

An initiative led by:



*IMPACT REPORT*

**INSIGHTS  
& LEARNINGS**

*2024-2025*

**How can we reconcile  
parenthood and work  
in Belgium ?**

March 2025



## EDITORIAL

**Anne-Sophie Pype,**  
*Managing Director*  
*of the Degroof Petercam Foundation*



### Reconciliation of Parenthood and work: A Challenge Tackled Collaboratively

At the Degroof Petercam Foundation, we believe in a sustainable and inclusive society where everyone has the opportunity to thrive through employment. We support the most innovative organizations that contribute to **sustainable and fair employment**.

For thousands of parents – especially mothers – working remains an uphill battle due to a lack of suitable solutions for balancing professional life with parental responsibilities in Belgium. **It is with this understanding that we chose to take action – and address the issue of the reconciliation of parenthood and work in Belgium as part of our Lab program.**

We adopted a **collaborative approach**, as we believe that only by working together, solutions can be provided to this societal issue. In collaboration with Make.org and Make.org Foundation, **we designed and implemented an innovative initiative.**

We engaged with tens of thousands of citizens, who shared their realities and needs. We brought together all sectors of society: citizens, businesses, associations and institutions with complementary expertise, to fundamentally rethink the reconciliation between parenthood and work with a systemic approach.

The results speak for themselves: solutions exist and change is possible. **Social innovation, driven by a collaborative commitment, has the power to create meaningful impact**—impact that matters, yes, yet always with humility. As I often say, we cannot solve this societal issue alone, but every action we take is a step towards lasting change.

It is up to all of us to sustain these achievements and continue evolving mindsets and practices. We believe that parenthood should be recognized as a valuable asset for society as a whole.

Together, we started to pave a new path. Let's keep building the path forward.

*Anne-Sophie Pype*

*Managing Director  
of the Degroof Petercam Foundation*



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# DEGROOF PETERCAM FOUNDATION

Founded in 2008 as a public utility foundation, the Degroof Petercam Foundation is now amongst Belgium's ten largest foundations. Our mission is rooted in a simple yet powerful belief: employment is the cornerstone of sustainable prosperity. By supporting the most innovative organizations, we drive sustainable and fair employment opportunities, aiming for long-term systemic impact.

To achieve this mission, we operate through two key programs that foster innovation and systemic change in employment.

## TWO KEY PROGRAMS

### THE DPF AWARD

The DPF Award is our flagship European initiative, designed to identify, support, and scale the most ambitious social innovations that drive sustainable employment. **Each year**, we select one outstanding organization and provide:

- **€1 million** in unrestricted funding, spread over five years.
- **Non-Financial support:** capacity-building support to strengthen leadership and organizational resilience, access to a vast network of experts, funders and operational partners and visibility opportunities to amplify their impact.

Rather than launching open calls, we rely on a peer nomination system to identify promising organizations. After an extensive selection process—including financial assessments, site visits, and jury presentations—one organization is awarded the DPF Award.

The **2025 winner, L'Burn**, founded in 2019 by Anne-Sophie Vives, emerged from the mutual aid community "Les BURN'ettes," created to support women experiencing burnout. It assists those who have not found help from their employer or medical-social institutions and aims to raise awareness, prevent, and provide training on burnout, particularly among women. Through research, awareness campaigns, and support initiatives, L'BURN works toward better recognition and management of female burnout while encouraging their social and professional reintegration.



## THE LAB

In 2024, the Degroof Petercam Foundation launched its second program, the Lab, focusing exclusively on Belgium. Through this initiative, **we proactively identify key employment-related challenges in Belgium** and work towards supporting and developing solutions through research, experimentation, collaboration and funding of civil society actors.

The Lab is designed to tackle complex societal issues that demand innovative and practical solutions. Instead of waiting for problems to surface, we pro-actively take initiative by identifying a pressing employment-related challenge. The Degroof Petercam Foundation acts as an initiator and facilitator of a test-and-trial approach, using a step-by-step process supporting Belgium-focused solutions that have the potential to sustain beyond Degroof Petercam Foundation's involvement.

