

*Businesses as social partners in gender policies:
Assessment of the actors' expectations to contribute to
gender equality*

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OUTLINE

- The project
- Methodology
- Results



The project

- Case Study: Colombia
 - Businesses - Target of gender policies
 - Active participation
 - Conflicting scenario and a potential new business role.
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CONTEXT



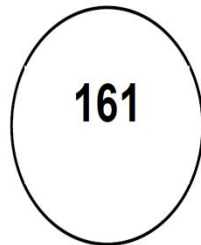
Colombia



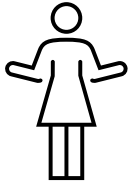
Gender gap
72.9%.

Documento CONPES SOCIAL

Consejo Nacional de Política Económica y Social
República de Colombia
Departamento Nacional de Planeación



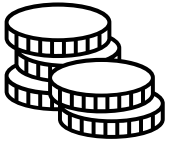
Gender policy outlined in CONPES
[National Council on Economic and Social
Policy]



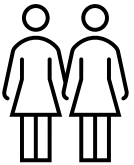
National Council on Economic and Social Policy



Cultural transformation and peace building



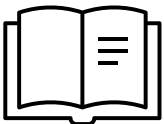
Economic autonomy and access to assets



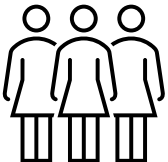
Participation in power and decision-making scenarios



Health and sexual and reproductive rights



Focus on gender in education



Plan to guarantee a life free of violence

Objective

To explore the use of **AHP in the assessment of expectations** between businesses and different types of institutions with respect to **potential contributions to gender policies**.

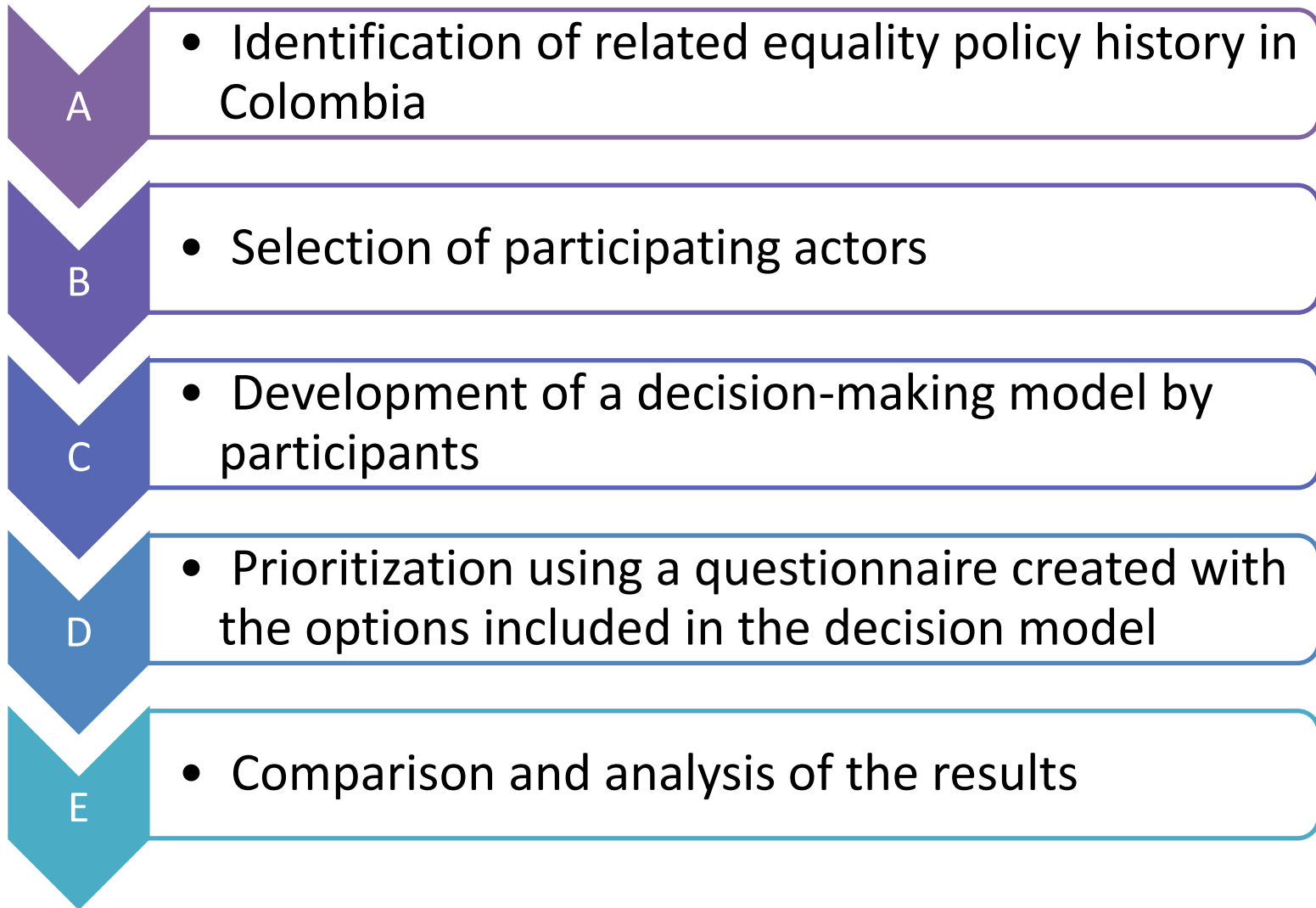
- a) the view of businesses with respect to their **own role** and capabilities in new governance contexts to contribute to equality policies more proactively
- b) the view and **expectations** with respect to the business role **by other actors** in equality policies in new governance contexts.

