Gender Justice; Signature Programme

What we want to achieve
Gender parity in leadership and decision-making in the apparel supply chain. Apparel workers are free from workplace gender-based violence.

The results
- Number of women leading efforts to improve working conditions
- Number of women in farm leadership roles
- Number of female workers in rights and empowerment programmes
- Increased leadership, voice and capacities of women, farm and garment workers to realise their rights and influence decisions in the supply chain
- Gender-based violence reduced in the supply chain
- Number of gender responsive workplace policies and practices
- Number of C&A employees involved in activities to advance women's rights
- Percent reduction in reported experiences of GBV

How we measure success
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We believe
- Discriminatory gender norms can be safely challenged
- Grants will enable changes in policy, resources, attitudes and discriminatory norms
- Along with our partners we will learn together and adjust strategies based on evaluation
- Build capacity and leadership to advance gender justice on the supply and demand sides
- Engage men and boys as agents of change
- Advocate for improvements in norms, policies, and business practices to advance gender justice
- Support connective learning including alliances and learning initiatives, capacity building, and an intersectional approach to programming
- Engage C&A employees as ambassadors for gender equality

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Potential risks
- Backlash from employers or government against women for speaking out
- Short-term thinking in the industry prevents long-term initiatives that can transform gender-power relations
- Government suppression and weak civil society capacity inhibit effective advocacy for women's rights

What we do
- Gender discrimination, including gender-based violence, negatively impact women's wages, health, mobility, security, access to assets, and other rights in spite of policies that guarantee these rights
- Women make up the vast majority of workers in the supply chain but their work is undervalued, and they rarely hold positions of power
- Globally, women are concentrated in the informal sector with little or no social or legal protection

The challenge
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