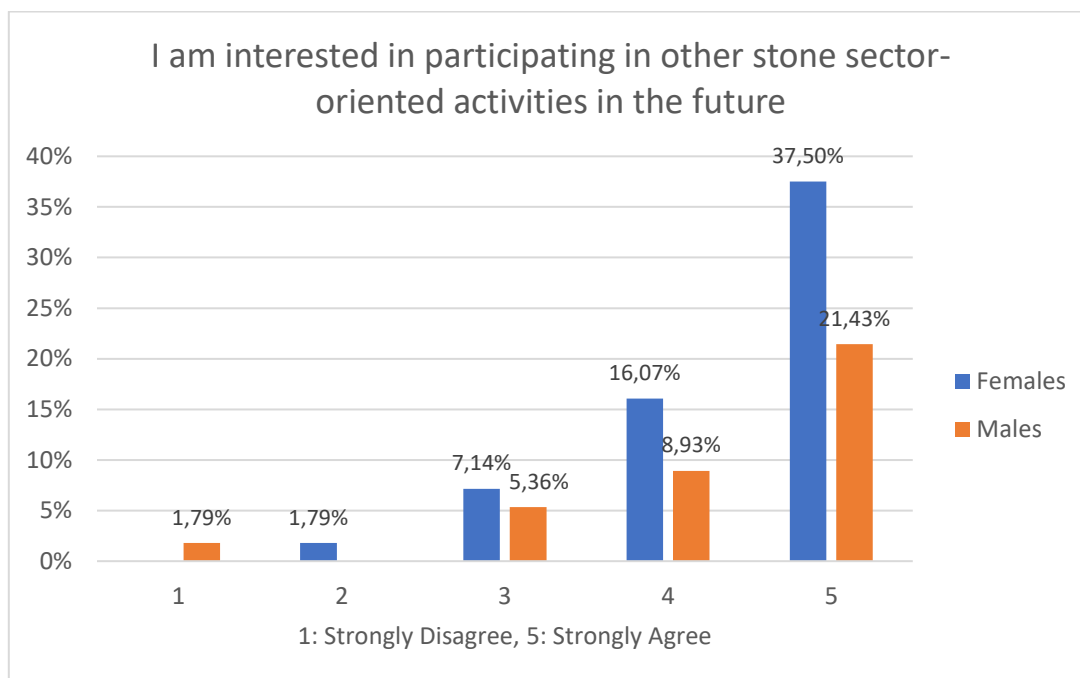


Figure 20: Willingness to participate in other stone sector-oriented activities in the future

The participant's opinion about women's engagement in the stone sector after the webinar has been improved even more after the webinar, as shown in Figure 21.