Methodology

Analytic Hierarchy Process *AHP* (Saaty, 1980)

- Gender equality is a **multi-criteria and multi-expert** problem.
- Involve **quantitative** and **qualitative** information.
- **Incomplete** or **uncertain** information.



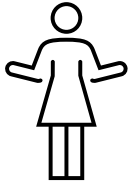




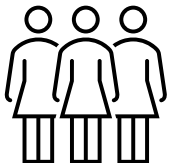
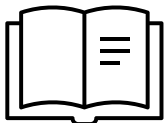
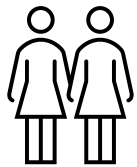
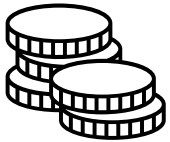
RESULTS

Development of a decision-making model by participants

- I. Defining the work area
- II. Rating the Potential contributions
- III. Businesses' contributions to economic autonomy and access to assets



I. Defining the work area



Which of the two work areas do you consider most relevant to advancing gender equality in Colombia? To what extent?

	Extreme	Very	Strong	Strong	Moderate	Equal	Moderate	Strong	Very	Strong	Extreme	
1. Cultural transformation and peace building	9	7	5	3	1	3	x	7	9	2. Economic autonomy and access to assets		

The response means that area 2 is more important than area 1, with a strong intensity.

