

- FSI Key Topic Paper –

Gender

Introduction – context

While women represent a significant percentage of the workforce in the floriculture sector, there are challenges of gender inequality in floriculture working environments across producer regions. In this context, FSI works with its members in a Working Group setting to drive attention to gender equality in floriculture value chains, and support projects that aim to boost the ability of women to make improvements in their own lives, workplaces and beyond, to build stronger businesses and communities.

Based on the success of the first projects on gender, the CSO members of FSI, BSR HERproject, HIVOS and Partner Africa formed the FSI Working Group on Gender (WGG). The common objective is to broaden the scope of impact of gender-related activities, share respective knowledge and experience, avoid the duplication of efforts, in addition to making sure that actual results and impacts are delivered, while reducing the costs of investment.

FSI Ambition

The ambition of FSI is to drive social and economic growth in the floriculture industry through the empowerment of women, leading to:

1. HR systems that respond to men and women's needs, creating a strong, reliable and healthy workforce (increased attendance rates, lower turnover)
2. Women that can make improvements in their own lives, workplaces, and beyond, and
3. Businesses that can improve production quality and output through increased productivity.

FSI members and the Working Group on Gender are addressing this by aligning current efforts in the sector and strengthening ongoing activities. The goal is that 80% of the sector is making progress on gender-related issues within the next 5 years.

FSI approach

- To disseminate information and drive awareness on Gender issues in the floriculture sector and beyond.
- To promote and support FSI members and other private organizations and companies in their Gender-related projects and field activities.
- To strengthen efforts through the gathering of project data and results, creating a strong business case for gender.
- To build cooperation beyond the projects with (non-) governmental organizations and identify new opportunities to move forward with stakeholders within the sector.

Framework

The FSI Working Group on Gender identified 7 topics that require the development of specific activities and implementation plans by partners and stakeholders, either individually or in cooperation.

In the table below, each topic translates into an expected impact, together with best practices against which progress can be assessed. Partners are invited to translate and adapt these practices into practical roadmaps for targeted actions, using the support of FSI and the WGG.

WGG Menu of Activities					Projects	
Level	Topic	#	Factor	Practices	Lead	Partner
Workers & Communities	Health & Well-being	1	Increase access to resources related to general & reproductive health	<ul style="list-style-type: none"> - Information - Education & training - Access to healthcare 	BSR	EHPEA KFC
	Confidence & Skills	2	Increase participation in decision making , both at work and at home	<ul style="list-style-type: none"> - Skills development - Capacity building for workers - Well-functioning gender committees and access to management 	BSR HIVOS	EHPEA KFC
	Inclusion	3	Strengthen the ability to take action by the workers themselves	<ul style="list-style-type: none"> - Access to financial literacy and services - Freedom of association - Influence on policy and society 	HIVOS BSR	EHPEA KFC
Workplaces & Businesses	Adhesion	4	Promote a strong & healthy workforce to drive business results at sector level	<ul style="list-style-type: none"> - Support from business organisations to implement best practices (KFC, EHPEA) - Buy-in from other actors in the supply chain, FSI members and beyond 	HIVOS BSR	EHPEA KFC
	Policies	5	Develop gender sensitive management & committees on business level	<ul style="list-style-type: none"> - Mutual respect & understanding between workers & management - Building skill & internal capacity - Safe & equitable employment opportunities - Reduced Sexual harassment 	BSR HIVOS	EHPEA KFC
	Scaling investment	6	Engage businesses to advance women empowerment	<ul style="list-style-type: none"> - Develop business case evidence - Define principles for action - Act, Enable & Influence 	BSR	EHPEA KFC
Stake-holders	Capacity	7	Strengthen capacity to take action	<ul style="list-style-type: none"> - Lobbying and advocacy capacity of local and international organizations towards governments - Improve certification (amongst others, audits) and include workers in the monitoring and progress 	HIVOS	EHPEA KFC

ANNEXES

- I. **OVERVIEW GENDER PROJECT 1 & 2**
- II. **FSI WGG MODEL OF ENGAGEMENT**
- III. **INFOGRAPHIC: LEARNING & SHARING RESULTS AT IFTEX 2017**
- IV. **INFOGRAPHIC: GENDER EQUALITY, WHY IT IS IMPORTANT IN BUSINESS**