

CoopeVictoria Gender Policy

The Cooperativa Agrícola Industrial Victoria was created in 1943, it arises to promote the associativism of small agricultural producers dedicated to the business of planting, industrialization production and marketing of coffee and sugar cane, its mission is based on generating the well-being of its associates, giving them the opportunity to produce and acquire high quality products at fair prices, taking into account social and environmental responsibility.

It is currently a member of:



CLAC: Latin American and Caribbean Coordinator of Small Producers and Fair Trade Workers

CNCJCRP: Fair Trade Coordinator for Costa Rica and Panama

CoopeVictoria R.L. It has been certified Fair Trade since 2010 so it must comply with several principles and criteria.

Basic Principles of Fair Trade



Taking into account these antecedents, it is necessary to establish a gender policy.

“When we talk about gender we are talking not only about women, but about women and men, and more specifically about the power relations that exist between the two, based on the historical social constructions that assign different roles, characteristics and expectations to people in function of their biological sex, and of the unequal valuation that is culturally attributed to what is considered feminine compared to what is considered masculine. CLAC Policy, 2016

By strengthening the human, social, financial and physical capital of women, unequal power relations can be addressed, to promote gender equality and empowerment through the construction of power and autonomy in women and girls.

**Gender Equality and Empowerment**

The National Fair Trade Coordinator (CNCJCRP), in response to the criteria requested by the FairTrade certification, carried out a national gender policy with the objective of internalizing the needs and opportunities in gender matters within the certified organizations.

Our goal is to adopt this national policy to the needs of CoopeVictoria R.L.

For the creation of CoopeVictoria's Gender Policy Objectives, it has been taken into account

- ▶ 4 objectives of the Gender Strategy raised by FairTrade International.
- ▶ 5 objectives of the Gender Policy of the National Fair Trade Coordinator Costa Rica Panama.

Objectives of the Gender Policy of CoopeVictoria R.L.

1. Promote in CoopeVictoria and in each of its members the commitment to gender equality and empowerment, contributing to their participation in political, social and economic life without any discrimination.
2. Provide information, awareness, advocacy and capacity building around the importance of gender equality and empowerment.
3. Better and in-depth understand the gender approach in CoopeVictoria and integrate it to develop strategies, policies, standards, support for producers, certification / auditing practices, communications, marketing, company participation, etc.
4. Not discriminate in the processes of hiring, remuneration, access to training, promotion and termination or retirement based on race, caste, nationality, religion, disability, gender, sexual orientation, membership in organizations, political affiliation, age, legal status or HIV / AIDS.
5. Development opportunity for women and taking into account their social, health and safety needs and when pregnant or breastfeeding.
6. To duly value and dignify the work of women in CoopeVictoria.

Strategic Line 1: Organizational and Operational Strengthening

Strategic Actions	Indicators
1.1 Approval of the gender policy, and inclusion of actions in the operational plan.	1.1.1 Approval of Gender Policy in CoopeVictoria
	1.1.2 Annual budget allocation for policy implementation.
1.2 Socialization of the gender policy	1.2.1 Number of actions to disseminate the policy
1.3 Define criteria for the management of financial resources for gender mainstreaming.	1.3.1 Include the gender approach in projects that are formulated with other entities so that funds are allocated for gender mainstreaming.
1.4 Build internal capacities for gender mainstreaming.	1.4.1 Number of trainings with the participation of the Board of Directors on issues of gender equity and equality.
1.5 Promote the representative participation of women and men in leadership structures.	1.5.1 Balance of representative participation between women and men within the Board of Directors

Strategic Line 2: Strengthening Productivity, Quality and Development of Organizations.

Strategic Actions	Indicators
2.1 Make gender equality visible as part of the organizational management and the productive offer.	2.1.1 Highlight the action, management and leadership of women within the cooperative
	2.1.2 Spaces created where women can express their ideas, opinions and proposals.
2.2 Promote the implementation of programs that create favorable conditions for the empowerment of women.	2.2.1 Number of programs to strengthen leadership and empower women
2.3 Motivate organizations to promote credit actions or policies adopted to meet the needs of women and youth.	2.3.1 Number of organizations that promote differentiated credit actions or policies for women and youth.
	2.3.2 Create a direct subsidy line for female household members.

Strategic Line 3: Advocacy and Institutional Strategic Alliances

Strategic Actions	Indicators
3.1 Coordinate with government agencies to promote measures that favor women's access to production and entrepreneurship.	3.1.1 Number of women and young people benefited with programs or projects.
3.2 Establish alliances with organizations that work under the principles of fair trade, cooperativism, for the mainstreaming of gender and empowerment of women and young people.	3.2.1 Number of alliances established by CNCJCRP at the country level, for gender mainstreaming and women's empowerment. 3.2.2 Number of projects promoted by the CNCJCRP in both countries.

Strategic Line 4: Internal and External Communication

Strategic Actions	Indicators
<p>4.1 Encourage organizations to make visible in their communications, networks, social networks or other communication mechanisms outstanding elements or actions of the internal management of women in the processes of the Organization.</p>	<p>4.1.1 Number of publications where the contributions of women are disclosed in the Cooperative.</p>
<p>4.2 Encourage the participation of women in events, activities, and the media on behalf of their Grassroots Organization.</p>	<p>4.2.1 Number of women and young people who participate in events or spaces on behalf of their SPOs.</p>
	<p>4.2.1 Interviews, photographs, stories and testimonies.</p>