

# Brazil

## Women's Participation in the Accelerated Growth Program

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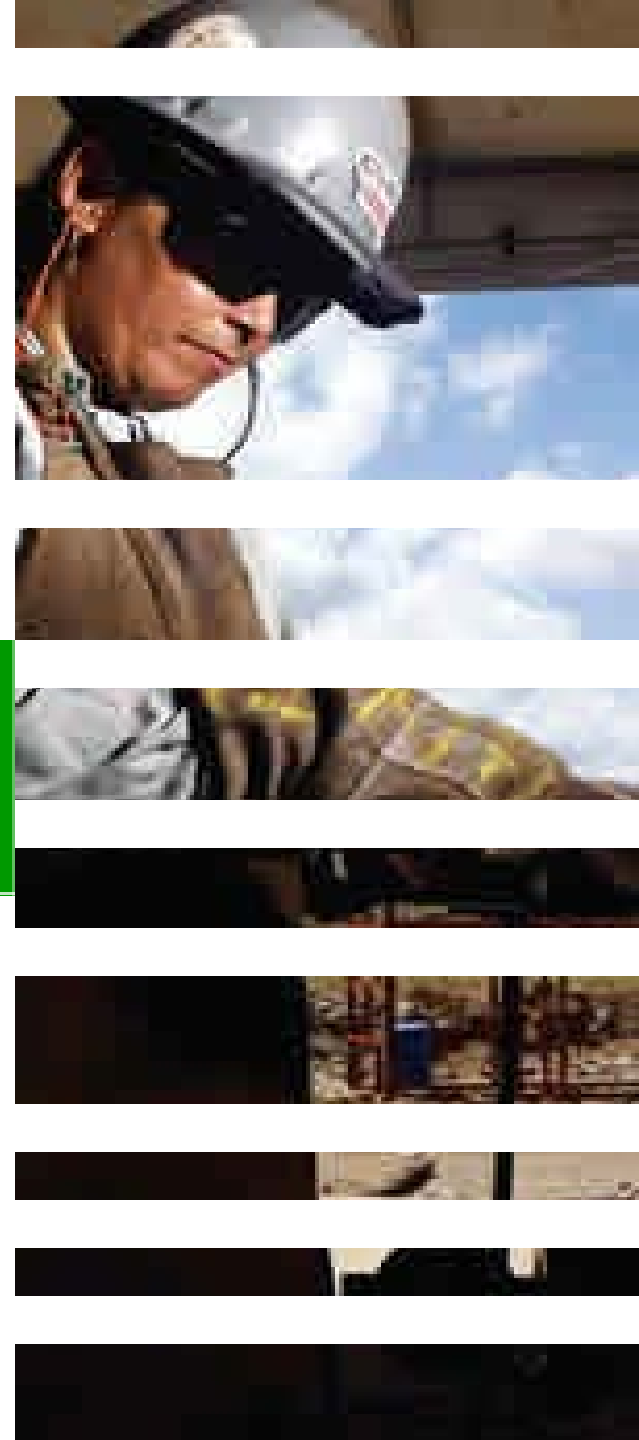
Lima, December 2009

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# GENDER AND THE PAC



# INEQUALITIES IN THE LABOR MARKET

- Women's income: 71% of men's income– the wage gap is shrinking but very slowly
  - 43% of the female population and 28% of male population are in more precarious jobs and at a lesser level of social protection (household employees, without diplomas, without paid wage or without production for own consumption and use)
- Higher rates of unemployment
  - 9.6% for women as compared to 5.2% for men
- Increase in the number of women heads of households: : from 25.9% in 1998 to 34.9% in 2008.

