



Engendering Utilities

Strengthening the Power and
Water Sectors through Gender
Equality

U.S. Agency for International
Development



WePOWER
Partnership Forum
Manila, Nov 21, 2019

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— GOOD PRACTICE

EDCO Jordan
Reem Hamden





Where is Jordan

- The Hashemite Kingdom of Jordan
- Middle Eastern Muslim country
- Area: 89,342 km² (34,495 sq mi)
- Population: 10,171,480 (2018 estimate)
- (47%) female, 93% of females (<15) are educated
- Universities: 52% females
- Labor market: 17.7% females

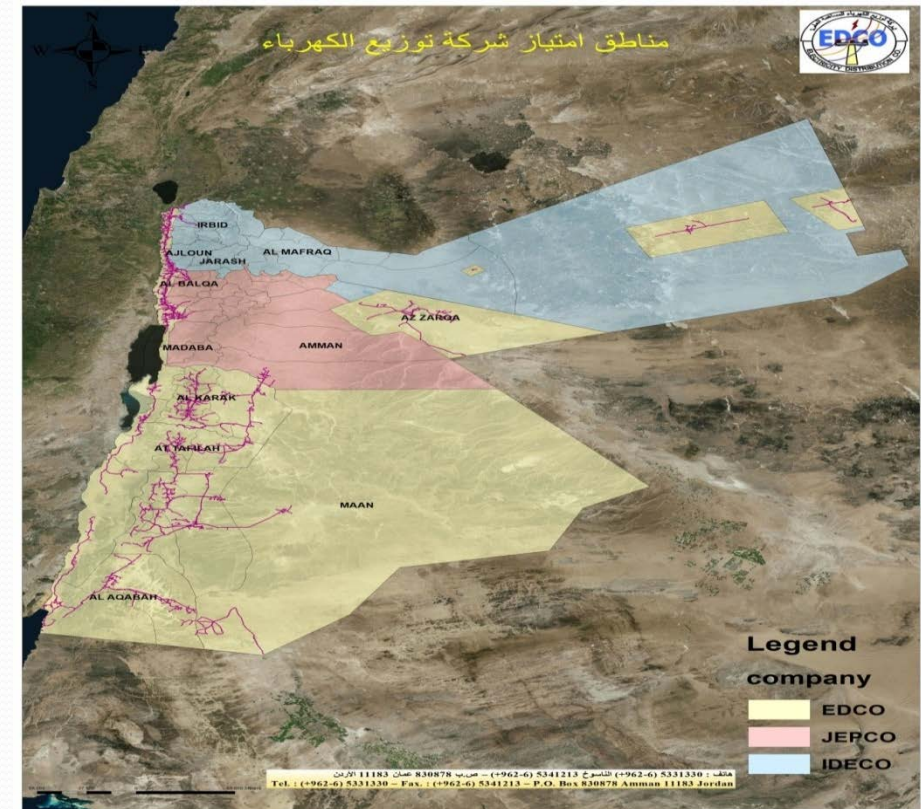




Who is EDCO

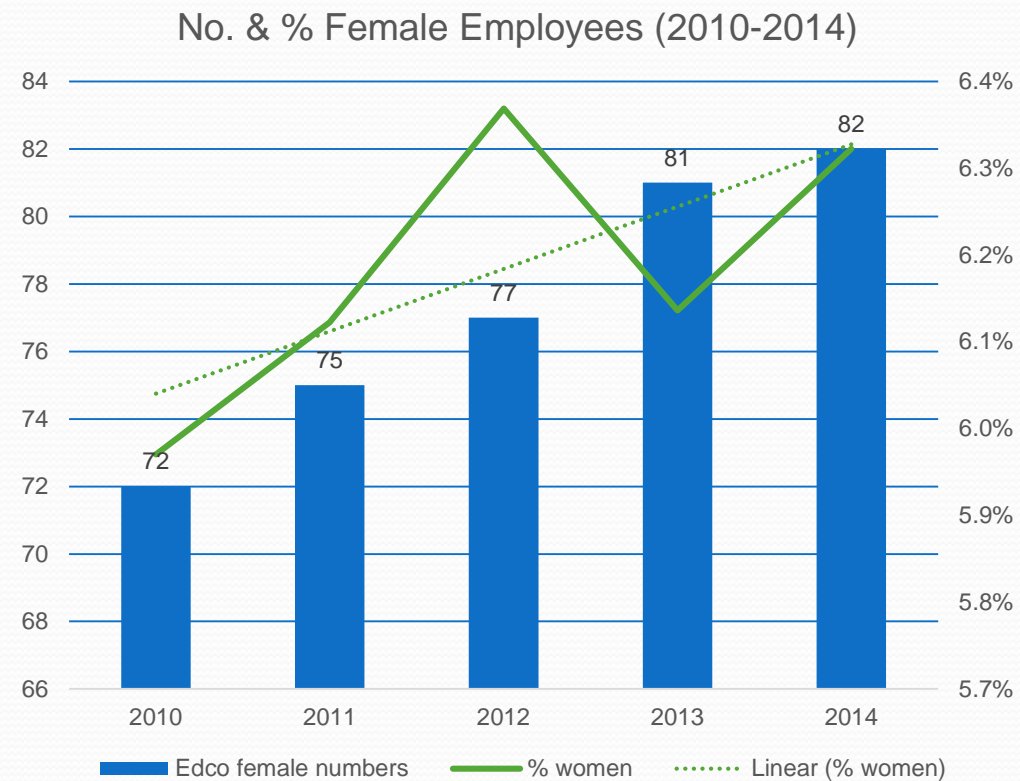
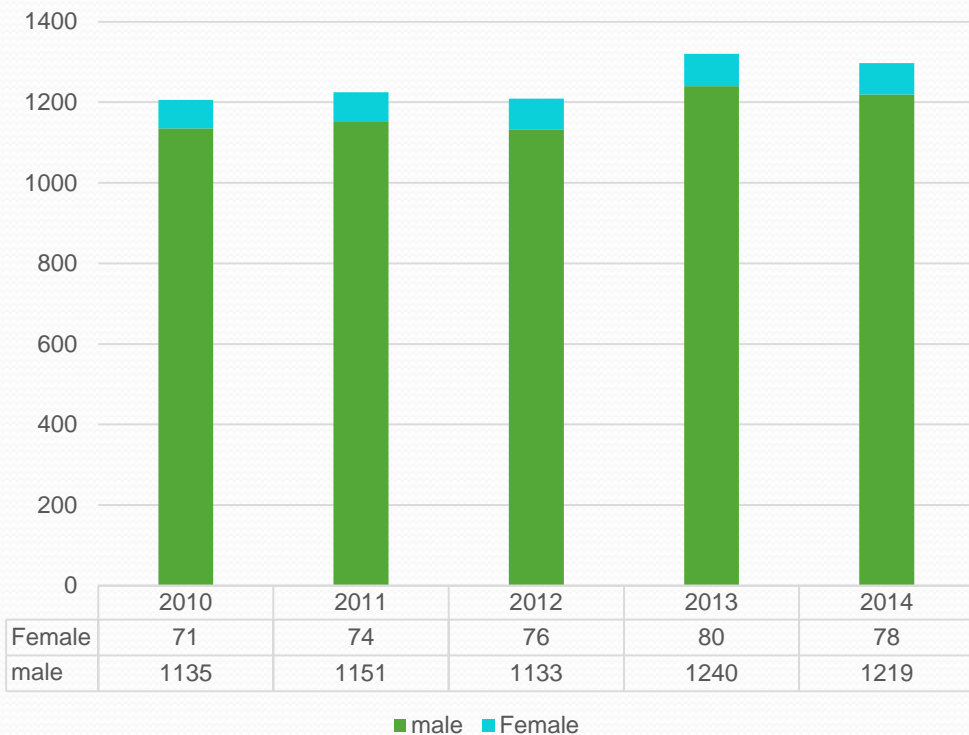
- EDCO is one of 3 distribution companies, it's a public shareholding co.

	2018
Total assets (M\$)	699.3
Total Operating revenues (M\$)	434.5
Net Profit (M\$)	18.9
Sold Energy (M\$)	434.6
Customers No. (Thous)	253.5
Peal Load (MW)	563
Area (km2)	62540 (70%)
Employees No.	1435





Women in EDCO (2010-2014)





The USAID Engendering Project

- On November 2015, the United States Agency for International Development (USAID) and EDCO partnered to implement the Engendering Utilities program.
- The program seeks to increase the number of women in management and operations of electric utilities.
- Why the program is important to EDCO?
 - Increasing gender participation diversity will improve work environment and performance
 - Improving HR policies and practices, especially for women, improves the workplace and sends positive message to employees
 - Meet the needs of female customers
 - Increase talent pool
 - Improve creativity
- The program was done through several workshops (7), onsite coach trainings, online lectures and guidance. A team of (6) Edco employees were mainly involved.



