

February 12, 2019



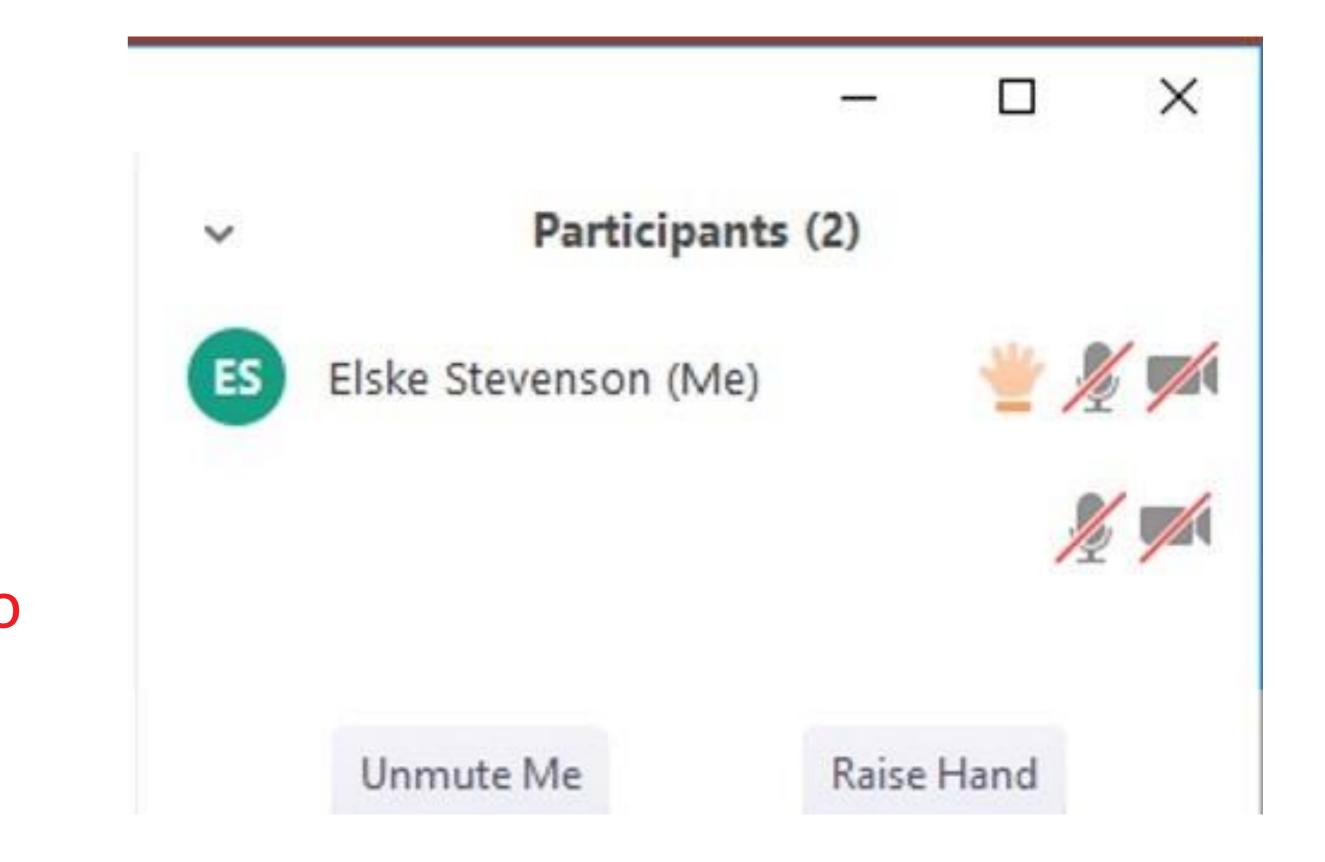


Technical House Rules

• Chatham House Rules

 All participants by default on mute

 'Raise Hand' when you want to contribute – the webinar host will give you the floor





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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



