



**PUENTE
DE AMISTAD**



**FRIENDSHIP
BRIDGE**

MISSION

Creating opportunities to empower Guatemalan women to build a better life.

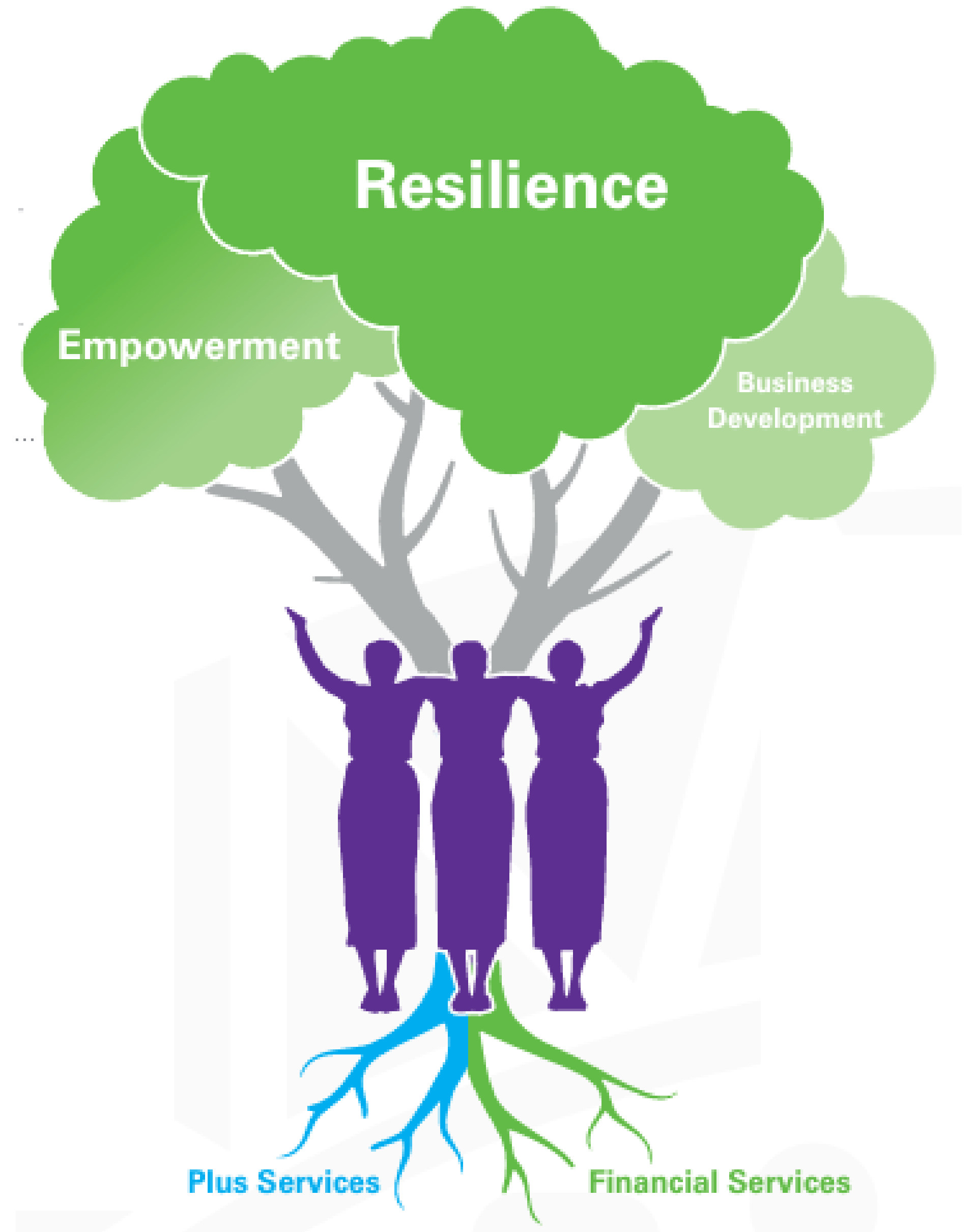


WHO WE ARE

Friendship Bridge is a social enterprise operating in Guatemala for over 24 years providing financial products, education, and health services. We have over 25,000 clients, 100% women.



OBJECTIVES



A GREAT PLACE TO WORK

Every year different companies are recognized as "The Best Places to Work in Central America and the Caribbean", the certification is endorsed by the Great Place to Work Central America & the Caribbean (GPTW™) Institute, which is named the global authority in high confidence and high-performance workplace cultures.





GENDER EQUALITY

Gender equality, in addition to being a fundamental human right, is essential to achieve peaceful societies, with full human potential and capable of developing sustainably. In addition, it is proven that the empowerment of women stimulates productivity and economic growth.



CHALLENGES For Friendship Bridge

1. Internal gender sensitivity
2. Definition of internal policies and practices that promote gender equality
3. Engendering an ethical culture and living our values.
4. Participation of men and women in the labor force
5. Equitable Managerial and Executive Positions
6. Equitable salary and labor conditions



PRACTICES

- Development “Growth Opportunities” 55% of promotions are for women
- Inclusive Recruitment: 50% incoming staff is female
- Institutional Values: Annual performance evaluation fosters a behaviors and culture of respect and gender equality; labor disciplinary policies for non-compliance.
- Leaders in Action: 50% participation for women



PRACTICES

- Open door policy and open channels: everyone can present their concerns and complaints.
- Benefits: In addition to those indicated by law, we pay 50% of incentives during maternity leave; medical insurance including maternity and newborn care etc.
- Institutional days: in addition to vacation, additional days to attend to family/personal matters.
- Well-being and team building activities: International Women's Day events; annual health care program; work-family life balance.



RESULTS

- Increased job satisfaction, lower turnover
- Productivity improvement
- Built a strong team, growing from within
- Organizational growth is supported
- Intergenerational change



Great
Place
To
Work.

**LOS MEJORES LUGARES
PARA TRABAJAR®**
PARA MUJERES 2022 - MULTINACIONALES

#1



Guatemala

This year 2022, Friendship Bridge was recognized among 30 participating multinational companies "**The Best Organization to Work for Women 2022 in Central America and the Caribbean**".

QUESTIONS





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