

# > Women in the workplace: how better data can lead to systemic change

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# Gender and Work in Global Value Chains: Capturing the Gains?

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BEAM Webinar – January 2020

# About Work and Opportunities for Women (WOW)

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## What is WOW?

- DFID's flagship programme on women's economic empowerment
- Five-year programme that aims to enhance the economic empowerment of **300,000 women** working in global value chains and work with 35 DFID economic development programmes to increase the numbers of women beneficiaries

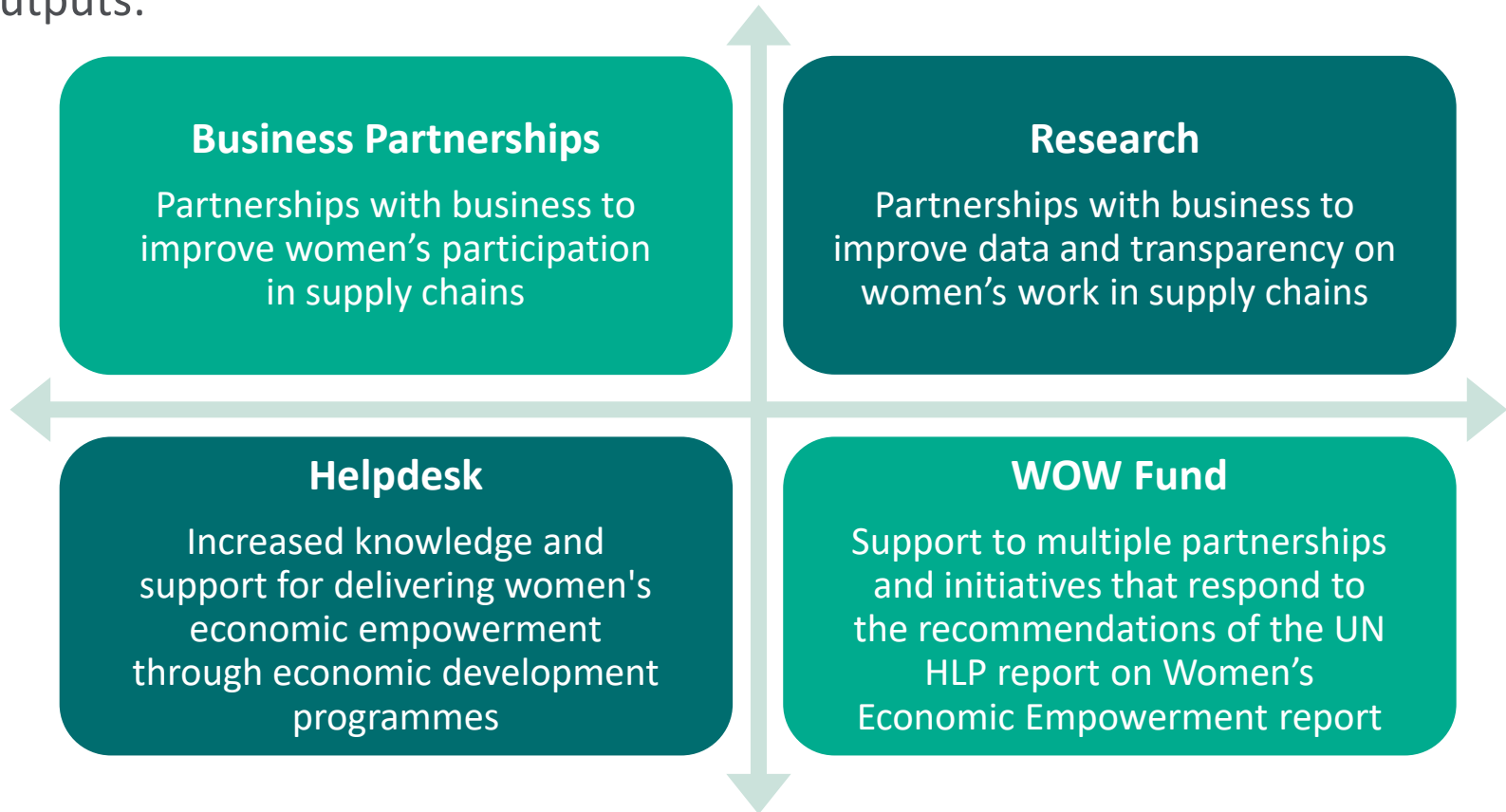
## How will WOW achieve its goal?