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



Grace Wangechi, UN Women

Presentation and discussion

Gender sensitive management

Margaux Yost, BSR

Presentation and discussion

Discussion

and wrap

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





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



Sonia Cordera IDH Program Manager Flowers and Fresh and Ingredients

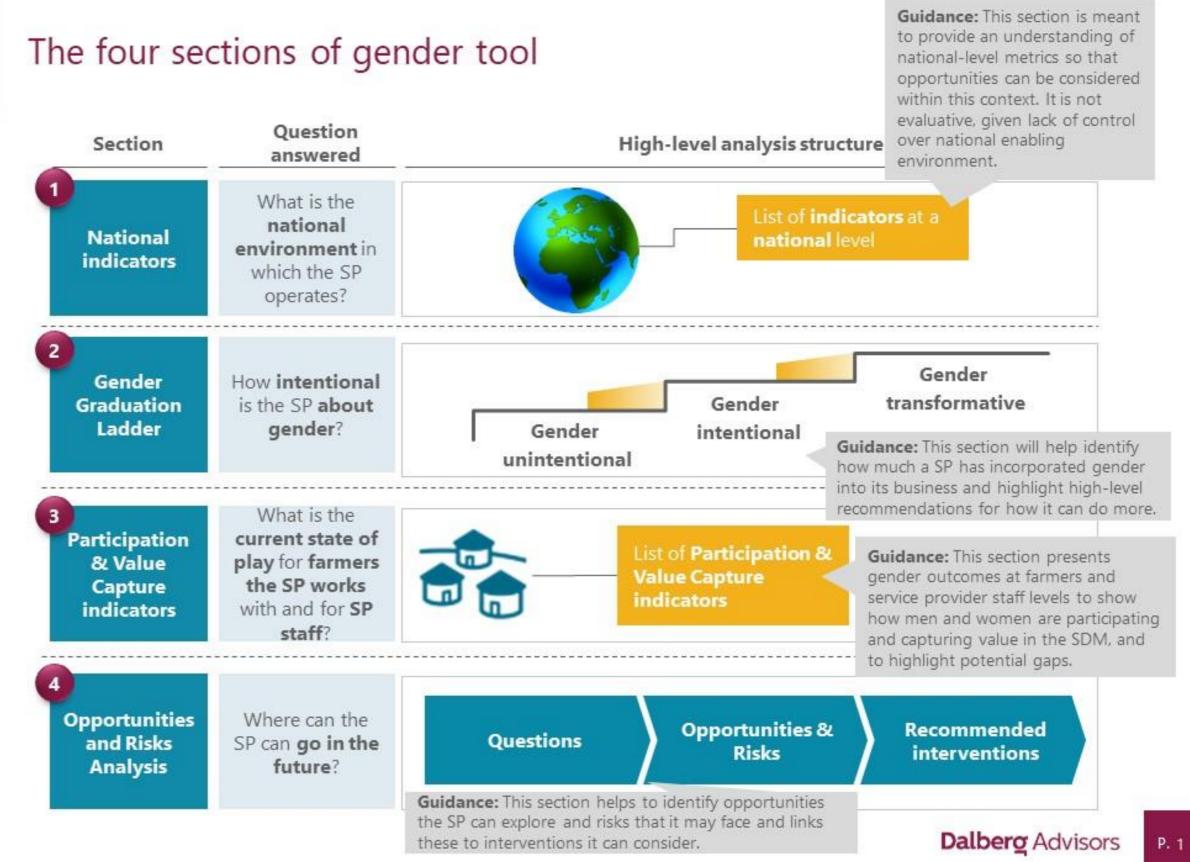




Judith Fraats, IDH Program Manager Tea and Impact Lead Gender Equality and Empowerment

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





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



GENDER BASED VIOLENCE (GBV)

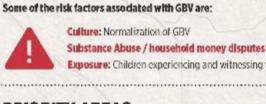
Gender based violence is an umbrella term for any harm that is perpetrated. against a person's will, and that results from power inequalities that are based on cender roles.

include for example:

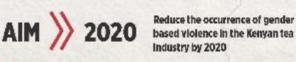
Sexual harassment and other forms of sexual violence (unwanted sexual remarks and talk in the workplace, receiving unwanted requests for sex or sexual favors by supervisors, use of violence or threat of violence to force. another person to have sex against their will, etc.)

