



This project is funded by the European Union's Rights, Equality and Citizenship Programme (2014-2020).



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
ÜLIKOOL

SUMMARY OF MEDIA WORK InWeGE project no 820778

Promotion campaigns for the application

InWeGe - Income, wealth and gender - studies the wage and pension differences in Estonia. Project promotes gender gap in income and wealth over the life cycle. Interactive tool raises broader awareness for gender issues.

According to the WP 1 the aim of the media work was to promote and advertise the web application with systematic media campaign, and to reach one third of all the households, with the TV listed as the most important channel in order to reach a wide public.

The web application has been extensively promoted in all kinds of the media. In addition to traditional print newspapers and magazines, it also included online news sites, radio and television. Our activities to promote the web application have been successfully covered in privately-owned media, local and thematic outlets, as well as by the national public broadcasting, with a total number of coverages in online, print, radio and TV exceeding 40.

The goal of the application promotion was to reach the working age residents of Estonia. Since Russian-speakers make up a quarter of the country's population and play a significant role in the labour market, this group was also given special attention throughout the promotion activities. In order to reach out to different age groups, as well as Russian-speaking minority, numerous media channels have been utilized.

Also, it should be noted that InWeGe runs its own Facebook [page](#), mostly followed by partners of the project. The key element was regular promotion of the web application on Facebook. The Commissioner's own Facebook [page](#) referenced the content of InWeGe Facebook page almost

in full. Also, the project activities have been extensively promoted through the Commissioner's [Instagram](#) and [YouTube](#) channels. For instance, the YouTube channel features footage from the [mid-term](#) and the [final](#) conferences of the project. In addition, cross-reference was provided on the social media channels run by our partners, i.e. the The School of Economics and Business Administration of the University of Tartu, the School of Business and Governance of the Tallinn University of Technology, Statistics Estonia, and others.

Another key event to promote the web application in 2020 has been the Equinet General Assembly Meeting, where members of the European Network of Equality bodies [learned](#) about InWeGe activities. Given the COVID-19 imposed limitations, the meeting took place online, and the presentation was made available during the meeting as a pre-recorded video. In the video, the Commissioner presented the web application alongside numerous findings from InWeGe research and shared her thoughts on how her colleagues could make better use of it. It was emphasized by the Commissioner that we are happy to share the code of the application with those interested in cooperation.

The list below includes media coverage, where the web application was promoted. The table 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 in the 5th column indicates the research paper, in case some of the research papers has been mentioned in the same coverage with the application.

Newspaper and Magazine Articles

Date	Title	Media	Language	What paper?*
17.04.2019	Исследование: мужчины в Эстонии в среднем на 45% богаче женщин	rus.err.ee	RUS	1
17.04.2019	Исследование: мужчины в Эстонии в среднем на 45% богаче женщин	rus.postimees.ee	RUS	1
10.02.2020	Võrdõigusvolinik võtab meeste ja naiste palgalõhega võitluses appi äpi	Tartu Postimees, pdf	EST	no
10.02.2020	Võrdõigusvolinik võtab meeste ja naiste palgalõhega võitluses appi äpi	tartupostimees.ee	EST	no
17.02.2020	Veebirakenduse abil saab oma palka	rup.ee	EST	no

	ametikaaslaste omaga võrrelda			
17.02.2020	Eesti riigil valmib peagi palgarakendus, mis näitab, kui palju sa teistega võrreldes teenid	raha.geenius.ee	EST	no
17.02.2020	Riigil valmib peagi palgarakendus, mis näitab, kui palju sa teistega võrreldes teenid	arileht.deifi.ee	EST	no
17.02.2020	Riik võimaldab õige pea ametikaaslastega palka võrrelda	majandus24.postimees.ee	EST	no
17.02.2020	New app developed to allow people to compare salaries	news.err.ee	ENG	no
17.02.2020	Новая веб-платформа даст возможность сравнивать зарплаты	stolitsa.ee	RUS	no
17.02.2020	Новая веб-платформа позволит жителям Эстонии сравнить свою зарплату с зарплатами коллег	rus.postimees.ee	RUS	no
6.03.2020	Пакоста: девочки должны изучать технологии наравне с мальчиками	rus.postimees.ee	RUS	5
6.03.2020	Пакоста: девочки должны изучать технологии наравне с мальчиками	mke.ee	RUS	5
7.03.2020	Уполномоченная по равноправию: девочки должны изучать в школе технологии наравне с мальчиками	jana.delfi.ee	RUS	5
8.03.2020	Лийза Пакоста: не выгоняйте девочек с уроков IT	dv.ee	RUS	5

