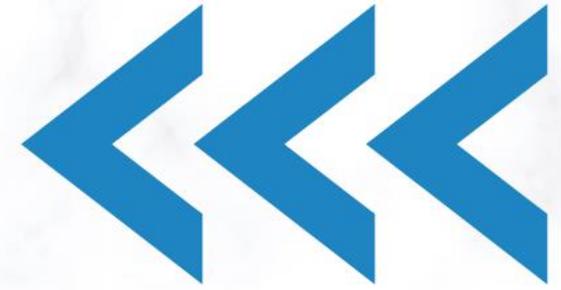


CLOSING THE GAP



GENDER EQUALITY FOR PORT COMPETITIVENESS

**DR. EVETTE JOHNSON
VICE PRESIDENT WOMEN & DEVELOPMENT
WOMEN IN MARITIME ASSOCIATION CARIBBEAN**



DEFINITIONS

Competitiveness

Is the skill or talent resulting from acquired knowledge, able to generate and sustain a superior performance as well as face competitive dynamics.

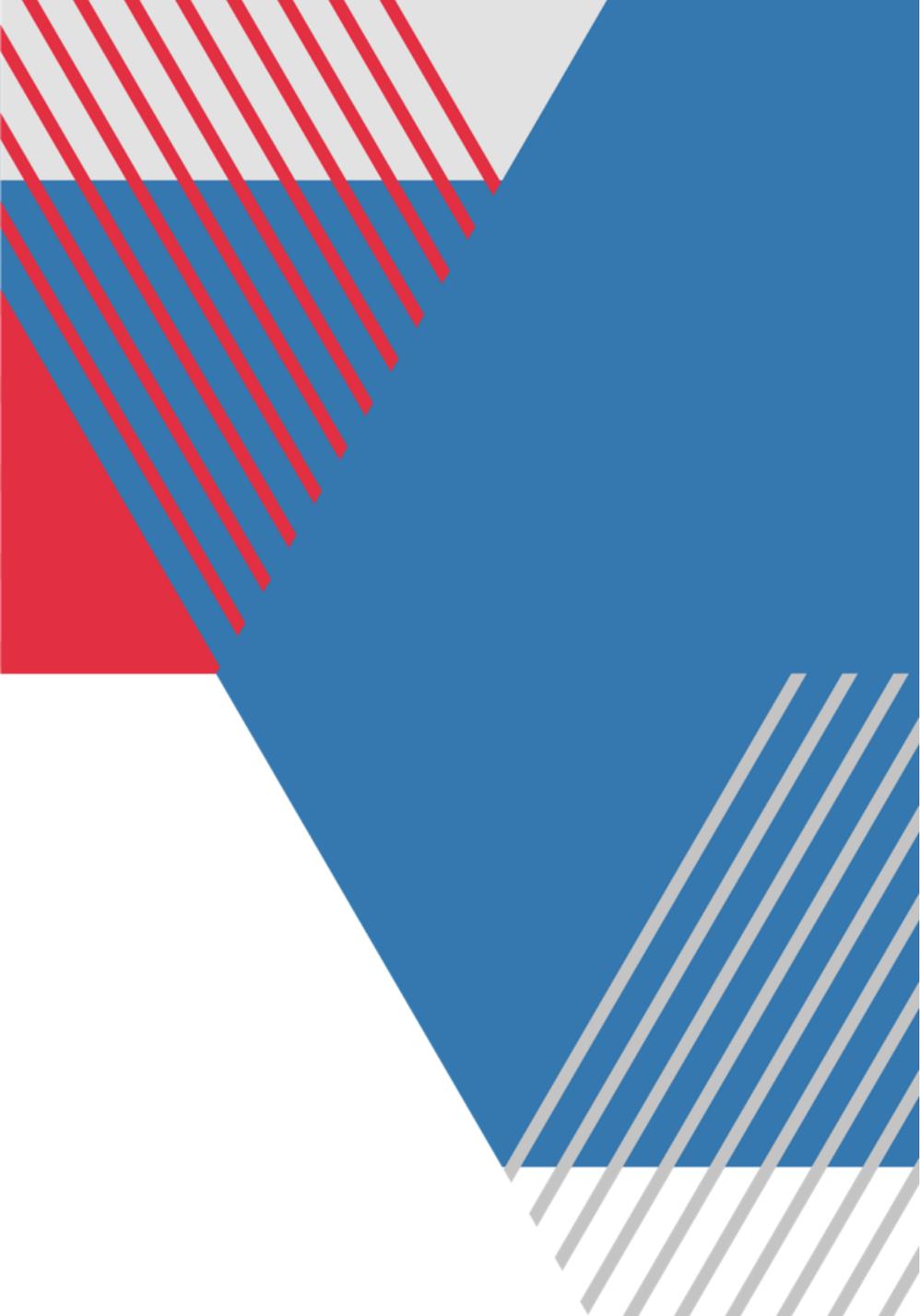
- Porter (1990)

Port Competitiveness

Is the ability to analyze strategic behaviour of firms, competition among nations and business ecosystems.

