



Red de Mujeres Latinoamericanas y
del Caribe en Gestión de Organizaciones

**The Latin American and Caribbean Women's
Network**

EVALUATION OF GENDER EQUALITY GOOD PRACTICES IN WOMEN-LED SMEs (Small and Medium Enterprises)

Executive board



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Proyect



The incorporation of gender perspective in organizations represents different challenges and scenarios in the Latin American context.

These challenges become greater when referring to small and medium-sized companies with limited financial resources.



Goals:

- 1) Adapt and implement a methodological tool to evaluate good gender equality practices in SMEs (Small and Medium Enterprises), so that its implementation will allow them to identify the necessary changes and adjustments to be made in order to assume gender equality as one of the business principles that will benefit productivity and competitiveness.
- 2) Carry out a pilot test of the methodology in 4 SMEs run by women in Argentina, Colombia, Ecuador and Mexico, in order to identify the existing internal gender gaps and develop an action plan for their reduction and subsequent evaluation.



Introduction



The 2030 Agenda settled in 2015 established 17 Sustainable Development Goals (SDG) and selected a goal for gender equality:

SDG 5 that seeks to “Achieve gender equality and empower all women and girls”

SDG 8: "Promote sustained, inclusive and sustainable economic growth, full and productive employment and decent work for all”

There are global initiatives and tools at regional and organizational levels to make the transition from formal to substantive equality and achieve real and effective equality for women at work.



Gender Equality Management Systems (SGIG)



An innovative tool to promote economic and labor rights, and equality of opportunity and treatment for men and women. With the implementation of this Gender Equality Management Systems (SGIG), companies have the "Gender Equality Certification".

The certifications seek to stimulate change in situations of inequality that adversely affect women in organizations, through a process of learning and reflection on gender equality in the workplace and its implementation.

Gender Equality Management Systems



- Generate awareness on gender equality and provide training to all the people involved in its processes, incorporating such perspectives in the organizational culture.
- Evaluate company management regarding the visualization of gender gaps.
- Promote the development of actions to correct gender gaps.
- Promote values that allow decent work¹ .
- Stimulate good gender equality practices within the framework of social responsibility.
- Establish monitoring tools for the implemented actions, to make them last over time and generate a new organizational culture.
- Visualize gender equality as a possible and real goal

Methodology



A tool developed to collect information about these practices in SMEs and evaluate their performance on the subject in the following processes:

- Search, selection and hiring
- Training, technical and professional coaching
- Promotions and job advancements.
- Conciliation of work, family and personal life.
- Good health and life quality.
- Non-sexist communication.
- Well-being, positive environment and good treatment

For the collection of information, an **in-depth interview** was carried out with the directors of the SMEs selected in the 4 countries

Topics of the guide and Weighting



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Table 1: Topics of the Guide for Good Practices in Gender Equality and Weighting

Dimension	Weighting
1. Search, selection and hiring	20%
2. Training, technical and professional coaching	15%
3. Promotions and job advancements	20%
4. Conciliation of work, family and personal life	20%
5. Good health and life quality	10%
6. Non-sexist communication	10%
7. Well-being, positive environment and good treatment	5%

Source: Compiled by author

Companies:

