20 February 2018

# PRESS RELEASE

**Nordbygg stands up for equality in the Swedish construction industry**

**Last Autumn, the initiative #metoo swept like a flood-wave through the world. The reactions have been particularly strong in Sweden, with testimonies of violations from women in several industries, among others the Swedish construction sector. It is therefore natural that the issue of women’s situation in the construction industry also permeates Nordbygg 2018.**

The consequences of the industry’s awakening will be huge and affect everyone. With an equal society come changes that the construction industry will have to relate to. For example, this regards the recruitment work and there will also be commercial challenges, but above all new opportunities. There is already a demand for feminist analysis of projects and requirements for a feminist perspective in the construction industry are coming from all directions; politicians, architects and also the public.

**Equality at work – an industry initiative**

Vigorous actions must now be taken to counteract sexism, harassment and the lack of gender equality in the Swedish construction sector. “Jämnt på jobbet” is an initiative from the Swedish construction industry that will be highlighted at the fair.

* The purpose of the project is to gather the industry to take hands-on action to counteract sexism and inequality in our sector, says Urban Månsson, CEO at Svensk Byggtjänst, the organisation which has taken it upon itself to be responsible for the gathering and spreading of information and knowledge about equality in the industry.

**Successful investments**

In connection with the opening of Nordbygg on Tuesday 10 April, “Jämnt på jobbet” will be presented on the fair’s big stage, and on the Wednesday several examples of successful projects that have been implemented by large companies will be presented as well as projects within construction and crafts.

* Increased equality is a success factor for the construction sector, which will open up to new opportunities. As an industry actor, Nordbygg naturally wants to contribute to a positive development. That is why it is self-evident for us to take part in this investment and give it space at the fair here this year, says Peter Söderberg, Project Manager at Nordbygg.

**Nordbygg’s trend scouts on film**

[Lisa Deurell](https://www.youtube.com/watch?v=Nld3PKbxqoY), architect and public speaker, discusses the concept of equality based on the state of the construction sector. Lisa is one of Nordbygg’s five trend scouts, who all share their contemplations on the construction sector. The main theme is different perspectives on the role of the client in the construction process.

This year, the trend scouts share their insights in a number of films that will be published on a regular basis until the opening of the fair. Nordbygg’s five trend scouts all have prominent positions in the Swedish construction sector.

*For more information visit* [*www.nordbygg.se*](http://www.nordbygg.se) *or contact:*  
Peter Söderberg, Event Manager, [peter.soderberg@stockholmsmassan.se](mailto:peter.soderberg@stockholmsmassan.se), +46 8 749 43 93.  
  
Liisa Aus, Content & Media Manager, [liisa.aus@stockholmsmassan.se](mailto:liisa.aus@stockholmsmassan.se), +46 70-789 41 53

*Nordbygg has the position as the Nordic region´s largest and most dynamic meeting place for the construction and real estate industry, offering new knowledge and business opportunities. The event offers everything from discussions about construction conditions and urban planning to products and services for property production, maintenance and management. Nordbygg, 10-13 of April 2018 at Stockholmsmässan.*