



Responsible Business

Promoting Paternity and Parental Leave for Fathers



Location: Poland, Łódź

People: 9 participants

More information:
www.fujitsu.com

The goal of this project was to promote and normalize the use of paternity and parental leave by fathers at Fujitsu. By sharing real-life stories, the initiative aimed to challenge stereotypes, raise awareness about the benefits of these leave policies, and reinforce a family-friendly culture that empowers employees to balance their personal and professional lives effectively.

Challenge

Limited Leave Usage: Despite existing policies, company statistics showed that only 64% of fathers took paternity leave, and only 8% used parental leave as of February 2024. This highlighted a significant gap in awareness and usage among employees.

Solution

To address these challenges and drive engagement, Fujitsu implemented the following measures.: A dedicated campaign was launched to educate employees about the importance of paternity and parental leave, using relatable narratives and infographics to encourage participation.

The key element of the campaign were 2 podcasts featuring 4 engaged fathers and 1 podcast hosting 2 mothers. They were sharing their perspectives on fatherhood and leave benefits. This authentic discussion provided actionable insights for other fathers considering these options.

Outcomes

The initiative has already achieved significant milestones: Employees gained a deeper understanding of the importance of paternity and parental leave.

Promotional posts and the podcast collectively garnered 2,138 views on internal and External social media, reflecting strong engagement.

The number of fathers taking parental leaves increased by 2%.



„Going on paternity leave allows you to give this additional support to your partner and I think this was one of the key aspects that impacted the entire family but also allowed us to get used to this new little life that you have to take care of. “

Kamil Sobczak, Senior Business Services Manager



46%

fathers took paternity leave as of Feb 2025

10%

of fathers used parental leave as of Feb 2025

2 138

Podcast views in social media

Conclusions

This initiative underscores Fujitsu's commitment to fostering a family-friendly, inclusive workplace by highlighting the benefits of paternity and parental leave. By showcasing authentic employee stories, the campaign effectively challenged stereotypes and encouraged a meaningful cultural shift.

This project serves as a successful model for future campaigns, emphasizing the importance of storytelling and collaborative efforts in driving organizational change.