1. Supporting businesses, organisations and programmes that are ready and willing to act on women's economic empowerment (WEE);
2. Enabling players across the supply chain ecosystem to drive change; and
3. Influencing the UK and global agenda on women's economic empowerment.

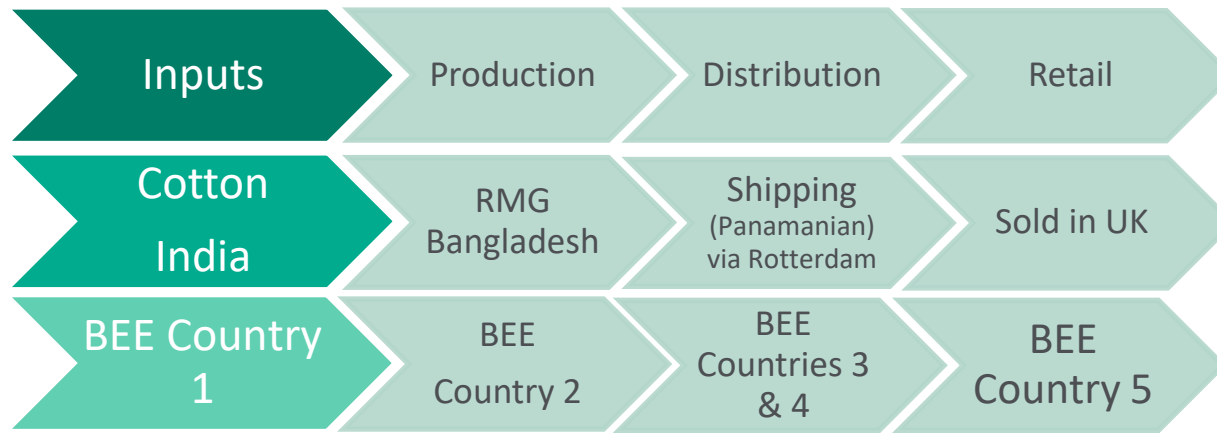
# How does WOW work?

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WOW is being delivered by a consortium of global experts, across four key outputs:



# Global Value Chain & Market Systems Approaches



## Global Value Chain (GVC):

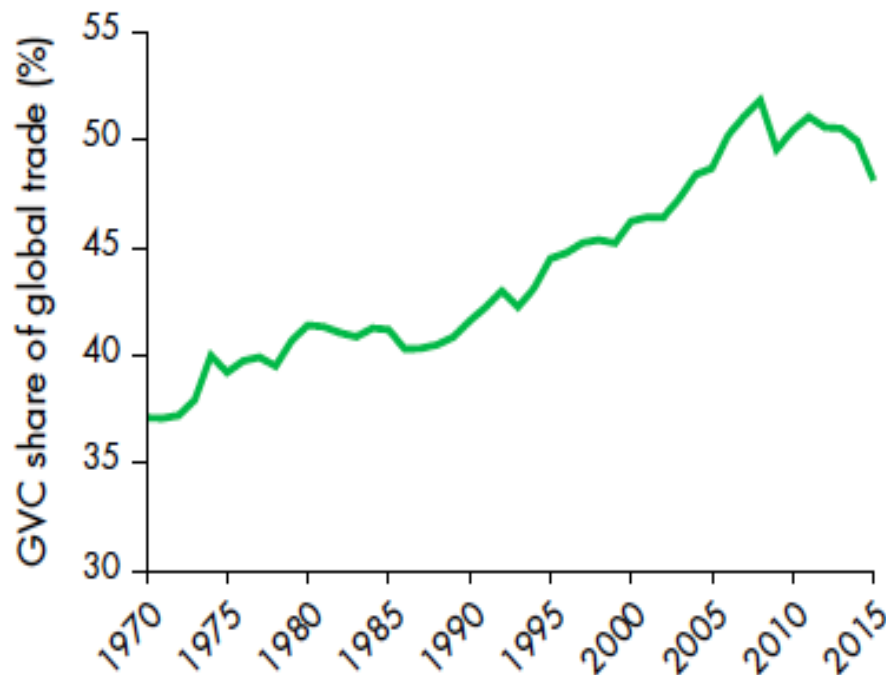
- Consumer focused
- Buyer driven and coordinated
- Governance:
  - Quality Standards
  - Cost (price points)
  - Consistency – JIT

