



TARGET
GENDER
EQUALITY



Target Gender Equality – Case Study Series – Mutualista Pichincha

"Being committed to the Women's Empowerment Principles has allowed us to generate a positive impact inside and outside of our organization. To move towards gender equality, we have undertaken actions that will strengthen equality, generate a better work environment and a greater commitment to our stakeholders."



Quick facts: Mutualista Pichincha – Ecuador – Financial Sector – 418 Employees

Target: Promote gender equality in activities and internal and external actions of Mutualista Pichincha in accordance with WEPS.

Date Set: 2020

Progress Made: The initial self-assessment score in August 2020 was 56%. As of August 2021, the company's WEPS score improved and is now 61%.

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

Women are the pillars of growth, development, and our community. Their participation in companies, performance in productive chains, as well as caregiving, are significant contributions to the economic dynamics of the country. Yet, women still face numerous obstacles which are reflected in the lack of opportunities that make it difficult or impossible for them to participate actively in the labor market under equal conditions. For this reason, we are committed to remove these obstacles and promote equal conditions for all workers in our organization.

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

- **Training:** Gender equality and unconscious biases (leaders and management team) – executed 2021
- **Training:** Including a space in a training program that addresses leadership issues with a gender perspective. We began with Management team and leaders in 2021 and talked about gender and the preparation for prevention and abuse.
- **Gathering information:** Carry out an annual diagnosis on gender equality and include the most relevant data in the Social Balance. (Will be in 1st quarter 2022)
- **Communication:** Implementation of harassment protocols according to regulations of the Ministry of Labour. (2021 – 2022 and in induction)
- **Inclusion of gender and age indicators** in financial products in the process of product development

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

The efforts made by organizations to promote gender equality and women's empowerment should aim to break down structural and cultural barriers to reduce gender gaps.

Thus, organizations should propose their own initiatives that involve both men and women and simultaneously respond to their particularities. Since the characteristics may vary from one organization to another, different solutions to the problem are required.

Likewise, it is important to recognize that women's needs, behavior, barriers and preferences are different from those of men, requiring analysis and treatment with a gender perspective. If these factors are not considered, inequalities can perpetuate and jeopardize the results of the strategies that are proposed.