**The challenge selected for the Lab cycle 2024 - 2025 is reconciling parenthood and work in Belgium.**



# THE LAB – RECONCILIATION OF PARENTHOOD AND WORK

## THE WHY

### A Changing Social and Professional Landscape

Employment is a key pillar of social integration and financial independence. Yet, in Belgium, balancing parenthood and work remains a major challenge, particularly for women, directly impacting access to and retention in employment.

Historically, parenthood has been a defining milestone of adulthood, often seen as a given rather than a subject of debate. However, profound societal shifts have transformed this reality

- Women's participation in the workforce has increased.
- Family structures have diversified.
- Declining birth rates raise concerns about social security sustainability.
- Work has become a crucial social marker and a key factor in mental health.
- Individualism has grown, reshaping the balance between personal and collective responsibility.

At the same time, Belgium has set an ambitious goal of 80% employment by 2030. **Addressing the challenges of reconciling parenthood and work is essential to making this target achievable.**



## A Societal Issue with Wide-Ranging Impacts

Balancing parenthood and work is not just a personal or an employer's challenge—it has direct wider consequences for public health, economic stability, gender equality and social cohesion.

### 1. A Public Health Concern

According to the study conducted in 42 countries, **Belgium is the 3rd country most affected by parental burnout. In Belgium, over 8% of parents are affected, or 200,000 adults.** This results in higher absenteeism and prolonged sick leave, which have detrimental effects not only on businesses and the economy but also on the well-being of both parents and children. (*Parental Burnout Around the Globe: A 42-Country Study - International Investigation of Parental Burnout (IIPB) Consortium*). Indeed, in early childhood, a child's brain forms up to a million neural connections per second—a rate never repeated after the critical 'first thousand days'. During this period, parents play a key role in nurturing their child's lifelong health, a responsibility often challenged by parental burnout.

### 2. An Economic Challenge

**Women's participation in the workforce remains an underutilized driver of growth.** Countries that have implemented family-friendly policies, such as the Nordic nations, with increased female workforce as a result have seen their **GDP per capita increase by 10 to 20%** (*OECD, The Impact of Family Policies on Economic Growth, 2022*).

### 3. A Challenging Reality

Belgium lags behind in parental support policies and **is not among the OECD's leading countries** on this issue (*OECD, Family Policies in Belgium: A Comparative Analysis, 2023*).

The **lack of childcare solutions** further exacerbates the problem, with **six in ten families in both the Wallonia-Brussels Federation and the Flemish Region unable to secure a place in a childcare facility** (*Belgian National Childcare Study, 2023*).

### 4. A Gender Equality Issue

The labor market continues to be shaped by gender inequalities:

- **68% of inactive individuals are women**, compared to 32% of men (*Belgian National Institute of Statistics, 2022*).
- **40% of women work part-time**, compared to 12% of men (*Eurostat, Employment Statistics in Belgium, 2023*).
- Upon the birth of their first child, women are far more likely than men to reduce or pause their professional activity (*Survey by the Belgian Institute for Gender Equality, 2023*).
- Women are **three times more exposed to economic insecurity**, making up **70% of the population living in poverty** (*Belgian Red Cross Report on Poverty, 2023*).

Despite its fundamental role in society, parenting is neither economically recognized nor socially valued. Unlike paid employment, it does not grant rights such as pensions, minimum wages, or professional status (*European Commission, Employment and Social Protection Report, 2023*).

This is why the Degroof Petercam Foundation has devoted its Lab program to addressing this issue.

Belgium is the **3<sup>rd</sup>** country most affected by parental burnout

**6 in 10** families unable to secure a place in a childcare facility

**68%** inactive individuals are women

**40%** women work part-time

Women are **3x** more exposed to economic insecurity



OBJECTIVES AND  
METHODOLOGY

Recognizing the challenges of reconciling parenthood and work, The Degroof Petercam Foundation launched an **unprecedented nationwide civil consultation** to identify concrete solutions throughout Belgium.

The civil consultation mobilized the Belgian citizens and allowed us to structure a committed ecosystem—citizens, associations, businesses, and institutions—around a shared agenda, **transforming the citizens’ will into concrete solutions through collaboration**.