Adds value to the port ecosystem.

- Porter (1990) and (Moore, 1996)



Port Competitiveness

- **Ports are the life-blood for global business manufacturing and operations.**
- Therefore, this dynamic sector's survival in an everchanging and competitive landscape is crucial and requires a breakdown of the traditional stereotype i.e., "***a man's domain***"
- To achieve the port competitiveness the ***strategic leadership*** of port authorities and logistic firms need to focus on ***diversity*** through:
 - Gender equity
 - Gender equality

WiMAC acknowledges that intellect belongs to no one gender!

"Success in the maritime field is much more about using your intellect than your muscles."

- Audrey McNeil

MISSION

**TO TRANSFORM THE
MARITIME INDUSTRY
THROUGH THE
DEVELOPMENT AND
PARTICIPATION OF
WOMEN IN THE SECTOR
WITHIN THE
CARIBBEAN.**



WHAT THE DATA SHOWS

Source: UNCTAD, 2019

- For centuries jobs in the maritime industry and port sector were shift based operations within an **eminently masculine environment**.
- **2% of 1.2 million women** in the work force are employed in maritime industry. Further **94% employed to one sector, cruise ships**.

25%

Female
participation in
port operations

Europe

18%

Female
participation in
port operations

**LATAM &
Caribbean**

**TO ENSURE PARTICIPATION,
WE HAVE TO: H.A.L.T.**



**Have a
strategy!**



**Access
help!**



Learn!



**Take
charge!**

Drag Forces

Women are an underutilized source of maritime talent which we need to draw upon to make up this shortfall.

Common drag forces for the underrepresentation of women in maritime and port sectors:

**1.
Male domain**

**2.
Lack of promotion for
gender equality and
women empowerment**

**3.
Limited resource
funding**

**4.
Cultural barriers**

**5.
Unconscious biases**

**6.
Societal misconceptions
and perceptions**

**7.
Barriers of entry to
training and educational
programmes for women**

**8.
Stereotypes**

STRATEGIES

1

**Partnerships/ Collaboration
e.g. MOU with PMAC and CSA**

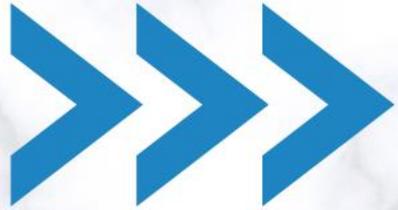
2

**Provide training and
mentorship, nationally and
regionally**

- **Graduates of the
Maritime SheEO
programme**
- **Mentorship programme**
- **National Chapters**



ACCESS FACILITATION



MOUs with partners facilitate access to potential WiMAC members

Visit of WiMAC Governing Council to Port of Port of Spain Trinidad and Tobago



Focus on Career Growth & Port Development

To promote careers in various sectors and industries



Women empowered through capacity building, training, internships, knowledge exchange.

WOMEN FOCUSED



WiMAC shared the insights of Ms. Pearl Gerding, Manager, Security, Suriname Port Management Company, who is actively involved in promoting Port Security, Resilience and Gender Equality

PUBLIC/ PRIVATE Partnerships

- Establish connection with MARADs
- MOUs with Port Managers
- Private Shipping Companies
- Ports

17 PARTNERSHIPS FOR THE GOALS

PARTNERS FOR PROGRESS

IMO CARES
Coordinated Actions to Reduce Emissions from Shipping

OAS **WPMAC** **CIP**

GENDER EQUALITY IN THE PORT-MARITIME SECTOR: INCLUSION AS A CATALYST FOR COMPETITIVENESS

April 5, 2022
11:00 AM EDT (10:00 AM CST)

ONLINE MENTORING SESSION FOR WOMEN IN THE PORT AND MARITIME INDUSTRIES

July 14, 2022
11:00 AM EST (Washington D.C.)