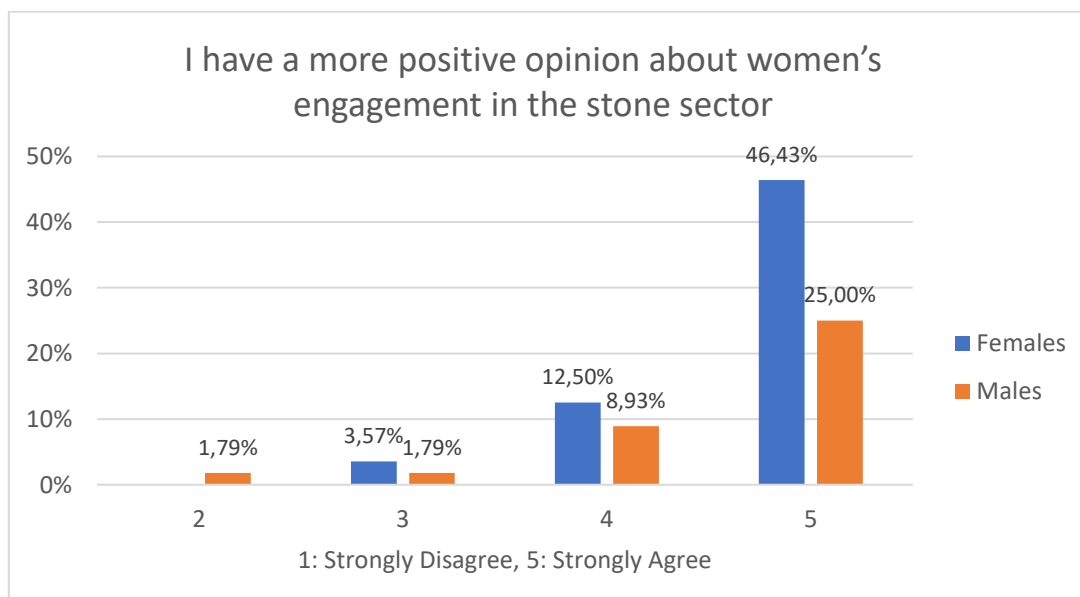


Figure 21: Opinion about women's engagement in the stone sector after the webinar

Evaluating their total experience in the webinar, all participants said that the information and advice provided were useful (Figure 22) and communicated in an understandable manner (Figure 23).