Cultural transformation and peace

Economic autonomy

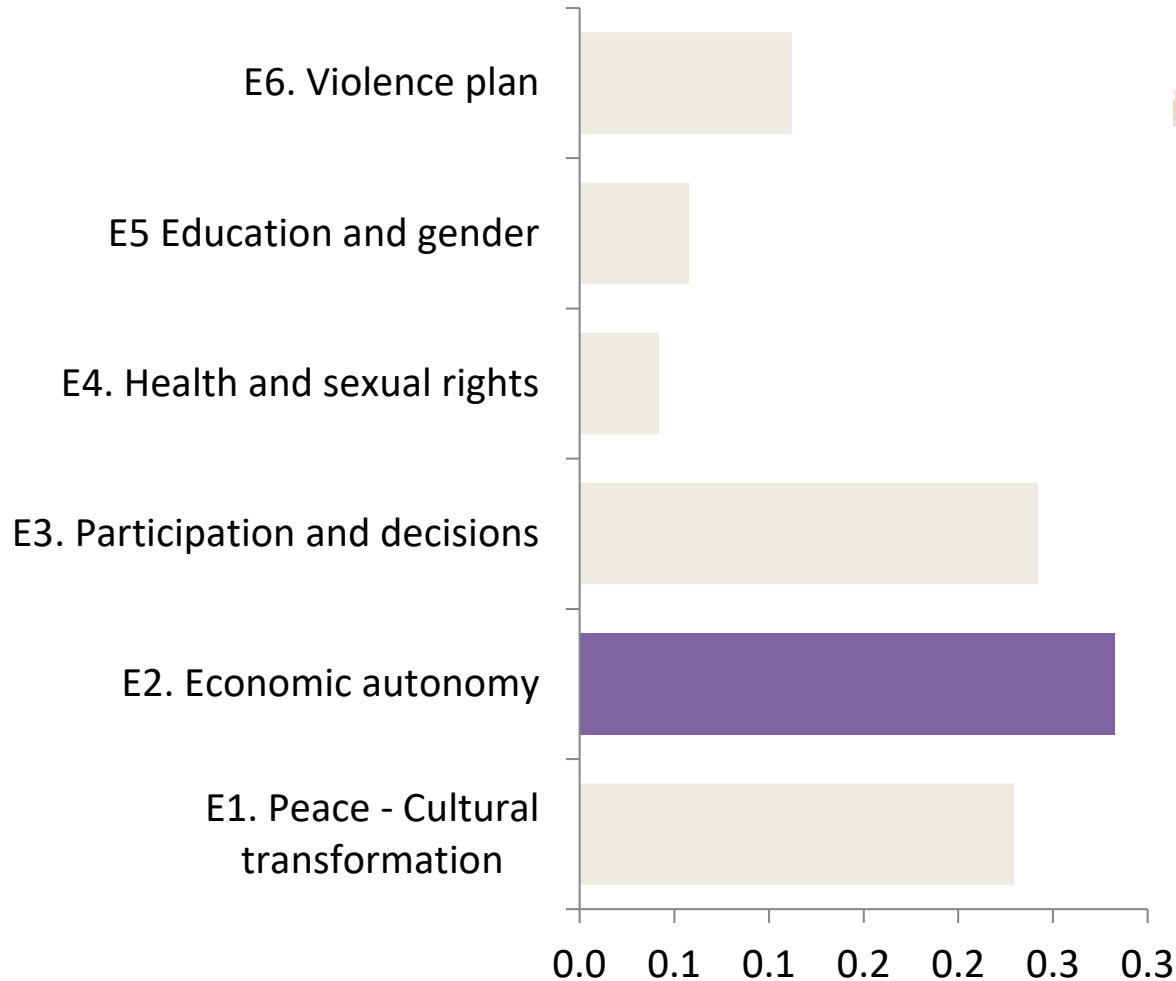
Participation and decisions

Health and sexual rights

Education and gender

Violence

I. Defining the work area

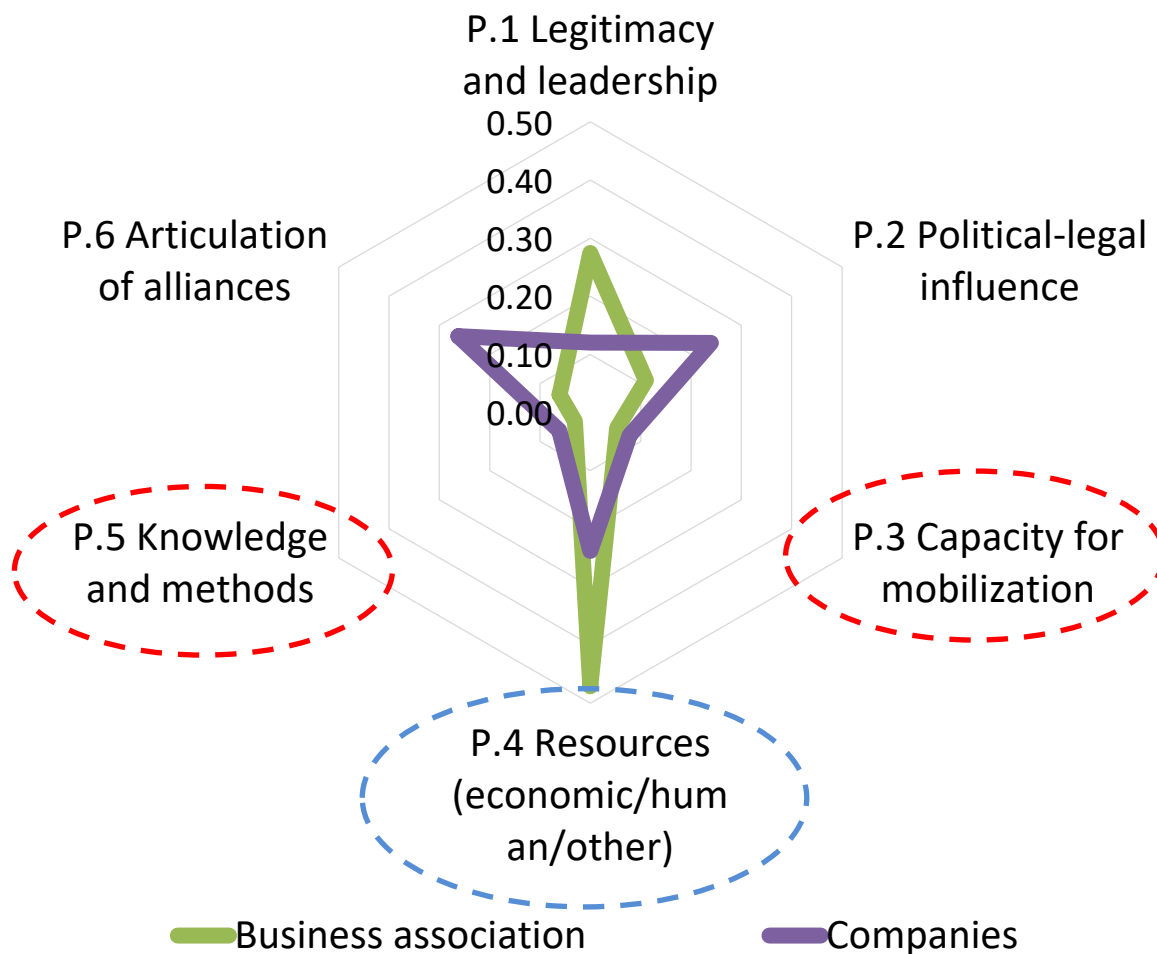