Actions Taken in EDCO to Improve Women Participation

1. Increase number of applications from female engineers in districts Aqaba, Ma'an, Tafila, Karak

- Address the Universities in the identified areas to determine numbers of female graduates in all areas of employment at EDCO.
- Encourage candidates from the universities to be trained at EDCO.
- (10) trainee applications were received & accepted
- (36) graduated engineer applications were received, (4) were accepted & employed.

2. Advertise about the encouraging work atmosphere for women

- Publish on website story of a woman's success story from districts as well as HQ throughout the year.



Actions Taken in EDCO to Improve Women Participation

3. Bring Your Daughter to Work Day” 2016 at Headquarters

- The event was done on 15th August 2016 for (44) daughters.





Actions Taken in EDCO to Improve Women Participation

4. Leadership Workshop for Females employee

- Two workshops for “Leadership for Female Employee in Electricity Distribution companies” were implemented, focused mainly on confidence building, leading a team, opportunity management.
- First workshop on Mar. 15th 2017 for (14), second on Feb. 27th 2018 for (7).





Actions Taken in EDCO to Improve Women Participation

5. Networking Event for Women in The South, with USAID Energy Sector Capacity Building Activity (ESCB)

- Implemented at Aqaba on Nov. 19th 2016, the event was attended by around 80 women working and studying in the southern governorates, including students, supervisors and professors from Mutah University, Al Tafileh Technical University and Al Hussein bin Talal University. Focused on networking, tools to help students write CV



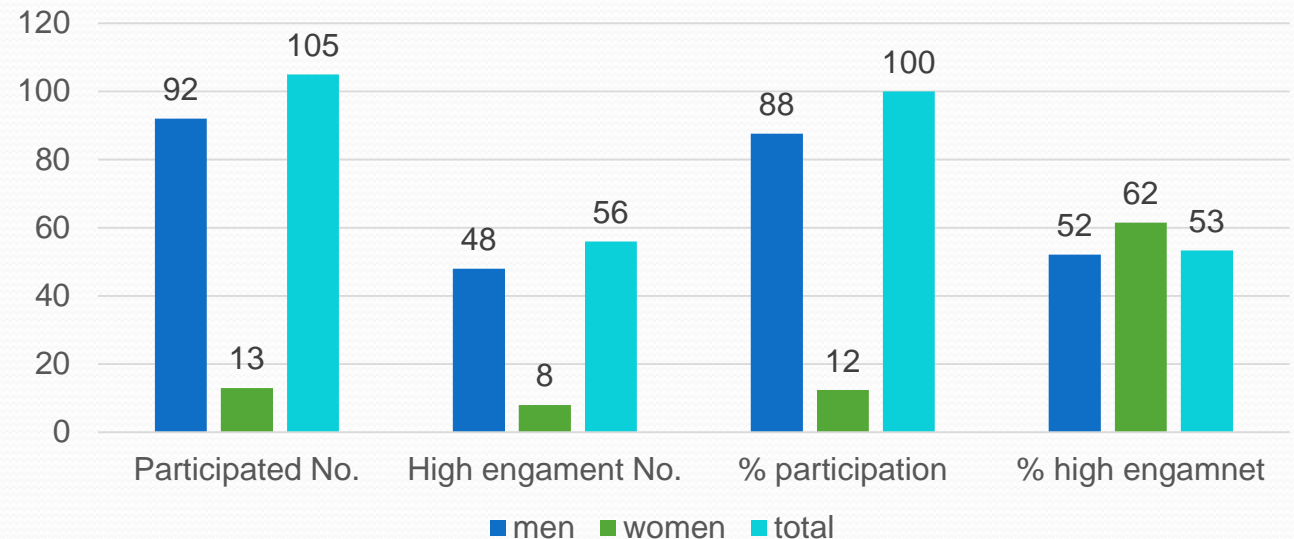


Actions Taken in EDCO to Improve Women Participation

6. Drafting & implementing the Equal Employment Opportunity Policy in Jan. 2018.

7. Implementing an employee satisfaction survey on April 6th for (105) employees: 13 women (12%), 92 men (88%).

- Survey shows that (53%) of employees reported high engagement: (62%) women & (52%) men
- Survey indicates that generally work environment for women is better than for men due to policies & benefits (equal pay, maternity leave).



