



IDH4Gender

Webinar: Learning from the tea and flower experiences

February 12, 2019



Technical House Rules

- Chatham House Rules
- All participants by default on mute
- ‘Raise Hand’ when you want to contribute – the webinar host will give you the floor



Competition Law Compliance Statement

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There shall be no agreements or concerted actions that may restrain competition.



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Each participant is obligated to speak up immediately for the purpose of preventing any discussion falling outside these bounds.

Agenda

IDH4Gender – webinar



IDH4Gender: updates

Judith Fraats, IDH Program Manager
Tea and Sonia Cordera, IDH Program
Manager Flowers



Enhancing the safety of women in the tea sector: A Multi-Sectoral Approach

Grace Wangechi, UN Women

Presentation and discussion



Gender sensitive management

Margaux Yost, BSR

Presentation and discussion



Discussion and wrap- up

Judith Fraats, IDH Program
Manager Tea and Lead Gender
Equality and Empowerment

IDH4Gender: update

Judith Fraats

IDH Program

Manager Tea and
Impact Lead Gender
Equality and
Empowerment



Sonia Cordera

IDH Program

Manager Flowers and
Fresh and
Ingredients



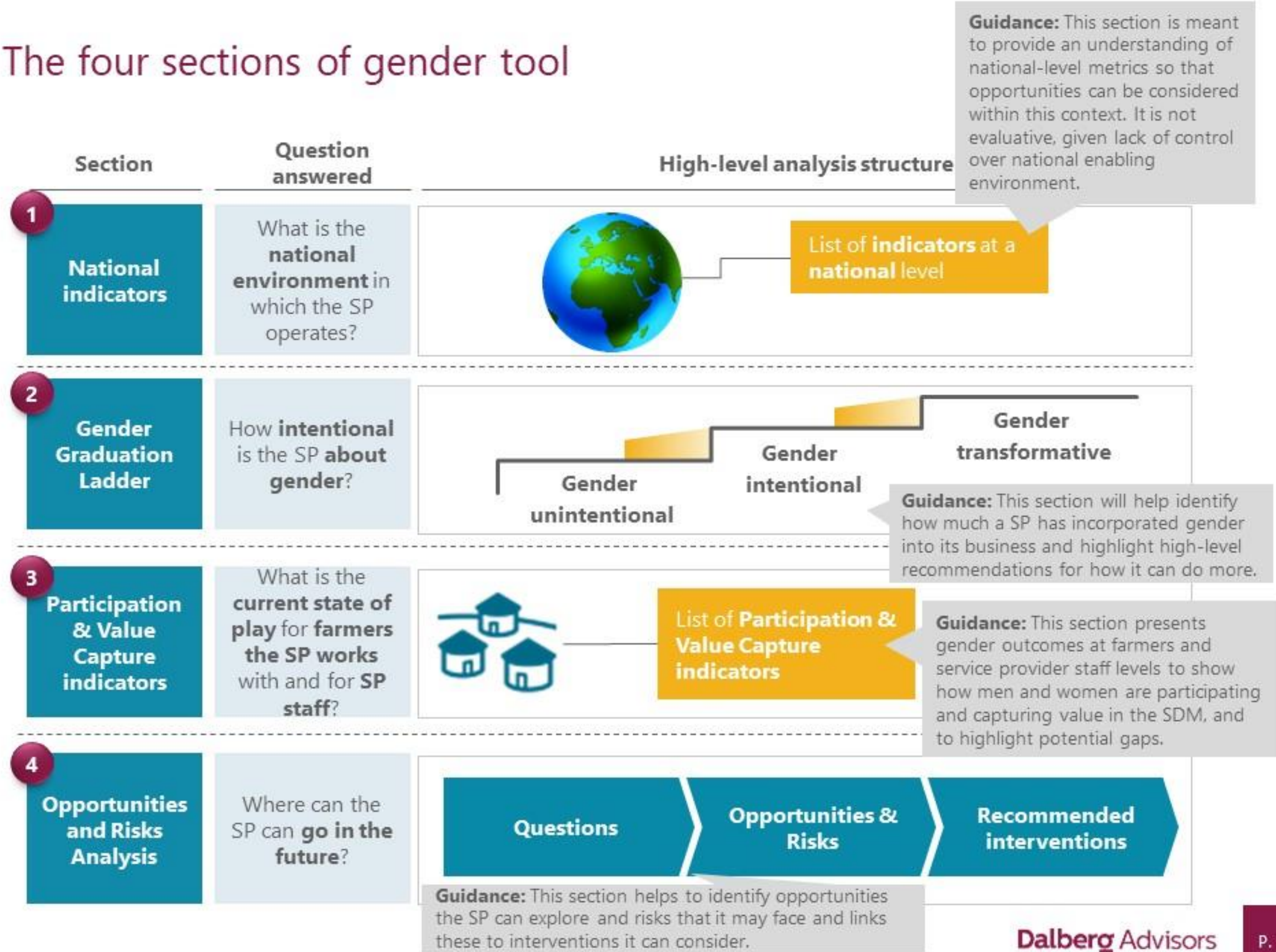
IDH4Gender: updates

Judith Fraats, IDH Program Manager Tea and Impact Lead Gender Equality and Empowerment