Potential contributions

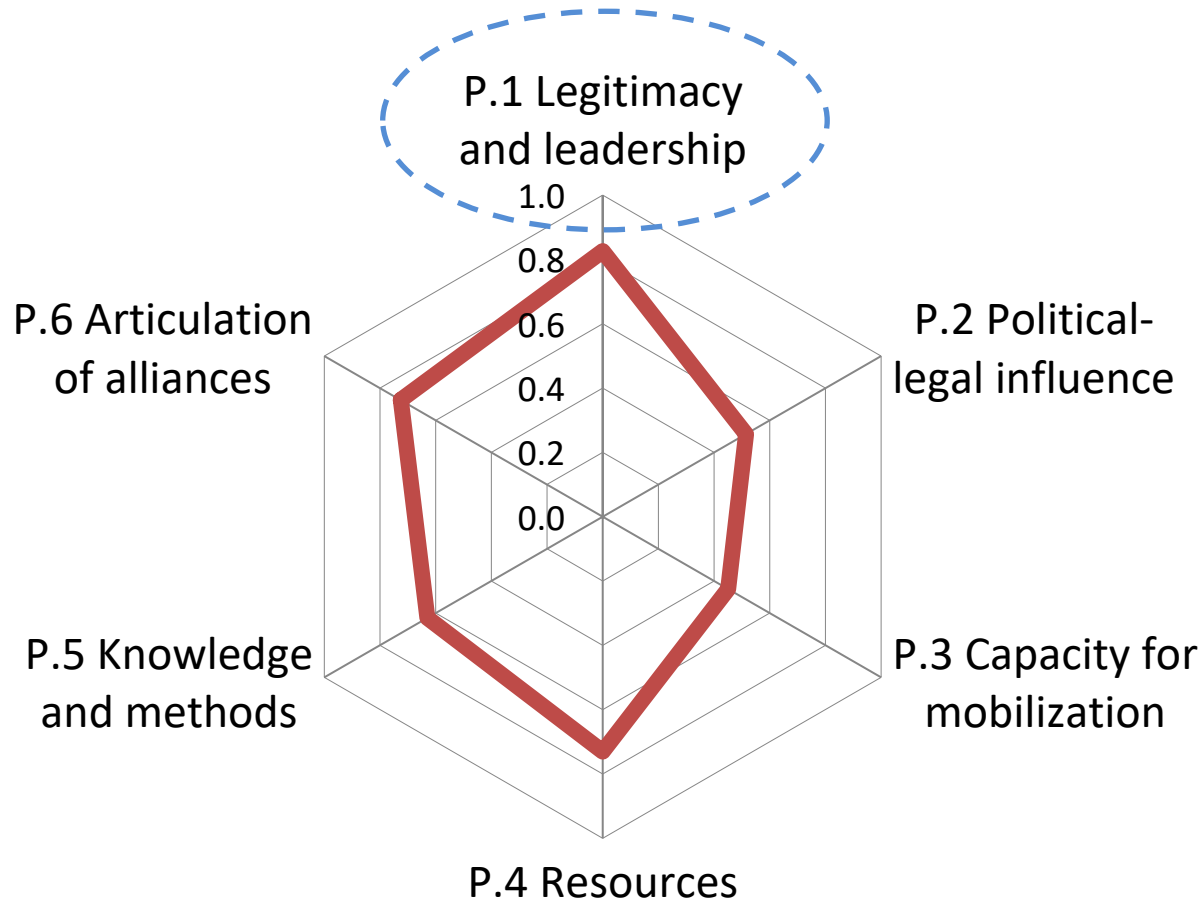
- Legitimacy and leadership
- Political-legal influence
- Capacity for mobilization
- Resources
(economic/human/other)
- Knowledge and methods
- Articulation of alliances