A **stepped structured approach** has been followed, to ensure sustainable impact:

- 1. Building a broad *coalition of stakeholders* committed to driving change.
- 2. Engaging Belgian citizens at scale through an AI-powered *civil consultation*.
- 3. Harnessing collective intelligence via *collaborative workshops* to identify key levers for cooperation and transform ideas into action.
- 4. *Selecting high-impact projects* supported by an extensive ecosystem of funders, experts, and operational partners.
- 5. *Financing and accelerating* the most promising projects, ensuring they align with public needs and long-term sustainability.

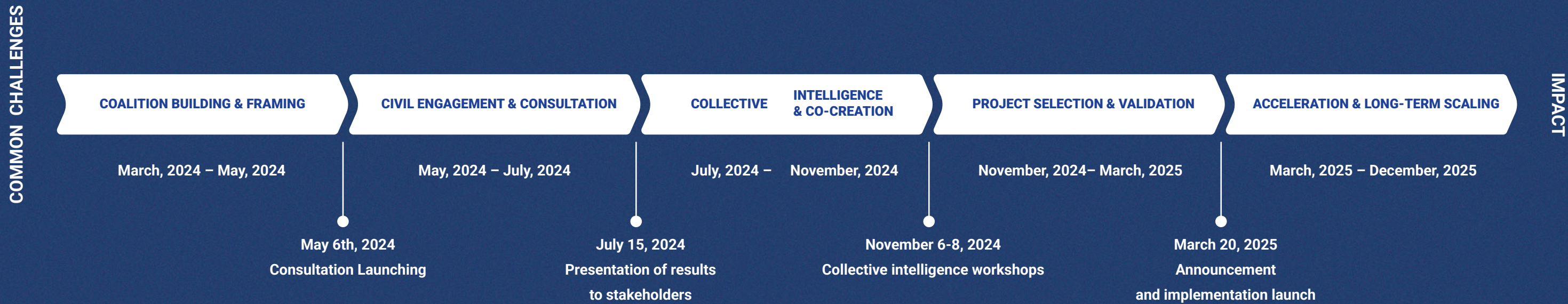
This Lab program ensured **broad and inclusive citizen engagement** by conducting

consultations in French, Dutch, German, and English, allowing participation from **all regions** of Belgium. Inclusiveness was reinforced by involving non-profit organizations from the outset and actively reaching vulnerable groups whose voices often remain unheard. The diagnostic phase incorporated regional specificities to gain a deep understanding of local needs and challenges. While no German-speaking NGOs advanced due to a lack of submissions, the perspectives shared by German-speaking participants were fully integrated into the analysis. Throughout the process, project selection and refinement were adapted to **reflect territorial realities**, ensuring relevance and impact in the communities where initiatives will be implemented.

This initiative is built on the **belief that lasting societal transformations** emerge through **citizen mobilization and collaboration among committed stakeholders**.

Through this process, **mass citizen mobilization** is transformed into **a strategic lever** for enhancing support for parents in Belgium, tackling the crucial issue of Parenthood and work.

ROADMAP FOR PARENTHOOD AND WORK





# IMPACT & KEY LEARNINGS

## IMPACT

### **Citizen Engagement as a Catalyst for Decision-Making**

Over 100,000 citizens engaged through consultations and awareness campaigns, with 11,356 participants actively contributing to the consultation. This process generated 665 proposals and 176,136 votes, reinforcing the legitimacy of key priorities and helping to position parenthood and work as a central issue for decision-makers.

### **Strategic Knowledge Building for Effective Action**

Beyond citizen input, in-depth thematic reports were developed, consolidating insights from 30 expert interviews and national research. This structured diagnostic approach, combining field expertise with citizen perspectives, ensures that solutions are rooted in both lived experiences and systemic realities.

### **Collaborative Project Design for Systemic Impact**

9 co-creation workshops facilitated the emergence of over 20 actionable proposals, with 7 pilot projects shortlisted based on their high potential for scale and sustainability. This collaborative approach, supported by ecosystem mobilization, is essential to move from ideation to concrete and impactful implementation.