AGENDA				
11:00 – 11:10	11:10 – 11:15	11:15 – 11:55	11:55 – 12:30	12:30 – 12:15
Opening Remarks	Introduction	Mentoring Session	Roundtable	Closing Remarks

20th Caribbean Shipping Executives' Conference
Mentorship and Woman Equality

10:00 am – 11:00 am

CO-CHAIRMAN
ROBERTSON JEWELLER
CEO, Caribbean Shipping Executives' Conference

MODERATOR
WENYI FENG
President, Port Authority of New York and New Jersey

Presented by **CIP Strategic Ally** **zoom**

SHARING KNOWLEDGE

INTERNATIONAL WOMEN'S DAY 2023

WIMAC ZOOM PLATFORM



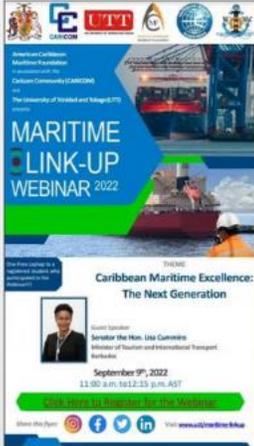
DR. TANEISHA INGLETON

EmpowerHER

DigitALL: Innovation and Technology for Gender Equality

08 MARCH 2023 8:30 AM JAMAICAN TIME
9:30 AM GUYANA TIME

TECHNICAL KNOWLEDGE & EXPERTISE SHARING



#WIMAC supports the American Caribbean Maritime Foundation (ACMF) in association with CARICOM and the University of Trinidad and Tobago (UTT) Maritime Link-up Webinar 2022 on Friday, September 9, 2022, 11:00 am – 12:15 pm AST under the Theme : Caribbean Maritime Excellence : The Next Generation.

The Guest Speaker will be Senator the Hon. Lisa Cummins, Minister of Tourism and International Transport, Barbados.



WIMAC has regular discourse via webinars/ virtual symposium to educate/motivate and inspire the membership

Training the maritime consciousness & conscience

- Seeking out opportunities for regional/ extra regional internship and scholarship (ACMF)
- Establish maritime clubs in primary & high school
- Inaugurate student chapters where METIs exists



WIMAC **DAY FOR WOMEN IN Maritime**

A culture of women leadership in the maritime industry. Getting there - an equal road for all.

May 17, 2022
10:00 am to 11:30am
Atlantic Standard Time
Zoom Platform

Jennifer Nugent-Hill
Director, Governmental and Community Affairs
Tropical Shipping
Moderator

Panel

Claudia Grant
Deputy Director General,
Maritime Authority of Jamaica
and WIMAC's first President

Bernice Mahabier
Manager Nautical
Management
Maritime Authority Suriname

Corah Ann Robertson Sylvester
CEO, Seaboard Freight and Shipping
Company Jamaica Ltd. and Chair of
the Maritime Authority of Jamaica

Renee Jodhan
Regional Training Master for
Svitzer AMEA and first female
Tug Boat Captain

WHAT PORTS ARE DOING...



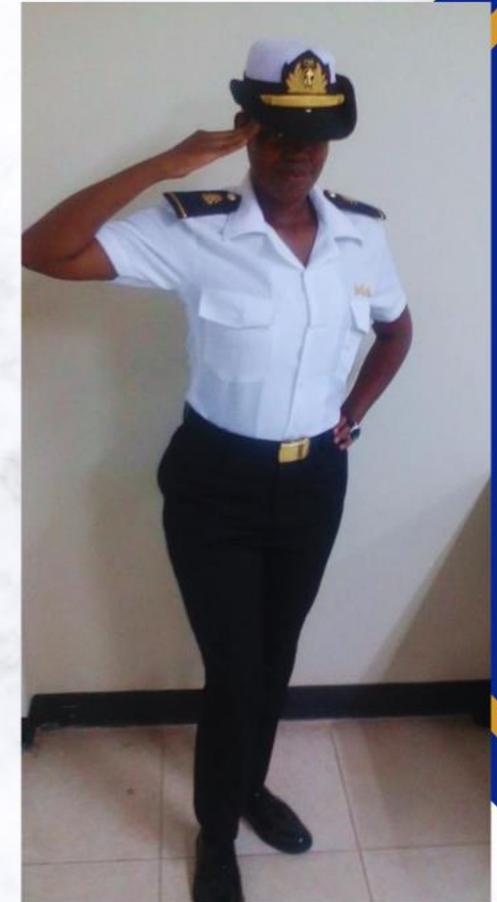
**Using technology
to enable and
facilitate jobs
that used to
exclude women:**

- Gate operations**
- Ship side
operations**

WHAT PORTS & AFFILIATES CAN DO....

