



**Opening careers for males in CARE**

# **Project launch**

**Press-release**



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# Launching Open CARE - a new initiative for expanding opportunities for men in Long-Term Care

**A brand new innovative European project aiming to challenge gender stereotypes, boost workforce diversity, and address staff shortages in long-term care**

It is our great pleasure to announce the launching of Open CARE, a pioneering European project dedicated to opening up career opportunities for men in formal long-term care (LTC) work. The initiative seeks to confront persistent gender stereotypes and contribute to easing the current shortage of LTC staff—a critical factor in supporting work-life balance for both men and women.

## PROJECT OVERVIEW

Open CARE is designed to challenge longstanding gender inequalities in access to and retention within the LTC sector. By addressing the stigmas and stereotypes that often discourage men from entering this field, the project aims to increase the pool of qualified LTC professionals across Europe. This effort not only supports gender diversity but also helps ensure that the growing demand for long-term care services is met.

## KEY OBJECTIVES

- Promote gender equality, combat discrimination in access to work based on gender;
- Foster a more inclusive and equitable culture that values all employees regardless of their gender;
- Inspire valuing care work, reduce the stigmas associated with men providing care, increase labour market demand for men;
- Support professional development and job satisfaction by fostering a working environment that values and supports male carers, a greater number of employees in institutions, a better balance between the personal and professional lives of workers, a reduction in overload, absenteeism and presenteeism;

- Encourage diversity of perspectives and experiences, by valuing the work of men in long-term care institutions, new perspectives and methodologies of care have emerged, allowing for the continuous improvement of care institutions

## EXPECTED OUTCOMES

Over the 24-month project timeframe (January 1, 2025 – December 31, 2026), Open CARE anticipates delivering several impactful outputs:

- A comprehensive **European report (whitepaper)** examining the stereotypes, stigma, and discrimination against male carers.
- The **Open CARE methodology** and **solution**
- The **Open CARE Awareness Guide**, a resource for breaking stereotypes surrounding male carers in LTC.
- The **Open CARE Toolkit**, designed to open and promote career opportunities for male carers in the long-term care sector.

## Collaborative effort across Europe

The project is promoted by **Anziani e non solo, Italy**, and supported by an international consortium of partners, including:

- **AFEJI**, France
- **Cyprus University of Technology**, Cyprus
- **Aproximar**, Portugal
- **European Association for Social Innovation**, Romania
- **The Portuguese Association for Diversity and Inclusion (APPDI)**, Portugal

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# Open Care

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