

PRESS RELEASE

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EUROCHAMBRES Women Network launches on-line tool to widen professional horizons of women

European Chambers have implemented "Talent Check", an on-line questionnaire for students to help them overcome gender stereotypes that still persist in employment. School girls tend to systematically discard "masculine" sectors from their professional choices and choose typical female dominated branches like hairdressing or clerical work for example.

Isabella Moore, President of EUROCHAMBRES Women Network said: *"We want to open up the students' minds. Sometimes they know about existing professions, but sometimes they have no knowledge about them at all. Thanks to "Talent Check" school girls may find out that they are inclined to enter traditionally male-dominated sectors!"*

"Talent Check" suggests students career opportunities in non-traditional sectors based on objective criteria and on their true professional aptitudes. First the interests and predispositions of the students (male/female) are determined, and then the system offers them a range of jobs based on the results of the first part.

The questionnaire, in five different languages (English, German, French, Italian and Greek), will be promoted by the project partners via meetings in schools and events at national level. "Talent Check" can be accessed via <http://www.talentcheck.org/index.php> and is implemented at European level in the framework of the CHASE Project (**CH**ambers **A**gainst **S**tereotypes in **E**mployment) of EUROCHAMBRES Women Network.

The CHASE Project

CHASE was launched in January 2005 and is funded under the European Commission's gender equality programme. It aims to investigate gender stereotypes and develop tools to surmount obstacles that hinder women from accessing typical "male" sectors.

Previous initiatives include the recent publication of a survey report on stereotypes, and the dissemination of a role-models brochure via the Chamber network. The outcome of the project will be discussed at a closing conference in Brussels in February 2006.

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