The IDH Gender Tool

- Part of IDH FarmFit, focusing on smallholders and service provision
- Data-driven tool to enable informed gender interventions
- Conduct an in-house gender analysis: highlights opportunities and risks of not addressing gender
- For IDH Partners and Service Providers

The four sections of gender tool



IDH4Gender: updates

Judith Fraats, Program Manager Tea and Impact
Lead Gender Equality and Empowerment

Roadmap on how to address Sexual Harassment and other forms of GBV

- Developed with technical support of UN Women
- Step-by-step guide for plantation management on how to address GBV
- For each step, contains practical advice and examples of good practices for implementation
- Making the business case for addressing Sexual Harassment and other forms of GBV in the business



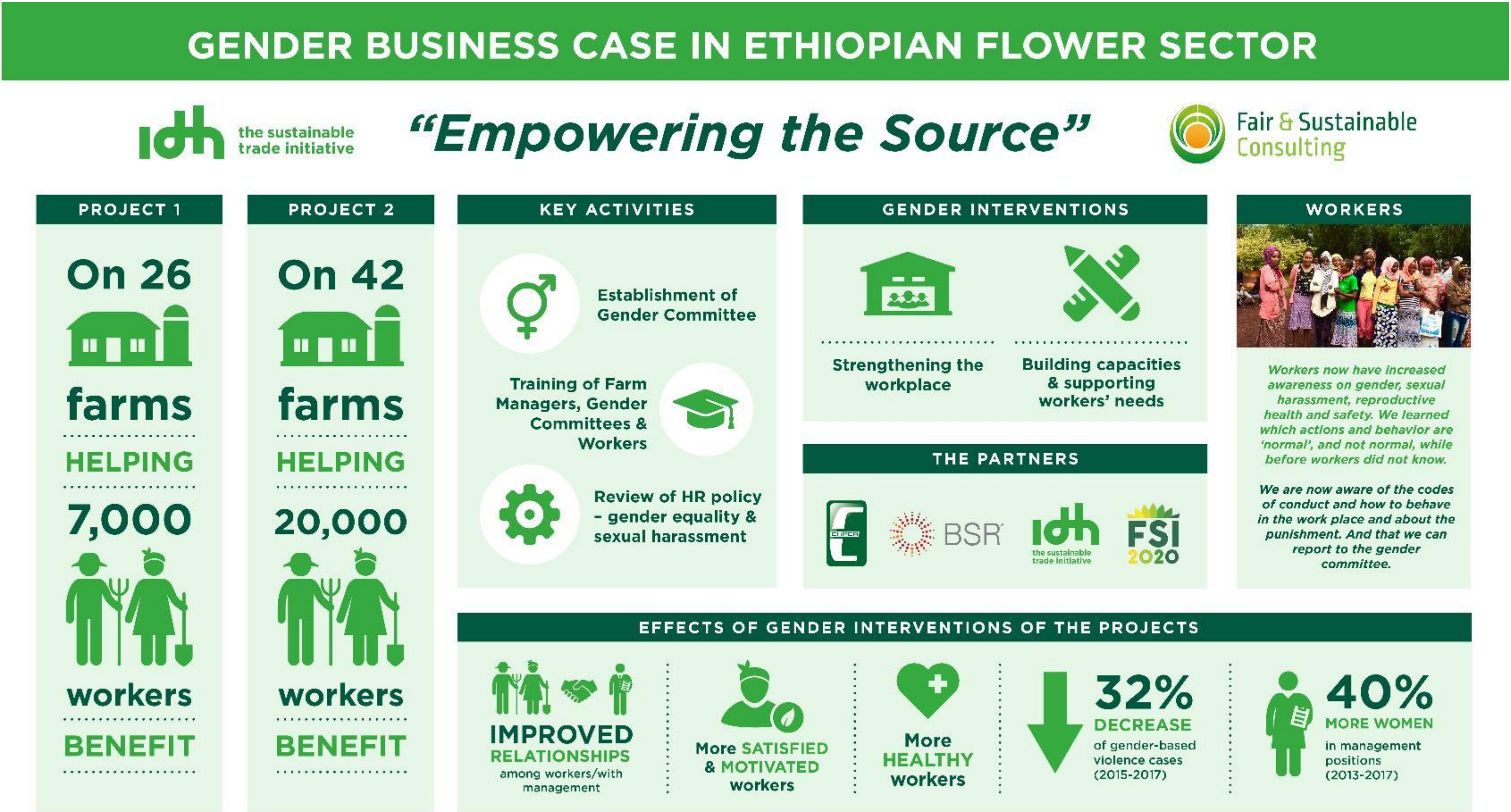
IDH4Gender: updates

Sonia Cordera, Program Manager Flowers, IDH

Gender Business Case in Ethiopian Flowers sector

- Practical recommendations for businesses
- [Full report available on IDH website](#)

“The farms have understood that women are the altar of the business. Women play a critical role in the overall process of the farms’ production, so investing in these women with regard to gender empowerment is rewarding at all levels.”