Intimate partner/domestic violence (kicked, dragged, slapped, or beaten up, forced to do something sexual which is found to be humiliating and degrading: exclusion from financial decision making, etc.) Children experiencing and witnessing violence in the household

RISK FACTORS



PRIORITY AREAS Enabling Policy Prevention Environment Aligned training/awareness Value proposition for materials for different target tea value chain groups



More compa

identified an action plan to prevent and respond to sexual harassment and other forms of GBV clear policies in place on the prevention and response to sexual harassment in the work place setting measures in place to change attitudes and behaviors to sexual harassment and other forms of GBV established (edlessal inechanishis in estate setti)

A CALL TO ACTION TO PREVENT SEXUAL HARASSMENT AND OTHER FORMS OF GENDER BASED VIOLENCE IN THE

BACKGROUND

PLANTATION?

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In a plantation context, some forms of GBV that occur on and in the workplace

coosure: Children experiencing and witnessing violence



Response

Lack of safe spaces

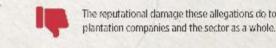
BUSINESS CASE

work or at home

Workers and smallholder farmers are safe, comfortable and more productive

Safeguards company's reputation

INDUSTRY RISK



LEARN DEFINE AGENDA TOGETHER

STEPS TO ADDRESS GENDER BASED VIOLENCE IN THE TEA SECTOR IN KENYA

DIAGNOSE ISSUES AND IDENTIFY EXISTING COMMUNITY INTERVENTIONS AND EXPERIENCES

- Hold awareness raising sessions for management, workers on GBV
- b. Forge partnerships with other companies, local government, NGOs and healthcare institution: c. Conduct a Scoping Study on the nature of GBV on and off the plantation to inform the design of a
- program and action plan

GOOD PRACTICE: It is important to have a deep understanding of the issues of GBV and sexual harassment both on and off the plantation, as well as to review existing company policies and legislation. Identify partner organizations in the community that may be working on GBV and learn from their experiences

DEVELOP AN ACTION PLAN

- a. Share findings of the scoping exercise
- b. Involve staff and local partners in action plan development
- Identify needed resources
- d. Review and strengthen existing policies on GBV and sexual harassmeni

GOOD PRACTICE: When possible, involve (local) partners and staff that can contribute to the design and implementation of the action plan. Effective policies require defined governance roles. Establish a multi-layered governance structure of committees and appoint champions in teams to safeguard these policies, e.g. at village level and in the workplace.

IMPLEMENT REVISED POLICIES AND ACTION PLAN

- a. Set up a good governance structure and system
- b. Partnership building
- c. Action plan coordination and resourcing
- Monitoring and Evaluation (see step 4)

GOOD PRACTICE: Create an environment where workers feel safe during and after work, and confident that their complaints are taken seriously. Ensure that your action plan is being documented and measured, to keep a record of your results and achievements.

4

5

CONTINUOUSLY MONITOR AND EVALUATE THE PROGRAM AND ACTION PLAN

GOOD PRACTICE: Establish a robust monitoring and evaluation system to track progress on training and redress mechanisms to ensure that the workplace is free from GBV and where the next intervention should take place. Need guidance on monitoring and evaluation? See the IDH Gender Toolkit.

DEVELOP A PLAN TO SCALE UP STRATEGIC AND EFFECTIVE APPROACHES

GOOD PRACTICE: Seek partners to drive deeper and wider impact to address GBV issues

The reputational damage these allegations do to the

GENDER EMPOWERMENT PLATFORM

DRIVE FURTHER ACTION

WHAT SHOULD PLANTATIONS BE DOING? Doing what is right for your employees The plantation is an environment where employees feel safe and are treated with respect either while at

Over the last decade, issues concerning sexual

come to the surface.

WHERE DOES GBV OCCUR ON THE

recreation halls, etc.)

