

Does your company have difficulties to attract and retain qualified employees?

Does your company face challenges with production volume and quality?

Company as Employer

Gender

Women's rights & Business opportunity



Gender strategies: how and what

Job Opportunities for Women	Good Working Conditions & Safety	Equal Payment for Men and Women	Flexibility for Women
<ul style="list-style-type: none"> Similar contracts for men and women Management positions for women Technical jobs for women Training and mentoring tailored for women 	<ul style="list-style-type: none"> Protection against dangerous chemicals Anti-sexual harassment measures Transport support for women Healthcare facilities 	<ul style="list-style-type: none"> Equal salaries based on capabilities for men and women Support for women's control over income by own bank account 	<ul style="list-style-type: none"> Flexible working hours for women Maternity leave for women Support for breastfeeding in the workplace Support for childcare

FACTS

ABOUT GENDER IMPACTS ON BUSINESS

Impacts on Business

"By default, many of our employees are women. Our experience is that, compared to men, women are more serious, precise and detailed in their work."

Export manager
The Fruit Republic



Characteristics of female employees ensure the production of "safe" products"



Increase
Quality of
Production

Vegetable and Fruits, The Fruit Republic, Vietnam

Strategy

Decent work conditions for female employees

Childcare support and transport for women

Non-traditional jobs for women, e.g. financial controller and export manager

Tea, Eastern Produce Kenya, Kenya

Strategy

Technical training programs accessible for women, e.g. lowering the education requirements for training program

Women benefited



2,200

Female workers



30

Female trainers

Enhance
Productivity

Impacts on Business



Productivity on the farm increased after the training, female farmers state that they pluck more green tea leaves each month after gaining better knowledge on tea husbandry

Impacts on Business

ABSENTEEISM

Before 19% ↓

After 10.7%

STAFF TURNOVER

Before 14.5% ↓

After 8.1%

Cost Reduction

\$98,200 staff turnover
\$30,324 absenteeism

Reduce
Absenteeism
and Staff
Turnover

Garment Factory, Ismailia, Egypt

Strategy

Health Training Program for Garment Workers

Female peer educators are trained to pass on information during small training workshops

Women benefited



1,150

Female workers



35

Peer educators

Flowers, Maridadi Flowers (Kneppers Rozen), Kenya

Strategy

Women friendly labour conditions, e.g. breast feeding for women

Women in labour committees

Non-tolerance of sexual harassment, e.g. assign only women as supervisors in mixed gender department

Reputation



Impacts on Business

Consumer's demand for fair flowers is high, especially in European countries

Companies with unfriendly working conditions and labour practices bear risks of reputation damage