- **Employ women as officers and pilots**
- **Employ females as ship planners**

**CMU alumna Ms Shanesha Simpson-
Senior Vessel Planner with Perez y Cia.**

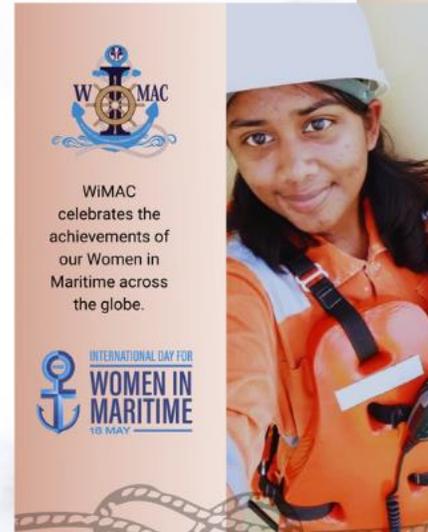


**CMU alumna Antiguan
Ms Lanise George,
Junior Officer with Exmar**

WHAT PORTS & AFFILIATES CAN DO....

Employ females as equipment operators for:

- **Carrier operations**
- **Tractor trailers**
- **Reach stackers operators**



**UTT alumna
Ms Sabeena Poonwassie,
Navigation Officer of the Watch**

Pros: Women are Invaluable Assets

Since 2015 women presence in port operations has increased.

According to findings from Catalyst (2011) a study showed that women at the decision-making level at ports significantly outperformed in:

- ✓ **Return on sales (ROS)**
- ✓ **Return on invested capital (ROIC)**
- ✓ **Return on equity (ROE)**

Therefore, a strong and diverse pool of women in port operations should be a vested interest for port authorities and logistic firms sailing forward in the port sector.



Cons: Ports Without Women

**Suboptimal
productivity**

**Economic
inefficiencies**

**Lack of
female skills**

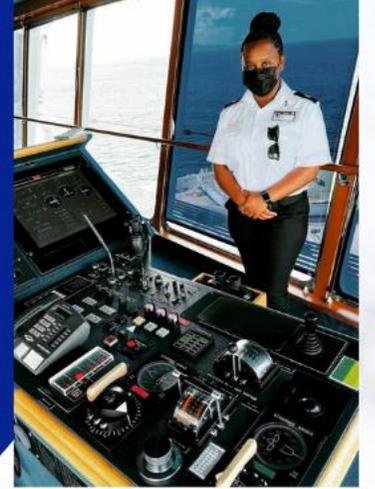
Rigidity



WiMAC is asking for capacity building action.



Technology + hands on experience



Competence and attitude is not gender defined.



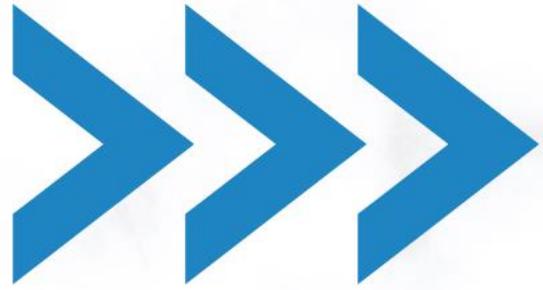
Coaching and mentoring of women



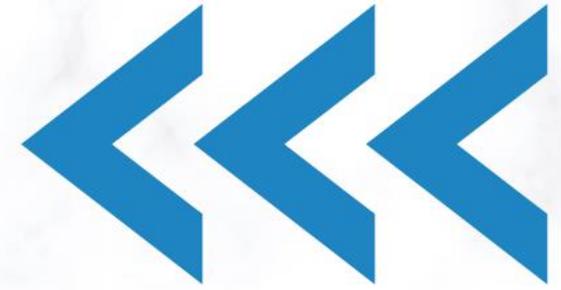
Make a place at the table for women.



The best man for the job may be a woman!



CLOSING THE GAP



**GENDER EQUALITY FOR PORT
COMPETITIVENESS**

THANKS FOR LISTENING

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