18.03.2020	Uuring: sooline palgalõhe tekib Eestis ettevõtte sees	novaator.err.ee	EST	2
19.03.2020	Девочки должны изучать в школе технологии наравне с мальчиками	Силламя эский вестник, pdf	RUS	5
23.04.2020	Tööturg ei väärtusta meeste ja naiste inimkapitali võrdselt	rup.ee	EST	5
23.04.2020	Проверьте, сколько получают другие люди, работающие на той же должности, что у вас!	rus.delfi.ee	RUS	no
23.04.2020	Huvilised ummistasid statistikaameti 110 ametirühma palka võrdleva rakenduse	majandus24.postimees.ee	EST	no
23.04.2020	Avalik statistika: nüüd saab vaadata, kui palju sa teenid võrreldes teiste samal ametikohal töötavate inimestega	kasulik.delfi.ee	EST	no
23.04.2020	Statistikaameti rakendus võimaldab 800 ameti kuupalkasid võrrelda	err.ee	EST	no
26.04.2020	Salary comparison application aims to bring transparency to job market	news.err.ee	ENG	no
27.04.2020	Palgarakendus teeb kättesaadavaks andmed, millele seni ligipääs puudus	rup.ee	EST	no
27.04.2020	Palgarakendus teeb kättesaadavaks andmed, millele seni ligipääs puudus	laanlane.ee	EST	no
03.06.	Vaata ja võrdle	kasulik.delfi.ee	EST	no

2020	palkasid! Statistikaameti palgarakendus täienes 2020. aasta andmetega	elfi.ee		
04.06. 2020	Pilk peale: nüüd saad vaadata, kui palju sa aasta alguses kolleegidega võrreldes teenisid	raha.gee nius.ee	EST	no
04.06. 2020	Statistikaameti palgarakendus täienes 2020. aasta andmetega	rup.ee	EST	no
04.06. 2020	Statistikaameti palgarakendus täienes 2020. aasta andmetega	jarvateat aja.posti mees.ee	EST	no
30.11. 2020	Uuring: innovatsioon ning automatiseerimine suurendab naiste ja meeste palgalõhet	arileht.de lfi.ee	EST	8
01.12. 2020	Лийза Пакоста: "Руководители охотнее продвигают по службе мужчин"	dv.ee	RUS	5

TV and Radio Coverage

Date	Title	Station	Language	What paper?*
17.02.2 020	Uudised: Liisa Pakosta Kommentaar rakendusest	Kuku	EST	no
18.02.2 020	Liisa Pakosta: naised kipuvad küsima samale tööle kandideerides kuni 40 protsenti väiksemat palka kui mehed	TV3	EST	1
20.02.2 020	В Эстонии появится ресурс для сравнения зарплат	ETV+	RUS	no
06.03.2	Vox Populi	Kuku	EST	3

020				
5.06.2020	Suvereporter: Liisa Pakosta meeste ja naiste palkadest	Kanal 2	EST	3
26.06.2020	Унижения, оскорбления и домогательства на рабочем месте	Raadio 4	RUS	1, 3, 5
08.10.2020	Уполномоченной по гендерному равноправию и равному обращению продолжит работать Лийза Пакоста	Raadio 4	RUS	3
24.11.2020	Народное утро: разница в зарплатах мужчин и женщин	Narodnoe Radio	RUS	3, 5
30.11.2020	Uudised: pressiteade konverentsist	Kuku	EST	3
1.12.2020	Мобильное приложение поможет сократить разрыв в зарплатах	Raadio 4	RUS	5

*

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)