



The Scottish Parliament  
Pàrlamaid na h-Alba

Scotland's  
**Futures Forum**  
Fòram Alba air Thoiseach



# SCOTLAND 2030 PROGRAMME

## Work in a Gender Equal Country

Tuesday 5 June 2018, at the Scottish Parliament



As part of the Futures Forum's ongoing programme to explore the society we want Scotland to be in 2030, **Gillian Martin MSP** chaired this debate on the future of work, with a particular focus on the opportunities in Scotland to build an economy that enables and enhances gender equality.



Participants heard a presentation from **Jo Salter**, a director at PwC (and the UK's first female fast jet pilot) on its "Workforce of the Future" project. PwC, a multinational network of professional services companies, has brought together research and a specially commissioned survey of 10,000 workers in China, India, Germany, the US and the UK to produce four scenarios for the workforce in 2030.

After her presentation of the work, Jo joined an expert panel to discuss the issues arising from it. With Jo were:

**Jo-Anne Chidley**, the founder of Beauty Kitchen, an award-winning company that creates 100% natural beauty products. A chemist, herbal botanist and beekeeper, Jo also acts as an ambassador for Women's Enterprise Scotland, a not-for-profit company that works to create an environment in which women-led businesses can flourish.

**Dave Devenney**, head of programmes at Fathers Network Scotland, which works to build a father-friendly world. Dave has served as a police officer in Glasgow, in the Royal Marine Commandos, as a parish minister in the Church of Scotland and as team leader in a prison project for a UK charity.



# >>> The Workforce of the Future

**Jo Salter set the scene for the discussion with an overview of PwC's recent project on the Workforce of the Future. She highlighted a number of megatrends that are radically reshaping our world:**



## **Demographic shifts**

The world's population is ageing. Our longer life span will affect business models, talent ambitions and pension costs. Older workers will need to learn new skills and work for longer. In rapidly-ageing economies, the shortage of human workforce will drive a need for automation enhancements.

## **Shifts in global economic power**

Rapidly developing nations will gain the most. Emerging nations face the biggest challenge as technology increases the gulf with the developed world. The erosion of the middle class, wealth disparity and job losses due to large-scale automation will increase the risk of social unrest in developed countries.

## **Rapid urbanisation**

By 2030, the UN projects that 4.9 billion people will be urban dwellers and, by 2050, the world's urban population will have increased by some 72%. Already, many of the largest cities have GDPs larger than mid-size countries. In this new world, cities will become important agents for job creation.

## **Resource scarcity and climate change**

Demand for energy and water is forecast to increase by 50% and 40% respectively by 2030. New types of jobs in alternative energy and new engineering processes will need to be created. Traditional energy industries, and the millions of people employed by them, will see a rapid restructuring.

## **Technological breakthroughs**

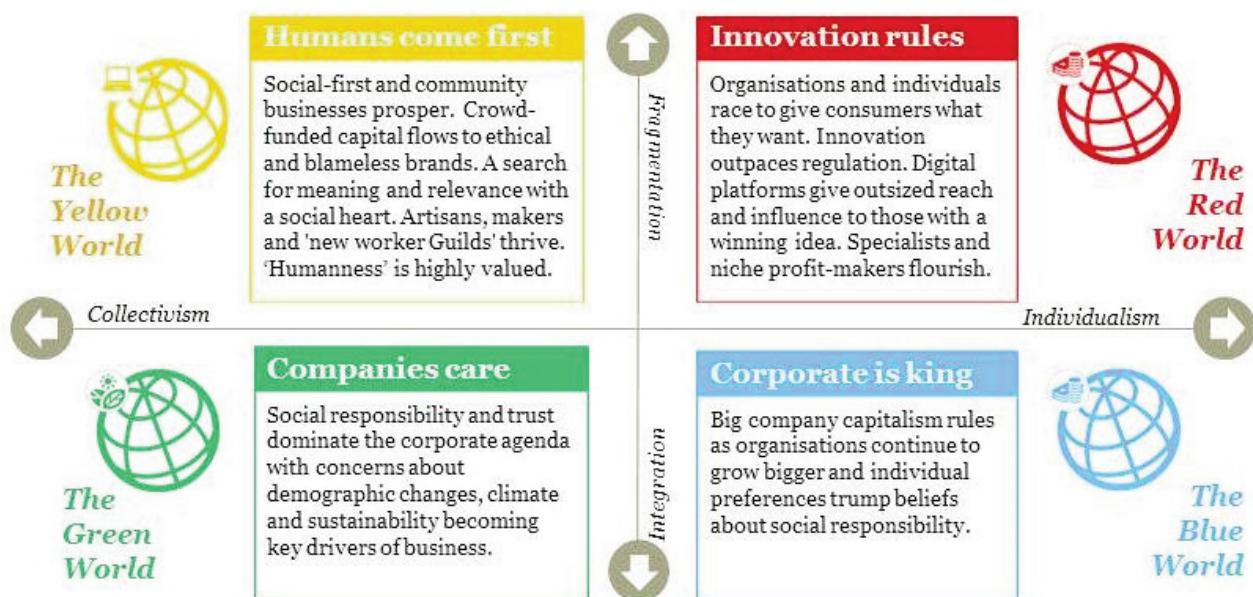
Automation, robotics and AI are advancing quickly, dramatically changing the nature and number of jobs available. Technology has the power to improve lives, raise productivity, living standards and average life span, and free people to focus on personal fulfilment.