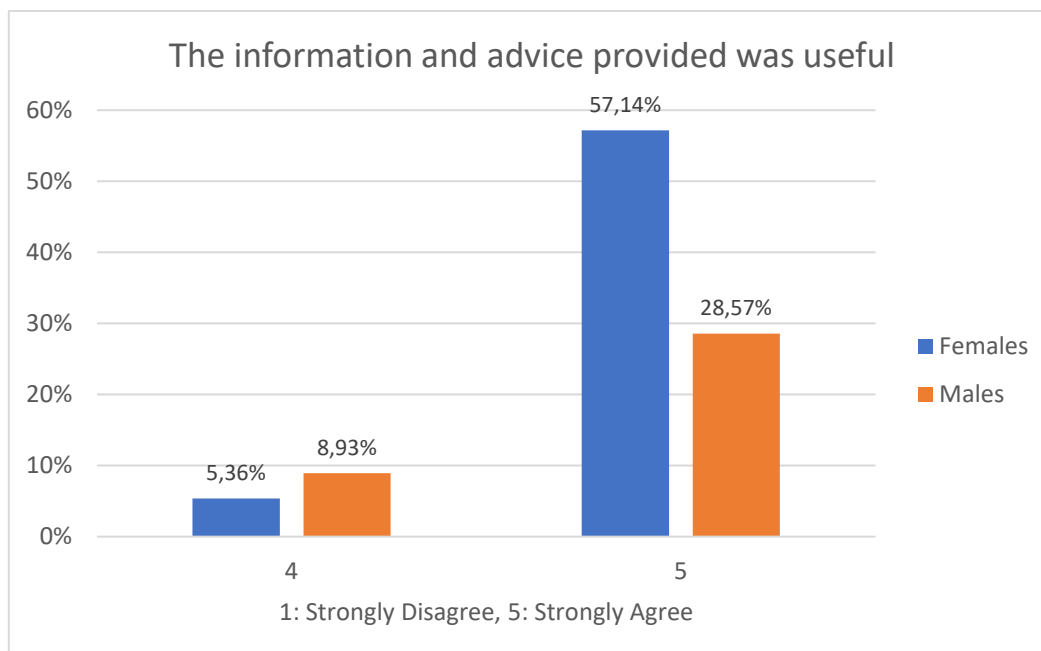


Figure 22: Evaluation of the information and advice provided during the webinar

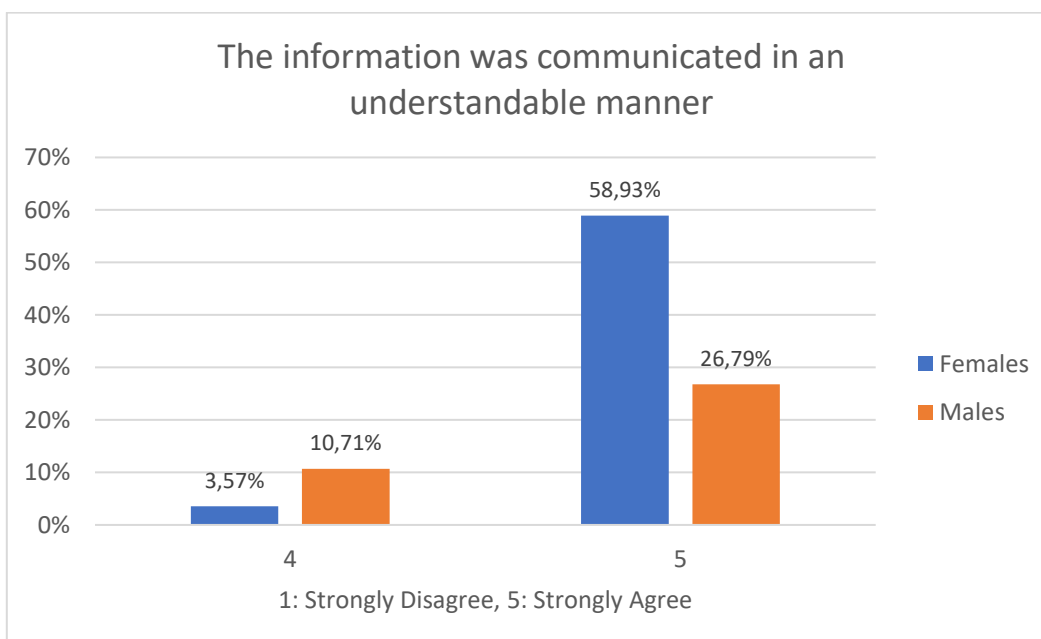


Figure 23: Evaluation of the way that the information was communicated during the webinar

Finally, most of the participants felt that they had the opportunity to ask questions, which were satisfactorily answered (Figure 24).

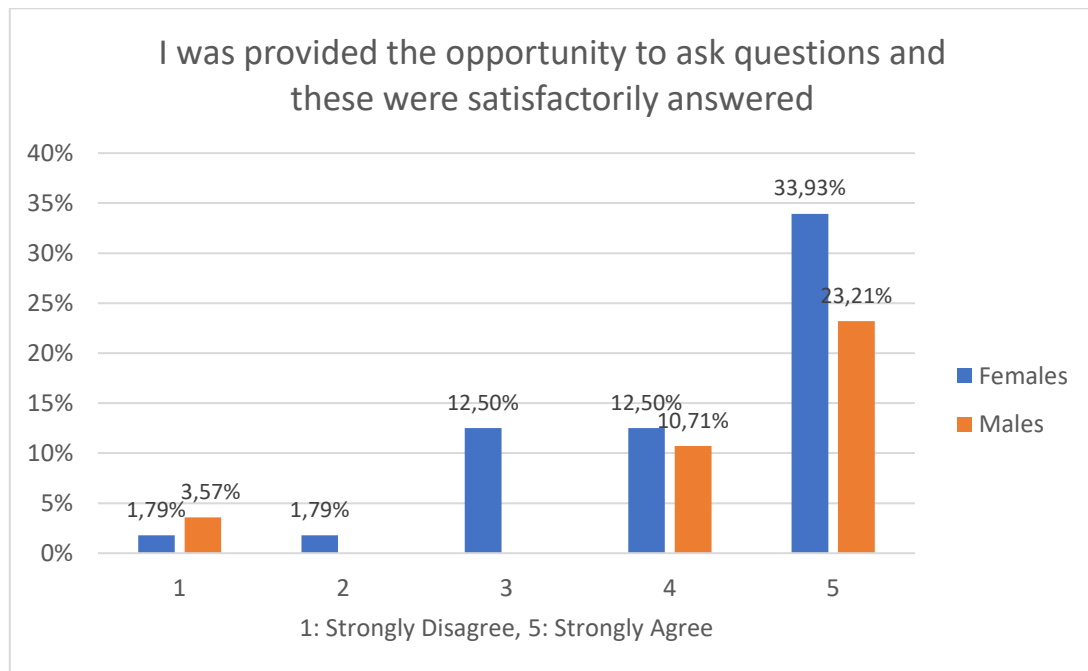


Figure 24: Opportunity to ask questions and get satisfactory answers during the webinar.

