

## GEMELS S.p.A. AND "THE PARADOX WITHIN THE PARADOX": THE FEMALE QUOTA AND THE REFUND OF NURSERY SCHOOL AND KINDERGARTEN

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For some years now, Gemels has been recognizing the costs of nursery school and kindergarten to its collaborators, fathers and mothers, for their children from the first months of life up to 6 years of age. We are talking about a company that for years has been supporting the female quota and where the average age is around 30.

However, history teaches us the following: a veteran in Gemels tells us the paradox within the paradox.

"When I was young, nursery school almost didn't exist; then, it appeared and was opened giving top priority only to children whose parents both worked.

20 years ago, in Italy the female figures were used to find time for staying at home with their children and just those who had important and well-paid jobs could afford to send their children to nursery school and at the same time continue to work, maintaining the position achieved.

Then, the situation changed: everyone could get access to nursery school but, due to the high costs, especially for some low-paid mothers, it wasn't worth it and many of them gave up working for their families. That is how "the paradox within the paradox" often happens: those already advantaged were supported, while those who needed help the more couldn't get it.

This is one of the reasons why Gemels makes this kind of choices: our philosophy allows

us to guarantee a welfare for the refund of nursery school up to 12.000 euro per year per each collaborator.”

Different studies carried by organisations such as SAVE THE CHILDREN state that a child’s future is already defined starting from the age of 3, which is why it is fundamental to support families.

Precisely for this reason, Gemels promotes a disruptive strategy to help female figures not to lose not only their jobs, but also the working position reached after many years of school and university, and therefore not to lose what they have acquired. There’s no better strategy than helping those who need it the most, maintaining a solid ecosystem of the human heritage at Gemels.

In economics the social/economic binomial goes hand in hand and can’t be decomposed. If we want an economical success, we have to focus on a social growth too. We find here too the paradox within the paradox: young mothers that invest in years of school and work who exit from the social, working and economical virtuous circle.

At Gemels the company culture is oriented towards supporting the newborn families and the value given to its people is fundamental: they are the heart and mind of the company. Each effort has therefore the purpose of keeping them and, maybe in the future, their children too.