**Within the workplace, there have also been significant changes including the rise of digital disruption and virtual working which will impact on both how and where we work. These trends, in addition to the UK Government's industrial strategy, will shape the needs of our future workforce.**



## Workforce of the future

### 2030 Four Worlds of Work



## Four Worlds of Work

The PwC study proposes four possible 'Worlds of Work' set in the near future, 2030, derived from the intersection of two axes (fragmentation/integration and collectivism/individualism):

- In the 'Yellow World' (fragmentation/collectivism), humans come first. This is a world where social-first and community businesses prosper, where crowd-funded capital flows to ethical brands. Artisans, makers and 'new worker Guilds' thrive and 'humanness' is highly valued.
- In the 'Red World' (fragmentation/individualism), innovation rules. Organisations and individuals race to give consumers what they want, innovation outpaces regulation and digital platforms give reach and influence to those with a winning idea. Specialists and niche profit-makers flourish.
- In the 'Green World' (integration/collectivism), companies care. Social responsibility and trust dominate the corporate agenda with concerns about demographic changes, climate and sustainability being key drivers.
- In the 'Blue World' (integration/individualism), big company capitalism rules. Organisations continue to grow bigger, and individual preferences trump beliefs about social responsibility.

Jo ended her presentation by posing a series of questions:

- **Which of these worlds do we want Scotland to look like in 2030?**
- **How will a world with increasing automation of labour affect gender equality in the workplace?**
- **What would Scotland look like in 2030 if it had achieved gender equality and ended the gender pay gap?**

# Discussion



## Gender equality in the future workplace

There was strong agreement that the ‘four Cs’ – low paid jobs, traditionally undertaken by women, in caring, catering, clerical and cleaning – are likely to feature in all four of the suggested scenarios.

The care sector was singled out for discussion: this will be a growing sector given our ageing population, but also an area where the workforce cannot easily be replaced by technology. Questions were raised about how jobs in the care sector could be made more attractive to both genders. Norway was cited as a country where 50% of childcare staff are male, which means that, from a young age, children don’t view caring roles as the preserve of women.

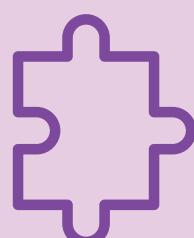
In light of the hostility we have witnessed towards women on social media, concerns were raised about the ‘no rules’ scenario of the ‘red world’. If such behaviour is left further unchecked, women could be deterred from being trailblazers in jobs and sectors that have traditionally been dominated by men.

The example of ‘B Corps’ (companies that strive to use the power of business to solve social and environmental problems) was cited as an initiative gathering momentum which could move us towards the ‘green world’, a world which is more likely to support gender equality.

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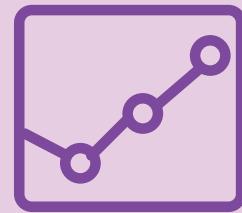
How can jobs in the care sector be made more attractive to both genders?

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# Technology and gender equality

In looking at how the technological innovations of the future might help or hinder gender equality, it was noted that technology has already offered us a greater flexibility in our working lives and allowed parents (of both genders) to better manage their work and home life. It was argued that with the support of technological innovation, there should be less emphasis on how, when and where work is undertaken as long as outcomes are achieved. The potential of technology to offer greater flexibility was seen as particularly important in higher paid jobs which have traditionally been less open to flexible working for women returners.



Scepticism was expressed about whether all women would enjoy some of the anticipated benefits of further technological innovations such as greater part-time work and more free time. It was argued that, in looking at the impact of technology on gender equality, the conversation needs to be expanded to encompass the concept of intersectionality and to recognise that gender can't be dissociated from race or class. As is currently the case, women in the future are likely to face a range of different experiences and thought needs to be given to how we deploy technology so particular groups are not left behind.