IDH4Gender: updates

Sonia Cordera, Program Manager Flowers



Developed by IDH, FSI and the FSI Working Group on gender

KPIs set to track and evaluate gender equality interventions:

- Record and monitor the costs and outcomes of investing in policy change in the workplace
- Enable communication of positive change among partners



WORK &
EMPLOYMENT



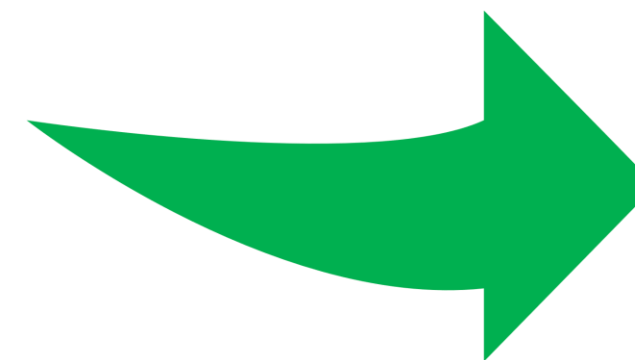
ABSENTEEISM &
PRODUCTIVITY



HARASSMENT &
HEALTH



GENDER
INTERVENTION &
COSTS



1. % female in managerial position
2. % gender wage gap
3. % absenteeism
4. % GBV or health related incidents
5. Cost-benefit ratio

Full set of KPIs available to download on the IDH website

Partner presentations: UN Women and BSR

UN Women and BSR

Learnings from the tea program

Facilitator: Grace Wangechi,
UN Women

How can companies design a comprehensive approach to ensure safety of women and which partnerships are needed for this?
How can we use multi-sectoral partnerships in designing public private partnerships and what are lessons learnt?



Learnings from the flowers program

Facilitator: Margaux Yost,
BSR

How can companies use and design gender sensitive management to advance gender inclusion in the workplace? What is needed for gender sensitive management?



Gender Sensitive Management

IDH Webinar, 12 February 2019

BSR® | her₊project

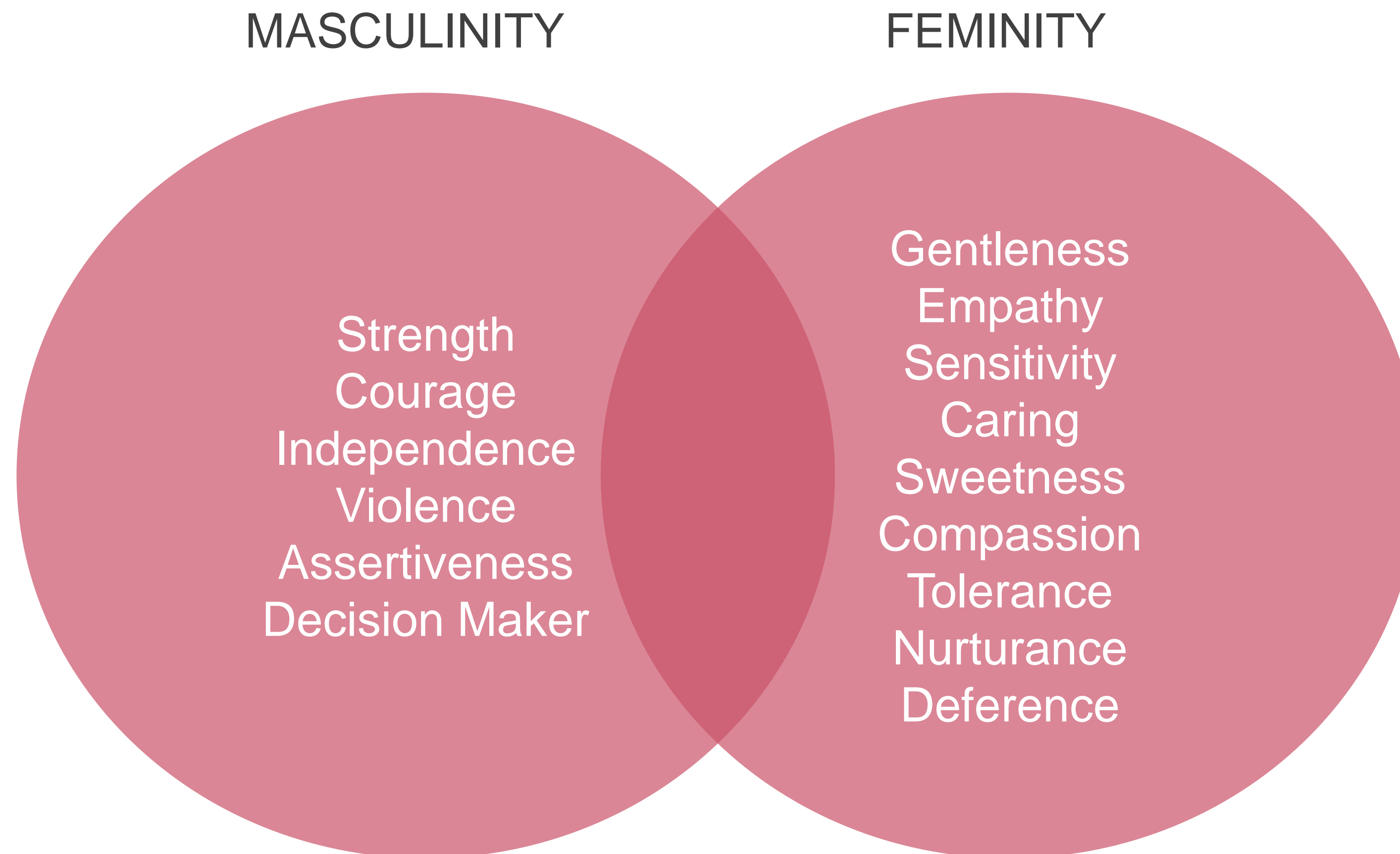
What goes into gender sensitive management?

