



PRACTICAL GUIDES #DIGITALINMOTION

#DIGITALINMOTION provides a step by step guide to help businesses re-tool and discover new ways to reach customers. This resource is provided through eight publicly available guides featuring practical tips and simple tools:

GUIDE 1: Expand your market and customers

GUIDE 2: Efficiently handle orders and deliveries

GUIDE 3: Organize business finances during complex times

GUIDE 4: Ensure business safety and security

GUIDE 5: Implement various payment methods

GUIDE 6: Generate appealing products and promotions for your clients

GUIDE 7: Good environmental practices in your business

GUIDE 8: CONTRIBUTE TO GENDER EQUALITY IN YOUR BUSINESS



This icon indicates support tools that put this guide into practice. A summary of available tools is located at the end of this document.





GUIDE 8:

CONTRIBUTE TO GENDER EQUALITY IN YOUR BUSINESS

This guide provides you with practical advice on how to incorporate good practices in your business that contribute to achieving gender equality in different aspects of its management. *"It will take 257 years for women to have the same economic opportunities as men. When women succeed, societies succeed!" (Achim Steiner, UNDP Administrator, January 2021)*

1

INCORPORATE THE COMMITMENT TO GENDER EQUALITY IN YOUR BUSINESS



Gender equality contributes to reputation, business profitability and generates an advantage for businesses. Find out why gender equality is important for you and your business. **See Tools 1 and 2.** 📄

Define your business values as a key element to work on gender equality.

Incorporate a written commitment that your business cares about gender equality and make it public by posting it in a visible place. **See Tool 3.** 📄

Get involved as the owner of the business and engage suppliers, customers, communities and others in initiatives to promote gender equality.

Champion and communicate your commitment to gender equality (on social media or through printed material in your business).

Gender equality refers to the equality of rights, responsibilities, opportunities and outcomes for women and men, girls and boys.

Companies or businesses that work for gender equality: improve their reputation and their economic and financial results; strengthen their business strategy; attract and retain talent; attract more and better markets; and, strengthen their culture.

Women are looking for inspirational brands, which are consistent with the values and the purpose of the company. Remember! Respect, tolerance and non-discrimination are key.

2

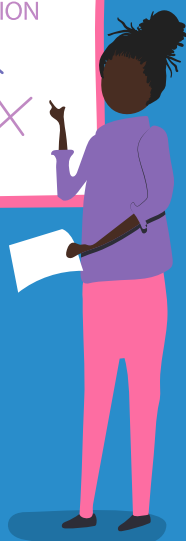
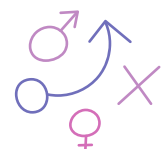
CONDUCT A GENDER DIAGNOSIS OF YOUR BUSINESS AND BUILD AN ACTION PLAN



Conduct an analysis that allows you to consider how your business contributes to gender equality, using the diagnostic tool that will allow you to measure your progress. **See Tool 4.** 📄

Formulate a gender equality action plan which is realistic, with measurable objectives and goals.

PLAN ACTION



3

LINK YOUR COMMERCIAL MANAGEMENT TO THE GENDER APPROACH



Analyze your market and design your strategy and your products or services, understanding the tastes, needs and preferences of your clientele, especially women.

Take care of the relationship, communication and publicity of your business:

- Maintain an inclusive and respectful communication and advertising that avoids denigrating women or children.
- Treat your customers appropriately, respectfully and without violence or harassment of any kind. Use any inclusive language, formal and respectful greetings are essential. **See Tool 5.** 🗳️

Women have purchasing power and are looking for brands that understand their needs, interests and demands.

In your communication and advertising avoid reproducing gender stereotypes and violence (especially gender-based violence).

4

DEVELOP A FAMILY BUDGET AND BUSINESS BUDGET, CONSIDERING THE GENDER APPROACH



Differentiate between business and family resources! Draw up a family budget agreed among family members and control it. We provide a file with you to help you prepare your budget. **See Tools 6 and 7.** 🗳️ for guidance on how to prepare your budget.

Draw up a gender budget for your business expenses:

- Analyse, if possible, your sales or income with separate information according to sex (women and men), to better guide your business decisions.
- Consider the costs associated with salary and health insurance payments for you and your staff.
- If your staff do the same job and have the same skills or competencies, give the same remuneration regardless of whether they are male or female.
- Agree with your partner and/or family members in the business to respect the management of economic resources and financial decision-making in your business, regardless of whether you are a man or a woman, in order to avoid possible conflicts.

To securely manage the financial resources of your business:

- Open an account with a financial institution and take advantage of financing lines targeted at women (if applicable).

Have a family savings fund for unforeseen events, as it helps the household economy.

Manage the family and business budgets separately and remember, the business cash box is not the family cash box!

As the owner of your business, it is important to have pension and insurance policies in compliance with national laws.

An account in a financial institution facilitates the management of resources and builds your credit history, which will be useful when you need a loan for the business





Promote the development and care of your staff:

- Ensure that your male and female employees have equal opportunities in the recruitment process and in the different phases of their career development.
- Train men and women equally.
- Avoid labeling different activities in your business. There are no women's or men's activities.
- Evaluate your staff according to their performance and irrespective of their gender.
- Analyze workloads, to avoid possible overloads that could affect the health of your staff.
- Encourage your staff to take care of their health and well-being.

To recruit, develop and retain your people, you must foster a healthy work environment, a culture that empowers the individuals and that guarantees equal opportunities for men and women.

