



LABOUR IN GLOBAL PRODUCTION CHAINS –
THE CUT-FLOWER SECTOR IN PERSPECTIVE

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ABOUT HIVOS

- International development organization seeking to promote sustainable development
- 2 strands: Green Society and an Open Society
- Head office in The Hague, The Netherlands.
- 6 Regional Offices (Kenya, Zimbabwe, Bolivia, Costa Rica, Indonesia, India)
- Directly in 26 countries

women@work campaign

- Objective: Promote and protect labour rights and livelihoods of women workers in the horticultural sector.
- Focus areas: Kenya, Uganda, Tanzania, Ethiopia, Rwanda, The Netherlands, The UK.
- Partners – CSOs, Workers, Trade Unions, Certification Bodies, Governments, Growers, Consumers.
- Main commodity – Cut flower, Vegetables.

The Cut Flower Sector in Kenya

- Exports - > 360 million STG
- Jobs - >90,000 direct (500,000 indirect)
- 60% – 65% women
- Main markets: Europe (NI., UK)
- National Minimum Wage – KES 5,000
- Approximate sector average wage – KES 6,000
- CF Living Wage

VALUE CHAIN ACTORS

- Growers,
- Growers' Associations,
- Workers,
- Trade Unions,
- Governments,
- Supra-national bodies (EAC, EC)

- Certification Bodies,
- Audit Bodies,
- Flower Auctions,
- Retailers/Supermarkets,
- Consumers.

LABOUR RELATED ISSUES

Substantive Issues:

- Low wages (Social Protection/Security, housing, education, transport, medicare)
- Gender based discrimination (Glass ceiling; indirect discrimination relating to maternity, child-care,

LABOUR RELATED ISSUES

Structural Issues:

- Weak Regulation of labour rights;
- Sustainability Certification (Corporate capture, Not participatory, Audit-day driven, Compliance Check-listing vs Outcomes, Static.
- Poor workers' consciousness of value chain;
- Nature of global production chains and ETOs;
- Quest for FDI and jobs creation

- Accountability across value chains – Closed system and hostility b/n actors
- Government ceding role of provision of social amenities – disproportionate power to businesses.
- Traceability of Flowers across supply chain
- Emerging markets – distorting value chain values
- Trade Unions – Governance challenges, Capacity challenges

OPPORTUNITIES FOR IMPROVING LABOUR PRACTICES

- Value Chain Conversation: Eg. Wage
- Reform of Certification:
- Strengthening Extra Territorial Obligations:
Binding International Legal Instrument,
National Laws, Regional Economic Blocs
- Increased consciousness of CSR/CSV/CSI:
- Increased Ethical Consumerism.

HIVOS' INTERVENTIONS

- 1. Certification (Participation, Feedback, Corporate Capture, Audit-Day tendency, Cumulative quantitative & qualitative, Worker Monitoring Framework) Levels (FSI, FT)
- 2. CSR (Identification of trends and baseline; Showcasing best practices; Peer learning and monitoring framework, advisory) – SH, Transport, Health-care, Security,
- Accountability and Redress (Legal and Extra Legal Avenues) OECD, Extra-Intra Territorial.

USE OF KNOWLEDGE - INFORMATION AND DATA

- Trend in advocacy – Empirical information (True Price, FT wage levels and benchmarks)
- Baselines (Research and documentation)
- Baselines (Gender responsive systems)
- Knowledge sharing (Model work-place policies on - Sexual Harassment, Gender, HIV and Aids)
- Convening Think-tanks and Working Groups

THANK YOU

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Corporate Accountability and Women@Work
Campaign

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