In the household setting

In the public plantation spaces (schools,

In the workplace

harassment and gender based violence in the Kenyan

tea industry, particularly in the tea estate setting, have



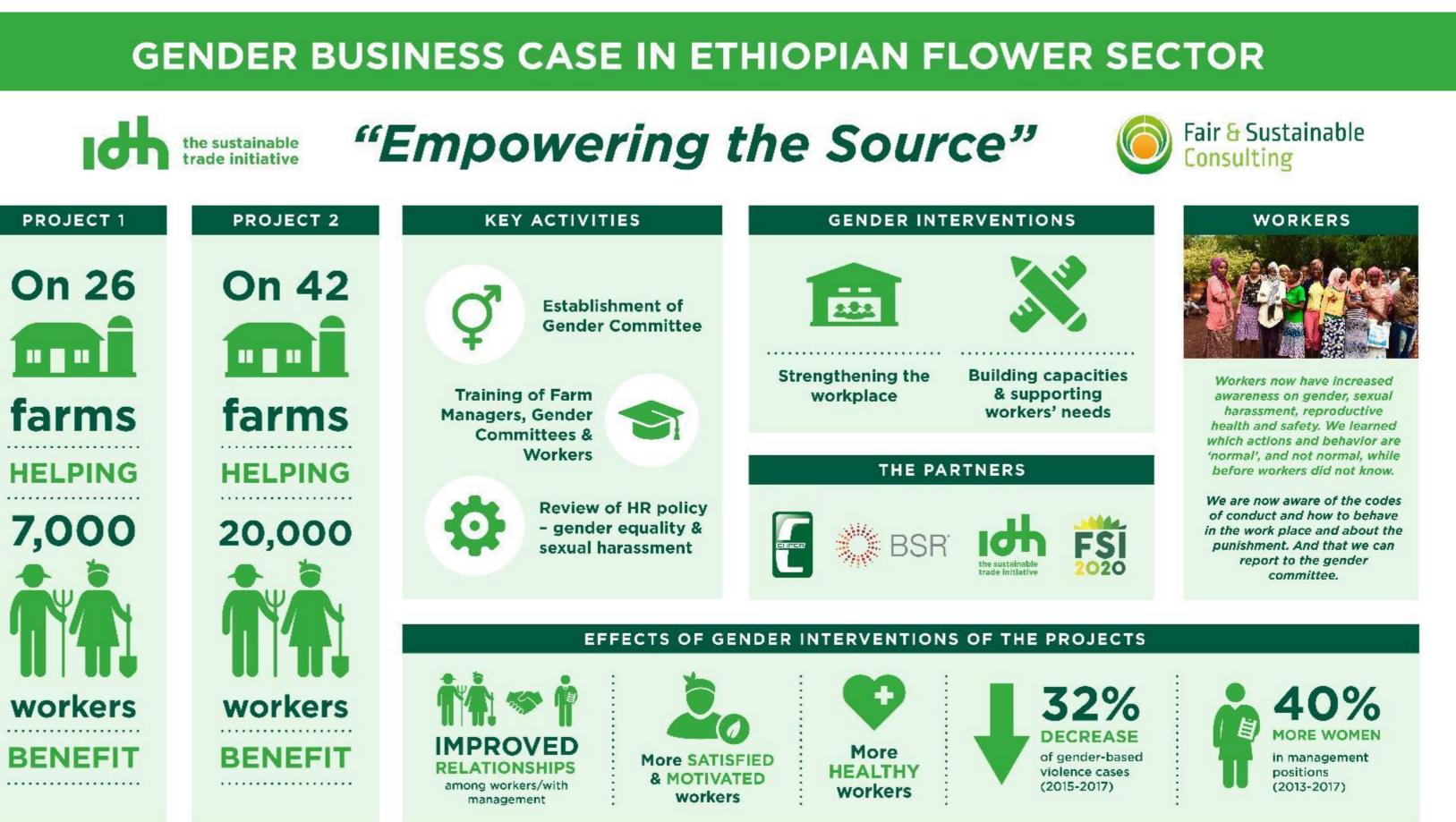


Sonia Cordera, Program Manager Flowers, IDH

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."







