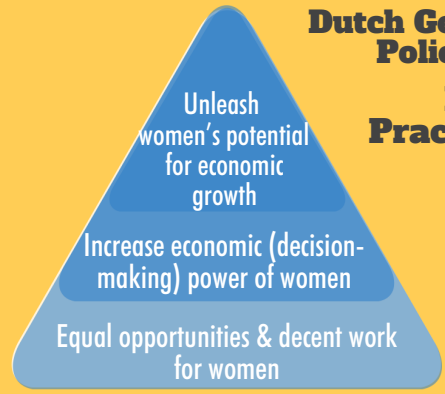


**Company as Employer**

# GENDER

## BUSINESS OPPORTUNITY & HUMAN RIGHTS

**Dutch Gender Policy for PSD Practices**



**Why**  
 paying attention to women in your company pays off

### 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

### ABSENTEEISM



### STAFF TURNOVER



### 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