II. Rating the potential contributions

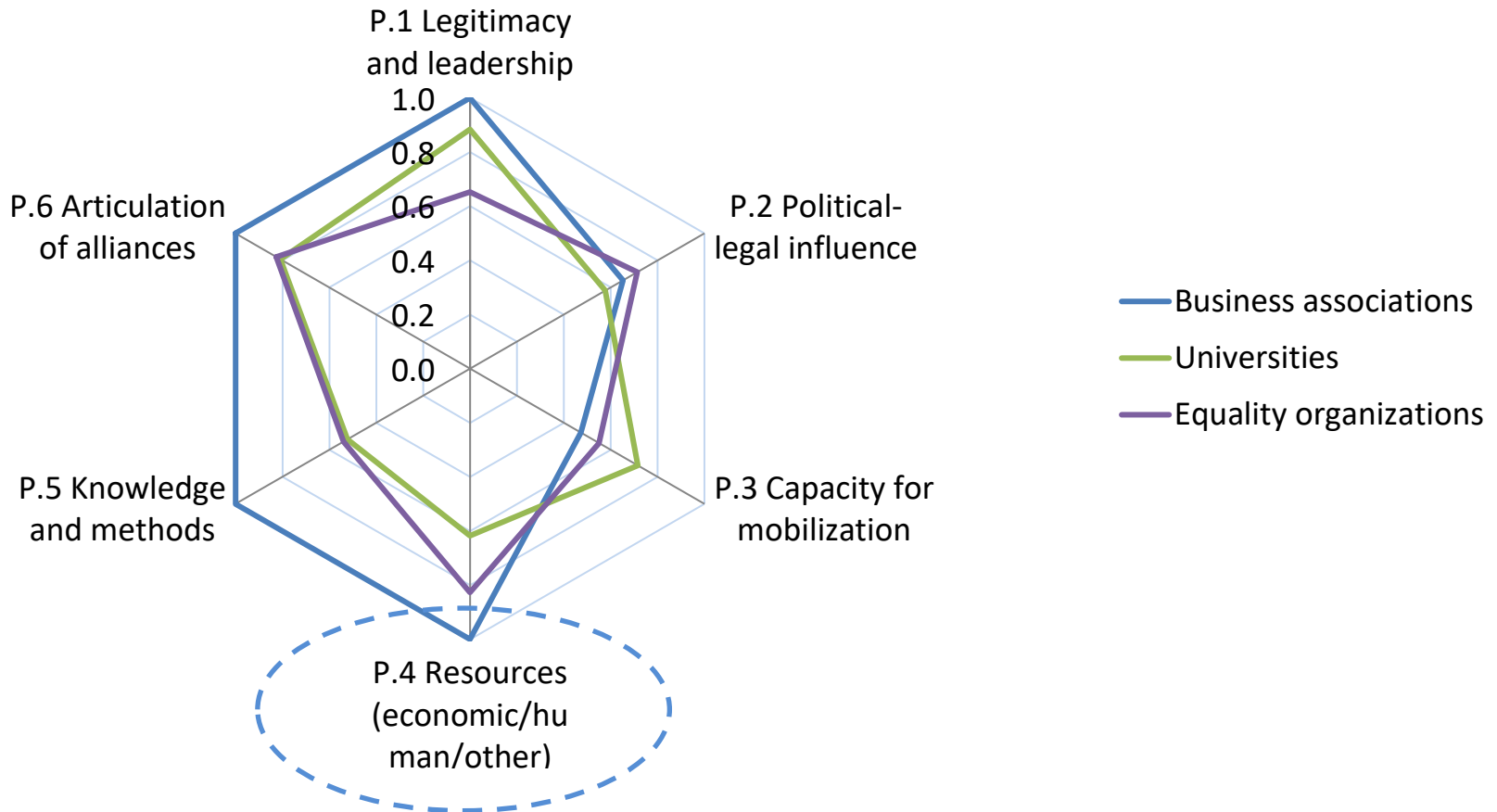


What potentials do you consider most relevant overall in order to advance Economic autonomy and access to assets towards gender equality?

III. Businesses' contributions to economic autonomy and access to assets



III. Businesses' contributions to economic autonomy and access to assets



Final reflections

The AHP was useful for detecting various role gaps in business self-concept and the perception of other actors with regards to potential capabilities contributing to the policies.

Relevant role gaps or discrepancies in expectations were detected with respect to what actors can contribute to equality policies.

THANKS

Comments



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