



Aus4Equality|GREAT Partnering for Change



Gender-Responsive Business CARE International

Opportunity

CARE International (CARE) brings strong gender equality expertise, and will work with Helvetas and SNV to support partners further build gender and social inclusion into partnership activities.

This intervention aims at increasing the long-term benefits flowing to women as producers or employees in selected business supply chains. This includes increased income, access to networks, access to input supplies and support services, new jobs and better working conditions.

There is a strong business case for enterprises to be more gender-responsive. This includes risk management (avoiding reputational damage and meeting legal requirements), cost reduction (retention of female workers and more secure supply chains), creating new market opportunities by meeting international certification standards and value creation through enhancing the businesses' reputation.

Solutions for Change

- » Develop gender-responsive business cases with interested business partners and conduct action research into the benefits of applying gender-responsive business practices
- » Implement gender equality communication campaigns
- » Build capacity of gender-equality service delivery groups adopting GREAT's reach, benefit and empower techniques
- » Advocate for effective and inclusive program governance principles in the design of the National Target Program for Ethnic Minority Areas for 2021-2025.

Challenges

Shifting to more widespread business practices that promote gender equality and greater inclusion of all people, including women, people with a disability and minority groups, often requires a shift in social and cultural norms. This level of change takes time and is rarely linear.

Furthermore, not all businesses recognise the value of gender equality and social inclusion to their core business functions, which can prove to be a barrier to business interventions designed to foster greater equality and inclusion. Changes need to be made not only within businesses, but within households and the community more widely.

Expected Results*

- » Six companies apply gender-responsive business practices
- » 80% of female and male participants involved in gender dialogue events report positive changes
- » Action research into gender-responsive business practice is used to influence further business practices.
- » Business partners apply innovative, engaging and culturally appropriate tools and approaches to promote gender equality among participating households and local communities.

* Note: The data is valid as of December 2021

