



Gender Equality in Kenya's Construction Industry

WORKING TOWARDS A MORE INCLUSIVE CONSTRUCTION INDUSTRY

Introduction

- ▶ **Key Message:**

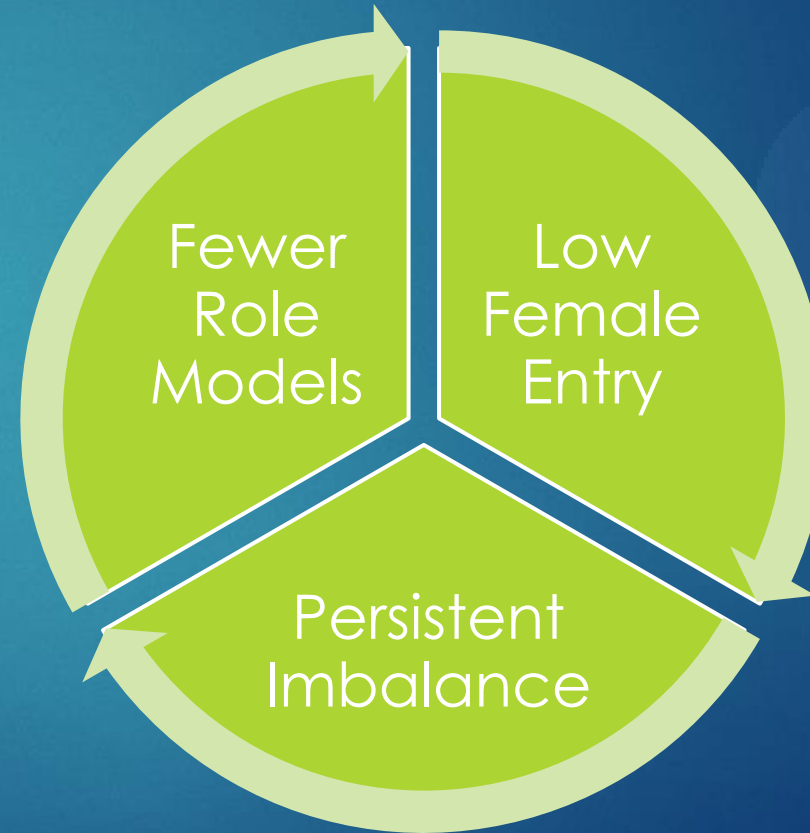
Kenya's construction sector is 97% male-dominated — but the Constitution demands change.

- Impacts of Inequality:**

- ▶ **Economic Loss:** Limited talent pool = wasted growth potential
- ▶ **Poverty Cycles:** Fewer high-paying jobs for women → entrenched inequality
- ▶ **Safety Risks:** 41% face harassment; ill-fitting PPEs, no sanitary facilities