Why is Gender Sensitive Management important?

- a. It considers the different barriers women and men face
- b. Its effective implementation could boost business performance
- c. It is meant to build an environment that supports workers
- d. It is driven by the idea of hitting compliance KPIs
- e. Answers a, b, c
- f. All of the above
- g. None of the above

What is Gender?

Socially constructed concept of the range of characteristics pertaining to, and differentiating between, masculinity and femininity



Women's Gender Constraints

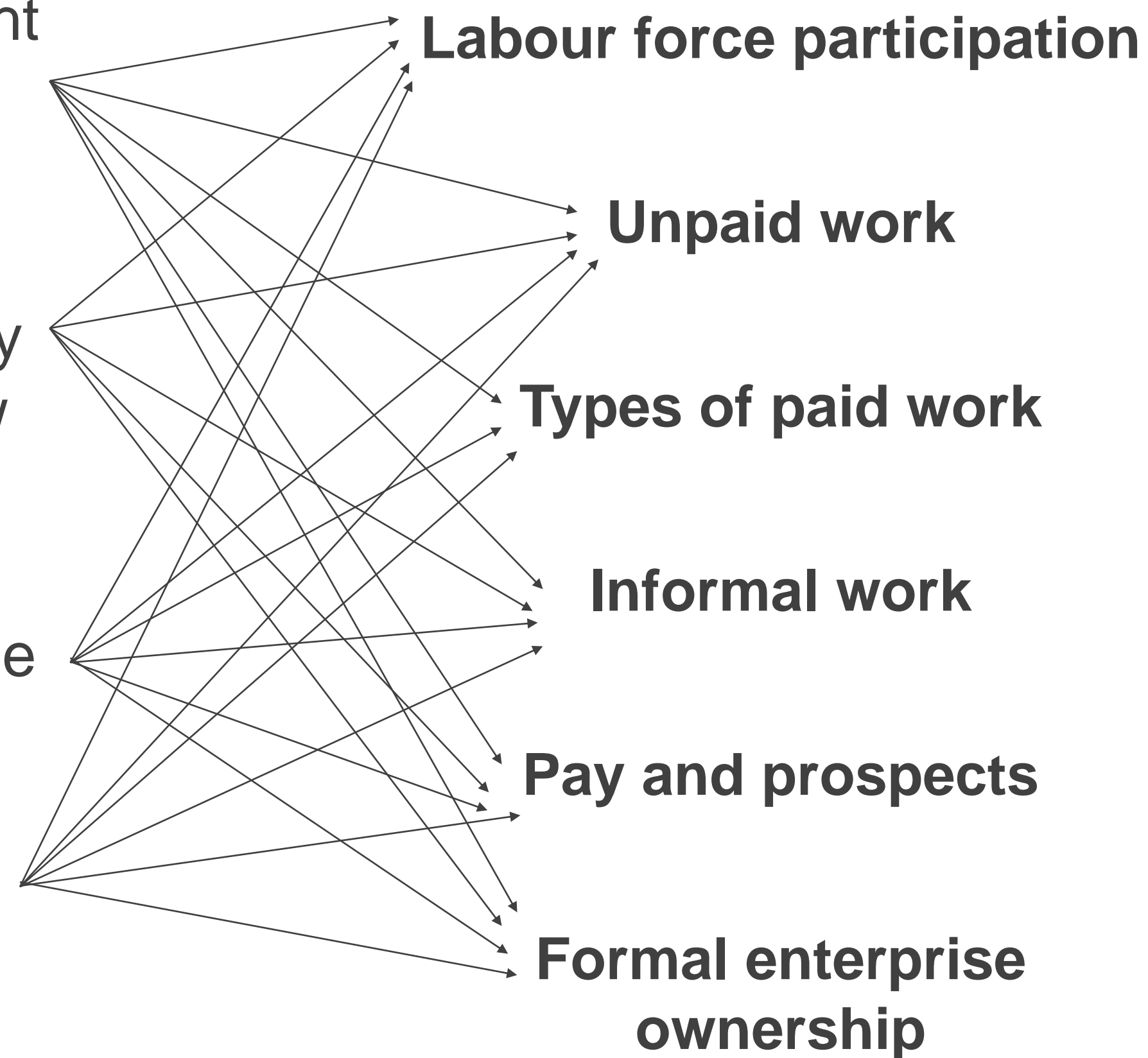
Gender Roles heavily contribute to women being able to equally partake in the labor force