# GROWTH ACCELERATION PROGRAM

➤ Combines public and private investments in all types of logistics, transport, energy, social and urban infrastructures

## Program Objectives:

- Accelerate the rate of growth of the economy
- Increase employment and incomes and reduce social and regional inequalities
- Manage the macroeconomic fundamentals: control inflation, fiscal balances and solid external accounts/balance of payment
- Align the various economic growth strategies and income redistribution

ACTIONS	TOTAL Up to 2010	TOTAL upon completion	%
Logistics, Energy, Social and Urban	432,4	94,9	22,0
Housing	202,6	113,8	56,0
TOTAL	635,0	208,9	32,9

# WOMEN IN THE ACCELERATED GROWTH PROGRAM

## Civil Works/Construction Sector in Brazil

- Employs 138 thousand women
- Average percentage of women by enterprise: 2%

## Examples:

- UHE Santo Antônio – 3.150 MW – R\$ 13,5 billions – 12% women
- UHE Jirau – 3.300 MW – R\$ 9,3 billions – 20% women

## Prospects for an increase in female participation

Next Step Program – fills the gap between the Family 'Purse' Program and the Accelerated Growth Program

# MADEIRA HYDRO COMPLEX

UHE Santo Antônio – 3.150 MW  
12% women



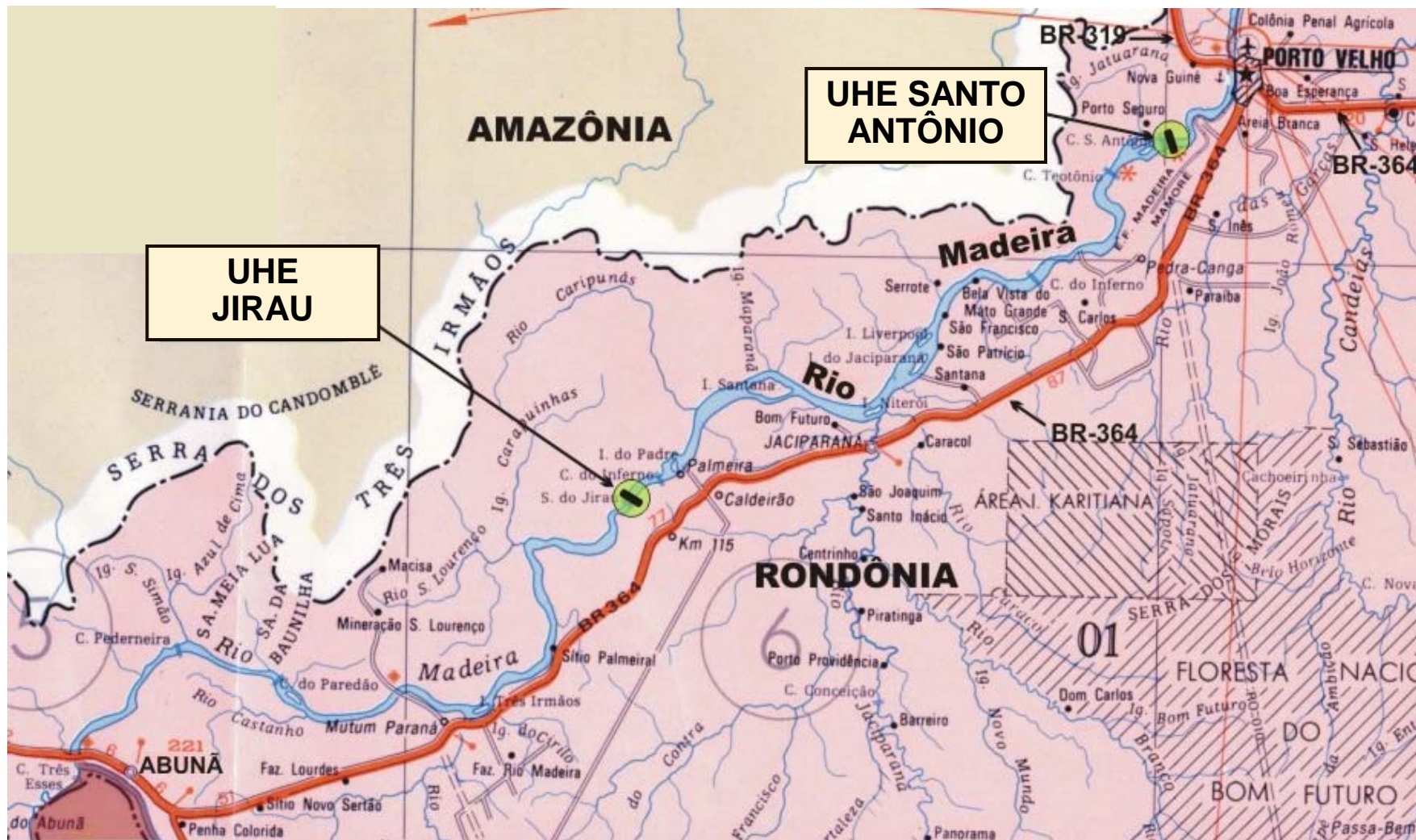
UHE Jirau – 3.300 MW  
20% women



PLANTS	MEN	WOMEN	TOTAL
JIRAU	8.640	2.160	10.800
SANTO ANTONIO	7.920	1.080	9.000
TOTAL	16.560	3.240	19.800



# COMPLEXO DO MADEIRA



# NEXT STEP PROGRAM

➤ Actions to provide professional qualifications to members of families benefiting from the Family Purse Program

Insertion in positions in following sectors:

➤ Civil Works and Construction– AGP and My House-My Life Program

➤ 146 thousand vacancies – 13 RMs: Salvador, Recife, Fortaleza, Manaus, Belém, Porto Alegre, Curitiba, São Paulo, Campinas, Baixada Santista, Belo Horizonte, Rio de Janeiro e Brasília

➤ Tourism – World Cup 2014 and 2016 Olympics

➤ 26 mil vacancies contracted - in 23 state capitals of the country

Sex	REGISTERED STUDENTS	% men and women	GRADUATES	% of Graduates
FEMALES	8.099	72	7.195	89
MALES	3.089	28	3.516	88
TOTAL	11.188	100	10.711	96



# NEXT STEP PROGRAM

“The Next Step is an exceptional program. The number of participating women is impressive. They see in this course the possibility to acquire their independence.