Sonia Cordera, Program Manager Flowers

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**

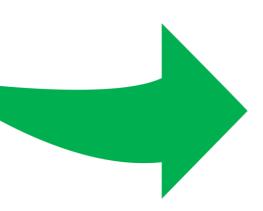


Full set of KPIs available to download on the IDH website



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

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









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



12

What is Gender?

differentiating between, masculinity and femininity

MASCULINITY

Strength Courage Independence Violence Assertiveness **Decision Maker**



Socially constructed concept of the range of characteristics pertaining to, and

FEMINITY

Gentleness Empathy Sensitivity Caring Sweetness Compassion Tolerance Nurturance Deference

13

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

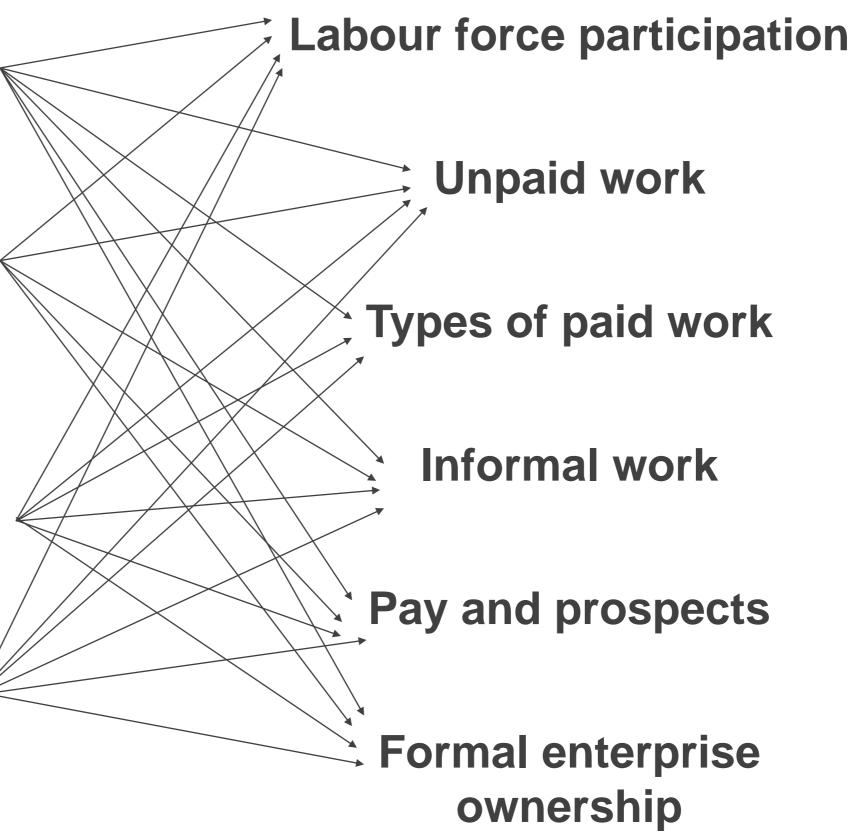
Profession – The workplace is not the primary for women. If they are indeed participating, their low levels of education grant them access to low-skilled jobs

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?