**Will all women enjoy the anticipated benefits of technological innovations?**



## The jobs of the future

While STEM jobs will be increasingly important in the future, especially jobs in IT, it was noted that these are sectors that have traditionally been dominated by men. Statistics were cited from the US which suggested that the number of women training as computer programmers has actually dropped over the last 25 years. It was agreed that a concerted effort is needed to encourage women into this sector so that they are involved in creating a future that will be shaped by algorithms and digital technology.

To achieve this, it was suggested that IT courses need to be rebranded to emphasise their creative side, with examples given of how simple placing 'design' in the title of IT courses attracts more female students. It was felt that role models matter, and that industry could do more to encourage women into the sector. Women also need to be engaged from an early age by making technology relevant to their interests. The role of 'robotics camps' in the US was highlighted as an initiative that has been very successful in engaging young women in technology.

It was noted that technology is more likely to displace mechanical jobs, with Scotland already seeing losses in the oil and gas industry, a traditionally male-dominated sector. Similarly, the introduction of driverless cars is likely to lead to more job losses among men. A discussion ensued about whether men displaced from these jobs could be persuaded into traditionally female roles in care, through, for example, increasing pay in this sector - which should be happening anyway.

## Equal pay

While the recent legislation on gender pay reporting has been successful in forcing companies to be more transparent about their pay gap, questions were raised about what more could be done to see the gender pay gap closed by 2030. Is reporting and reputation enough, or do we need more legislation or targets to achieve equal pay?

It was suggested that more transparency is needed as publicly available information on what others are paid for similar work makes pay gaps harder to justify and maintain.

The view that equal pay would follow once we had achieved gender balance across all sectors was disputed, with an alternative view put forward that equal pay needs to be in place before gender balance could be achieved in all sectors.

## Gender equality at home

There was general agreement that we will not achieve gender equality in the workplace of the future without gender equality in the home. The example of Iceland was highlighted, with its policy of 12 weeks paid parental leave which allows fathers to develop an early bond with their children. It was suggested that this encourages men from the outset to be more involved in caring and to take on their fair share of housework, which in turn allows women to return to work on a more equal footing.

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**We will not achieve gender equality in the workplace of the future without gender equality in the home.**”



Jen Ross  
@jar



How is increasing automation of labour likely to affect gender equality in the workplace? Interesting question at @ScotFutures event on the future of work in Scotland.

19:10 - 5 Jun 2018

7 See Jen Ross's other Tweets



It was argued that in Scotland we need to get better at making the economic case as a means to achieve gender equality. The example of Sweden was cited as a country that recognised that economic growth could be achieved only if it put in place measures to support and maintain the participation of women in the workplace.

In framing the economic case, it was noted that if women in Scotland were supported to set up start-ups at the same rate as men, they would add an additional £13 billion to the Scottish economy.



**We need to get better at making the economic case as a means to achieve gender equality.**

## Post-event comments

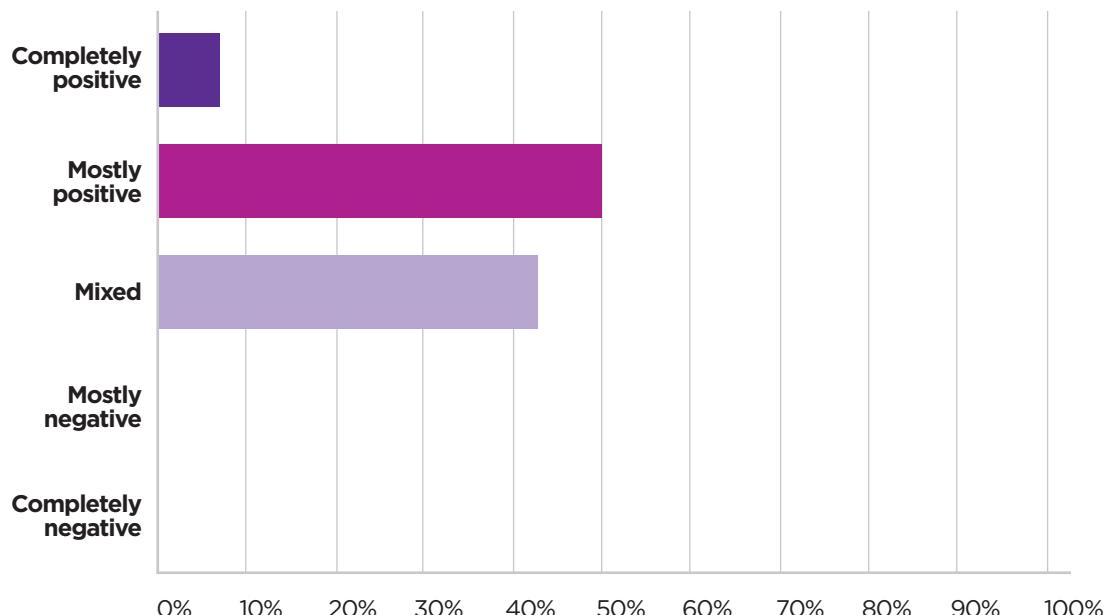
After the event, all participants were invited to submit their comments on what they'd heard via an anonymous online survey. They were asked:

