

## SEKEMs Gender Strategy for a balanced society

SEKEM believes that the balance between men and women has a transformative and multiplier effect on sustainable development and is a driver for economic growth.

Therefore the Gender Strategy was developed to define principles and measures to foster gender equality in SEKEMs companies as well as in all (related) educational institutions to support women to take their individual decisions concerning work and family life.

The development of SEKEMs Gender Strategy is based on a joined project of the German Development Corporation (GIZ) and NatureTex (SEKEMs company for production of organic cotton garments and toys), where a team is working since two years on the enhancement of working-conditions and career development for women as well as raising awareness about the importance of work in a woman's life

<http://www.sekem.com/empowering-women.html>

In compliance with SEKEMs principles, boys and girls at the SEKEM School as well as female and male students at the Heliopolis University for Sustainable Development (HU) are equally supported to unfold their individual abilities and talents.

This belief of equality – which SEKEM is applying in its (related) educational institutions – is now as well reflected in work life in SEKEMs Gender Strategy, which emphasizes on the importance of a balance between work and family life – for women as well as for men – as a cornerstone for a sustainable and balanced society.

Female employees tend to leave the company after marriage, but there are many economic reasons for an employer to convince women to stay at work apart from the personal benefit for each human being related to gaining experience in working life. Recruiting talented women should be one of the goals, since decision-making processes and the ability to innovate are enhancing with gender-diverse teams and the understanding of customers grows with every female since women are taking most of the purchasing decisions all over the world.

With keeping talented women at work after marriage, SEKEM is also taking its social responsibility as an employer, believing in the importance of gender diversity and enabling women to reach their equal share in the workforce as well as in all other segments of society.

You are welcome to have a look to SEKEMs Gender Strategy here:

<http://www.sekem.com/gender-strategy.html>

Thank you very much for your interest.