Education – high education might be considered more appropriate and valued for men

Profession – The workplace is not the primary for women. If they are indeed participating, their low levels of education grant them access to low-skilled jobs

Decision-Making – Men have the last say

Childcare & Household – Women take care of the children & chores

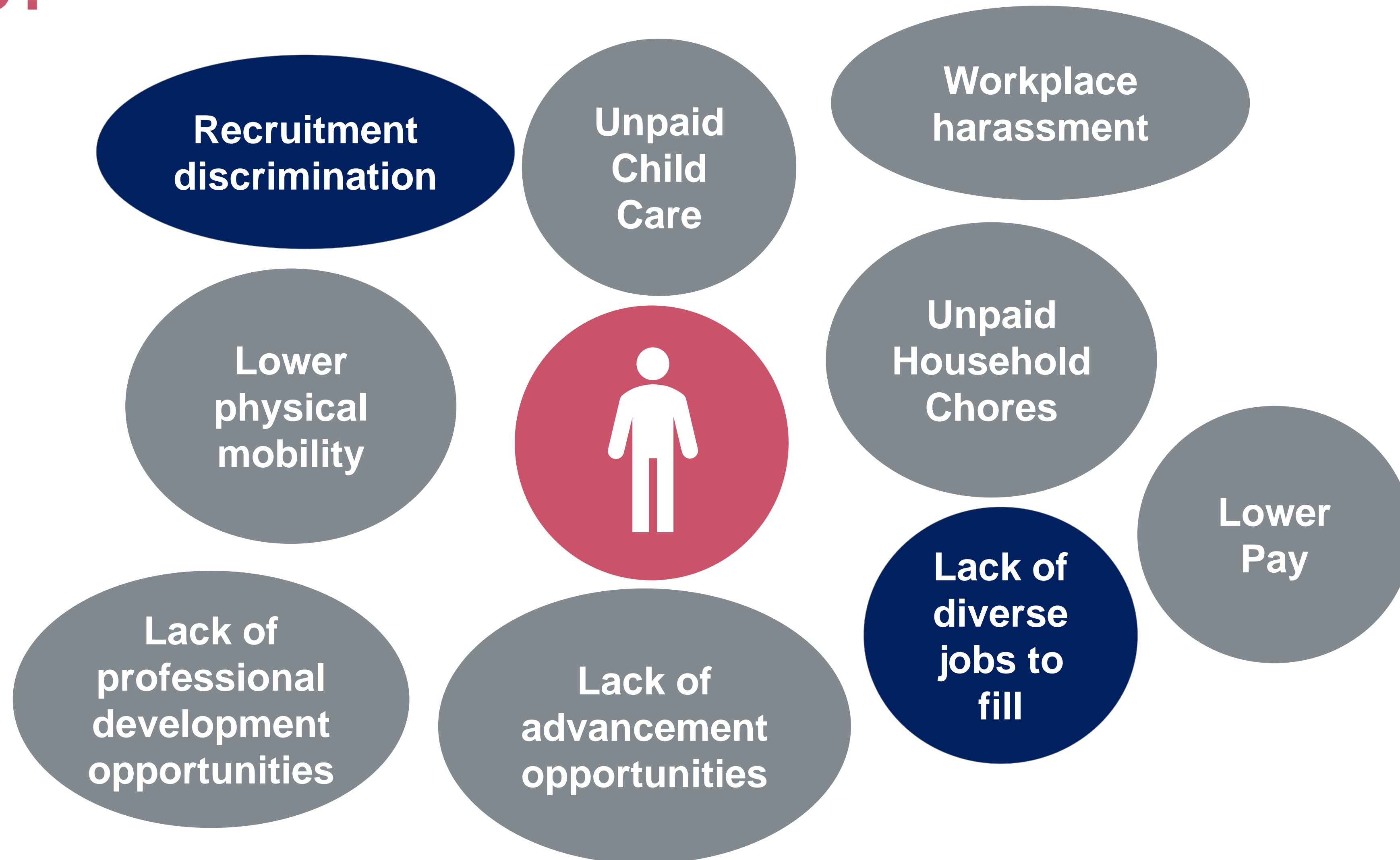


Source: The UN Secretary-General's High-Level Panel on Women's Economic Empowerment, "Leave No One Behind A Call To Action For Gender Equality And Women's Economic Empowerment," 2016.

