



# GBV REDUCTION IN KENYAN FLOWERS SECTOR THROUGH GENDER COMMITTEES DUE TO COMPLIANCE TO STANDARDS AND IN TEA SECTOR THROUGH 50% WOMEN IN SUPERVISORY ROLES

## IMPROVING SECTOR GOVERNANCE

By accounting for gender in standards, policies, and public commitments, new markets, increased resilience of value chains, improved livelihoods and working conditions, including the reduction of gender based violence (GBV), are achieved.



The Kenyan flower sector achieved GBV reduction through the establishment of gender committees as part of compliance with internationally recognized standards. The Kenyan tea sector achieved GBV reduction through gender programs and policies, which led to the establishment of gender committees and 50% women in supervisory roles.

The flower and tea sectors realized that GBV was widespread in the plantations, something to be addressed to ameliorate women's labor rights and avoid companies' reputational risks.

The gender committees in both sectors became highly respected bodies that contributed to effective sensitization on GBV within the organizations and dismissal of perpetrators. In addition to GBV, they successfully addressed other gender topics such as exposure of women and their children to pesticides, wage inequality for female employees, and interest-free loans. In the Kenyan flower sector, job security improved over the course of 2003-2014 as permanent contracts rose from 35% to 80%. The committees provide important input for gender recommendations for the standard's regular audits. In the Kenyan tea sector, more equal employment policies resulted in 50% women in supervisory roles and 33% women in management positions, both of which contributing to less GBV.



## GBV REDUCTION IS ACHIEVED THROUGH:

- Gender committees that address GBV and other gender issues as part of standards.
- Actively recruiting women in leadership & management positions to promote better working conditions for women (and men) and to reduce chances of GBV.
- Supporting GBV programs that reach managers, supervisors and staff members, providing them with knowledge, skills and tools on GBV reduction.
- Revising policies and practices such as improving grievance processes and discussing harassment during employee gatherings.

## WHY INTEGRATE GENDER?

Gender programs and international social standards that include gender, result in less GBV and more confidence to report GBV cases

[CLICK HERE](#)

for more examples on how integrating gender aspects results in positive business outcomes

## SOURCES:

Flowers & Ornamentals Sustainability Standard; Kenya Flower Council; 2015. (mainly pages 34-35 and 94)

Enhancing Fairtrade for Women Workers on Plantations: insights from Kenyan Agriculture; Said-Allsopp, M and Tallontire, AM; 2014. (entire document)

Enhancing Livelihoods, Advancing Human Rights: Human Rights Report; Unilever; 2015. (pages 35-37)

Opportunities for Women: challenging harmful social norms and gender stereotypes to unlock women's potential; Unilever; 2017. (page 22)

Internal IDH document: Gender Piece IWD; 2017 (page 2)