



2.8% INCREASE IN WORLDWIDE FLOWER EXPORTS THROUGH ADOPTING GENDER REQUIREMENTS OF STANDARDS

IMPROVING SECTOR GOVERNANCE

By accounting for gender in standards, policies, and public commitments, new markets, increased resilience of value chains, improved livelihoods and working conditions, including the reduction of gender based violence (GBV), are achieved.



The exports of the Kenyan flower sector increased by 2.8% of the total world flower exports (€0.5M per year) through compliance with gender requirements of social and environmental standards.

The flower sector realized its dependence on largely marginalized, vulnerably employed and low-skilled female workers, and on auction-sales leading to low prices.

Through compliance with the gender requirements of the Kenya Flower Council's social and environmental standards, the sector ensured better working conditions leading to the development of a more skilled and stable female workforce.

This allowed the sector to sell better-quality flower products, while the standards further allowed producers to gain access to more lucrative EU markets.

2.8% INCREASE IN WORLDWIDE FLOWER EXPORTS IS ACHIEVED THROUGH COMPLIANCE WITH INTERNATIONAL SOCIAL STANDARDS AND POLICIES THAT INCLUDE A GENDER FOCUS. THE GENDER ASPECTS ADDRESSED ARE:

- Equal remuneration
- Job security
- Worker committees consisting of women and men
- Non-discriminative policies
- Practices for pregnant employees and parents
- Health and safety hazards including sexual harassment by male supervisors.
- Revising policies and practices such as improving grievance processes and discussing harassment during employee gatherings.

WHY INTEGRATE GENDER?

Including a gender focus in social standards & policies improves working conditions of female workers and results in access to new markets, higher quality products and higher prices

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for more examples on how integrating gender aspects results in positive business outcomes

SOURCES:

Gender and Global Value Chains: Challenges of Economic and Social Upgrading in Agri-Food; EUI Working Papers; Barrientos, Stephanie; 2014. (pages 8-12)

Flowers & Ornamentals Sustainability Standard; Kenya Flower Council; 2015. (mainly pages 34-35 and 94)