

EMPOWERING WOMEN BUILDERS

Transformations in the construction sector



649
trained
women

63
certified
training
processes

160
urban
interventions

40
"free classrooms"
in partnership with the
private sector

3
International
Recognitions
De Muestra basta un Boton
DELGEN
EUROSOCIAL

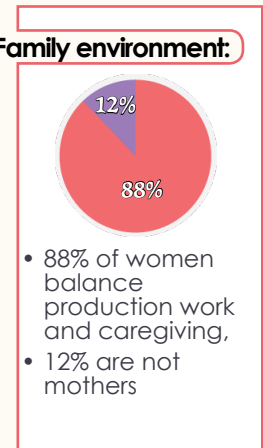
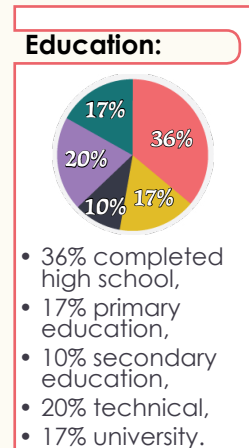
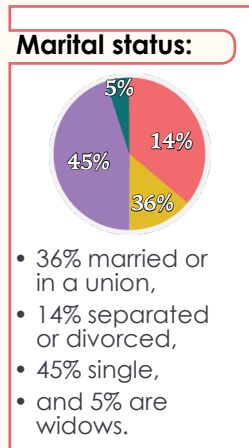
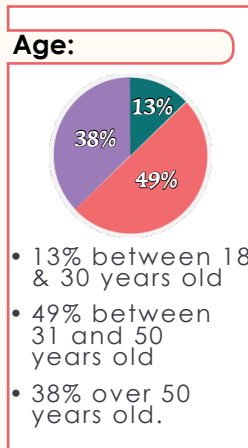
The real estate boom and high public investment in civil and urban infrastructure (2009) created job opportunities for **WOMEN** in the construction sector. However, there existed **INEQUALITY** in working conditions and remuneration, and an atmosphere of **DISCRIMINATION** and, in many cases, **HARASSMENT**.

Despite the pandemic crisis of COVID-19 (2020-2021), which led to economic contraction and increased unemployment, the construction sector is one of the fastest to recover, maintaining its role as an economic driver and labor demand generator.

In the perspective of being part of this dynamic alongside women builders, RED HÁBITAT continues the path so that this insertion is marked by equality both in job opportunities without gender discrimination and in equal pay for equal work between male and female builders.

Labor Profile of Women Builders

Women builders set a significant trend in the sector, standing out in both the cities of La Paz and El Alto (82% of the country's women builders) and in other regions. Here are some important data to understand their main characteristics.



Source: Red Hábitat database which includes 712 women builders from 2010 to 2023, revealing the diversity and resilience of these women in an often challenging sector



In the construction sector:

WOMEN BUILDERS represent

4,5%

of the **Economically Active Population** in the construction sector

GENDER PAY GAP between men and women in construction is

38%

while in other sectors it is **23%**

It is estimated that

70%

of employment is informal, in **precarious conditions**, where the majority are women

Despite the real estate boom, the **MAIN MARKET** for women builders is linked to **SELF-PRODUCTION PROCESSES OF HOUSING**

A STORY IN TRANSFORMATION

The “**Support Program for the Generation of Employment for Women Builders of RED HÁBITAT**” began with the project “**Mypes Mujeres Constructoras del Hábitat**”, training women in technical construction skills. Since then, we have executed 4 projects and two complementary actions totaling 108 months of effective implementation

September 23 to November 24, 2010
First training workshop course



August 2, 3, and 4, 2012
1st International Meeting of Women Builders of the Habitat

Strengthening and empowerment of economic organizations of women

(September 2012 to December 2014)



October 27, 2017
Delivery of LEGAL PERSONALITY to ASOMUC



September 25, 2018
Presentation of the Draft Law on Equal Opportunities and Equal Pay between men and women workers in construction

Women in Construction - Rights and Entrepreneurship in the City

(November 2021 to December 2019)



December 5 and 6, 2022
Third national meeting of women builders

February 6, 2023
First training course for women builders in the city of Cochabamba