### **Increased Media Visibility**

With over 15 press and media mentions, the initiative has helped raise awareness and strengthen the sense of urgency around the issue.

## KEY LEARNINGS & SUCCESS FACTORS

### **Citizen Engagement as a Lever for Policy Agenda Setting**

To position the issue of parenthood and employment as a priority on the agenda of decision-makers, massive citizen engagement is essential. The consultation process serves as a powerful mechanism to legitimize this challenge, demonstrating its urgency through broad public participation. While citizen engagement highlights real needs, ensuring concrete action requires strategic alignment with decision-makers. By mobilizing thousands of voices, the initiative not only surfaces key priorities but also creates the political momentum necessary to push this issue to the forefront of policy discussions.

### **Beyond Consultation: A Strong Diagnostic is Essential**

Achieving meaningful impact requires more than just gathering public opinion. Conducting a structured diagnostic—combining citizen voices with insights from field actors and experts—is critical to fully understanding the complexity of the challenge and designing effective solutions.

### **Mobilizing Stakeholders Requires a Three-Pronged Approach**

**Unifying Around Common Priorities:** The legitimacy of citizen-driven agendas helps rally diverse stakeholders around shared goals. **Mapping Stakeholder Needs & Common Ground:** A deep understanding of each actor's constraints and priorities is necessary to identify synergies. **Facilitating Collective Intelligence Processes:** From the outset, stakeholders must be engaged in co-constructing solutions to foster ownership and collaboration.

### **Strong Incentives Are Crucial for Sustained Engagement**

For stakeholders to actively participate, there must be tangible benefits at each stage of the process—whether in the form of funding, non-financial support, visibility, knowledge-sharing, recognition, or collective momentum. Ensuring that all actors see added value in their involvement is key to long-term commitment.



# INSIGHTS & LEARNINGS STEP BY STEP

## *STEP 1* BUILDING A BROAD COALITION OF STAKEHOLDERS COMMITTED TO DRIVING CHANGE.

The reconciliation of Parenthood and Work Lab initiative exists thanks to the **mobilization of a coalition of committed stakeholders who have joined forces** to support parents facing professional vulnerability. This initiative is built on the dedication of numerous civil society partners, including associations, businesses, institutions, media organizations, and philanthropic foundations. Their support, expertise, and engagement have made this program possible, **enabling it to address the challenges of reconciling parenthood and work** effectively.

Active MOM, Alixio, asbl éco-crèche Les Bienveilluses, Aux Racines, Bana Community, Be Family, Better, CAP CAW Family - Maison des parents solos, Casa Legal asbl, Colruyt Group Foundation, Cooperative Wal Creche Les P'tits Soleils, Croix Rouge Belgique, De Ouders vzw, DUO for a JOB, ENGIE Foundation, Fédération des Initiatives Locales pour l'Enfance (FILE asbl), Fédération des Milieux d'Accueil de la Petite Enfance (FeMAPE), Fédération des Services Sociaux, FEDAJE, Ferm Kinderopvang, Fonds Baillet Latour, Gezinsbond, HappyKids, Helan Kinderopvang vzw, Impactoo, Infor Jeunes Bruxelles, Institut pour l'égalité des femmes et des hommes (Belgique), Kids Ride SRL, Kindcentrum De Wonderboom - 't Wondernest, Le Petit Vélo Jaune asbl, Ligue des Familles, L'Ilot asbl, L'Univers de RAPH' asbl, Make.org Foundation, Make Mothers Matter, Mazalé Solutions, ONE, Perspectives, Telos Impact, VBJK, Centre for Innovations in the Early Years, Vivalis, Voka Kamer van Koophandel West-Vlaanderen.

## LEARNING :

To effectively engage stakeholders, a targeted, organization-by-organization approach is essential. It is crucial not only to inform them about the opportunity to participate in the initiative and its broader impact on the cause but also—most importantly—to clearly demonstrate the direct benefits for their own organization.

By highlighting how their involvement can bring visibility, strengthen their positioning, foster collaborations, or provide strategic insights, we ensure that participation is seen as valuable and relevant. This personalized outreach approach increases commitment and creates stronger, long-term engagement in the initiative.