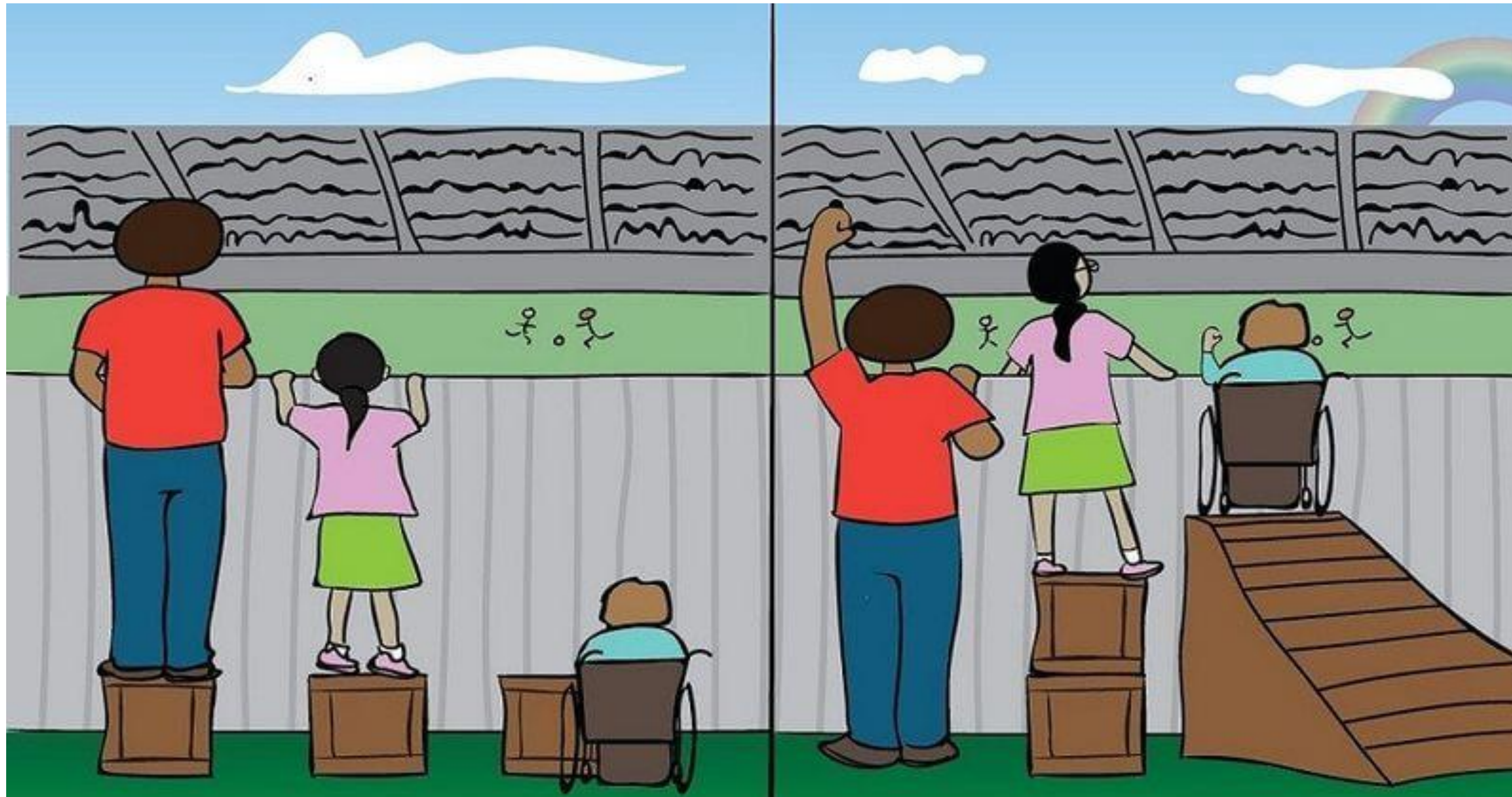
What are **some** gender constraints faced by women who are looking to join the formal labour workforce?



From these examples, what are some constraints that men face?



Equity vs. Equality



Gender Sensitive Management: Consider the remedies / support systems needed



Gender Sensitive Management

Equal Opportunity Scenario

- Workplace name: Kenyatta Flower Farm
- Worker Demographics:
 - 560 Men workers - majority with families
 - 460 Women workers – majority with families
- The farm has decided to offer more internal promotion opportunities. One of the initiatives it has decided to put in place is a leadership training for all greenhouse workers so they can present themselves when a supervisory role opens up. Kenyatta Flower Farm does a fantastic job of making sure all workers are aware of this initiative and upcoming training.
- Finally, management sets the day and time of the training: Monday at 5:30pm

Is this Gender Sensitive Management?



