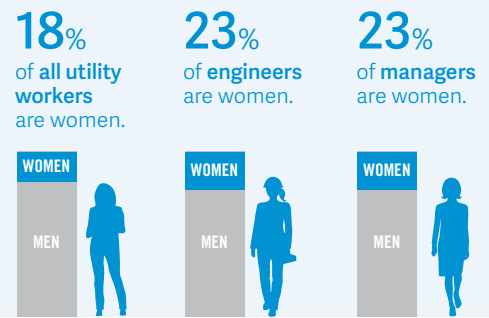




Women are underrepresented in water utilities. A new **report** shows that women are less attracted to the water sector, are recruited at lower rates, face hurdles in retention, and often have fewer opportunities to advance in their careers. But there are many promising approaches utilities can adopt to address these barriers and make the sector more diverse.

AVERAGE SHARE OF WOMEN IN A UTILITY



1. ATTRACTION



Water utilities often do not attract women due to entrenched social norms and practices. However, attracting more female candidates can bring numerous benefits to a company, including increased financial productivity, greater innovation, and improved customer satisfaction.

BARRIERS

- Stereotypes and social norms
- Occupational segregation
- Low levels of female graduates in technical fields
- Lack of role models

EXAMPLES OF PROMISING APPROACHES

- Career talks, role models, and other outreach campaigns
- Bring your daughter to work day
- Scholarships for women in STEM studies

2. RECRUITMENT

FEWER WOMEN ARE RECRUITED TO WATER UTILITIES (IN PAST YEAR)



Women have historically been underrepresented in water utilities; to this day they have lower chances of being hired.

BARRIERS

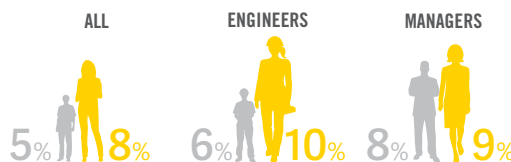
- School-to-work transition bottlenecks
- Female graduates are not targeted as candidates
- Gender biases in the hiring process

EXAMPLES OF PROMISING APPROACHES

- Women engineers recruited directly from universities
- Inclusive job advertisements
- Gender-balanced hiring committee

3. RETENTION

FEMALE EMPLOYEES LEAVE UTILITIES AT A HIGHER RATE THAN MEN (IN PAST YEAR)



SEPARATE TOILETS FOR WOMEN EXIST ONLY IN SOME UTILITIES



Inadequate facilities and working conditions contribute to the low retention rates of female employees

BARRIERS

- Lack of work-life balance
- Inadequate family-friendly policies
- Unsupportive workplace environment
- Wage gaps
- Sexual harassment

EXAMPLES OF PROMISING APPROACHES

- Maternity, paternity, and parental leave policies
- Separate sanitation facilities for men and women
- On-site lactation rooms
- Regular pay gap assessments

4. ADVANCEMENT



Women in water utilities do not always have the same opportunities as men to advance in their careers. Simple interventions and approaches can enable women to grow professionally, which can bring benefits to the organization, such as by improving employee satisfaction and thereby driving performance results.

BARRIERS

- Fewer training, mentorship, and networking opportunities
- Exclusion from opportunities for advancement and leadership

EXAMPLES OF PROMISING APPROACHES

- Transparent promotion process and promotion criteria
- Awards to recognize female leadership in the field
- Equal access to technical and managerial training for all