The majority of participants were women, highlighting that balancing parenthood and employment remains predominantly a female concern. This indicates that more efforts may be needed to engage diverse stakeholders and address shared responsibilities across genders.



## STEP 2 ENGAGING BELGIAN CITIZENS AT SCALE THROUGH AN AI-POWERED CONSULTATION PLATFORM.

Launched in early 2024, a **massive civil consultation**, widely publicized and supported by civil society, engaged 11,356 participants, generating 665 proposals and 176,136 votes. Conducted from May 6 to June 30, 2024, this unprecedented democratic exercise gathered diverse perspectives while ensuring statistical rigor to identify shared priorities.

The process was designed to be **transparent and inclusive**, conducted in French, Dutch, German, and English to maximize participation. Citizen proposals, limited to 140 characters for clarity, were fairly evaluated through a structured voting system. The results were categorized into three areas: consensus, representing widely supported priorities requiring immediate action; controversy, highlighting debated societal issues; and rejection, reflecting proposals dismissed by the majority.

**The consultation identified three major pillars.**

- First, access to **childcare solutions** emerged as a key concern, with strong demand for increased availability, better quality, greater flexibility, and workplace nurseries.
- Second, **inclusive family support systems**, with strong demand for better support of single parents, families with special needs and mental health support for new parents.
- Lastly, **workplace measures**.

- **Adapted to parenthood** was a recurring theme, with proposals advocating for flexible hours, additional leave for family emergencies, and a cultural shift in companies.

**For more information**  
The full consultation report  
is available online **here**:



### LEARNING :

A streamlined and inclusive digital experience is essential to engage tens of thousands of participants effectively. Accessibility and ease of participation ensure broad and diverse involvement.

Collecting large-scale citizen input is valuable, but the real impact comes from extracting statistically reliable and actionable insights. Consensus analysis helps filter priorities and guide decision-making.

The topic of parenthood and employment is highly consensual, with 12 widely supported ideas versus only three controversial ones, making it an actionable and engaging issue for policymakers and stakeholders.

## STEP 3 COLLABORATIVE INTELLIGENCE AND WORKSHOPS TO IDENTIFY KEY LEVERS FOR COOPERATION AND TRANSFORM IDEAS INTO ACTION.

This phase follows a rigorous approach to **transform citizen consensus into concrete and impactful actions**. Identifying priority ideas is not enough; they must be deeply qualified to ensure relevance and feasibility.

- *In-depth analysis of available data:* Consolidation and review of national and regional statistics, social reports, and existing impact assessments to gain a comprehensive understanding of the issues.

- *A cycle of 30 individual interviews* with academics, field experts, and institutional representatives to cross-reference perspectives and refine the understanding of challenges.

- *Detailed mapping of key stakeholders:* Identifying involved organizations, their roles, and interactions to highlight potential synergies and complementarities.

- *Evaluation of existing solutions and their limitations:* Studying current mechanisms, assessing their effectiveness, and identifying underdeveloped or uncovered areas for action.

### LEARNING :

Citizen consensus provides a strong foundation, but it must be enriched with field data to align priorities with the real needs of beneficiaries. Understanding existing solutions is equally crucial to avoid reinventing the wheel and to build on what already works.

Identifying key stakeholders and understanding their needs is essential for effective collaboration. By engaging them in co-creation workshops, it becomes possible to align individual challenges with collective impact, fostering meaningful synergies.

A big advantage of the workshops was also that even if organizations didn't apply or weren't (pre)selected, they could still enrich their projects through the insights gained from the ecosystem around the table. Similarly, organizations not ultimately selected benefited by fine-tuning their projects throughout the selection process.

The methodology is both rigorous and pragmatic. While grounded in robust data collection, it also prioritizes human dynamics and trust-building, essential for long-term collaboration and systemic change.



This resulted in 9 in-depth thematic reports consolidating key data, stakeholders, challenges, and opportunities, serving as a foundation for collaborative action.

These reports can be accessed **here**:



Building on this enriched diagnosis, 9 collective intelligence workshops were organized, bringing together over 40 experts over three days.

