RECRUITMENT AND ENCOURAGEMENT IN PURSUING THE MILITARY CAREER

Q1: Is the defence and security sector attractive for women?

Q2: Why?

Q3: What can make it more attractive?

**G1:** is attractive but difficult to access

Yes

* Challenging
* Training that is offered
* Skills that are gained

No

* Lack of communications
* Lack of visibility

N

How

* Admission sport tests (PT)
* Especially tailored advertisements.

**G2:**

Yes

* Stability
* Wages
* Career
* Adventure
* The military values
* The military well established
* The military rules
* The uniform
* The general view on the Armed Forces

How

* Promoting successful careers
* Providing access to different social facilities (sports, shops, child care, schools, camps) inside or in the vicinity of the base
* Flexible working hours.

**G3**

Yes

* Challenging
* Health services
* Special training
* Adventure
* Career
* Stability
* Fairness and transparency.

How

* Advertise the advantages
* Equal opportunities
* Impartiality
* Transparency
* Presenting studies of women participating in international missions
* Presenting the adventure that could be experienced.

**G4.**

Yes

* Stability
* Social prestige
* Challenging
* Free and quality education
* Succeeding in a domain traditionally chosen by males.

No

* Lack of communications and visibility
* Religious and cultural issues.

How

* Feminine models
* Different channels
* More transparency
* Flexibility (mobility, made the changes in order to be able to advertise properly all the advantages.)