

Gender equality: business as a partner

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Beijing+20 Regional Review Meeting
7 November 2014, Geneva

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About the Presentation

- START Model
- EY case for working moms
- Obolon Case: Gender Means Ethics
- Recommendations from Ukrainian Business-to-Business on promoting gender equality

START-MODEL



S: Schools & business schools: Currently business schools do not discuss this issue.

T: Tools: Different rankings, contests are soft tools for companies to promote women's leadership and career.

A: Activity & Active NGOs: NGOs should be more active in approaching business.

R: Routine work with HRs: NGOs together with HR-associations should develop the special workshops, seminars and courses on increasing the number of women in company boards and middle management positions.

T: Teaching via coaches: coaches are important, so the partnership btw them and NGOs is critical now.

EY case for working moms



- 500 employees with 62% women, incl. 10% of women with kids under 14 y.o.
- June 2010: Survey results: 94% of women planned to continue their career within EY, 60% - complained of the lack of work-life balance and not enough time for their kids.
- October, 2010: launch of the program to support working moms. Women were granted 1 flexible hour per week, extra bonuses for the first 12 weeks of leave due to pregnancy and childbirth, additional fully paid 5 days due to absence from work due to child's illness.
- October, 2011: Survey results: 77% agreed that the program contributed to work-life balance.
- October, 2014: men with kids were added to the program, and now – 5 (!) flexible hours per week

Obolon Case: Gender Means Ethics

Obolon brewery company adopted a Gender Plan, introduced the position of Gender Ombudsman, established the Ethical Code and Special Commission to review ethics complaints .



- While introducing the Gender Plan in 2011-2012, a series of trainings and seminars for employees were conducted.
- Currently the gender mechanism is included in ethical issues (company came to conclusion: it's much easier for workers at the plant to understand "ethical rules/issues/situation" that gender rules/issues/situation)
- Annual employee survey with the chapter about potential violation of ethical/gender principles, hot line where employees and other stakeholders can submit a complaint on ethical/gender issues.
- In 2013 – Back to work to improve labor practices for employees who return after maternity leave

PROMOTING GENDER EQUALITY IN BUSINESS: B2B RECOMMENDATIONS

In the process of breaking stereotypes four processes are essential:

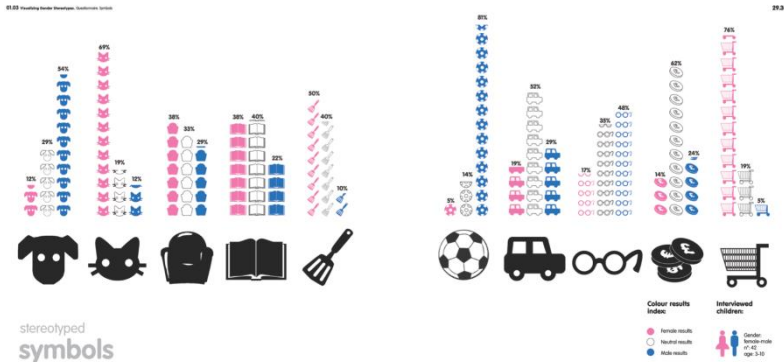


- Work with two key target groups: owners and HRs;
- Development of special gender equality programs to be based on needs assessment and supported by management;
- Integration of best practices;
- Govt should set quotas for state-owned companies

PROMOTING GENDER EQUALITY IN BUSINESS: B2B RECOMMENDATIONS

The work should be focused in the following categories:

- Leadership and gender balance programs;
- Programs for women to / during / after the maternity leave;
- Activities to support work-life balance.



B2B RECOMMENDATIONS: LEADERSHIP AND GENDER BALANCE



- work with stereotypes: define stereotypes, separate them from the facts and find a solution. For example, “A woman takes a maternity leave” is a fact but “That has a negative impact on business” is a stereotype;
- setting quotas for women in management and in other positions;
- development of Leadership Program for Women based on desire of management and women for career advancement (some women have certain fears, do not want to leave their comfort zones, etc.);
- integration of gender issues in the mentoring and coaching programs for management;
- communication of success stories and best practices, inc. women's clubs / forums, special corporate Internet page, where women can discuss specific issues;
- women engagement in corporate volunteering program, this is a good tool for the selection of female leaders and self-realization.

B2B RECOMMENDATIONS: PROGRAMS FOR WOMEN TO/DURING/AFTER MATERNITY LEAVE



- flexible schedule and distant work;
- promotion of parental leave;
- additional payments during a maternity leave and increased social package;
- compensation for early return after maternity leave;
- adaptation programs for women in maternity leave, incl. psychological support;
- disseminate success stories and best practices;
- building nursery near/in the office

B2B RECOMMENDATIONS:

Activities to support work-life balance



- support and promote family values at the company level;
- trainings on time-management and work-life balance;
- organization of family events (weekend trips, sport events) as a teambuilding events;
- Mother's hours/days (1st of September, etc);
- formation of corporate "not-stay-late-at-work" culture.

In general, the communication Platform should be created for employees to initiate and implement different initiatives aimed at breaking gender stereotypes.

Thank you!

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