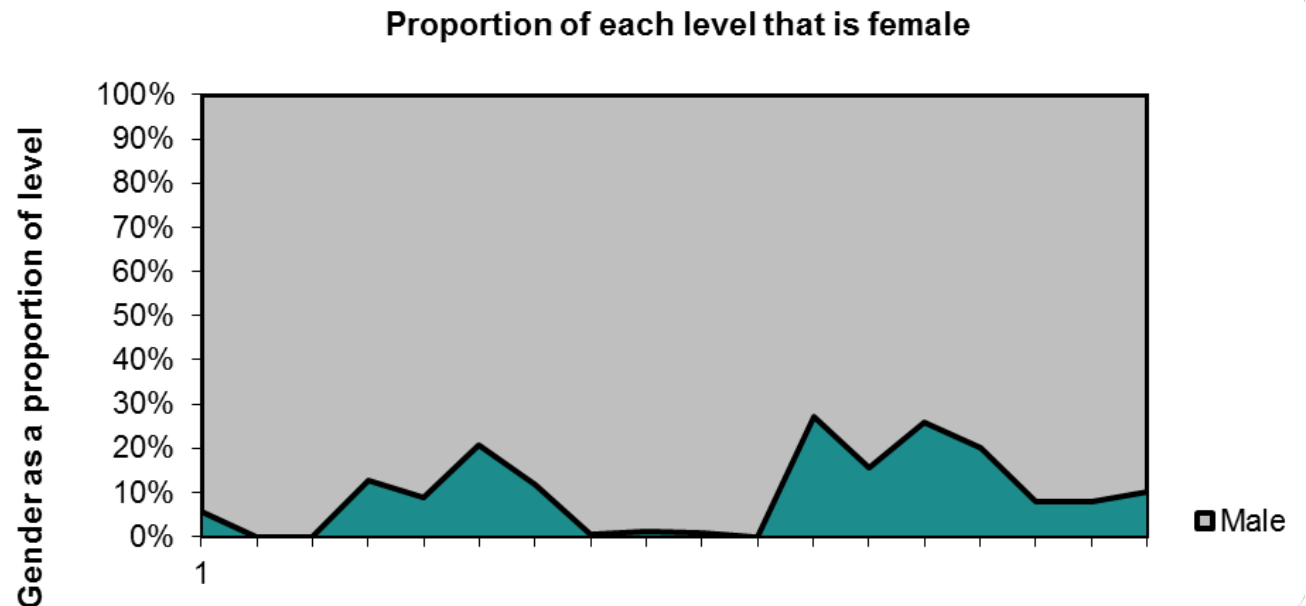


Actions Taken in EDCO to Improve Women Participation

8. Implementing Salary Equity Analysis in March 2018 using one of the best international tool.

The analysis shows almost equitable benefits, the gender pay gap is (3.3%) which is less than the limit (5%).

Gender pay gap	3.3%
Density of females	8.2%





Actions Taken in EDCO to Improve Women Participation

9. Implementing Feasibility study for child care options:

- Provide on premise child care.
- Give allowance for women employees.
- Contract with a nearby child care center.

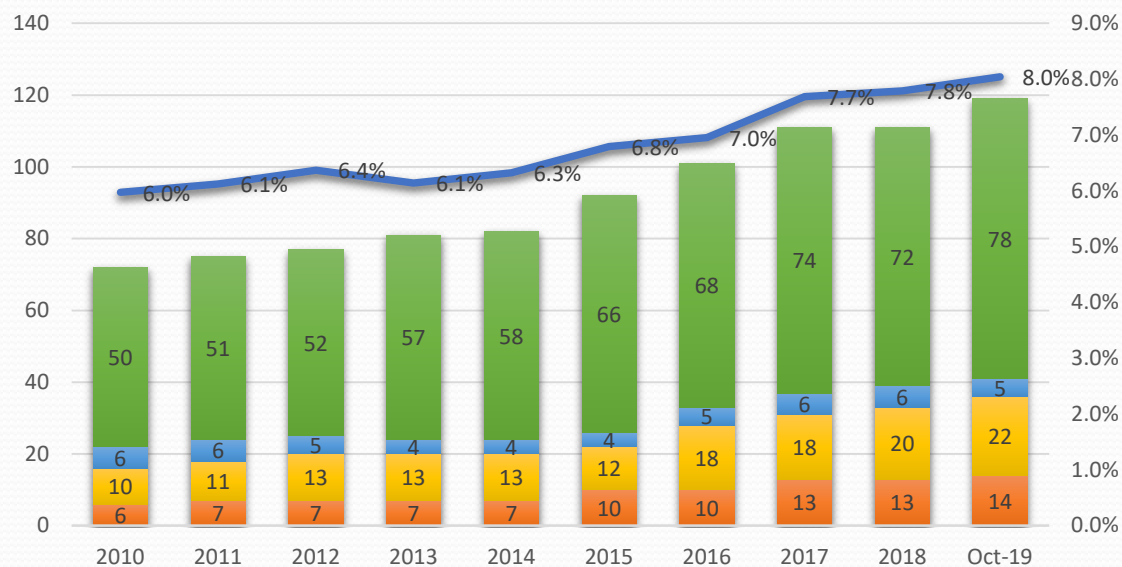
The most feasible option is the second one, however it is not acceptable according to the labor law. Thus, a modification for the law is now under investigation.