People with a profession have a chance to get employed. There is nothing more sacred than to acquire a profession.

It's a program to free women and men.  
It combines conquering freedom with pride”

President Luis Inácio Lula da Silva  
Coffee with the President - Brasília, sept.09



# WHY EMPLOY MORE WOMEN?

## Various justifications

### Market Logic

- Entreprises viewpoint: employing women is associated with cost reductions, lesser losses, greater efficiency
- Transfer of household competencies to the job market – reinforces the stereotype that women are more careful, more detailed oriented, leads to concentrating women's employment in certain sectors

### Empowerment Logic

- Relates to reducing social and economic inequalities between women and men
- Impacts:
  - Objective – increase incomes and self-sufficiency/autonomy
  - Symbolic – breaking into areas traditionally assigned to the respective gender roles

# PROGRESS and CONSTRAINTS

## ➤ Change in the self-perceived role of women

➤ “I think the courses are good because they open doors to women in a domain dominated by men”

“You know, this is more for men, I think this no longer exists. Women work in all domains and being a woman has nothing to do with it”

“No cartaz tem uma mulher com um capacete bem bonita, toda pintada. Não acho que é só pra homem, não”

## ➤ Cultural Change

“The problem is not whether to participate or not, the problem is for men to accept women among them”

“For the woman, it is not easy, because in these types of jobs there are only men”

## ➤ Desconstruction of Stereotypes

“I prefer jobs better fitted to women: cooking, tailoring e information technology”

“When I saw the letter, I thought it was only for men, but they said it was also for women”

“These courses are only for men. If they had courses for women, I would do it. I registered because there was no other course offered”

## ➤ Double jobs – mothering and work

“The problem is I have 4 children and it is difficult for me”

“Where they give the classes, is there a place where to leave the children?”

# JIRAU PLANT



# SOLDADORA





# SANTO ANTONIO PLANT





# DRILL OPERATOR



# MINING TÉCNICIAN – DINAMYTE OPERATOR



# SIGNALLING OPERATOR AND CARPENTRY SUPERVISOR



**THANK YOU!  
OBRIGADA!**