## Market Systems Development (MSD):

- Pro-poor focused
- Producer market access driven
- Business enabling environment (BEE):
  - Local actors/governments
  - Market support services
  - Crowding in – scaling up

# Global Value Chains (GVC) and Workers

**Figure 1.2** GVC trade grew rapidly in the 1990s but stagnated after the 2008 global financial crisis

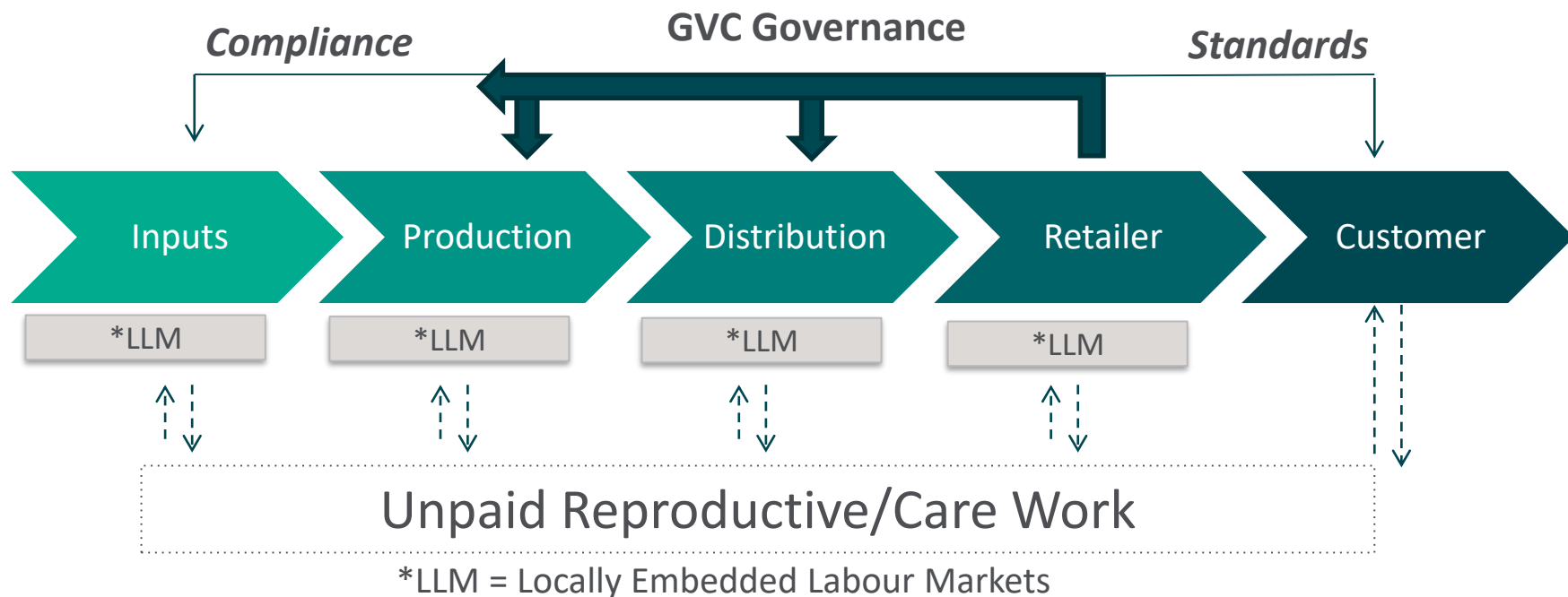


Source: World Development Report 2020

## (In)visibility of women workers:

- In 40 OECD and middle-income economies est. 453 million jobs in GVCs
- 42% female (ILO 2015)
- **But excludes:**
  - Lower income countries
  - Lower GVC tiers
  - Casual, seasonal, informal workers
  - Smallholder contributing family labour

