

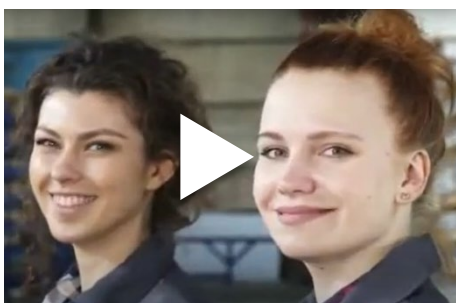


TARGET
GENDER
EQUALITY



Target Gender Equality – Case Study Series – Domino Tekstil

“The happiness of our employees is just as important to us as the happiness of our customers.”



[Learn more about Domino Tekstil
directly in this video!](#)

Quick facts: Domino Tekstil – Turkey – Apparel sector – 440 employees

Target: Women Empowerment in Production Department

Date Set: April 2021

What is driving your company's ambition to advance gender equality?

We decided to establish a Production Efficiency department in April 2021 to increase efficiency in our factory. When we decided that this team consist of the production employees, we assigned 5 women employees whose education and career backgrounds we evaluated. Our team, led by an expert industrial engineer, was given 30 hours of theoretical training and 120 hours of field training.

What are concrete actions your company is taking to reach your target and help move the needle on women's representation and leadership?

The aim of our project is to increase productivity within the company and to support the career development of our employees. The steps we followed to reach our goal is as follows:

- The use of tablets to eliminate manual processes and paper consumption
- The establishment of the REFA system to measure the efficiency of our production department and line balancing, implement measurements in line with this method to increase production efficiency, and using this method providing objective data to the salary management system.

In our project, in which we completed the first stages, we observed that our employees' belief in themselves increased, and production efficiency improved thanks to the production engineering training they received. Our project, based on the philosophy of continuous improvement, continues.

What is one lesson or pitfall to avoid that other companies could learn from?

You can develop strong female leaders by trusting and empowering your employees.