



# WOMEN IN GREEN INDUSTRY:

## How gender-transformative policies can boost women's economic empowerment

Green industry promotes sustainable industrial production without expense to the environment or adverse impact on human health while providing decent work for men and women. Sustainable patterns of production and consumption are resource and energy-efficient, low-carbon and low waste, non-polluting and safe.

In the Cambodian context, the term “green industry” is not clear-cut. Despite the limited available information, sectors such as garment, textile and footwear as well as agribusiness, energy and tourism were examined due to their high potential to be recognized as “green” and to offer great opportunities for women.



### Women's cultural or traditional roles and affinity with the environment influence their perceived strengths in green industry.

#### The 'caring and nurturing role' of women

Due to its focus on caring for the environment, green industry naturally adapts to the perceived 'caring role' of women.

#### Women's fitting work experience

It is easier for women to find opportunities in sectors in which they have already participated informally (eg. agriculture and natural resource management).



### Several key indicators also illustrate the high potential for gender equality and social transformation in green industry.

54%

of women entrepreneurs reported receiving “a lot of support” from their families to start green businesses.

62%

of green entrepreneurs reported being “really or somewhat excited” that their business will grow.

77%

of green businesses provide equal pay for equal work for women and men.

58%

of women entrepreneurs in green industry reported being aware of policies and programmes encouraging them to start a business.

70%

of women entrepreneurs reported having “supportive/very supportive” partners in pursuing green entrepreneurial business.





## Interviewees reported that women have more opportunities in green industry than in conventional industry.



More room for growth and advancement as green industry is less affected by traditional gender stereotypes



Technology is eliminating the need for traditionally male dominated manual labour



Participants in green industries tend to be more socially conscious hence they are generally more inclusive



Women-led green industry businesses offer women more possibilities to move horizontally or vertically in the business

## However, there are a number of barriers holding women back.



In answering the question, “What are the main barriers to your business becoming greener?”, affordability was the leading barrier for green entrepreneurs in ‘going greener’ while lack of awareness on how to make changes was the leading barrier for conventional entrepreneurs.

Other barriers mentioned were: limited access to technology, market, capital, guarantees, credit resources, networks and mentoring are also preventing women from starting their green businesses.

# 50%

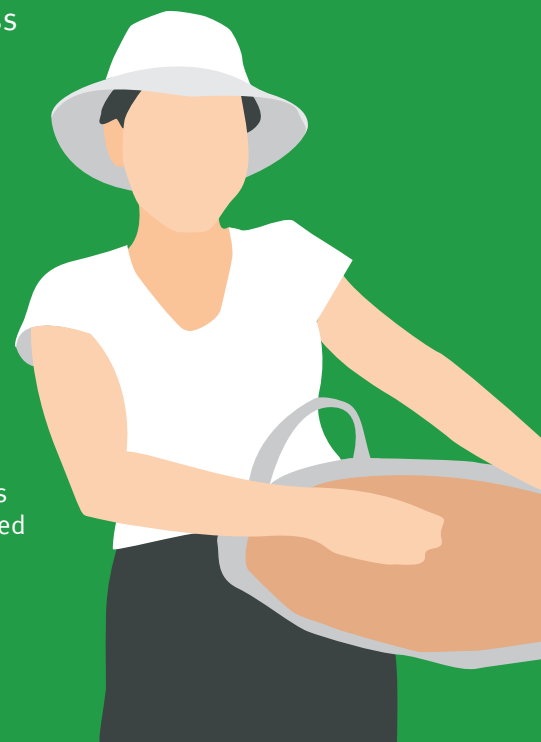
of women entrepreneurs in green industry reported lack of land or property rights that can be used for collateral

# 83%

of women entrepreneurs in green industry reported being unaware of programmes for women to start business in the industry

# 62%

of women entrepreneurs in green industry reported difficulty in obtaining technical skills



*Methodology of assessment: Online survey*

Nationally representative statistics about women's participation in green industries are limited or non-existent. Hence, it is difficult to establish goals and courses of action to promote women's participation without a baseline and without clarity about the current situation.



**Harmful social norms, restricted mobility, unpaid care work, intersectional inequalities and low self-confidence play a role in limiting women's access to these resources and opportunities.**

“

You need to have a land or a building that you can, you know, put as a collateral. So, if everything is in the name of your husband, what can you do?

”

- An excerpt from a key informant interview



“

If I attend meetings the entire day or in the evening, then who will do the household chores? Who will cook dinner? This pulls us back as compared to men. Men have no such responsibilities or restrictions. It is much easier for them.

”

- An excerpt from a key informant interview

**There is currently limited gender mainstreaming of green industrial policies in Cambodia.**



The Royal Government of Cambodia was one of the first national governments in the world to establish green industrial policies. However, gender consideration is missing in most of these policies.

**7 out of 10**

green industrial policies lack gender consideration in their content and process to ensure women's participation\*



**8 out of 10**

green industrial policies contain little to no gender-specific commitments/targets\*



\*Methodology of assessment: Ten of Cambodia's national policies, strategies and plans related to green industry were assessed using the Feminist Critical Policy Analysis.



## Recommendations for advancing women's journey in green economy



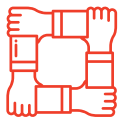
Increase awareness and understanding of what the "green industry" is



Build the capacity of national and local government in the development and implementation of "green" laws



Revisit and develop a specific M&E framework that collects baseline sex-disaggregated, intersectional and gender statistics



Promote women collaborative networks and exchange visits/programs and increase visibility of women entrepreneurs



Role models are really important. If women see more role models of what she is doing, they think that they could emulate that. There are not a lot of people out there doing it yet. And you do not see the example of how that could be used, so again I think the training program, mentorships, those are really important because you know that's the way for the women to describe themselves and see themselves to be able to do that as well.



- An excerpt from a key informant interview



**Develop & implement a policy framework to better integrate gender into new green industrial policies; as well as gender mainstream current policies and programmes.**

### Step 1



Integrate assessment I content criteria from the feminist critical policy analysis.\*

### Step 2



Include additional gender responsive criteria identified from analysis of key factors underpinning women's economic empowerment in green industry.

### Step 3



Integrate assessment II criteria to strengthen policies in terms of actual commitments to gender equality.\*\*

\*The assessment I content criteria from feminist critical policy analysis include seven criteria: Gendering of the policy; Structural understanding of gender equality; Intersectionality; Women's empowerment; Incremental transformation; Gender responsiveness; and International and regional contextualisation.

\*\*The assessment II of the feminist critical policy analysis assesses the quality of the policy's conclusions on specific gender planning targets/commitments/indicators and/or "next steps".

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### ABOUT THE PROGRAMME

This infographic report is a summary of the “Policy Assessment for the Economic Empowerment of Women in Green Industry ” Cambodia report. It is under the global joint programme, “Economic Empowerment of Women in Green Industry” (EEWiGI) which aims to advise policy makers and practitioners on the establishment and implementation of a policy framework to integrate gender and green industrial policies in four participating countries: Cambodia, Peru, Senegal and South Africa.

### HOW THE STUDY WAS CONDUCTED

**01**

Desk review and  
initial policy  
review

**02**

Feminist critical policy  
analysis  
(10 policies, strategies  
and plans)

**03**

Qualitative data collection  
Key informant interview  
(28 interviewees)  
Focus Group Discussions  
(3 FGDs)

**04**

Quantitative data  
collection  
Online survey  
(16 respondents)

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