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SOOLISE VÕRDÕIGUSLIKKUSE  
JA VÕRDSE KOHTLEMISE VOLINIK

GA no 820778 — InWeGe (Income, Wealth and Gender)  
— REC-AG-2017/REC-RGEN-PENS-AG-2017

**TAL  
TECH**



TARTU  
ÜLIKOO

## **SUMMARY OF Newspapers and magazines INWEGE project no 820778**

InWeGe (project no 820778) - Income, wealth and gender - studies the wage and pension differences in Estonia Project promotes gender gap in income and wealth over the life cycle.

According to the WP 4 the aim of the articles was to bring and keep gender equality issues in public discussion. A total of 5 newspaper/magazine articles was to be published about the project. The target group intended was the general wider public.

The Estonian Gender Equality and Equal Treatment Commissioner has always emphasized the importance of awareness-raising activities. Therefore, media work for InWeGe project in particular and promoting gender pay gap related issues and scientific findings was of big importance for the Commissioner's office.

In addition to the publications in the media, significant news on gender pay gap and gender equality both domestically and globally were featured on the Facebook page. It also featured occasional posts about other project activities, such as regular meetings, school visits, round tables and public discussions. Also, a [general video about the project and key findings of the research](#) has been prepared and published on the Commissioner's YouTube channel, as well as several videos about gender equality in [plain language](#), ensuring we will raise awareness about the gender pay gap related issues among various audiences.

Despite being a small country, Estonia has a diverse media market and offers a wide selection of media outlets. Since Russian-speakers make up a quarter of the country's population, this group was also given special attention throughout the media work activities. As we know, people differ significantly in their media preferences. In order to raise awareness about gender

pay gap related issues among different target groups, numerous media outlets have been utilized.

Newspaper and magazine articles published during the project period varied in format, depth, language and target audience of the outlet. Given the fact that the main target audience of the project was the general population, we contributed to raising awareness among various groups of Estonia's population regardless of their mother tongue or other characteristics.

So, in addition to coverage in Estonian, several articles appeared in local Russian-speaking media, as well as some references have been published in English. Beyond general interest media, we have successfully approached local newspapers, published articles in business owners-oriented newspaper, in a magazine for children and teenagers, in a magazine for financial workers, etc.

Our activities have been successfully covered in privately-owned media, local and thematic outlets, as well as the national public broadcasting, with a total number of articles published exceeding 30.

The table below indicates the date, title, name of the media channel, language of publication. It also includes the link to the original source or a pdf file, if applicable. The number indicates what research paper is mentioned, and the last column indicates whether the web application was promoted in the article.

### Newspaper and Magazine Articles

Date	Title	Media	Language	What paper?*
17.04.2019	Uuring: Eesti meestel on keskmiselt 45 protsenti rohkem vara kui naistel	<a href="http://err.ee">err.ee</a>	EST	1
10.06.2019	В Рийгикогу не понимают, почему в стране разрыв в уровне образования между женщинами и мужчинами	<a href="http://rus.postimes.ee">rus.postimes.ee</a>	RUS	no
06.08.2019	Eesti naised ei jää varakuselt meestele alla. Välja arvatud lastega abielunaised	Eesti Päevaleht, <a href="#">pdf</a>	EST	1
06.08.2019	Eesti naised ei jää varakuselt meestele alla. Välja arvatud lastega abielunaised	<a href="http://epl.delfi.ee">epl.delfi.ee</a>	EST	1
13.11.2019	Половой недовес	МКЭ, <a href="#">pdf</a>	RUS	2
18.11.2019	Gender Gaps in Wages and Wealth: Evidence from Estonia	<a href="#">Free Network</a>	ENG	1, 2
28.11.2019	Половой недовес: почему женщинам платят меньше?	<a href="http://mke.ee">mke.ee</a>	RUS	2