Enhancing the safety of women in the tea sector: A Multi-Sectoral Approach

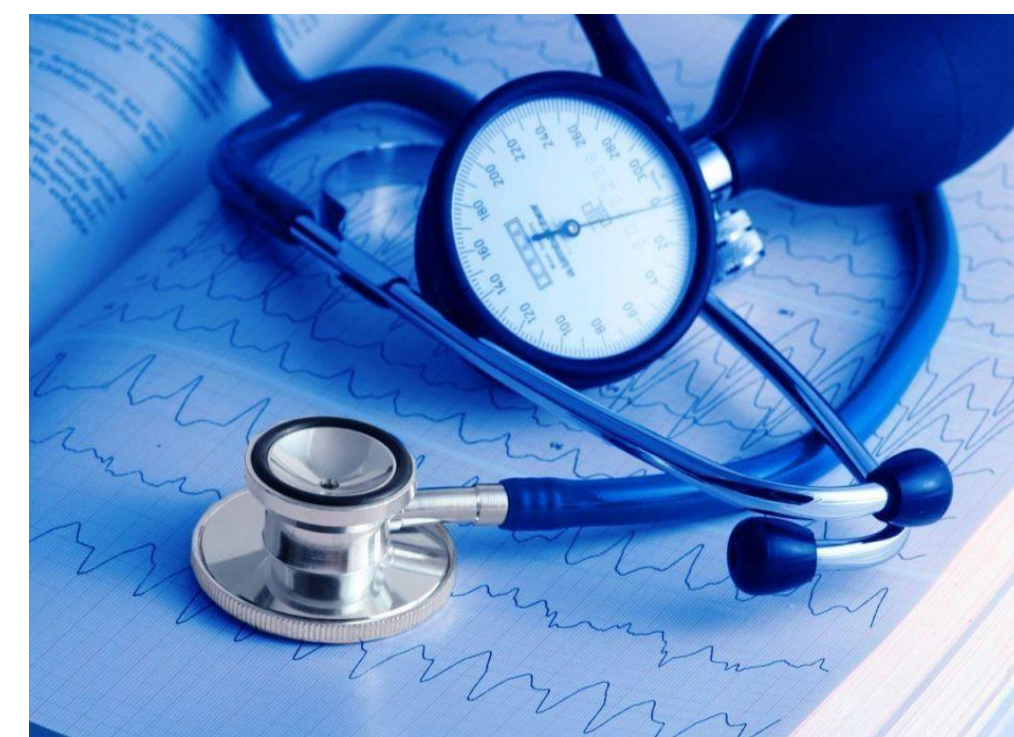
- 1) **Sexual Harassment:** An action done without the consent, permission, or agreement of the person or persons they are targeting. Includes unwelcome sexual comments, attention, actions, or gestures.
- 2) **Forms of physical contact :** e.g purposely brushing up against someone else on the street or public transportation, grabbing, pinching, slapping, or rubbing against another person in a sexual way
- 3) **Forms of Non-contact :** e.g. sexual comments about a person's body parts or appearance, whistling while a woman or a girl is passing-by, demands for sexual favors, sexually suggestive staring, exposing one's sexual organs at someone.
- 4) **Gender Based Violence (GBV) :** Any form of Violence meted against someone on the basis of their gender

- Some elements of sexual harassment may be covered within criminal law, however, many elements may require civic remedies, educational and administrative responses.
- SH and other forms of sexual violence against women and girls (SVAWG) in public spaces are an everyday occurrence for women and girls in urban and rural areas in developed and developing countries.

