Win, Keep and Promote Female Talent for Better Business Performance
Gender Diversity for Corporate Success

→ An increasing number of companies experience that a gender diverse workforce is a key competitive advantage.

Gender Diversity means an improved corporate performance through better business solutions and customer relations. Gender Diversity leads to higher employee satisfaction and less turnover costs.

Therefore, leading companies in the MENA region and around the globe strive to actively win, keep and promote female talent in their workforce.

WIN  KEEP  PROMOTE
The Potential of Female Talent – A Major Opportunity for Business in MENA

→ **FACT 1**

Women and men in MENA are equally qualified.

Women and men enrolled in universities, colleges or similar institutions (World Bank, 2013)

→ **FACT 2**

One out of 5 employees in MENA is female.

Women and men participating in the labor market (World Bank, 2013)
Enhancing Gender Diversity in the workplace is the natural thing to do, organizations should reflect to the community and our community is diverse.

Khaled Mostafa | Director of Human Resources at Vodafone Egypt
Realize Your Own Gender Diversity Project

Forerunner companies know: the key to a successful Gender Diversity project is a strategy engaging all levels within the organization. Take action to win, keep and promote female talent. Design concrete operations in the field of recruitment, retention and career advancement of women. Engage changes in the corporate culture & strategy, involve the management and measure your impact. Communicate about your Gender Diversity actions within your company, to customers and future employees.

“Companies need to be more proactive [...] Gender Diversity will never be a reality if it is not strongly backed by the leadership of the organization, with a real action plan to change mindsets and to lead the way in accepting differences and understanding the value that Gender Diversity can bring at all company levels.”

Khalid Oudrhiri | Human Resources Director at Unilever Maghreb, Morocco
Realize Your Own
Gender Diversity Project
Tailored to Your Corporate Needs

Your challenge requires practical solutions:

**WIN FEMALE TALENT**

The share of women in your company is low? Mainly men apply and get a job at your company?

Encourage women to apply to your company by developing HR materials free of gender bias or offering trainee schemes for promising female graduates.

**KEEP FEMALE TALENT**

Turnover rates of women are particularly high? Many women do not return after maternity leave?

Offer flexible work arrangements, support child or elderly care or introduce a zero tolerance policy against sexual harassment.

**PROMOTE FEMALE TALENT**

There are few women in management positions? Most executive board members are men?

Share success stories of female managers or offer mentoring programs for future female leaders.
Work with us

The regional programme “Economic Integration of Women in the MENA Region (EconoWin)” supports private companies in Egypt, Jordan, Morocco and Tunisia in realizing their corporate Gender Diversity project. Together with business associations, it promotes Gender Diversity Management in the private sector in MENA. EconoWin is supported by the Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) and commissioned by the Federal Ministry for Economic Cooperation and Development (BMZ), Germany.

For more information

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