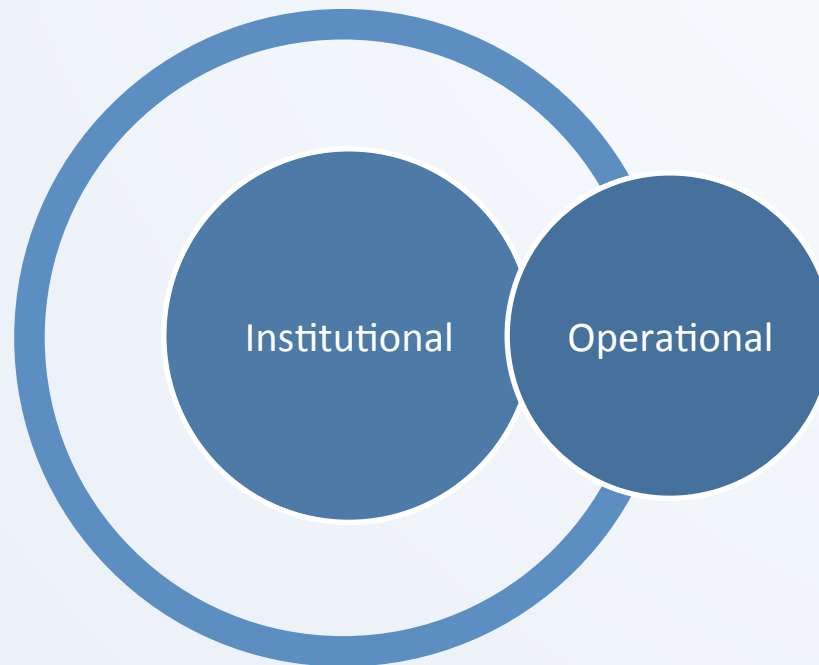


Gender - WHY?

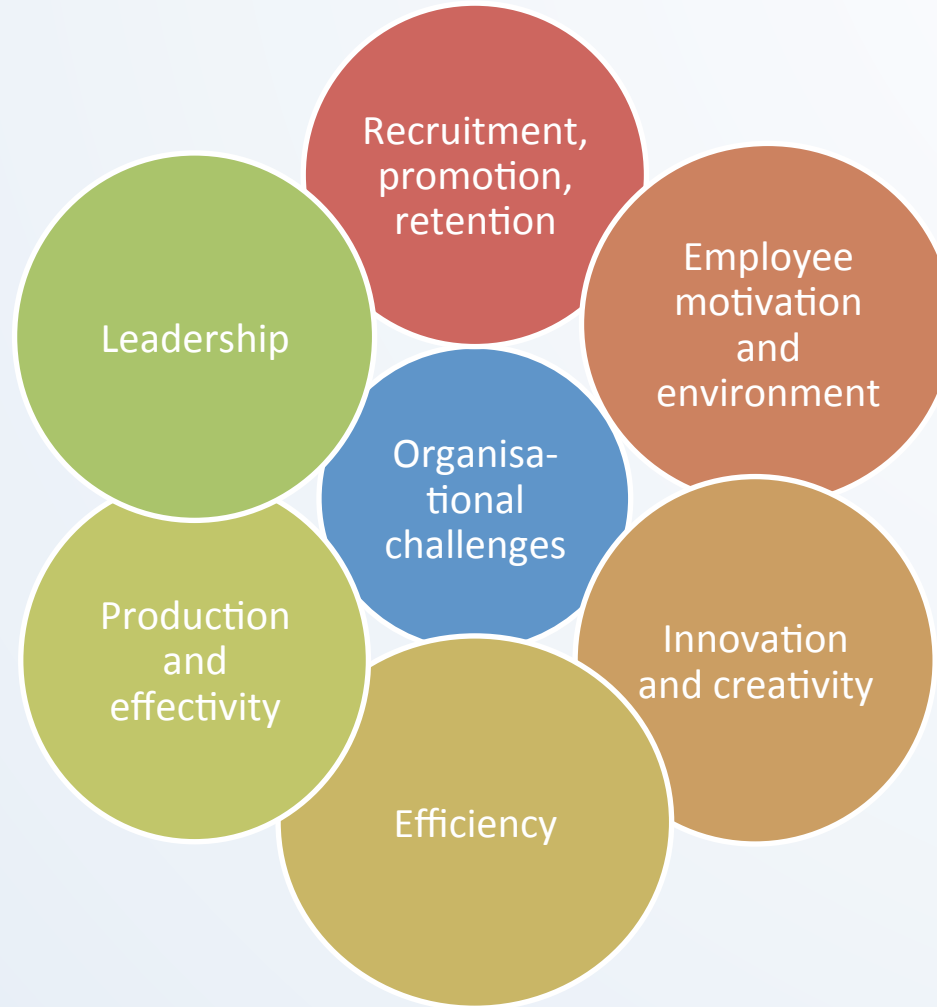
Anja Taarup Nordlund

2015

Boost organizational performance and project results



Institutional level

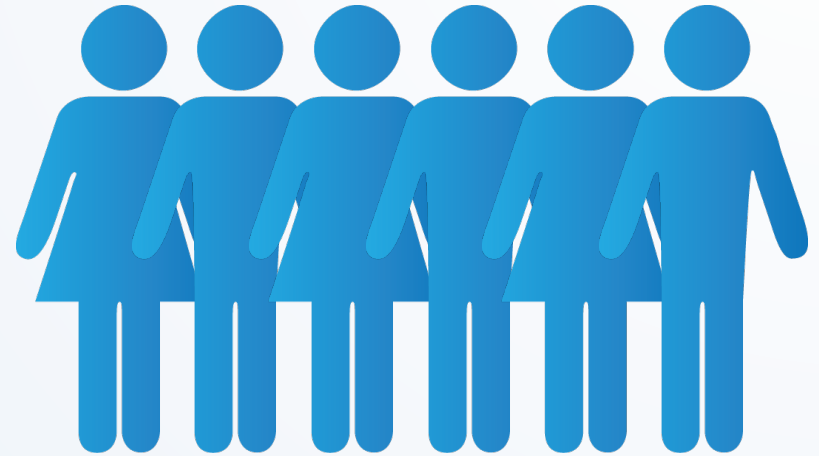


Quality recruitment and promotion

If your staff is all alike, they tend to think alike

=

less creativity/innovation and productivity



The right competence will be found by looking at all possible candidates (ethnicity, gender, age)



