



USAID's Engendering Industries Best Practices Framework for Advancing Gender Equality in Male-Dominated Industries:

1.4 Invite both girls and boys to learn about the company

About Your Gender Equality Plan

The following Gender Equality Plan was generated using Engendering Industries' online tool: [The Best Practices Framework for Advancing Gender Equality in Male-Dominated Industries](#). The best practices listed in this plan were identified and included to fill gender equality gaps at your organization. The information included in your plan provides an overview of how to implement best practices, challenges to implementation, and markers of success. More information and resources for advancing gender equality at your company are available at EngenderingIndustries.org.

Description

Invite children, including boys and girls, for a one-day event hosted at the company, such as “Bring Your Child to Work Day” or an event on International Girls’ Day

Provide participants with information about the company business during the event, ensuring that they are engaged in a fun way in technical activities and topics to gain positive exposure to the company operations, which challenge current gender norms

Expose them to female role models from technical areas and in leadership positions as well as to male champions communicating a strong message, that the organization is more than welcoming women at all levels of the organization

Prepare communication materials and participant giveaways with positive imagery that challenge stereotypes that women cannot do technical or field work

Challenges to Implementation

Effective and timely planning, including for promotion/ communication and activities, are essential for success

Selection and preparation of company staff who will interact with the girls is important, as they must act as credible role models and provide the right messaging

Staff may face time constraints to dedicate time and be involved in activities

Lack of creative ideas for suitable activities in the local context

Safety concerns and regulations at company facilities may be a barrier that needs to be overcome

Participation numbers may be low the first year (and typically increase consecutively) may demotivate staff

What Success Looks Like

Number of participants increases with repetition over consecutive years

Employees report back stories and discussions they experienced after the event, with participating girls asking more questions and referencing topics brought to their attention

Involved employees and girls provide positive feedback on the event

Press coverage about the initiative enhances the company's image in the local community

Resources and Tools

Training Resource/Tool: [From Playdough to Plato - 40 STEM Activities for Kids](#) (Playdough to Plato)

Example: [STEM Classroom Activities & Resources](#) (Shell USA)

Example: [Girls' Day—Future Prospects for Girls](#) (Competence Center Technology-Diversity-Equal Opportunities)

Video: [Girls' Day—A Really Successful Story!](#) (Competence Center Technology-Diversity-Equal Opportunities)

Case Study: [In North Macedonia, the Future is Female: How a Power Utility is Opening Doors for Girls and Women](#) (USAID)