These workshops pursued **two main objectives**:

1. **Refining the initial diagnosis**, by confronting analyses with real-world situations and integrating complementary perspectives.
2. **Building concrete and relevant action proposals**, tailored to the identified challenges and beneficiary needs.

These **discussions deepened the understanding of key issues** and led to the co-construction of **over 20 action proposals**.

The results of the intelligence workshops can be accessed **here**:



## STEP 4 SELECTING AND STRENGTHENING HIGH-IMPACT PROJECTS.

To ensure the effectiveness and sustainability of proposed solutions, a **rigorous selection process** was carried out with the support of funders, experts, and operational partners.

An **open call for projects** invited workshop participants to submit their initiatives, resulting in 25 official applications.

Each project was evaluated through a structured impact assessment framework based on the diagnostic phase and expert interviews. The criteria included:

- Alignment with at least one key idea supported by citizens during the consultation
- Alignment with Degroof Petercam Foundation's mission
- Project's potential impact
- Strength and reliability of project team
- Applicant's financial and legal robustness

## LEARNING :

Cross-sector collaboration was a key driver of innovation, bringing together stakeholders from diverse backgrounds—including social economy actors, businesses, public authorities, and researchers—to co-develop actionable solutions.

Collective intelligence played a crucial role in moving beyond individual perspectives, enabling participants to refine solutions based on real needs.

A structured yet flexible process was essential. While diverse contributions enriched the projects, transforming ideas into concrete initiatives required tailored support, particularly in strengthening economic models and implementation strategies.



- Relevance of Make.org Foundation's support for maximum quantitative and qualitative impact
- Project autonomy after the 9-month support
- Financial viability of the project
- Impact in Belgium

Seven projects were pre-selected and underwent an **enrichment phase**, including stakeholder consultations, strategic audits, and impact model adjustments. These workshops refined their value propositions, strengthened their capacity to engage stakeholders, and led to the co-construction of a final project presentation for the selection jury.

This process was not only about refining individual projects but also about **fostering synergies between them**. For instance,

following dedicated support, the “Be Family” and “LaBEL Family Friendly” initiatives merged to form a single and more robust project.

After months of evaluation and refinement, three projects were selected for **enhanced support and financial backing** to scale their impact, based on their ability to generate long-term benefits for both parents and employers.

**3** winners  
over **7** pre-selected projects  
and **25** official applications

## PRE-SELECTED PROJECTS

- **CASAB** – Linking legal assistance with psychosocial support to help vulnerable families.
- **Be Family** – Supporting companies in obtaining certification for family-friendly policies to enhance employee well-being.
- **Impactoo BB Welcome** – Creating a sustainable funding mechanism to prevent the closure of independent nurseries.
- **LaBEL Family Friendly** – Introducing a label recognizing companies that promote work-life balance.
- **La Ligne Info Parents** – Providing personalized support for families through expert advice and digital tools.
- **Le Petit Vélo Jaune** – Offering free, community-based support for single parents through volunteer networks.
- **Wal'Crèches Les P'tits Soleils** – Developing a network of accessible and sustainable nurseries through a public-private alliance and an innovative financial model.

## STEP 5 FINANCING AND ACCELERATING THE MOST PROMISING PROJECTS.

With the selection of the most promising initiatives, the next phase focuses on **supporting, testing, and accelerate these solutions** to ensure their alignment with public needs and long-term sustainability. The goal is to maximize project success by providing structured management, specialized expertise, funding opportunities, strategic partnerships, and targeted communication to ensure long-term impact and scalability – in collaboration with Make.Foundation. Each selected project will receive **tailored support and a €50,000 grant** to strengthen its development and deployment.

### Defining Strategic Vision and Project Needs

Each initiative will undergo a comprehensive assessment of its organizational maturity, economic model, and impact potential. This phase will help define a clear vision for scaling, ensuring strategies align with long-term objectives.

### Mobilizing Resources and Building Strategic Partnerships

A key focus of this support phase is **securing essential partnerships**—financial, political, prescriptive, and operational—to ensure sustainable growth. Connecting projects with the right stakeholders will accelerate their deployment and strengthen their ecosystem.