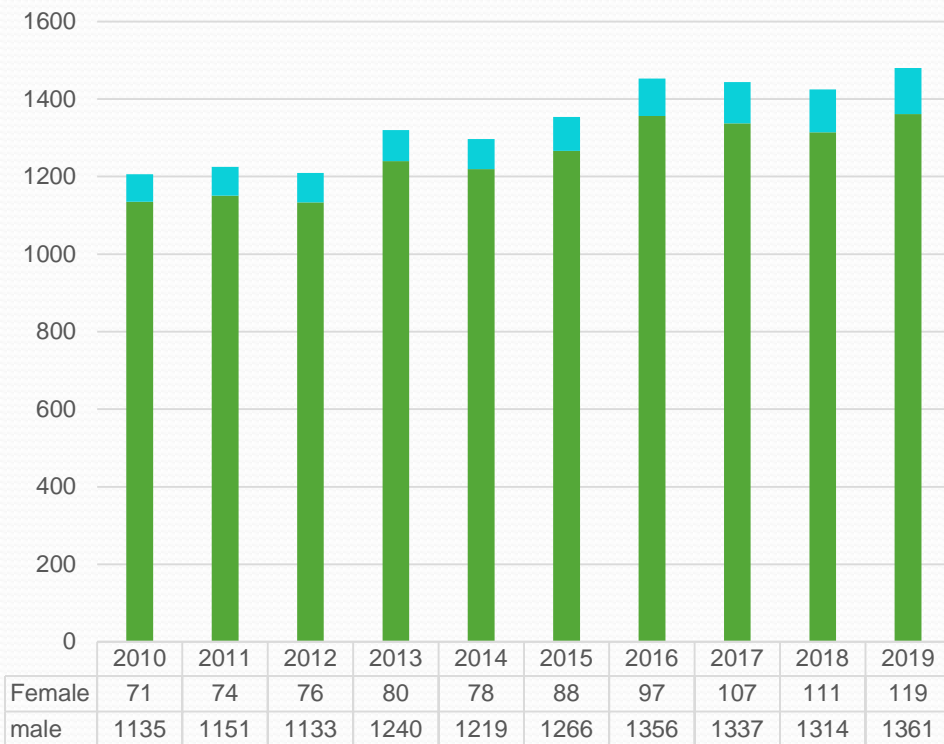
Where are we now

Women participation at EDCO (2010-2019)

No. & % Female Employees (2010-2019)



