

# Gender Equality in Mozambique's Private Sector **A GenderScope of 35 companies**

November 2021

**Women IN Business (WIN)** conducted the GenderScope to understand the level of gender inclusive practices among a sample of Mozambican companies.

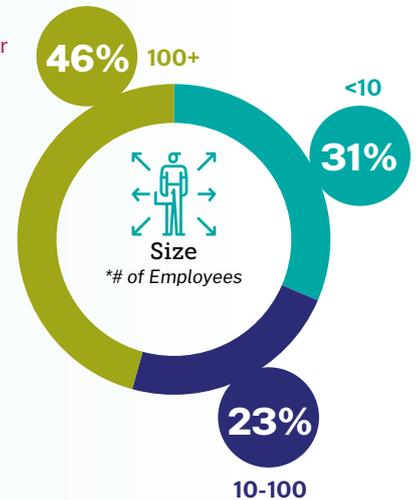
**35 businesses operating in Mozambique** responded, including small, medium and large companies from a variety of sectors, including financial services, agriculture, consumer goods and others.



**Companies were assessed on:**

- Company Overview and Gender Balance
- Internal Practices and Policies
- Customer Research and Targeting

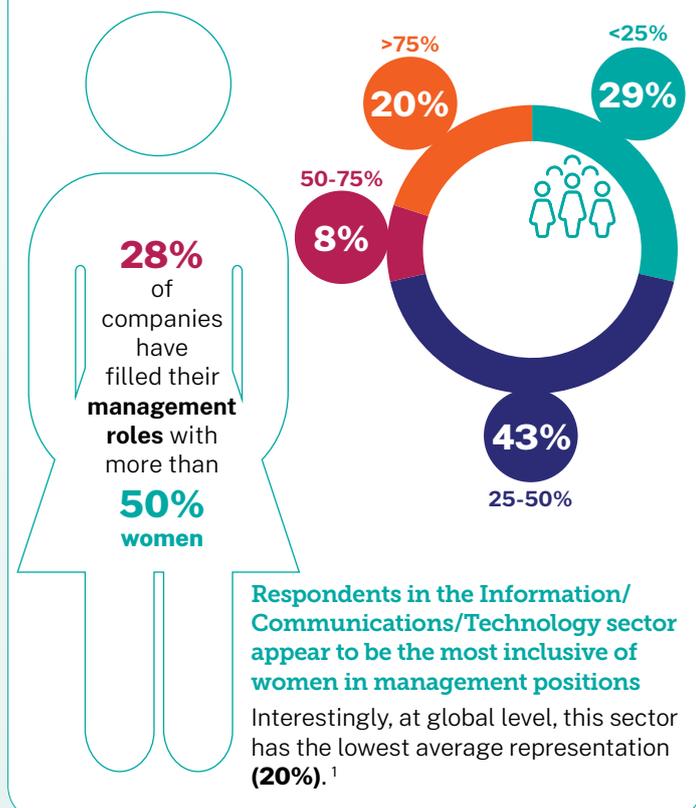
Industry (I.e Automobile, Energy, Agriculture etc.)



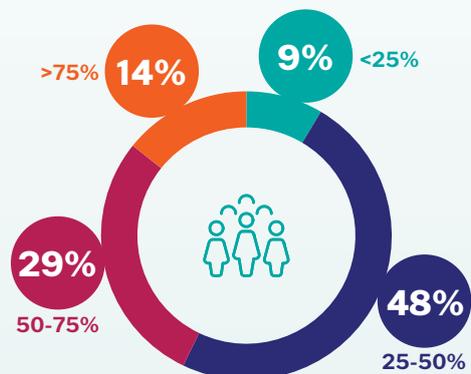
## KEY FINDINGS

### Company Overview and Gender Balance

**Proportion of women in managerial positions**



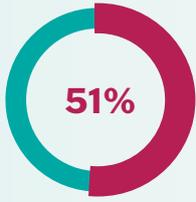
**57%** of companies have a workforce comprised of more men than women



**58%** of respondents in the Information/Communications/Technology/Production and **55%** in the Financial Services sectors reported higher proportions of women in their workforce (above 50%), while Industry and Consumer Goods reported the least.

**Global data shows that men comprise 63% of the workforce overall.**<sup>2</sup>

## Internal Practices and Policies



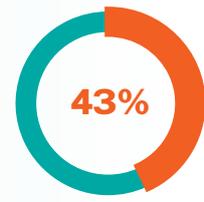
**51%** of respondents reported that their company does not have a clear gender policy

Those in the Industry sector (i.e. automobile, energy, agriculture etc.) were more likely to report that their company had a gender policy.



**51%** of respondents across sectors believe that the company they work for has gender-inclusive recruitment strategies

By using gender-inclusive recruitment strategies, companies ensure equal opportunities for women and men to apply for and fill a position, based on their competencies and not their gender.



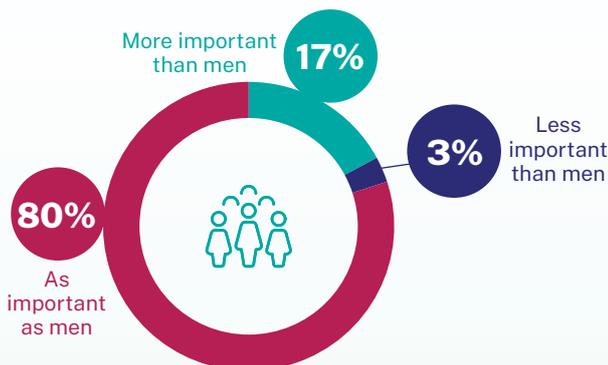
**43%** of companies reported employing gender or sexual harassment training

Globally, half of all companies and **60%** of financial companies did not publish an anti-sexual harassment policy in 2020.<sup>3</sup>

The most common benefits in the interviewed companies are **flexible working hours, parental leave and telecommuting**

## Customer Research and Targeting

**97%** of respondents reported that women are an important market for their company



WIN has 3 tools to help companies become more gender inclusive:

- Gender Training Tool
- Gender Equality Policy Tool
- Gender Analysis Tool

Click [here](#) to read the longer report with links to the tools.

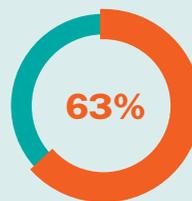
Get in touch with the WIN team on [www.win-moz.org](http://www.win-moz.org) for more information on how to get more support.

The Women IN Business (WIN) program, implemented by TechnoServe and financed by the Embassy of Sweden, is a five-year program that focuses on the empowerment of women in Mozambique as a driver of inclusive economic development. WIN is working with partners to facilitate the creation of conditions for economic empowerment of women entrepreneurs, by removing or reducing barriers that they face.

**About half of respondents** reported that their company has a product or service specifically targeted towards women

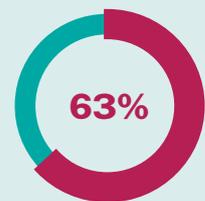


However...



**63%** of companies surveyed have not conducted, or do not know about conducting research on women as a target group

Conducting **gender-focused market research** is essential in understanding the needs of women, which represent a huge and growing customer base. Knowing whom to target and understanding profiles of women can present a competitive advantage.



**63%** of companies interviewed do not disaggregate their data by gender

**Sex-disaggregation of data** is crucial in understanding the profile of women and men customers so companies can better cater to their needs, and ultimately grow their customer base.

<sup>1,2,3</sup> Equileap Gender Equality Global Report and Ranking