### Testing, Refining and Measuring Impact

Projects will receive dedicated support to develop a robust impact measurement strategy, allowing them to track progress, assess effectiveness, and adjust their implementation to maximize results.

### Accelerating and Maximizing Visibility

Once validated, projects will be guided in **expanding to new territories, structuring their operations, and reinforcing their financial and governance models**. Targeted communication efforts will enhance **public and institutional recognition**, further increasing their reach and impact. A final **comprehensive impact assessment** will consolidate key learnings and measurable outcomes.

Through this structured and dynamic approach, projects will gain **the tools, resources, and visibility** needed for long-term success.



## THE 3 WINNERS

### BB WELCOME

Today, thousands of families struggle to find a place in a nursery, forcing one parent—usually the mother—to reduce their working hours or put their career on hold to care for their child. In recent years, many childcare facilities have closed, making the situation increasingly critical. An additional 10,000 places in non-subsidized childcare centers are at risk of closing in the near future due to financial instability.

To break this deadlock, Impacttoo advocates for the implementation of an innovative and financially viable funding solution in collaboration with the Fédération Wallonie-Bruxelles and local municipalities. This approach aims to halt the loss of childcare places while creating a framework that enables new facilities to emerge. By combining the efficiency of the private sector with the quality guarantees of the public sector, this solution offers a pragmatic way forward.

“Impacttoo is deeply honored that our project, aimed at addressing the childcare shortage, has been selected by the Degroof Petercam Foundation. This recognition is especially meaningful as it builds on the contributions of thousands of citizens who have helped identify the most relevant priorities for improving work-life balance.”

— Daniel Verougstraete  
& Philippe Van Ophem,  
Co-founders Impacttoo

Impacttoo







“Le Petit Vélo Jaune is delighted to have been selected by the Degroof Petercam Foundation, a valuable support that strengthens our ability to assist single-parent families facing hardship. As Nobel Prize-winning economist Esther Duflo reminds us, restoring agency and empowerment opens new opportunities. Thanks to this support, we help single mothers build a more stable and fulfilling future.”

— Vinciane Gautier,  
General Director Le Petit Vélo Jaune



## LE PETIT VÉLO JAUNE

Le Petit Vélo Jaune supports single-parent families experiencing financial insecurity and social isolation by fostering human connections and solidarity, helping them regain confidence and energy. Each week, a volunteer spends a few hours with a family at home, over the course of a year. This consistent presence breaks isolation and enables parents to regain control over their lives.

Too often, the mothers we support give up on employment or education due to a lack of childcare solutions or self-confidence. By intervening early, we reopen possibilities in employment, training, access to rights, and social networks. While professional reintegration is key to family autonomy, our impact goes far beyond—it helps parents rebuild confidence and a sense of direction at their own pace.

## LABEL

Recognizing that **50% of parents in Belgium find it difficult to work full-time** and that **82% of employed parents would consider changing jobs for better parental support**, we aim to provide concrete solutions for both companies and working families.

Our approach is based on a **certification process** that assesses corporate family policies, evaluates the effectiveness of existing measures, and measures their impact. We support companies in their progress by offering **our combined expertise**—understanding CSR and D&I challenges while having in-depth knowledge of families' concrete needs.

By leveraging field insights, we will also **advocate for legislative improvements** to create a more supportive environment for working parents in Belgium.

Thank you **Make Mothers Matter** for having enabled this collaboration.



“We are thrilled to launch this label together. Be Family and La Ligue des Familles bring complementary expertise and skills, allowing us to foster a better work-life balance for employees through a win-win strategy that enhances both company performance and employee well-being.”

— Françoise Cardoso, President Be Family  
and Madeleine Guyot,  
General Director la Ligue des Familles





# ACKNOWLEDGEMENTS

We would like to express our deepest gratitude to all the stakeholders who contributed to the creation and success of this initiative dedicated to parenthood and work.

