



WOMEN IN GREEN INDUSTRY:

How gender-transformative policies can boost women’s economic empowerment

Green industry promotes sustainable industrial production without expense to the environment or adverse impact on human health while providing decent work for men and women. Sustainable patterns of production and consumption are resource and energy-efficient, low-carbon and low waste, non-polluting and safe.

In the Peruvian context, the term “green industry” incorporates traditional sectors willing to mainstream environmental and social elements into their operations. The textile industry (sub-sector: tanneries for the leather and footwear industry); agro-foods; (sub-sector: coffee and cocoa) and waste management (sub-sector: waste recycling) currently have a high potential to be recognized as “green”, offering great opportunities for women.



Women’s cultural or traditional roles and affinity with the environment influence their perceived strengths in green industry.

The ‘caring and nurturing role’ of women

The green industry is perceived by some women entrepreneurs as offering opportunities to make a difference, and managing their caring responsibilities with flexibility.

Women’s fitting work experience

Building on experience in sectors in which they have already participated informally (eg. agriculture and waste management), women see the green industry as potentially offering a level playing field with new opportunities.



Interviewees reported that the green industry is more suited to the skills and inclinations of women than in conventional industry.



Interviewees commonly perceived that green industry is more inclusive, less gender-biased than conventional industries, with more room for women to grow and advance.



88% of women in green businesses reported providing equal pay for work of equal value for women and men.

Methodology of assessment: Online survey



In green industry you need collaboration more than competition; empathy more than individualism; and a long-term focus on the common good rather than a short-term attention to profitability. Women are better in all those things.



- Respondent KIII, Woman, Director, Lima, Perú





Several key indicators illustrate the need for more structured support for gender equality and social transformation

62%

entrepreneurs reported using their savings as seed money and start-up capital.

42%

of women entrepreneurs identified limited access to technology as a key factor preventing businesses from becoming greener.

12%

of green entrepreneurs were aware of any policies or programmes encouraging women to start businesses in green industry.

58%

of green women entrepreneurs reported limited access to markets.

73%

of green entrepreneurs often or always worry about childcare arrangements. Inflexible work schedules clash with childcare needs.

Methodology of assessment: Online survey



In Peru, there is no clear and effective policy to support female entrepreneurship; each of us independently seeks financial resources to improve the family economy. There are state programmes, but in practice these do not reach remote places where we are located.



- Survey Respondent #19, Peru

Barriers to the participation of women in green industry



A key barrier identified by women professionals, entrepreneurs and policy-makers was a lack of awareness of what evolving opportunities the green industry would present and therefore an uncertainty about the technical skills, education, knowledge and qualifications that would be required.

Other barriers identified as preventing women from starting or progressing their green businesses, included: limited access to technology, and limited access to existing and new markets, capital, guarantees, credit resources, networks and mentoring.



Unequal distribution of paid and unpaid work time between women and men.

Women hold disproportionately higher responsibility for unpaid care and domestic work and spend less time in paid work than men.



Domestic and community obligations and lack of access to childcare services and subsidies. 73% of green entrepreneurs surveyed often or always worry about work-life balance.



The three main barriers listed that prevent businesses becoming greener for green entrepreneurs were affordability (58%), technology not available (42%) and lack of awareness of how to make changes (31%).

Methodology of assessment: Online survey

Absence of sex-disaggregated data



Nationally representative statistics about women's participation in green industries and requisite skills across the economy are limited or non-existent. Hence, it is difficult to establish goals and courses of action to promote women's participation without a baseline and without clarity about the current situation.



Harmful social norms, restricted mobility, unpaid care work, intersectional inequalities and low self-confidence play a role in limiting women's access to these resources and opportunities.



The day after I told my (female) boss that I was pregnant, she fired me alleging downsizing.



- Woman, Focus group participant, Lima, Peru



Segregation is not only for being a woman, it is for being a woman from another culture or another way of speaking ... there are several factors.



- Survey Respondent #24, Peru

Peru Policies, Strategies and Plans still have gaps in addressing gender equality, gender stereotypes and including sex-disaggregated data.



Although the Peruvian government prioritises policies and programmes to mitigate climate change and support green industry, there is scope to enhance measures to improve gender equality and the empowerment of women through gender mainstreaming in green industry policymaking and implementation.

3 out of 10

green industrial policies lack gender consideration in their content and process to ensure women's participation.



6 out of 10

green industrial policies contain little to no gender-specific commitments/targets or future strategies.



**Methodology of assessment: Ten of Peru's national policies, strategies and plans related to green industry were assessed using the Feminist Critical Policy Analysis*



Recommendations for advancing women's journey in green economy



Include specific gender targets and indicators and collect sex-disaggregated data and gender statistics for monitoring and evaluation



Address the needs of women through an intersectional perspective that considers the multiple, intersecting forms of discrimination based on gender, rurality, race, migration status, and poverty and other



Create and ensure access to financial products, services and information including through gender-responsive budgeting and gender-responsive procurement from women in green industry



Provide practical guidelines to apply and operationalise the Policy on Gender Equality in each prioritised sector. Capacity building programmes should be practical and include a guideline on applying the concept



Education is an invaluable resource for the development of women. Access to education will empower them to do what they want and believe, not to be subjugated to a man out of economic necessity. We seek to minimize our impact on the environment, as well as sustainable material alternatives, but we see that there is still a need in our country to empower women to achieve their dreams without being repressed or killed.



- Survey Respondent #72, Peru



Promote women's participation as entrepreneurs and/or the growth of green industry, led by women, by implementing actions such as:

Step 1



Developing programmes that help identify green industry potentials in different communities and train women to help them to gain from these opportunities

Step 2



Capacity development programs for policy makers should be practical and include a guideline on how to operationalize the Policy on Gender Equality in each sector prioritized

Step 3



Creating innovation labs focusing on helping women-led/women-owned businesses in green industry, generating product and manufacturing innovations for growth and/or transforming women-led/women-owned businesses into "green businesses"

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Synthesis Report of the Country
Assessments in Cambodia, Peru,
Senegal and South Africa

ABOUT THE PROGRAMME

This infographic report is a summary of the “Policy Assessment for the Economic Empowerment of Women in Green Industry ” Peru report. It is under the global joint programme, “Economic Empowerment of Women in Green Industry” (EEWiGI) which aims to advise policy makers and practitioners on the establishment and implementation of a policy framework to integrate gender and green industrial policies in four participating countries: South Africa, Peru, Senegal and Cambodia.

HOW THE STUDY WAS CONDUCTED

01

Desk review and
initial policy
review

02

Feminist critical policy
analysis
(10 policies, strategies
and plans)

03

Qualitative data collection

Key informant interview
(31 interviewees)
Focus Group Discussions
with professional women
(4 FGDs)

04

Quantitative data
collection

Online survey
(42 respondents)

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