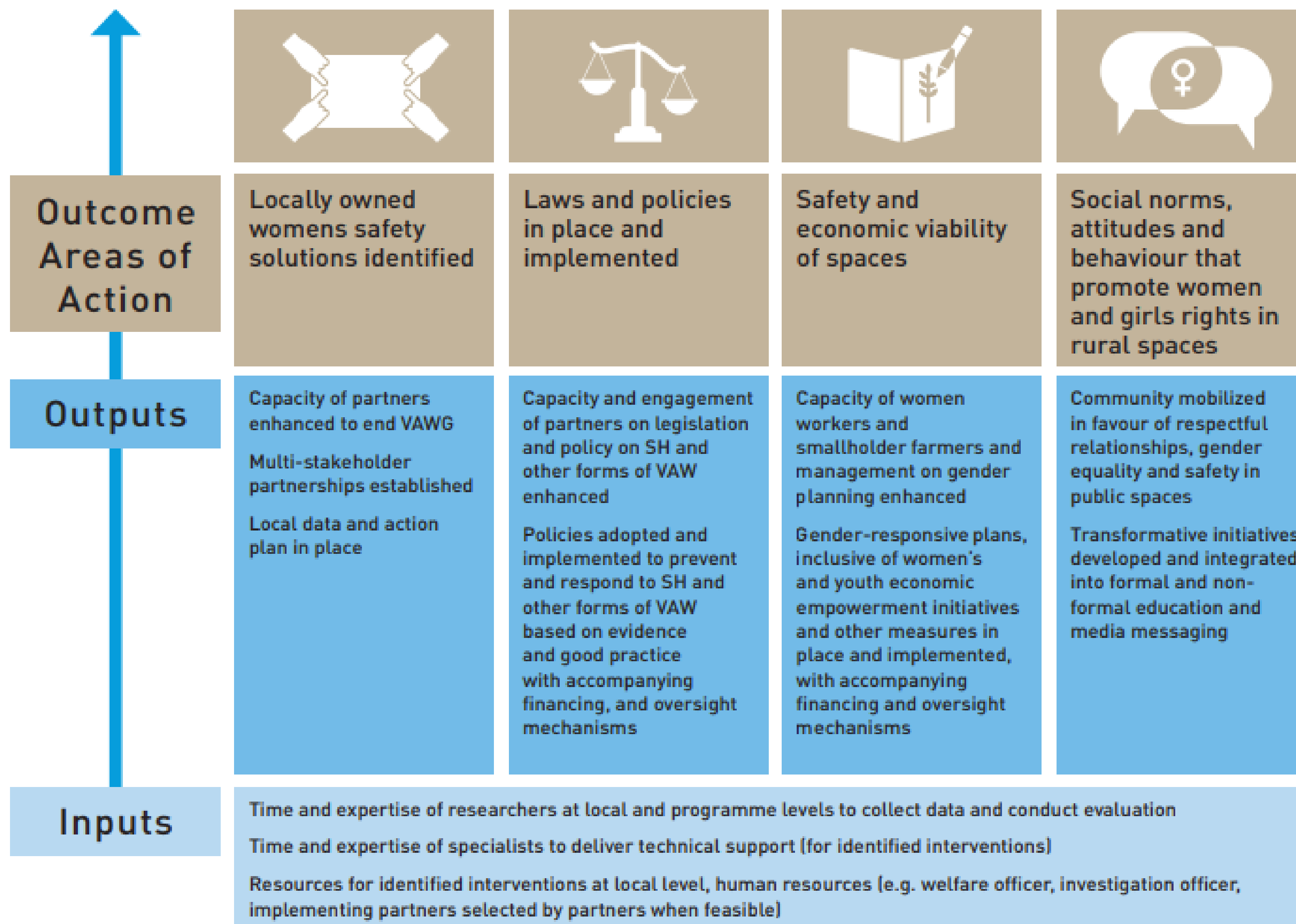
- The social and economic costs of violence against women are substantial
- Businesses increasingly recognize their role in promoting human rights and in the implementation of global agreements and principles
- Violence against women is a violation of human rights with great impact on victims/survivors and their families. Businesses must stand with others to support violence free families and workplaces
- Creating a safe and empowering workplace and addressing GBV is critical for companies to function and prosper
- Enhance participation of women and girls

- This refers to coordinated multi-sectoral, multi-level and inter-organizational interventions aimed at preventing and responding to SH and other forms of GBV
- No one sector can address the complex needs of VAW and each sector has unique responsibility in the prevention and response
- This is necessitated by the complex and multifaceted structural and sociocultural factors that underlie and reinforce SH and other forms of GBV

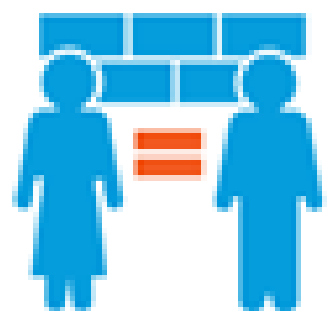
- County Governments
- Criminal justice system
- health sector
- Private sector players- employers
- Psychosocial
- Community leaders
- UN agencies, NGOs
- Women, Men, Boys and Girls



Some Proposed Action Points steered by different actors and expertise







1. A rights-based and evidence-based approach



2. Advancing gender equality and women's empowerment

3. Culturally and age appropriate and sensitive to
circumstances and experiences



4. Survivor-centered approach

5. Cooperation/partnerships



6. Perpetrator accountability

Some lessons learnt from our program

Set clear and specific
procedures and
agreements: roles
& responsibilities
(stakeholders)

Facilitate Multi-Sectoral
consultative forums

Build a body of evidence

Workers / Survivor Centered and empowering environment

Meaningful engagement of the
participants in the
implementation of the
interventions and changing
norms and behaviors

Set Internal policies &
procedures

Document , learn and share

Successful Approaches: Kenya Context



- Engaging men in their safe spaces to have candid conversations on their role in preventing SH and other forms of GBV in their community



- Talking Walls (Murals) : Stimulates dialogue and participation on sexual harassment in Kericho and Bomet Counties- Kenya



- Empowering women small holder farmers to diversify farm produce and enhance access and safety to markets

Beyond cross-learning

Judith Fraats, IDH Program Manager Tea and ImpactLead Gender Equality and Empowerment

- We are working together to:
 - ✓ Ensure gender equality on a day-to-day and project basis
 - ✓ Develop tools: business case, Roadmap, KPIs, Common Training Manual
 - ✓ Share knowledge: cross-learning event, webinar, GEP and FSI working group

What else is necessary to ensure a gender inclusive workplace?





Thank you for sharing
your views, learnings
and experiences.

We hope you will
continue to join us in our
work towards a gender
inclusive workplace



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