# Gender Analysis of GVCs



## World Development Report 2020 – GVC firms vs. non-GVC firms:

- Deliver better jobs, but employment complex
- Employ more women
- Contribute to poverty reduction by raising incomes

### **But**

- GVC gains distributed unequally within and between countries
- Gender glass ceiling predominant



# Commercialisation of Household Work

## Lower GVC tiers






## Higher GVC tiers





# Illustrative Gender Mapping of Agri-food Value Chain

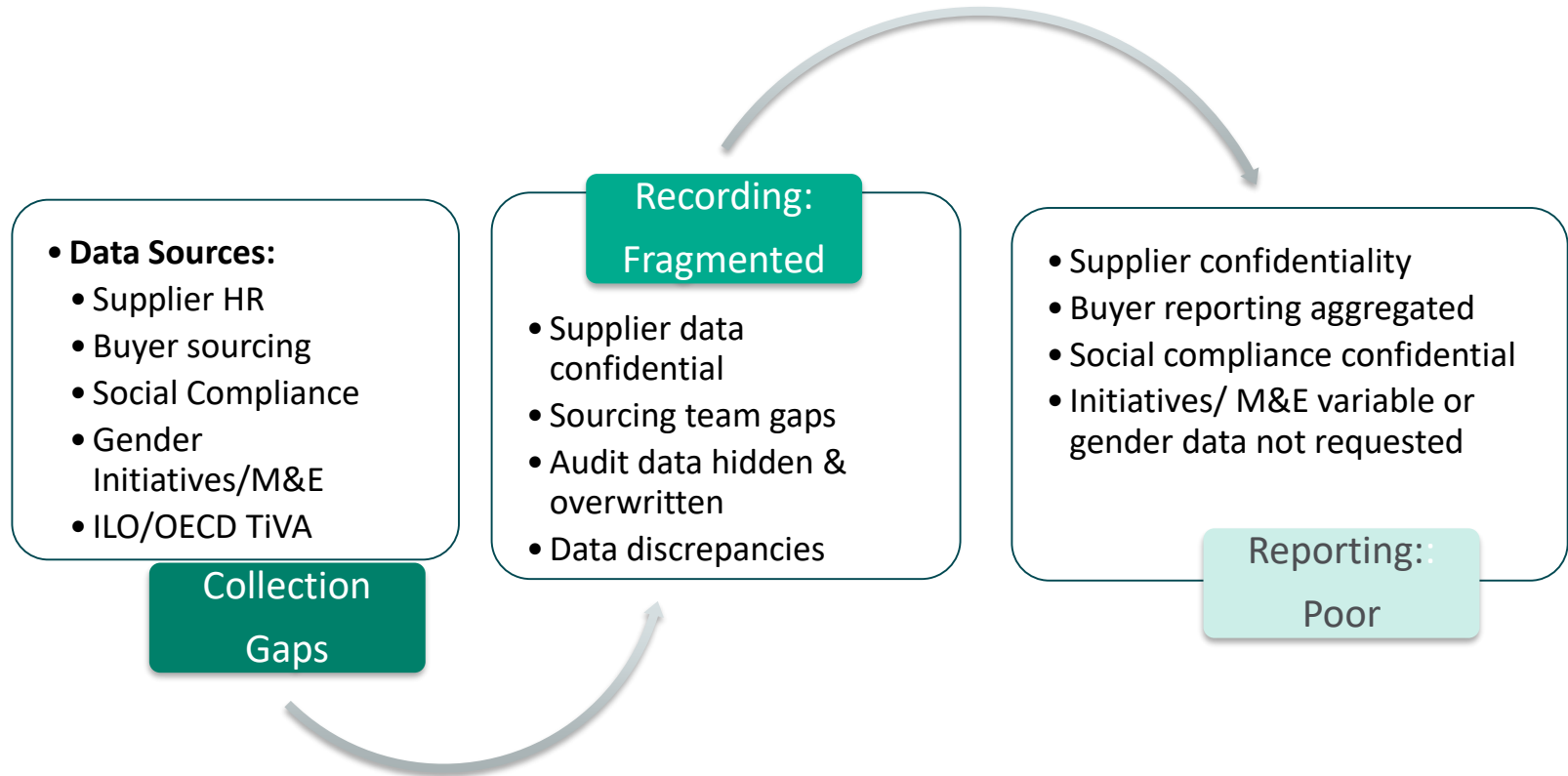
CATEGORY	Agriculture	Processing/ manufacture	Intermediary/ agents	Logistics	Retailer	Customer	Consumer
Board	M	M	M	M	M	F	M/F
Senior management	M	M	M	M	M		
Supervisors/ permanent	M	M	M	M	M/F		
Temporary/ part-time	M/F	M/F	M/F	M	F	F	M/F
Smallholders/ homeworkers	M/F	F					
Labour contractor	M	M/F					