... and

Decision-makers tend to:

- Recruit
- Promote
- And value people from their own 'ideal'
- = The organisation stays the same – the results stay the same



Innovation and creativity

Vinnova, private enterprise:

Mixed workforce (50-60%) gives double possibilities to be innovative compared to likeminded groups

I Vinnova, 2010



Volvo:

You have 40 different nationalities in your workforce

Why is that important?

"Mixed groups give better creativity and more perspectives."

Volvo Trucks 'Leaders' 2008



Productivity

215 enterprises from the Fortune 500-list - the most 'gender equal' business did better.

- Studied the enterprises 19 years

- Top 25 companies were best at recruiting women in high positions and had between 18 to 69% better productivity. *Pepperdine University 2009*

Finland: Enterprises with women-led business did 10% better. *14 000 Finnish companies, EVA2007*

Sweden: Companies with a gender equality policy had better productivity *13000 Enterprises in Sweden*

EU survey: 83% of companies in the EU area with a diversity policy had one because they wanted increased productivity! *2005*



Working climate

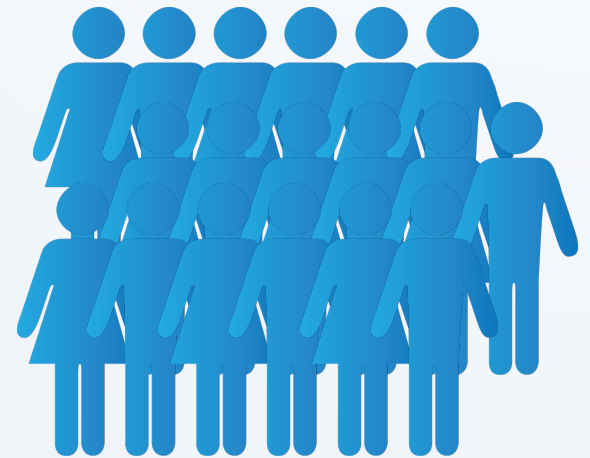
Workplace with diversity –
people feel better!



Volvo trucks:

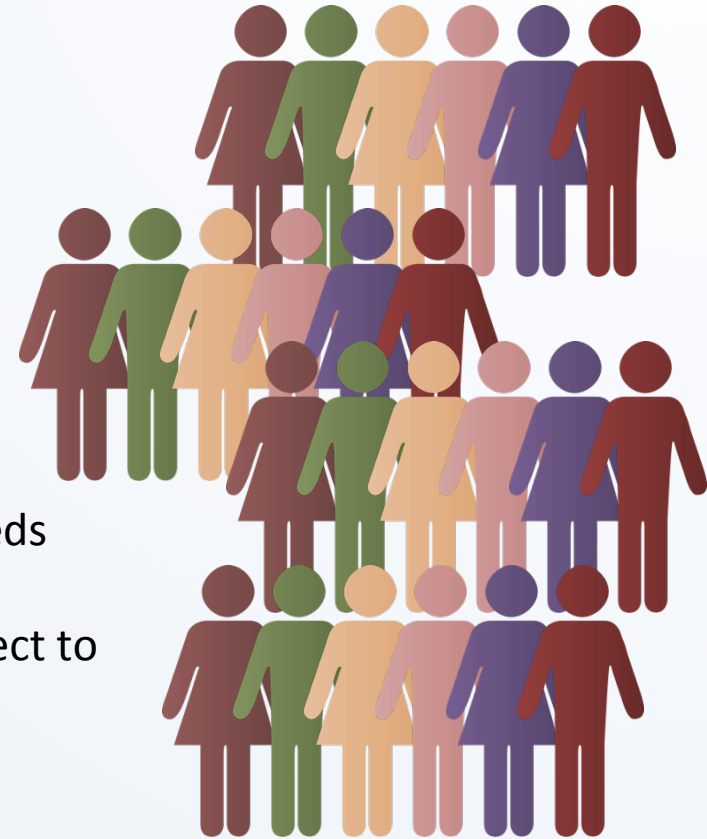
- Share of women rose with 70% in 2 years.
- At the same time workers satisfaction increased

*Volvos egna attitydsundersökningar, Tidningen Chef
20080414*



2. Operational level

- Analysis - Improve contextual understanding (identification of problems and possibilities)
- Improve risk assessment
- Understand the needs of all stakeholders:
 - Adapt your methodologies to meet the needs
 - Adapt strategies
 - Provide equally well adapted services/project to all citizens



Operational level



Customers!

Affordability and willingness to pay!

Donors and lenders

Why do they demand gender mainstreaming?



Community, health and safety

Women and children are the most susceptible to water borne disease due to their roles in water collection, clothes washing and other domestic activities.

Poor health and or undernourishment leads to higher risks in relation to water borne diseases.

Women tend to take care of sick family members

Positive results (according to UN)



- Reduction of water related diseases
- Less productive time lost to illness
- Better child attendance at school
- Less burden of care and women's time released for other activities.
- More productive water companies