November 14, 2023
Presentation of the Women Builders APP

MYPES - Women Builders of the Habitat

(September 2010 to August 2012)

April 2011
Signing of an agreement with the Municipal Government of La Paz



July 8, 2012
1st Mega Mural Painting Fair on Buenos Aires Avenue



December 22, 2014
Election and appointment of the 1st board of ASOMUC

Women in construction: Towards their economic and political empowerment

(March 2016 to June 2019)

From July 07 to 10, 2018
First national meeting of women builders



February 10, 2019
Second national meeting of women builders, creation and formation of the 1st board of AMUCBOL

July 4, 2022
First training course for women builders in the city of Santa Cruz



Women Builders in Cochabamba - advancing towards the consolidation of experience in the backbone of the country

(February to April 2023)

Technology and Employability - Women Builders reduce participation gaps in the construction labor market

(June to November 2023)

STRATEGIC LINES OF PROJECTS

- ◆ **Overcoming the inequalities** faced by women in the construction sector.
- ◆ **Strengthen their technical capacities** and **knowledge** of their rights, self-esteem, leadership.
- ◆ Training in **competitive advantages** to generate **job opportunities**.
- ◆ Promote **cohesion and organization with self-managing capacities**. Departmental (ASOMUCs) and national (AMUCBOL) collective subjects that promote struggles to reduce gender inequalities and discrimination prevailing in the construction sector and guarantee a dignified life for women builders.
- ◆ **Political advocacy** towards the exercise of their **labor rights in equality**, facilitating technical assistance and **strategic information** with solid arguments.
- ◆ **Articulated and networked work** involving various public, private, academic, and civil society actors for better results and sustainable impacts.



ACHIEVEMENTS and PROGRESS

COMPREHENSIVE TRAINING METHODOLOGY IN THREE STAGES

Basic Construction Course

23 IN-PERSON COURSES - 649 Participants
2 VIRTUAL COURSES ON UNICAP PLATFORM - 41 PARTICIPANTS



Leadership, Entrepreneurship, and Political Advocacy Strengthening

17 COURSES - 380 Participants
4 VIRTUAL COURSES - 163 PARTICIPANTS



Technical Specialization Courses

17 CURSOS en pintura, plomería eléctrica y cerámica - 421 PARTICIPANTES



OPPORTUNITY POOL

We implement methodologies and campaigns aimed at expanding job opportunities for women builders and enabling their empowerment and economic emancipation.



In 2023, we made significant progress with the co-creation of an APP currently available on GOOGLE PLAY STORE whose purpose is to link labor supply (trained women builders) with demand (private companies, public entities, and individuals). This app is supported by important companies and entities committed to empowering women builders.

ORGANIZED WOMEN BUILDERS

Organization for the collective and cohesive struggle of two associations based on the defense and enforceability of their rights was promoted; ASOMUC at La Paz level and AMUCBOL at the Bolivia level. As a result of the replicability projects carried out with DAC support, two additional organizations emerged in Cochabamba and Santa Cruz, pending their strengthening and formalization.



POSITIONING OF WOMEN BUILDERS AND THEIR ISSUES IN PUBLIC OPINION

The agenda-setting in the media of women builders and their associations ASOMUC and AMUCBOL has been fundamental. Currently, the image of "women builders" is recognized by the population, which is receptive to both economic and political entrepreneurship.

CONSOLIDATION OF NETWORKED WORK

We promote articulation spaces with the State, academia, and the private sector linked to the sector, building solid and mutually beneficial alliances.

STATE



ACADEMIA



CIVIL SOCIETY



among other

PRIVATE ENTERPRISE



among other

POLITICAL ADVOCACY PROCESS

The establishment of training processes to promote empowerment and economic independence, adding political empowerment and guild organization, facilitates continuous strategies of political advocacy focused on the defense and enforceability of the rights of Women Builders. The RED HÁBITAT projects have undertaken the mentioned journey.

Three legislative initiatives were promoted:

Draft Law on Equal Opportunities and Equal Pay between men and women in Construction.

Draft Municipal Law on Comprehensive Training of Women Workers in Construction.

Technical standard for gender-differentiated sanitary services.

BE PART OF THE CHANGE,
support **GENDER EQUALITY** in the
CONSTRUCTION sector.

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