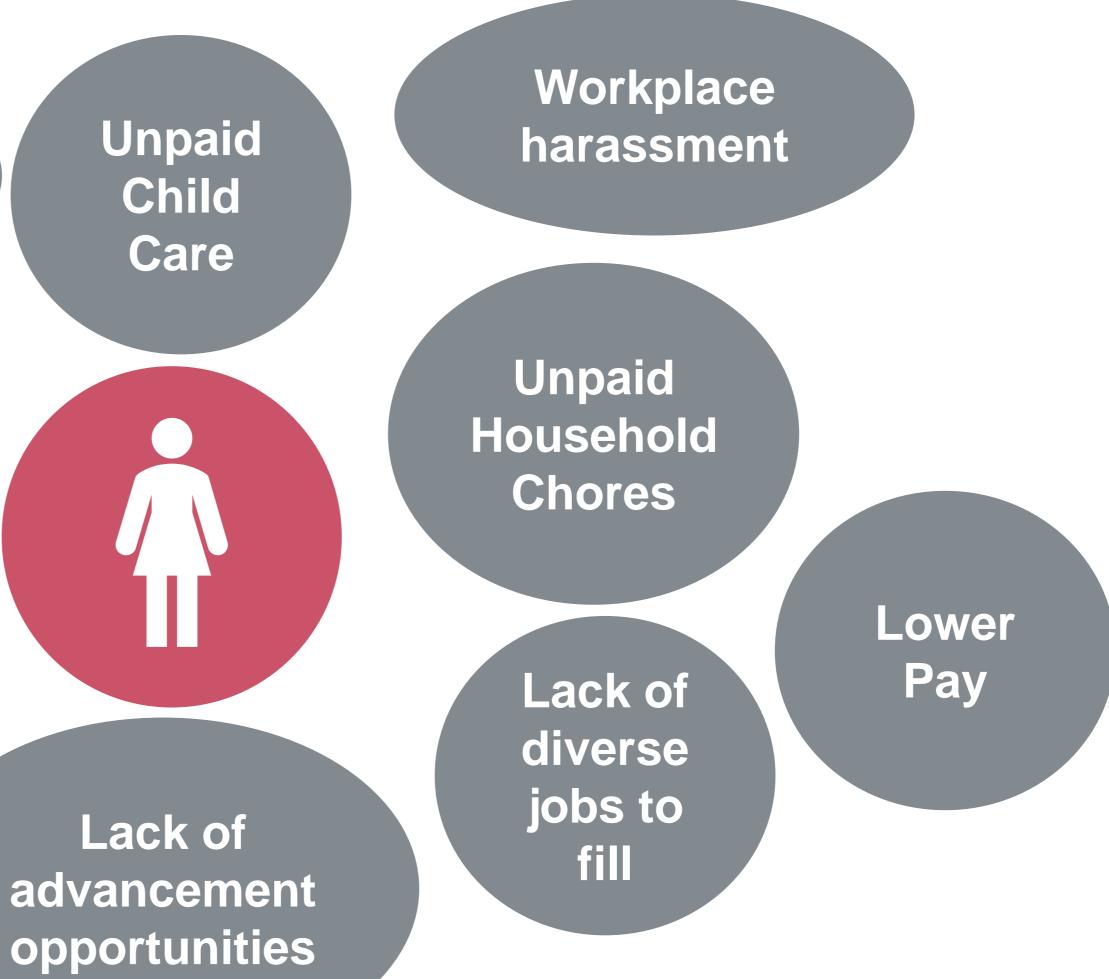
Recruitment discrimination

> Lower physical mobility

Lack of professional development opportunities



15



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

Recruitment discrimination

Lower physical mobility

Lack of professional development opportunities

Lack of advancement opportunities



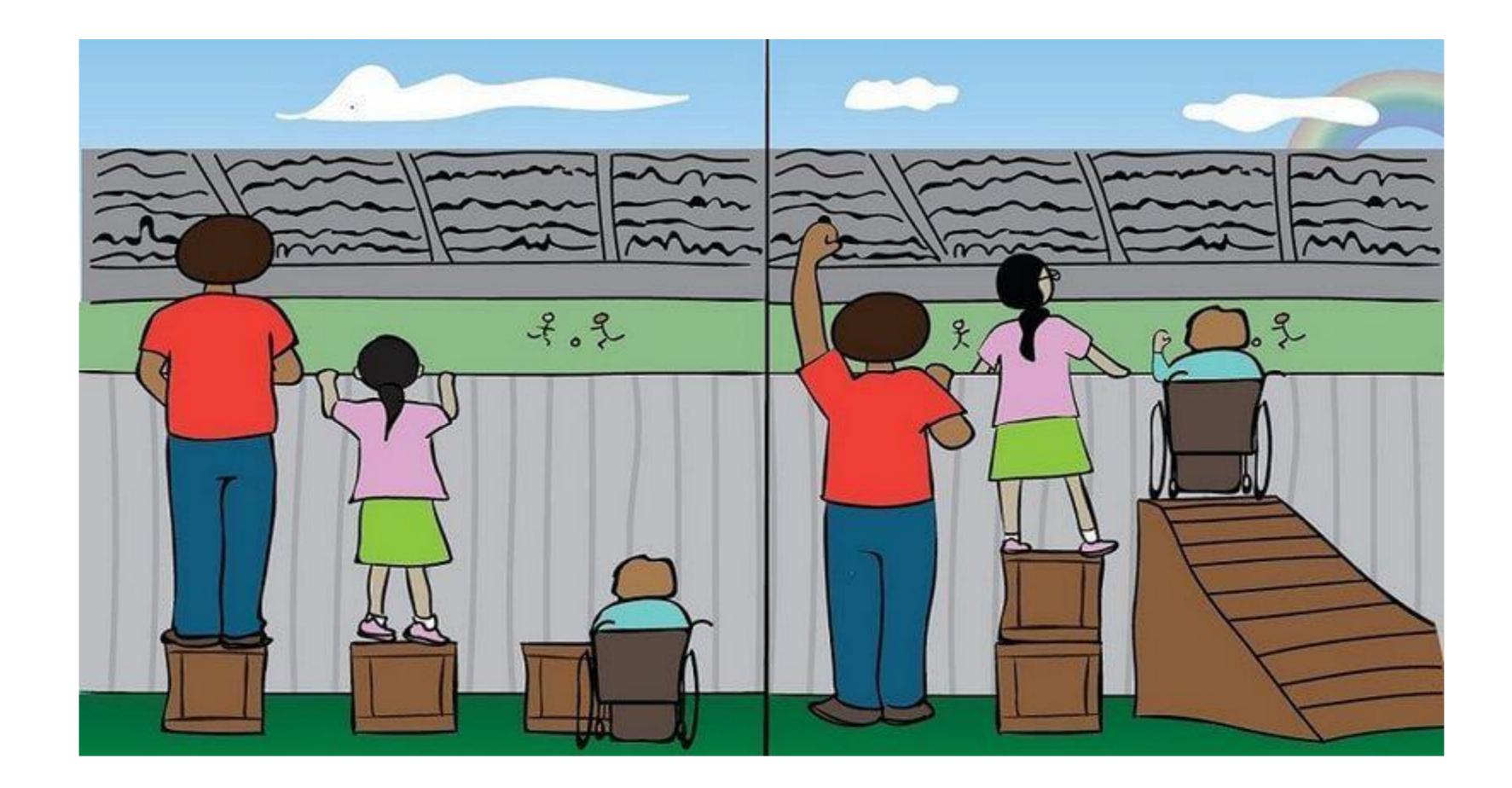
16

Unpaid Child Care Workplace harassment

Unpaid Household Chores

> Lack of diverse jobs to fill

Lower Pay





Equity vs. Equality

Gender Sensitive Management: Consider the remedies / support systems needed

How are you advertising job positions?

Are you providing transportation?

> When are trainings provided?

What is the woman to man ratio at different cohort levels?

Are you indeed presenting as many advancement opportunities to women as men?



Are you respectful of workers' time/overtime?

What grievance mechanism do you have? Are workers aware of the policy and mechanism?

Are men and women working the same job being paid the same?

18

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?









United Nations Entity for Gender Equality and the Empowerment of Women

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

4)



- Sexual Harassment: An action done without the consent, permission, or 1) agreement of the person or persons they are targeting. Includes unwelcome sexual comments, attention, actions, or gestures.
 - 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
- 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.
 - someone on the basis of their gender



Gender Based Violence (GBV) : Any form of Violence meted against

- Some elements of sexual harassment may be covered within • criminal law, however, may 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 girl 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 interorganizational 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