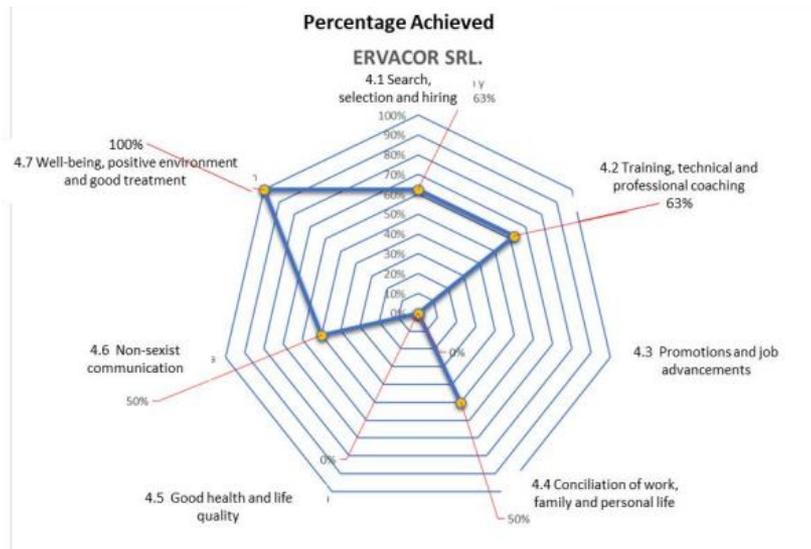
Table 2. Company data

Company Name	Country	Number of Employees	Sector
ERVACOR SRL.	Argentina	13 (3 women and 10 men)	Manufacturing industry
GUARDIMAMA	Colombia	11 (9 women and 2 men)	Education services
VALFALCONI CIA. LTDA.	Ecuador	21 (9 women and 13 men)	Manufacture of liquors
VANGUARDIA Y ESTILO DE VIDA, S.A de C.V.	México	25 (18 women and 7 men)	Interior design and import of furniture

Source: Compiled by author

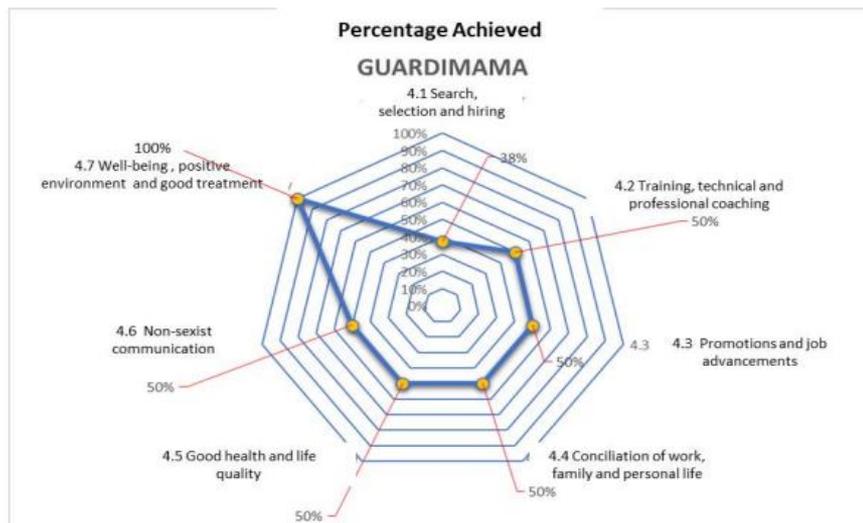
ERVACOR SRL - Argentina

Family-owned business, founded 32 years ago, dedicated to the high vacuum metallizing industry. It has a factory and offices. The management is in charge of 2 people: a woman (Administration and finance) and a man (production and sales)



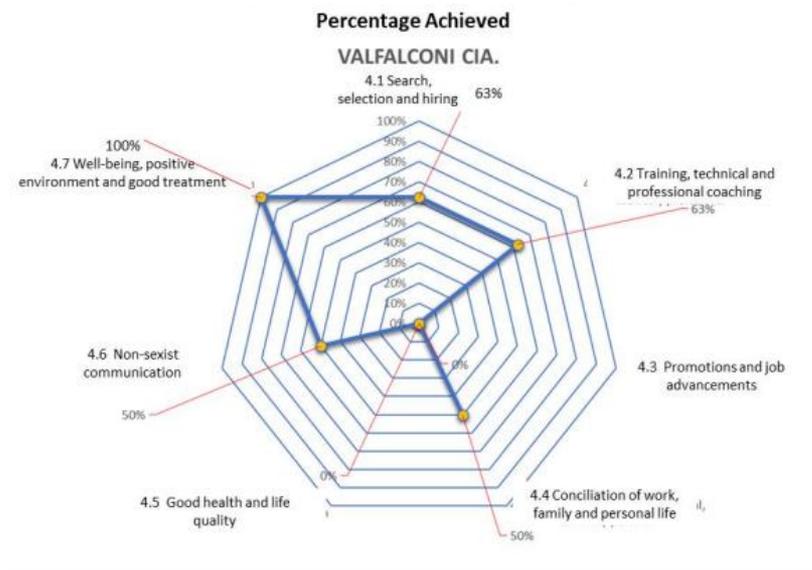
GUARDIMAMA - Colombia

Family business, founded 30 years ago, provides private preschool education and its area of influence is the Municipality of Envigado. Its aim is to provide an integral and balanced education for girls and boys, based on the development of knowledge.