Remember, performance appraisals and accompanying actions must not be based on gender bias.

If your business is owned by a woman, use the WIIN (Women's Innovation and Investment Network), launched by the Ministry of Human Services and Social Security.

It will help you to gain the visibility you need to succeed in the economy. It will be easy by simply clicking the 'register business' icon after downloading the app.

See Tool 8

To report violence, you can do so by calling 914 or the Guyana Police Force on 911

Establish a declaration of zero tolerance for any kind of violence and harassment, accompanied by processes and procedures to prevent and sanction them.

Domestic violence generates enormous social and economic losses to countries, it is time to break with pernicious cultural patterns, to achieve a healthy coexistence and relationship in the family environment.

5

INCORPORATE THE GENDER APPROACH DEALING WITH YOUR STAFF



6

PREVENT AND AVOID VIOLENCE AND HARASSMENT IN YOUR BUSINESS AND YOUR HOME



Learn about what it is and how to prevent and report violence and harassment, especially gender-based violence.



Raise your staff's awareness of the problems associated with the different kinds of violence and harassment.

See Tool 10.

Inform your staff about the mechanisms within the business to report a case of violence or harassment, guaranteeing anonymity.

Encourage a healthy and respectful relationship in your home:

- Work with your family to prevent family violence.
- Establish rules for respectful communication and language between family members.



VIOLENT HARASSMENT

7

RECONCILIATE OR INTEGRATE PERSONAL AND PROFESSIONAL LIFE



Work on your professional and personal reconciliation or the balance of your family and personal life:

- Separate your work schedule from your family activities.
- Share quality time with your family and participate in important moments in your children's lives.
- Encourage the cooperation of all family members, taking into account their age and development.
- Share the tasks of supporting the education and care of children or elderly.

Strengthen family co-responsibility in your business:

- Respect the working hours of your staff, women and men, avoiding calling them during their rest hours or on weekends.
- Establish, whenever is possible, flexible working arrangements for both, women and men.
- Motivate your staff to better distribute household and care tasks, so that they can be assumed more equally (between men and women).
- Motivate men in your business to take an active part in care work by allowing paternity leave or leave permits to care for dependents (e.g. elderly or sick people).

Integrating business and family is important for a balanced human development.

Encouraging work and family balance helps to improve the commitment and performance of your staff.

Remember! Gender equality is a commitment that concerns all of us.



8

IMPLEMENT GENDER EQUALITY PRACTICES IN YOUR VALUE CHAIN



Purchase from local or women-owned businesses if possible.

Raise your customers' awareness on gender issues, with simple strategies such as displaying your policy or key information about the topic.





SUPPORT TOOLS

Download the tool by clicking on the name of the Tool.

- TOOL 1:** Video on gender diversity: a competitive advantage for companies
- TOOL 2:** Guyana's women: Data reflecting the challenges they are still facing
- TOOL 3:** Infographic with gender equality policy
- TOOL 4:** Gender Equality Self-Assessment Form and Action Plan Outline
- TOOL 5:** What is Inclusive Language?
- TOOL 6:** Videos on How to Create Household Budget
- TOOL 7:** Monthly Household Budget
- TOOL 8:** How to use WIIN app. Download WIIN app
- TOOL 9:** Women in Business
- TOOL 10:** Psychological and Economic Gender-Based Violence Video

Access all the content and editable tools at the following link:
<https://mintic.gov.gy/digital-in-motion/>





GUIDE 8:

CONTRIBUTE TO GENDER EQUALITY IN YOUR BUSINESS

STEPS TO TAKE

START

1
INCORPORATE THE COMMITMENT TO GENDER EQUALITY IN YOUR BUSINESS

- Define the business values as a basis for gender equality.
- Learn about the implications of gender equality.
- Establish, announce and communicate your gender equality policy.
- Involve and engage other stakeholders in gender equality.

2
CONDUCT A GENDER DIAGNOSIS OF YOUR BUSINESS AND BUILD AN ACTION PLAN

- Conduct a gender self-diagnosis of your business, using the form available.
- Draw up an action plan, with realistic and measurable objectives, to contribute to gender equality.

3
LINK YOUR COMMERCIAL MANAGEMENT TO THE GENDER APPROACH

- Design your strategy, products and services understanding your clientele (men and women).
- Take care of the relationship, communication and advertising of your business.

4
DEVELOP A FAMILY BUDGET AND BUSINESS BUDGET, CONSIDERING THE GENDER APPROACH

- Develop a family budget, aiming to have a family savings.
- Draw up a gender budget for your business expenses.

5
INCORPORATE THE GENDER APPROACH WITH YOUR STAFF

- Promote the development and care of your staff in the workplace.

6
PREVENT AND AVOID VIOLENCE AND HARASSMENT IN YOUR BUSINESS AND YOUR HOME

- Learn how to prevent, avoid and report violence and harassment.
- Promote a healthy relationship and coexistence in your home, free of violence.

7
RECONCILIATE OR INTEGRATE PERSONAL AND PROFESSIONAL LIFE

- Promote a balance between personal and professional life.
- Strengthen family co-responsibility in your business.

8
IMPLEMENT GENDER EQUALITY PRACTICES IN YOUR VALUE CHAIN

- Promote the diversification of your suppliers, with purchases from local and women-owned businesses.
- Raise your customers' awareness on gender equality.