A huge thank you to our associative, institutional, corporate, professional, and media partners, whose commitment and expertise have played a **key role** in shaping and implementing the program:

Active MOM, Alixio, asbl éco-crèche Les Bienveillеuses, Aux Racines, Bana Community, Be Family, Better, CAP CAW Family - Maison des parents solos, Casa Legal asbl, Colruyt Group Foundation, Cooperative Wal Creche Les P'tits Soleils, Croix Rouge Belgique, De Ouders vzw, DUO for a JOB, ENGIE Foundation, Fédération des Initiatives Locales pour l'Enfance (FILE asbl), Fédération des Milieux d'Accueil de la Petite Enfance (FeMAPE), Fédération des Services Sociaux, FEDAJE, Ferm Kinderopvang, Fonds Baillet Latour, Gezinsbond, HappyKids, Helan Kinderopvang vzw, Impactoo, Infor Jeunes Bruxelles, Institut pour l'égalité des femmes et des hommes (Belgique), Kids Ride SRL, Kindcentrum De Wonderboom - 't Wondernest, Le Petit Vélo

Jaune asbl, Ligue des Familles, L'Ilot asbl, L'Univers de RAPH' asbl, Make.org Foundation, Make Mothers Matter, Mazalé Solutions, ONE, Perspectives, Telos Impact, VBJK, Centre for Innovations in the Early Years, Vivalis, Voka Kamer van Koophandel West-Vlaanderen. Their commitment and expertise have helped adapt solutions to the realities on the ground and the concrete needs of families.

Finally, our **greatest appreciation** goes to the **parents themselves and all citizens**, who have shared their experiences, shown resilience, and contributed invaluable feedback. Their involvement has **shaped our understanding** of real needs and refined our actions for a **lasting impact**.

This collective effort would not have been possible without the dedication of all these contributors. Their participation has paved the way to reconciling parenthood and work in Belgium. The journey continues, driven by the shared ambition to create an inclusive society where everyone has the opportunity to thrive through meaningful and sustainable employment.



# TESTIMONIALS

“Since the workshops, I've also become involved in my municipality's committee for out-of-school childcare. There's still a lot to be done to support parents!”

Florence Dallemagne,  
citoyenne

“I find your approach to the topic of parenthood and employment particularly innovative, and the support provided during the pre-selection phase is especially valuable.”

Isabelle Henrion,  
Le Petit Vélo Jaune

“Even though our project wasn't selected, I greatly appreciated the workshops. They allowed us to better understand the Flemish context in particular and to explore potential synergies with peer organizations.”

Véronique Foucart,  
Wal'Crèche Les P'tits Soleils

## CONCLUSION

Balancing parenthood and work is a complex challenge that requires the **collective effort of an entire ecosystem**. From the outset, we designed this initiative with the belief that each step should bring concrete benefits to all stakeholders—parents, business, associations, and institutions alike.

This structured approach has allowed us to move beyond consultation and towards collective action and concrete solution. By engaging thousands of citizens, fostering new collaborations, and implementing a rigorous process for project selection and support, we believe that social innovation can drive meaningful and lasting change.

At the same time, this experience has reinforced a **key lesson**: collaboration does not happen spontaneously. Too often, promising initiatives remain isolated, struggling to scale without the right support. By facilitating a clear framework, in collaboration with Make.org and Make.Foundation —from citizen engagement

to project acceleration—we have demonstrated that collective intelligence can bridge gaps, align efforts, and produce solutions that respond to real needs.

But this is only the beginning. It is our hope that the solutions identified are not only accelerated but also strengthened and sustained over time. More than a diagnosis, this initiative is a call to action to all —an ongoing commitment to making work and parenthood more compatible, to supporting families without compromising economic realities.

We have started paving a new way forward. It is now up to all of us to keep building it together, making parenthood a recognized and valued part of our professional and social lives.

**Anne-Sophie Pype**

Managing Director,  
Degroof Petercam Foundation




**Degroof Petercam Foundation**

Rue d'Industrie 44  
1040 Brussels  
Belgium  
T +32 2 287 91 11  
foundation@degroofpetercam.com

**Website**

<https://www.degroofpetercam.com/en-be/foundation>

 <https://be.linkedin.com/showcase/degroof-petercam-foundation>