VALFALCONI CIA, LTDA- Ecuador

A company engaged in the manufacture of liquors. Founded 5 years ago. It has offices and one production plant. Managerial positions are mostly exercised by women and salary ranges are equal among employees regardless gender issues.

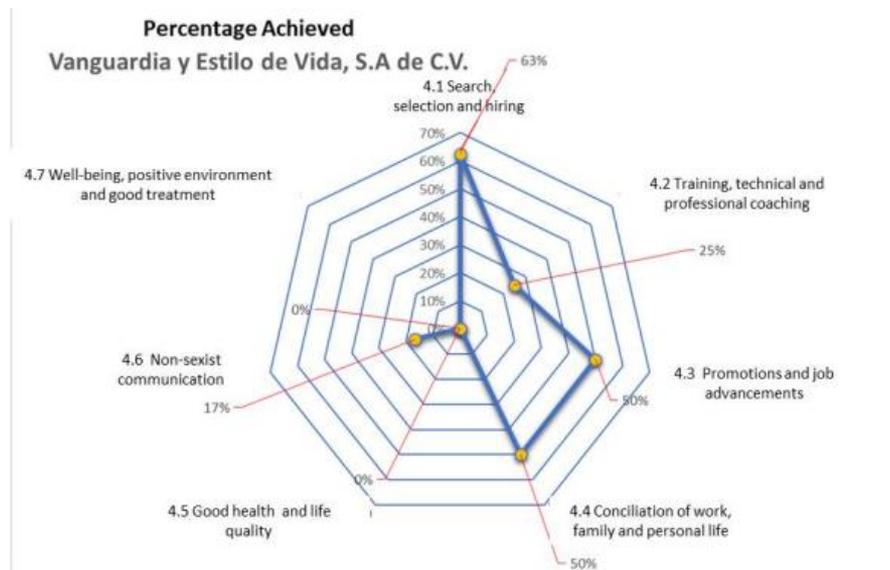


VANGUARDIA y ESTILO DE VIDA-México



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Non-family company, founded 22 years ago by two women acting as partners. It operates in the service sector, and is oriented to interior design, furniture design and import. It has two physical locations where it renders its services.



Conclusions:

- In all the cases analyzed, a very good work environment is observed, promoted by women in managerial positions, as a determining factor in the exercise of leading roles.
- The 4 companies interviewed comply with the laws on gender and workplace equality.
- Another situation identified shows that, even though there is the will and the intention to include gender equality, the economic capacity of SMEs is limited and prioritizes everyday expenses.

Conclusions:

- SMEs in the production area still believe that individuals that operate machines or involved in production must be men, while administrative positions must be exercised by women.
- SMEs in the service area, evidence that no gender quality concern is taken into consideration in their policies. However, since the companies were conceived as women led companies, they have consolidated a working culture signed by the protection and good treatment of its staff.
- The SMEs that participated in the pilot study are not yet systematically working on equality and diversity issues.
- No salary gaps were identified in the companies analyzed.
- All the SMEs showed good practices in terms of balance of work, family and personal life.

Conclusions:



- Finally, we demonstrated that the tool is useful, agile and easy to use.
- At these SMEs, in spite of being from different countries and engaged in different fields, have many points in common in the different areas, something to take advantage of in order **to develop regional programs.**

Suggestions:



- To design a training **program/workshop** in order to help men and women in managerial positions to put into practice the different aspects of gender equality, both in their organizational strategy and in its application to the different related management processes.
- The drive of the basic concept of gender equality requires simple things to be applied. If the organization could implement simple measures that entail no high costs, significant results could be achieved in terms of progress of SMEs towards the inclusion of the gender equality perspective.
- The application of the tool in the 4 companies showed that it may be useful for having an overview of the gender equality practices in force in each of the dimensions involved, and it provides a representation of the company's strengths and improvement areas.

Suggestions:



- Additionally, work could be done in SMEs that are suppliers to large companies, that have already implemented gender equality programs (equality seals), with the aim of helping their suppliers in the value chain and thus achieving a greater impact on equality issues.

iii Thank you very
much!!!

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