 M Men (>55%)  
 M/F Men/women (45–55%)  
 F Women (>55%)

Source: Barrientos, S. (2019) *Gender and Work in Global Value Chains: Capturing the Gains?* Cambridge University Press

# Data Gaps: (In)Visibility of Women workers in GVCs

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# WOW Data Sources and Learning

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## Social compliance:

- Failed on gender discrimination/harassment
- BUT potential source of aggregate gender data

## Company Data Access

- Data systems/availability varies by company
- Gender mappings informative + gaps, discrepancies identified

## Garment GGVC Mapping

- Innovation, shifting gender ratios
- Leadership 'pipeline' blockages

## Agrifood GGVC Mapping

- Gender (in)visibility at smallholder level
- Leverage potential to enhance visibility (beans/tea)

# Enhancing Gender Visibility in GVCs Critical

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- Gender (in)visibility and data gaps – critical problem
  - Systemic gender glass ceiling across GVCs invisible
  - Companies beginning to recognize and tackle issue
  - Some companies committed to promoting women in GVCs
- Scaling Up – Cohesion and Collaboration
  - Common indicators e.g. Gender Data and Impact Framework (BSR, ISEAL etc.)
  - Collaboration building across companies and wider stakeholders
- Good for Business, Women and Sustainable Development
  - Risk, Resilience, Reporting of companies
  - Enhances women's well-being and economic empowerment
  - Promotes and informs wider policy strategies e.g. UNGP and SDGs



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## Where?

- Middle East and North Africa (MENA) is a region with lowest economic participation of women in the world

## Why?

- Increase economic opportunities for 150,000 poor women in Jordan and Egypt by 2020

## How?

- Use a market systems approach to address barriers women face in target markets
- Measure impact through increased access and agency



## How AWEF uses data

### Analyze

- Identify constraints and opportunities for business and women in the target sectors

### Monitor & Learn

- Monitor and pivot interventions in response to emerging results

### Document the Business Case

- Document results that can encourage replication within the market

### Measure

- Capture systemic change within the market

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## SECTOR OVERVIEW

- Ready Made Garments (RMG) is a strategic sector for the national economy contributing **2.25% of GDP**.
- **Women's workforce participation** in the sector stands only at 45% as compared to the global benchmark of 80%.

## KEY CONSTRAINTS

- **Low productivity** (assessed at average 52% of potential) is a leading constraint and barrier to Egyptian RMG sector expanding its global share.
- The **under-representation of women** in the Egyptian RMG workforce is one of the leading causes of this low productivity
- **Poor treatment at work** is the number one reason women leave RMG jobs.

## **Gender-Sensitive Recruitment**

Creation of new formal gender-sensitive recruitment channels for blue collar women workers.

## **Supervisory Skills Training**

Access to supervisory skills training (SST) by RMG sector firms to improve supervisor treatment of workers.