- › how they feel about the future for Scotland;
- › what the key message from the event was for them; and
- › what they would do if they had the power to anything to ensure a positive long-term future for women and men of working age in Scotland.

A selection of their comments follows.

### Overall, how do you feel about the future for Scotland?

Most people were positive about the future for Scotland, almost half had mixed feelings. The balance of positivity was this:



## **What was the key message for you from the event?**

- This topic needs to be on the agenda more often.
- There is some way to go to achieve gender equality, not just by closing the pay gap: change is vital in attitudes between men and women.
- We have a long way to go before we can change attitudes and make a dent in the gender pay gap.
- We need to make the economic case for gender equality.
- We need a change in culture led by role models and a change in role design, recruitment strategies, education and training that allows for careers to be seen as gender neutral, for it to be just as common for men to work in caring and early years as it is for women and vice versa in fields like engineering.
- We need to avoid seeing 'gender' as an issue for women; it is one for all of society.
- Equality has to be achieved not only in the workplace but in the home.
- Although Scotland has potential as a great workplace in the future, we need to learn now from other countries which are much farther ahead, for example in childcare and parental leave.
- To achieve gender equality requires us to alter stereotypes of expectations of men as well as women.
- Equality in gender shouldn't stop at employee ratios being equal. Pay gaps between the two sexes should be the starting point, and intersectionality across the larger social spectrums has yet to be addressed in aspects of race, age, gender, poverty and ethnicity.
- It's important to build platforms to engage dialogues that take on board the advantages and disadvantages brought about by technological advancements and nurture talents from both sexes – or increasingly genderless societies.
- The future is full of possibilities ... and potential threats.



**The future is full of possibilities... and potential threats.**



# **“ Waiting for change will not result in change.”**

**If you had the power to do anything to ensure a positive long-term future for women and men of working age in Scotland, what would it be?**

- For the gender pay gap to be closed, for women truly to be treated equally, for everyone to be able to afford to live with dignity and for 'cradle to grave' public services to be valued and available to all.
- Equal pay for equal jobs is a must.
- Equality in the workplace: equal pay for the same jobs for men and women.
- Longer paternity leave for men, and flexible working hours for both sexes.
- Complete gender equality across the board, including shared parental leave and equal pay.
- Recognition that caring responsibilities are valuable and should be shared across both genders equally.
- Put in place free universal childcare and see it as part of the infrastructure to support the economy in same way as roads, bridges etc. are.
- Ensure full-time affordable, accessible childcare, particularly in rural areas.
- Transform the health service and improve public transport with a better infrastructure
- Support and promote greater transferability and movement of skills/expertise between public and private sector and ensure equity of representation across every industry and at every level of seniority.
- Ensure that people have a social safety net that can support them, as well as access to quality skills training which will allow them to move between jobs and sectors more easily – especially in their 30s to 60s.
- Introduce a law in Scotland requiring each organisation to disclose gender pay gaps to employees from top down, setting an exemplary role model to the rest of UK/world in pay and gender equality.
- To be positive and collaborative and to engage with people of all ages through an inclusive environment in which we bring business, politics and community together as one, rather than seeing them in silos as they are now.
- To achieve balance in politics, we really need to have the same number of men and woman as MSPs.
- Waiting for change will not result in change. Quotas are evidenced to work: bring forward more quotas for women, including for women of colour.

## Aspirations for 2030

Finally, participants were asked to choose three words to describe their hoped-for Scottish society in 2030. Major themes to emerge were inclusiveness and equality:



This event, the discussion at it and afterwards, and this report all feed into the Futures Forum's Scotland 2030 Programme. The next event in the series is due to be on growing older in 2030. Find out more at our website: [www.scotlandfutureforum.org/](http://www.scotlandfutureforum.org/)

Report written by Una Bartley and Rob Littlejohn, and designed by Emma Quinn Design ([www.emmaquinnndesign.co.uk](http://www.emmaquinnndesign.co.uk)) for Scotland's Futures Forum

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