Multi-Sectoral Actors

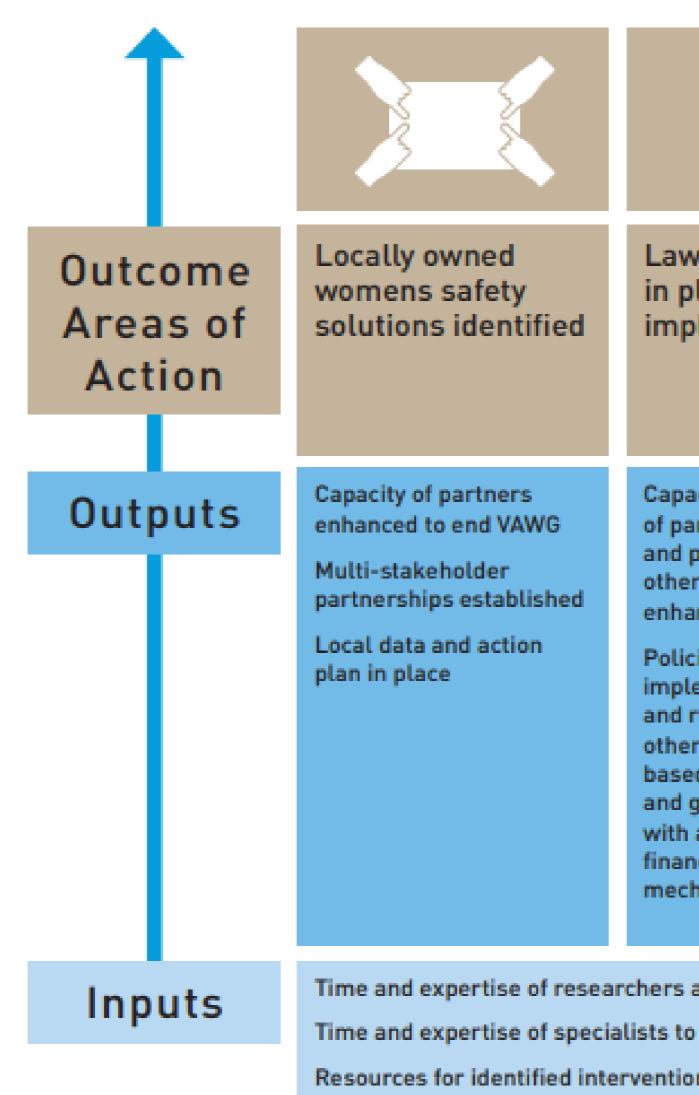
- **County Governments**
- Criminal justice system
- health sector
- Private sector players- employers
- Psychosocial
- **Community leaders**
- UN agencies, NGOs
- Women, Men, Boys and Girls







Some Proposed Action Points steered by different actors and expertise



	No. of the second	P
vs and policies lace and lemented	Safety and economic viability of spaces	Social norms, attitudes and behaviour that promote women and girls rights in rural spaces
acity and engagement artners on legislation policy on SH and r forms of VAW anced ties adopted and emented to prevent	Capacity of women workers and smallholder farmers and management on gender planning enhanced Gender-responsive plans, inclusive of women's	Community mobilized in favour of respectful relationships, gender equality and safety in public spaces Transformative initiatives developed and integrated
respond to SH and r forms of VAW ed on evidence good practice accompanying ncing, and oversight hanisms	and youth economic empowerment initiatives and other measures in place and implemented, with accompanying financing and oversight mechanisms	into formal and non- formal education and media messaging

Time and expertise of researchers at local and programme levels to collect data and conduct evaluation

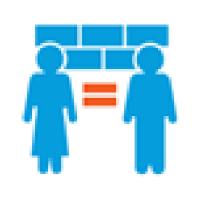
- Time and expertise of specialists to deliver technical support (for identified interventions)
- Resources for identified interventions at local level, human resources (e.g. welfare officer, investigation officer, implementing partners selected by partners when feasible)



guidance



How the referral mechanism works-Practical









- A rights-based and evidence-based approach
- Advancing gender equality and women's empowerment 2.
- Culturally and age appropriate and sensitive to circumstances and experiences
- 4. Survivor-centered approach
- Cooperation/partnerships 5.
- 6. Perpetrator accountability

Principles that Underlie Effective Women's Safety Action

Some lessons learnt from our program

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

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



Build a body of evidence

Workers / Survivor Centered and empowering environment

Set Internal policies & procedures

Document, learn and share

Successful Approaches: Kenya Context

WOMEN E







 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 (Murrals) : 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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