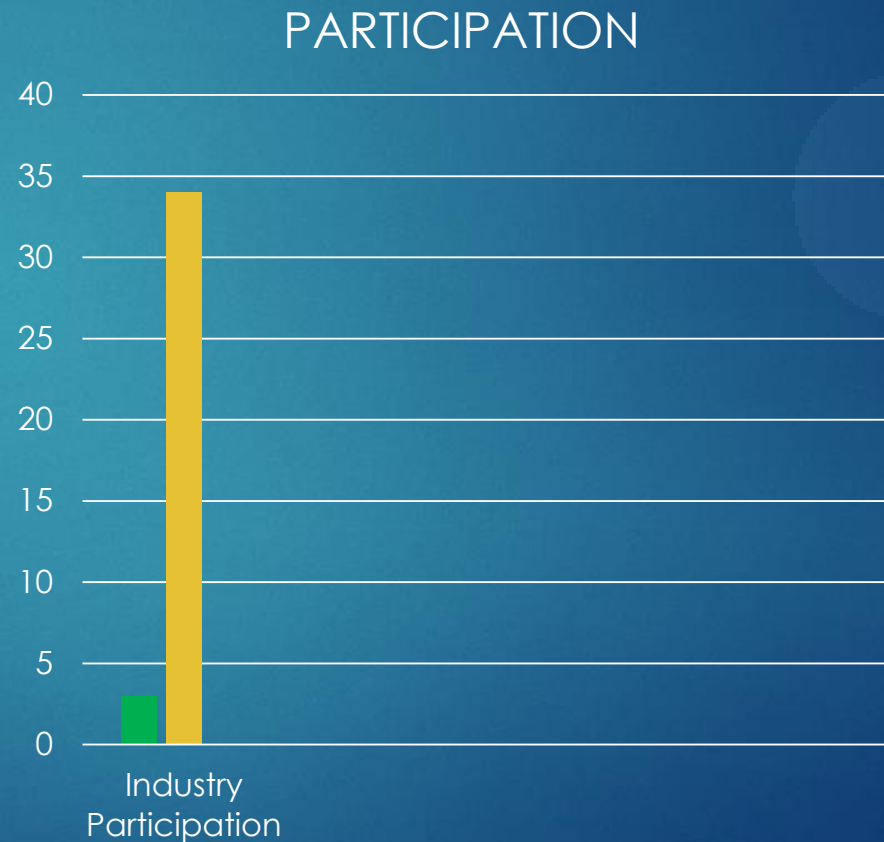
The Vicious Cycle of Exclusion

- ▶ **Cycle:**
Exclusion → Fewer Role Models →
Low Female Entry → Persistent
Imbalance
- ▶ **Solution:** *Targeted interventions
break the cycle*



Challenge 1: Severe Under-Representation

- ▶ **Kenya: 3% women** in construction
- ▶ Target: **33.3%** (Women in construction)
Callout: *"Kenya misses out on 30%+ talent by excluding women."*



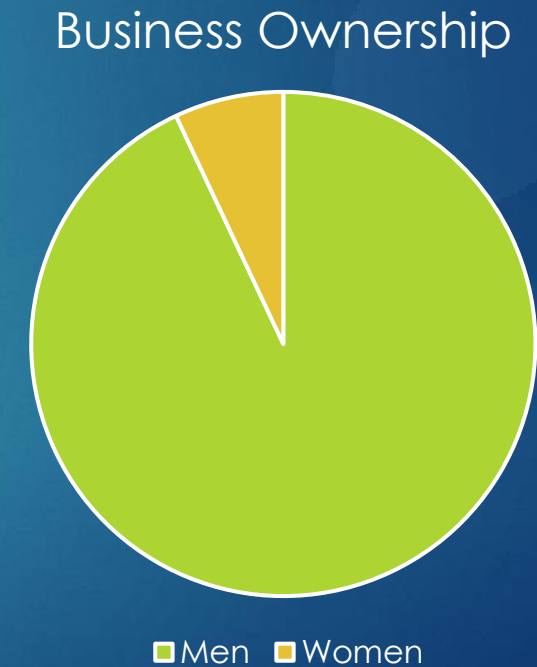
Challenge 2: Cultural & Structural Barriers

- ▶ **Stereotypes:** "Too physical for women"
- ▶ **Harassment:** 41% of women report incidents
- ▶ **Education Gap:** Only 5% of women enroll in STEM
- ▶ **Pay Gap:** Women earn **23% less** than men



Challenge 3: Policy Gaps

- ▶ **Constitution:** Mandates 33.3% female participation
- ▶ **Reality:** 7% of firms led by women, 93% led by men
- ▶ 12% tenders to women-owned entities, 88% to men





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PROPOSED SOLUTIONS

Solution 1: Advocate Gender-Responsive Policies

- ▶ **30% Quotas** on public projects (NCA-aligned)
- ▶ **Revised Building Codes:**
 - ▶ Women's restrooms
 - ▶ Female-friendly PPE
- ▶ **Anti-Harassment Laws:** Enforce OSHA 2022 + reporting

Solution 2: Expand Education & Skills

- ▶ **STEM Scholarships** (Target: 8% → 18% enrollment)
- ▶ **Buildher Model:**
 - ▶ Technical training + mental health
 - ▶ **65% job placement rate**
 - ▶ **School Outreach:** Inspire girls early (Target: +40% STEM)

Solution 3: Industry Partnerships

- ▶ **Certify Inclusive Firms** (Flex hours, maternity support)
- ▶ *Diverse teams = 21% more profitability
- ▶ **Mentorship Network:** BCEAK + Buildher + AKeWiC
- ▶ **Supplier Diversity:** 30% tender quota for women-led businesses

The Business Case for Equality

Why Act Now?

- ▶ **Growth:** Larger talent pool = higher productivity
- ▶ **Poverty Reduction:** Break cycles via jobs
- ▶ **Compliance:** Meet Constitutional 2/3 rule
- ▶ **Profit:** Diverse teams = +21% returns

Call to Action

BCEAK's Role:

- ▶ Champion policy reforms
- ▶ Scale education programs
- ▶ Track 30% quota progress

"Gender equality isn't just fair—it's Kenya's economic imperative."