### **Choosing the right partner:**

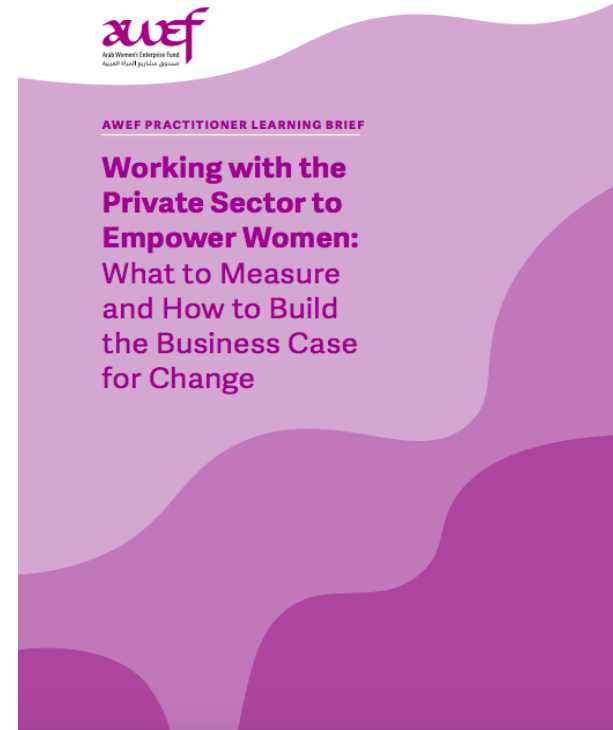
- Arafa Holdings is one of the largest RMG exporters and employers in the country.
- Approximately 3,000 women are employed in both factories, and Arafa is viewed as the market standard within the industry.
- CEO of Arafa is female and management showed strong interest in addressing low recruitment & retention of women

# RMG – Documenting the Business Case

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- Brief builds on **AWEF** experience and **17 case studies** from wider **practitioner community**
- Download at:  
**<https://beamexchange.org/resources/1240/>**



# How AWEF uses data – Jordan

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# Jordan – using data to identify constraints and opportunities



18% female  
labour force  
participation



40% of population  
works informally



2,029t per annum  
80-90% produced  
informally at home

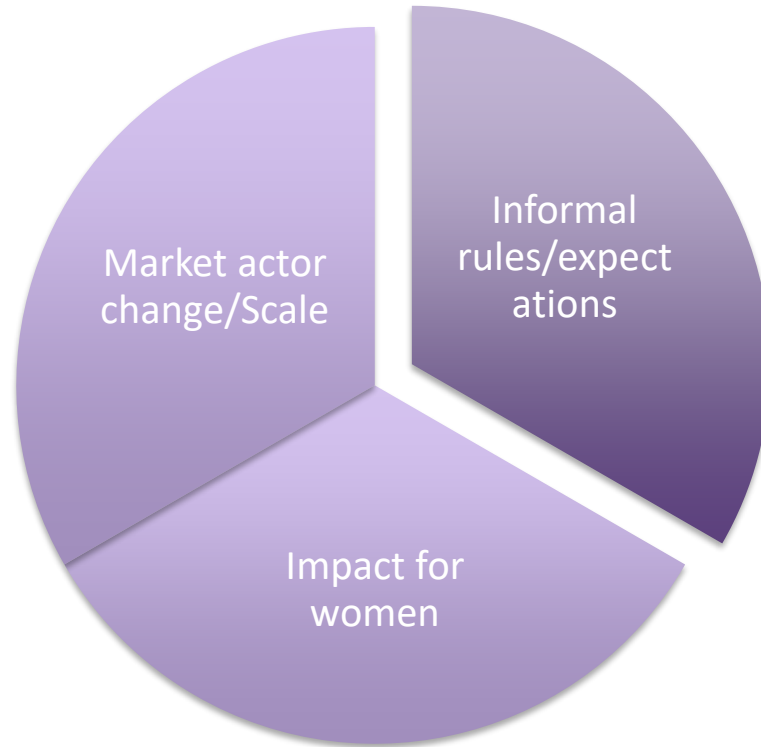


33.6% of women own  
bank accounts

# Jordan – using data to learn and pivot strategies for greater impact



# Jordan – Using data to drive systemic change

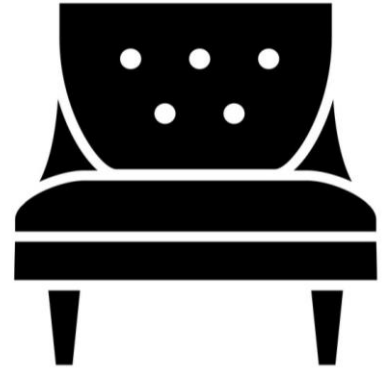




Importance of a  
flexible MRM system



Don't rush to define the  
informal rules



Being comfortable with  
monitoring can take time