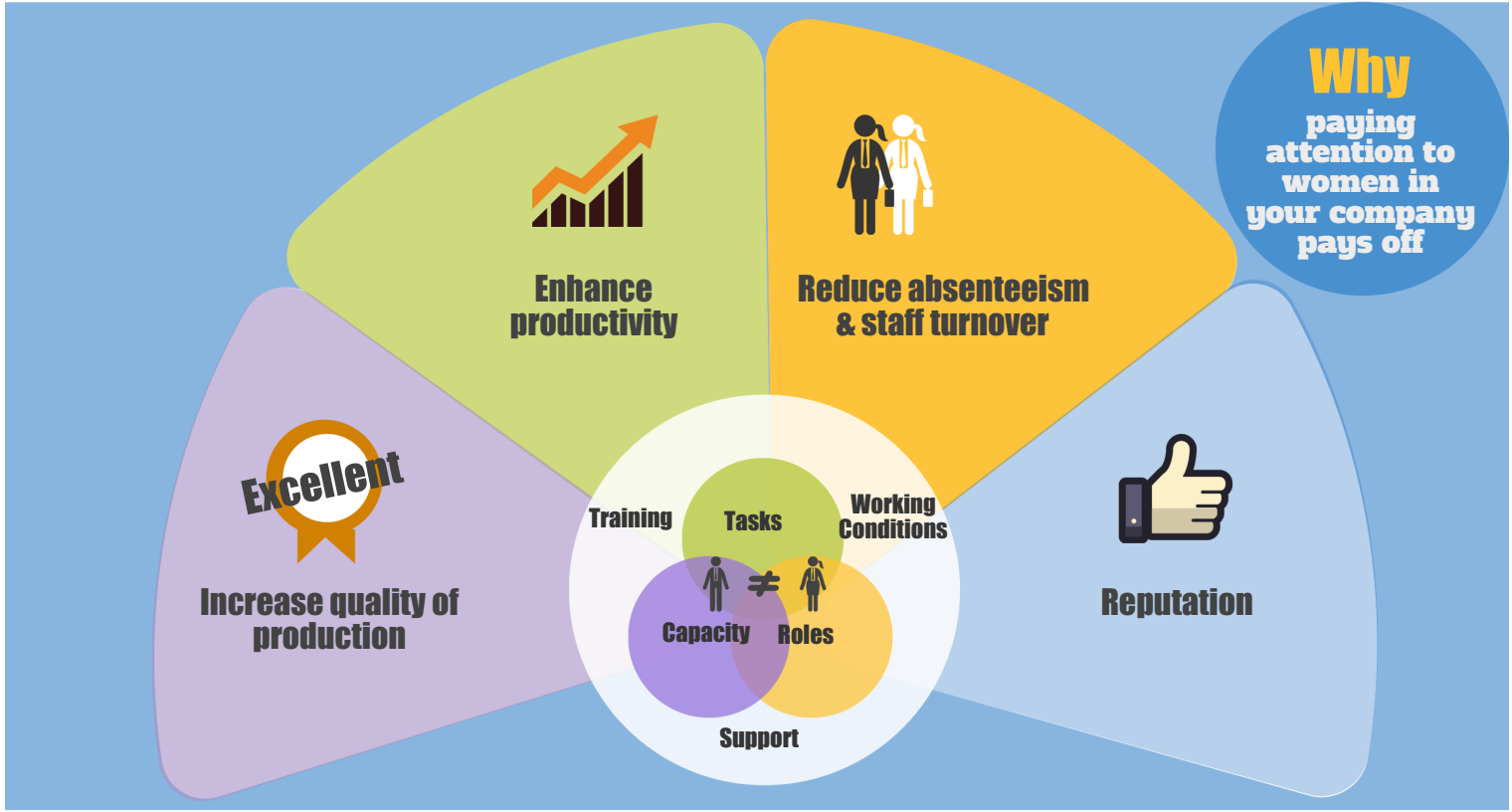




GENDER WOMEN'S RIGHTS, OR BUSINESS OPPORTUNITY?

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

Does your company face challenges with production volume and quality?



Gender Strategies: How and what

Job Opportunities for Women

- Similar contracts for men and women
- High-end and management positions for women
- Technical jobs for women
- Training and mentoring tailored for women

Good Working Conditions & Safety

- Protection against dangerous chemicals
- Anti-sexual harassment measures
- Home-work transportation for women
- Health Care Facilities

Equal Payment for Men and Women

- Equal salaries based on capabilities for men and women
- Support for women's control over income by own bank account

Flexibility for Women

- 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"



- ✓ Good Quality
- ✓ Quality control
- ✓ Logistics



Increase Quality of Production

Vegetable and Fruits, The Fruit Republic, Vietnam

Strategy

- ✓ Decent work conditions for women employees
- ✓ Child care support and transportation 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

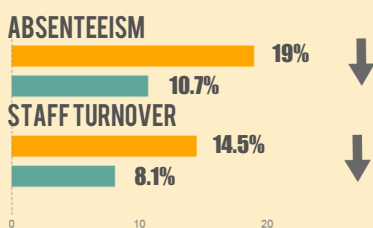
Impacts on Business



Productivity on the farm increased after the training

Women farmers state that they pluck more green tea leaves each month after gaining better knowledge on tea husbandry

Impacts on Business



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

Case: Flowers, Maridadi Flowers (Kneppers Rozen), Kenya

Strategy

- ✓ Women friendly labour conditions, e.g. breast feeding for women
- ✓ Women in labour committees
- ✓ Non-tolerance to sexual harassment, e.g. assign only women as supervisors in mixed gender department

Reputation

Impacts on Business



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



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