2.12.2019	Половой недовес: почему женщинам платят меньше?	<a href="http://rus.delfi.ee">rus.delfi.ee</a>	RUS	2
6.03.2020	Kas see tõesti on nii? Volniku sõnul on tüdrukute tõrjumine tehnoloogiatundidest vale	<a href="http://arileht.delfi.ee">arileht.delfi.ee</a>	EST	5
6.03.2020	Liisa Pakosta: koolid ei tohi sildistada osasid õppeaineid poiste ja teisi tüdrukute omadeks	<a href="http://pealinn.ee">pealinn.ee</a>	EST	5
7.03.2020	Volinik: tüdrukute tõrjumine tehnoloogiatundidest on vale	<a href="http://lounapostimees.ee">lounapostimees.ee</a>	EST	5
8.03.2020	Liisa Pakosta: ärge tõrjuge tüdrukuid tehnoloogiatundidest	<a href="http://aripaev.ee">aripaev.ee</a>	EST	5
13.03.2020	Kuidas võrdsusvolinik Liisa Pakosta ebavõrdsushüsteeriat üles kütab – ühe uuringu taustal	<a href="http://uueduudised.ee">uueduudised.ee</a>	EST	5
23.03.2020	Estonian commissioner: Crisis may deprive large numbers of women of income	<a href="http://news.err.ee">news.err.ee</a>	ENG	2
23.03.2020	Volinik: sooline palgalõhe võib kriisiga väheneda, ent see pole hea	<a href="http://raha.geeniuis.ee">raha.geeniuis.ee</a>	EST	2
23.03.2020	Volinik: kriis võib viia suurel hulgal naistel sissetuleku	<a href="http://pealinn.ee">pealinn.ee</a>	EST	2
23.03.2020	Гендерная разница в зарплатах в условиях кризиса может уменьшиться, но в этом нет ничего хорошего	<a href="http://rus.postimes.ee">rus.postimes.ee</a>	RUS	2
23.03.2020	Пакоста: в условиях кризиса многие женщины потеряют доход	<a href="http://Stolitsa">Stolitsa</a>	RUS	2
23.03.2020	Пакоста: во время кризиса гендерная разница в зарплатах может уменьшиться, но это нехорошо	<a href="http://dv.ee">dv.ee</a>	RUS	2
28.05.2020	Noorte finantskompas – teejuht oma rahaasjade ja tuleviku üle otsustamisel	<a href="http://markalaste.ee">markalaste.ee</a>	EST	5
10.06.2020	Palgaspetsialist: naised küsivad liiga vähe palka	<a href="http://pealinn.ee">pealinn.ee</a>	EST	2
2.07.2020	Sel reedel Sirbis Black Lives Matter ja distantsope	<a href="http://kultuur.err.ee">kultuur.err.ee</a>	EST	2

3.07.2020	Kas ettevõtete rahvusvahelistumine on seotud palgaebavõrdsusega?	Sirp, <a href="#">pdf</a>	EST	2
3.07.2020	Kas ettevõtete rahvusvahelistumine on seotud palgaebavõrdsusega?	<a href="#">sirp.ee</a>	EST	2
24.07.2020	Liisa Pakosta: miks palgalõhe väheneb?	<a href="#">err.ee</a>	EST	3, 5
24.07.2020	Liisa Pakosta: Why is the salary gap narrowing?	<a href="#">news.err.ee</a>	ENG	3, 5
11.08.2020	Arvamusfestival ei too tavaliselt mingit selgust, veel vähem teeb seda ideoloog Liisa Pakosta	<a href="#">uueduudised.ee</a>	EST	5
12.08.2020	Arvamusfestival toob soolises palgalõhes selgust	<a href="#">jarvateataja.postimees.ee</a>	EST	2
2.10.2020	Kuidas kaotada palgalõhe?	<a href="#">sirp.ee</a>	EST	3
2.10.2020	Kuidas kaotada palgalõhe?	Sirp, <a href="#">pdf</a>	EST	3
01.12.2020	Eestis on jätkuvalt Euroopa võimsaim palgalõhe	<a href="#">leht.postimees.ee</a>	EST	1, 8, 9
01.12.2020	Eestis on jätkuvalt Euroopa võimsaim palgalõhe	Postimees, <a href="#">pdf</a>	EST	1, 8, 9
6.12.2020	Eesti sooline palgalõhe on kõrgeim Euroopa Liidus	<a href="#">pealinn.ee</a>	EST	1, 5, 8, 9

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1 - What explains the gender gap in wealth? Evidence from administrative data (Jaanika Meriküll, Merike Kukk, Tairi Rõõm)

2 - The Role of Firms in the Gender Wage Gap (Jaan Masso, Jaanika Meriküll, Priit Vahter)

3 - Gender Income Gap over Life Cycle: Cross-Country Analysis (Papuna Gogoladze)

5 - Valuation of Human Capital and the Gender Wage Gap in Europe (Tiiu Paas, Maryna Tverdostup)

8 - Innovation and Gender Pay Gap: Empirical Analysis of Estonian Matched Employer Employee Data (Jaan Masso, Priit Vahter)

9 - Long-Run Determinants of Gender Pay Gap (Jaanika Meriküll, Maryna Tverdostup)