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## MEDIA LETTER

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SUBJECT                RELEASE EUROFM VIDEO PROJECT-  
                              ‘WOMEN IN FM: WHAT IS YOUR JOURNEY?’

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EuroFM is pleased to announce its latest EuroFM video project- ‘Women in FM: what is your journey?’

This project initiated from the EuroFM Practice Network Group, celebrates and promotes the important role that women play in keeping facilities, buildings, the built environment and many more safer, engaged whilst supporting the requirements of the core business.

Luckily most women are elevated to executive positions in organizations with the helping hand of for instance childcare facilities, flexible hours and cooperative management. This video is supporting the worthy cause of keeping (young) women motivated to bring their talent in the Facility Management (FM) profession even though conditions might not always be most optimal.

Yet still there are women who exit the FM profession due to various circumstances. The ‘Women in FM’ video project keeps (young) women inspired to keep going as it is an important opportunity to recognize all that women do in FM.

EuroFM is therefore proud to bring executives, experienced and leading examples in FM to share their personal story on how to overcome the challenges and exceeded expectations.

Kath Fontana, Katy Dowding, Deborah Rowland, Charlotte Bovill and Debra Ward also presented this topic at the European Facility Management Conference 2015 in Glasgow, where they also shared their experience and expertise to over 500 attendees all over Europe and beyond.

The main mission of EuroFM is to progress the advancement about the knowledge of FM in Europe and the application of its three main pillars, Practice, Education and Research. With projects such as these, the association helps to bring FM further and to motivate all those aspired working in the field of FM to recognize their full potential.

The ‘Women in FM’ video is a wonderful project elevating the FM community in Europe at the same time help fight the ‘war for talents’, trying to keep talented graduates to work in Facility Management.

The short video will be promoted through the use of the EuroFM media channels, the EuroFM members meetings and the European Facility Management Conference. For promotion purposes the video also will be shown at FM high schools or universities and other relevant network groups. Subsequently, it will be brought to the attention to the whole of the FM industry.

The video ‘Women in FM: what is your journey?’ can be viewed on You Tube: <https://youtu.be/KnbPf80oJIE>  
This video production is sponsored by The Hague UAS, Laurea UAS, The Hanze UAS and IFMA.

For more information about this project, please contact EuroFM at: [team@office-eurofm.org](mailto:team@office-eurofm.org)