management Engineer Accountant Administrative % women

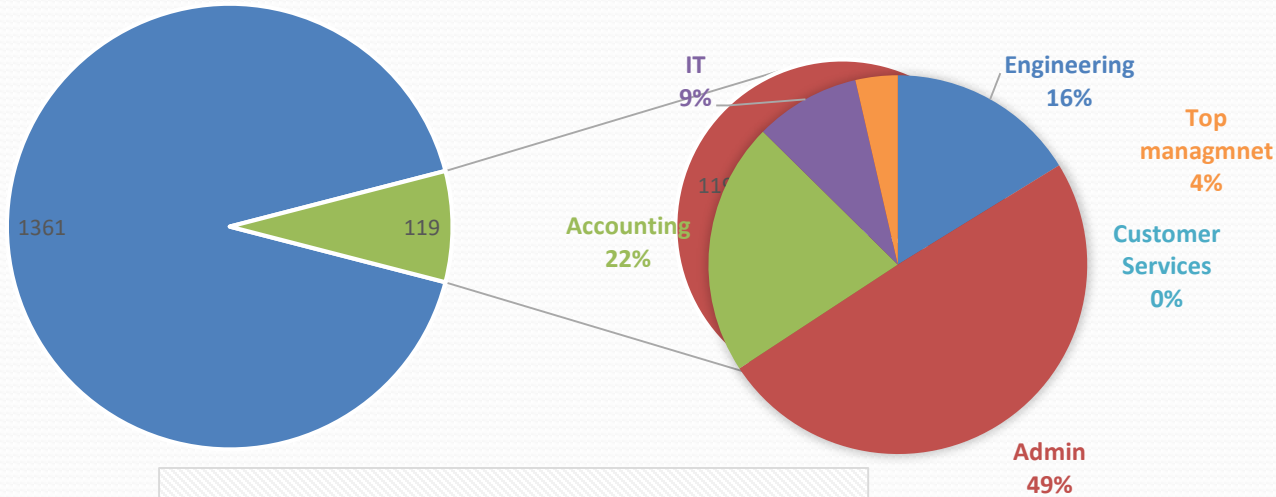


male Female

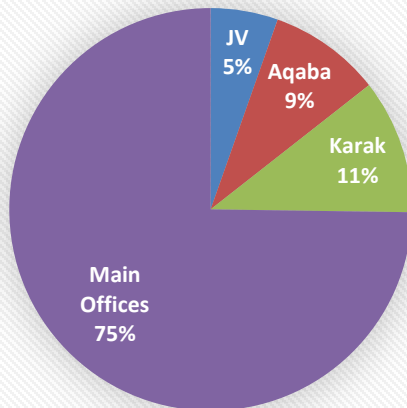


Women according to place & job category

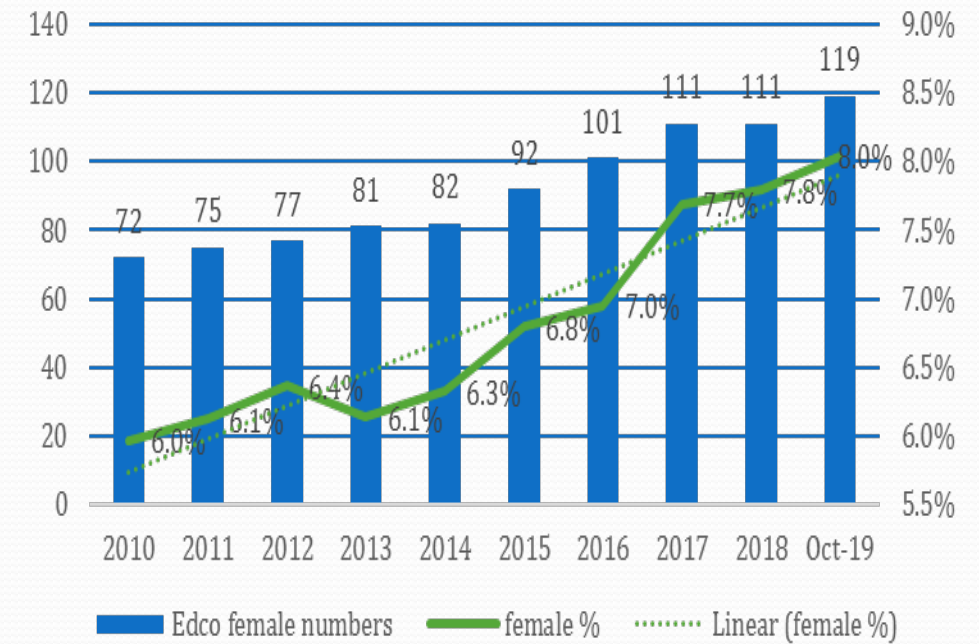
WOMEN ACCORDING TO JOB CATEGORY



Women according to Place



No. & % Female Employees (2010-2019)





Lessons Learned

Vision for further change at EDCO

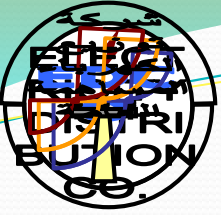


Current State

- No women employees in 2 among 5 districts (Maan & Tafila).
- No women working in Call center, and few in customer services.
- Not adopting the flex time law.

