



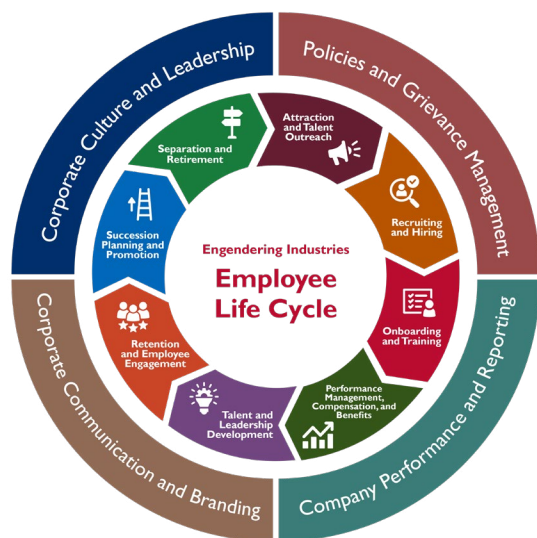
ENGENDERING INDUSTRIES

ADVANCING GENDER EQUALITY IN MALE-DOMINATED SECTORS WORLDWIDE

USAID's Engendering Industries program increases workforce gender equality in male-dominated sectors worldwide, leading to tangible economic outcomes for women and improved company performance. After seven years of iterative implementation, learning, and evaluation, Engendering Industries has honed a proven approach for advancing workforce gender equality. The approach is comprised of six pillars that sustainably promote gender equality across the employee life cycle. Using this approach our partners have hired and promoted over 12,900 women since 2017, and in 2023, 68 percent of partner companies hired or promoted women at the same rate as men, or higher.

THE ENGENDERING INDUSTRIES APPROACH

-  Implement Gender Equality Best Practices across the Employee Life Cycle
-  Provide Tailored Change Management Coaching and Technical Support
-  Develop Business Case to Generate Commitment and Buy-In
-  Train Employees to Become Gender Equality Change Agents
-  Engage Men to Enhance Gender Equality
-  Use Data for Strategic Planning and Decision-Making



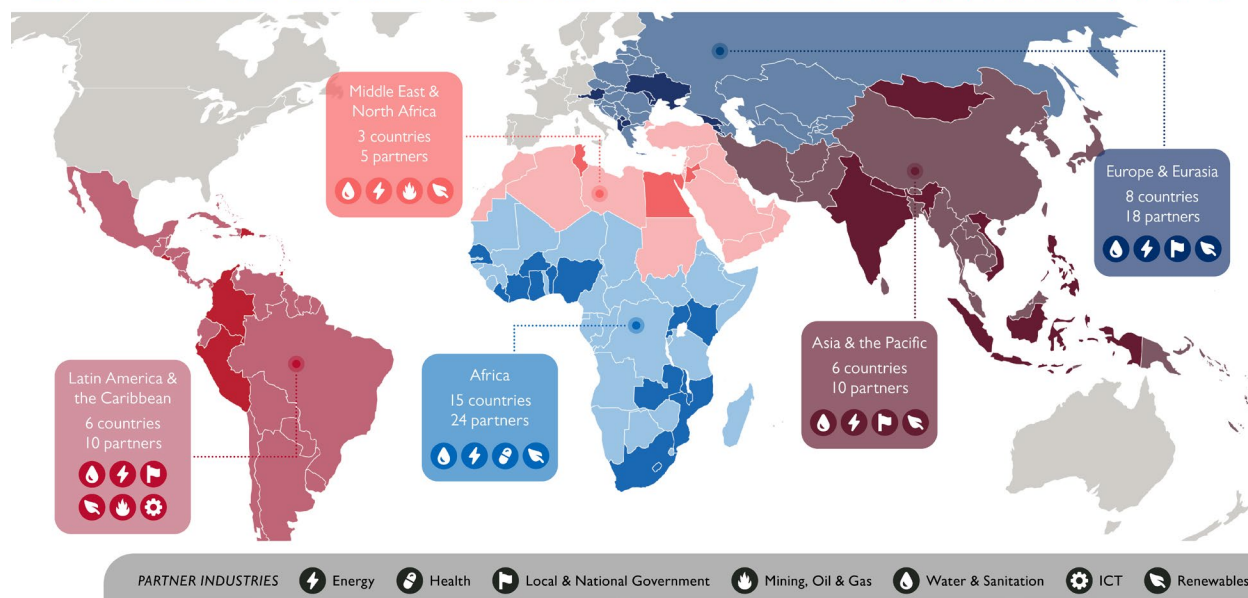
THE BEST PRACTICES FRAMEWORK FOR MALE-DOMINATED INDUSTRIES

Engendering Industries uses a unique employee life cycle model to sustainably advance gender equality across a corporate structure. The program's foundational tool, [Delivering Gender Equality: A Best Practices Framework for Male-Dominated Industries](#), is a curated compilation of actions, resources, and tools companies should use to improve gender equality at each phase of the employee life cycle. The tool compiles the latest global data, evidence, research, and best practices for sustainably advancing gender equality in male-dominated industries.