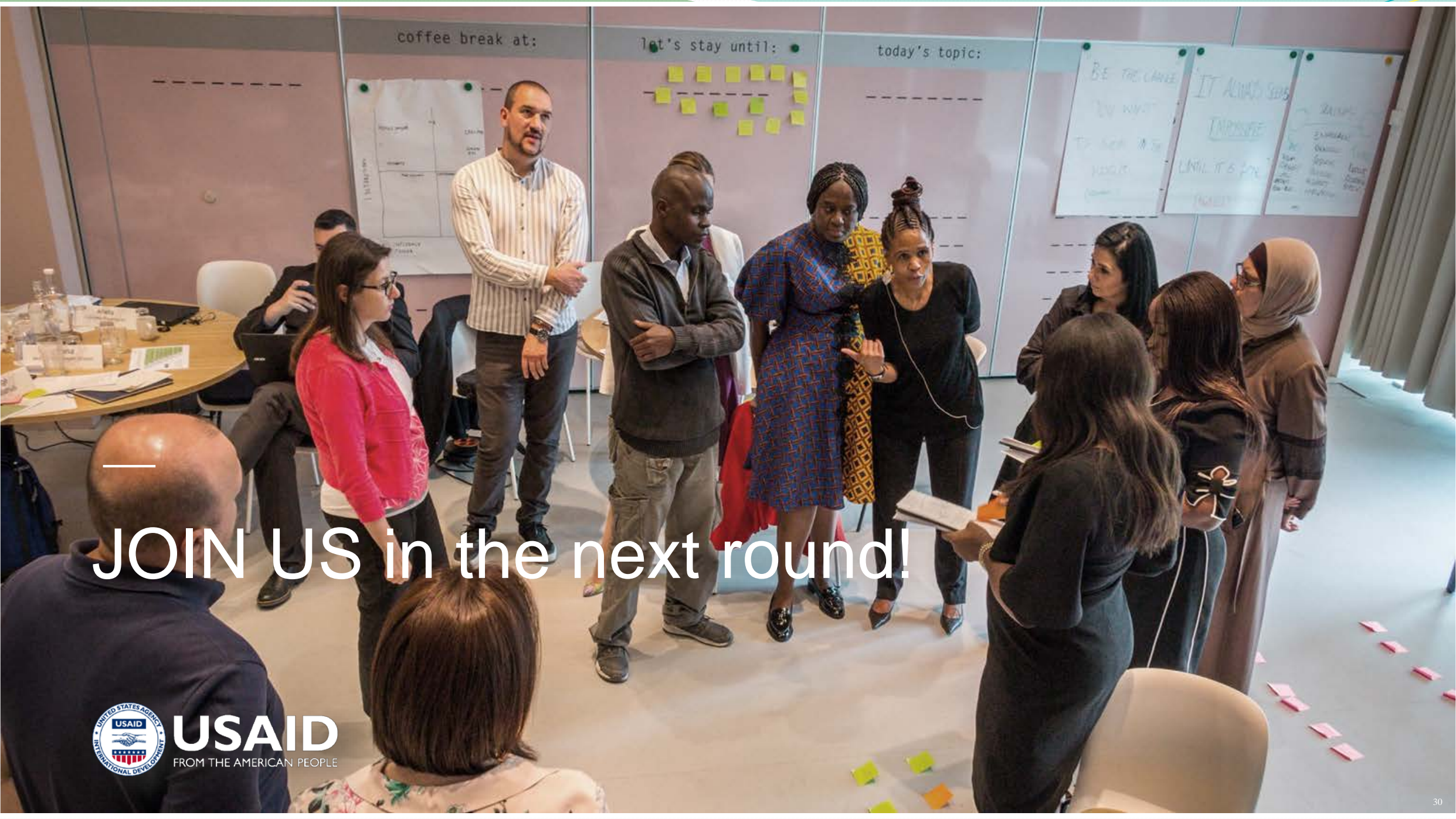
Future State

- Train & recruit women in the 2 districts.
- Increase women participation in customer services.
- Initiate the flex time principles.



General Project Lessons

- ❖ Small steps affects.
- ❖ Long time process.
- ❖ Statistics with numbers always help.
- ❖ Champion is recommended.
- ❖ Behavioral changes are the hardest.
- ❖ Different & various ways to improve engendering.



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JOIN US in the next round!