THE ENGENDERING INDUSTRIES INTENSIVE PROGRAM

Engendering Industries Intensive Program was a two-year program through which public- and private-sector partners participated in Georgetown University's [Gender Equity Executive Leadership Program](#) and received intensive gender and change-management coaching to implement gender equality interventions at their organizations. Over 40 organizations across 27 countries participated in the Engendering Industries Intensive Program, with [tangible business performance results and impacts](#). Three-quarters (75 percent) of Intensive Program companies credit gender equality for improved business performance, including improvements in revenue, retention, reputation, and productivity.

ENGENDERING INDUSTRIES PARTNER MAP



THE ENGENDERING INDUSTRIES ACCELERATED PROGRAM

The Engendering Industries [Accelerated Program](#) is a one-year program that rapidly develops the skills, systems, and structures companies need to increase gender equality in the workplace. Engendering Industries developed the Accelerated Program to reach scale and serve more companies on a faster timeline. Over 20 companies in 19 countries have participated in the Accelerated Program since 2021. The program consists of corporate gender equality assessments, an academic course delivered by the Engendering Industries team, and 12 months of change management coaching to implement gender equality initiatives at participating companies. Managers develop the skills needed to identify gender equality gaps, develop a business case for gender equality, and take targeted, tangible, and strategic action to increase gender equality in their organization.

MEN'S ENGAGEMENT

Engendering Industries delivers week-long men's engagement workshops for leaders and employees in male-dominated industries. The program raises awareness of the important role men play in changing corporate culture, fostering healthy masculinity, and inspiring and motivating other men to become vocal leaders for gender equality.

SELF-EMPOWERMENT AND EQUITY FOR CHANGE INITIATIVE

The Self-Empowerment and Equity for Change (SEE Change) Initiative, implemented in partnership with Johns Hopkins University, empowers women around the world through evidence-based personal agency trainings. Trainings support women to realize their leadership potential, foster self-reliance, and achieve their personal and professional goals. SEE Change partners with a range of organizations, from small enterprises to large corporations and social enterprises. SEE Change has program tracks for entrepreneurs, employees, and sales agents with a proven track record of advancing personal empowerment, gender equality, and business growth in multiple countries and contexts worldwide.

WOMEN IN AFRICAN POWER NETWORK/POWER AFRICA

Engendering Industries manages [Power Africa's Women in African Power Network \(WiAP\)](#), which supports the participation and advancement of women in Africa's energy sector. WiAP members gain access to professional growth opportunities through webinars, networking, job opportunities, and newsletters. Members' work is also featured across the network, raising the profile of women working across the power sector in Africa.

ENGENDERING INDUSTRIES IMPLEMENTING PARTNERS

USAID's Engendering Industries program partners with implementing organizations from around the world to advance women's workforce participation in male-dominated sectors. The program is implemented by [Tetra Tech](#) in partnership with Georgetown University's [McDonough School of Business](#), [Johns Hopkins University](#), [Equimundo](#), [Universidad de Los Andes](#) in Colombia, [Lagos Business School](#) in Nigeria, the [Kenya Electricity Generating Company](#) (KenGen) in Kenya, and the [Men Engage Alliance](#).



Photo by Khumo Mokhehi

LIFE OF PROJECT IMPACT BY THE **NUMBERS*** (2017-2023)

68%

Of partners promoted women at the same rate as men, or higher, in 2023

6,600

Women hired by partner organizations

6,300

Women promoted at partner organizations

6,600

Young women and girls enrolled in internships and trainee programs

75%

Of partners report improved business performance

13

Partners explicitly linked increased gender equality to decreased revenue loss

22

Partners reported an increase in employee retention, attributable to gender equality

20

Partners attributed improvements in image and reputation to gender equality initiatives

943

Gender equality activities implemented by partners across the employee life cycle

80

Policies related to gender equality created or enhanced at partner organizations

6,200

Women reached through outreach and recruitment events

\$3.2 million

Of direct and in-kind funding from utilities to implement gender equality initiatives

*Life of project results reported above are from the Engendering Industries Intensive Program

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