

## **EcoWorld: Women/Family Friendly Initiative**

Eco World Development Group Berhad (EcoWorld) is a public listed company on the Main Market of Bursa Malaysia. EcoWorld is principally involved in property development and its projects are strategically located within matured and fast-growing development corridors in the Klang Valley, Iskandar Malaysia and Penang.

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### **Overview**

Embracing diversity and work-life balance is often EcoWorld's philosophy in managing talents. Our talents are provided with holistic initiatives and programmes to balance their personal and career aspirations.

In 2014, EcoWorld launched several women/family friendly facilities to uphold diversity and promote a work-life balance philosophy.

- **March**
    - Designated Car Parks for Expecting Mothers
  - **November**
    - Nursing Room for Mothers
    - School Holidays Work Arrangement
    - Staggered Work Hours
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### **Objectives**

In line with EcoWorld's vision of 'Creating Tomorrow & Beyond', the organisation believes in building a future-ready and diverse talent pool. We also take great care in addressing the concerns and well-being of working parents.

Our women/ family friendly initiatives are also in support of our mission statement of 'Being a Caring and Responsible Organisation which actively contributes back to Society'. These initiatives aim to:

- Provide flexibility to meet family needs and personal obligations conveniently
  - Strengthen EcoWorld's image as an "Employer of Choice"
  - Increase employee engagement and commitment to the organisation
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### **Initiatives**

#### Designated Parking Bays for Expecting Mothers

All expecting mothers in their third trimester are given the priority to park their car at designated parking bays at the ground level which are closer to office entrances and a shorter walking distance.

Eligible employees are required to apply in writing with doctor's certification directly to the Group Talent Management.

### Nursing Room for Mothers

Recognising the importance of breastfeeding, a nursing room was set-up to enable working mothers to continue breastfeeding after they return to work from maternity leave. This private facility gives them a comfortable and convenient setting to continue with their journey in caring for their newborn.

EcoWorld nursing room is equipped with air-conditioning and fitted with the following amenities:

- Padded diaper changing station
- Sink with hand soap and tissues
- Secure door lock with 'Available' or 'In Use' signs for privacy
- A comfortable chair and a small table
- Power points
- Refrigerator to store breast milk

### School Holidays Work Arrangement

The School Holidays Working Arrangement provides working parents with the opportunity to stagger their working hours during the school holidays. The arrangement is applicable to employees with school going children from the ages of 12 years and below. Without altering employee's daily or weekly working hours, employees are able to select the following options while observing the core hours from 9:00 am – 5:00 pm. The working hour options available include:

- 8:00 am – 5:00 pm
- 9:00 am – 6:00 pm (normal hours)
- 10:00 am – 7:00 pm

### Flexible Work Arrangement – Staggered Work Hours

In addition to School Holidays Work Arrangement, working mothers with children from the ages of 2 years and below can opt for flexible work arrangement. The work hour options available to working mothers include:

- 8:00 am – 5:00 pm
- 9:00 am – 6:00 pm (normal hours)
- 10:00 am – 7:00 pm

This flexibility in work hours aims to support mothers in coping with the new routine at home upon the arrival of an additional family member.

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## **Outcome**

Benefits for EcoWorld:

- Position EcoWorld as a caring employer
  - Enhance employee engagement
  - Attract and retain women talents
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## Testimonials From The Participating Women Talents



*Munyra Asyikin*

*Manager - Design & Planning Development*

“Since participating in the Flexible Work Arrangement – Staggered Work Hours, I am able to pick up my three kids from the nursery an hour earlier than before. This new timing allows me to save money as I don’t have to pay for that extra hour at the nursery. I am also able to spend quality time with my babies and loved ones. I can prepare dinner, feed my babies, clean the house, tutor their homework and play with them. I can fulfil my responsibilities as a mother and wife conveniently. In addition to the above, I avoid heavy traffic and reduce the unnecessary stress arising from commuting during rush hours. I personally feel good and am more productive at work. I am satisfied and a happy working mother now!”



*Chai Mey*

*Application Developer*

“The FWA was launched at the right time! I was pregnant soon after the launch of FWA. Being a pregnant working mother with a growing child, I couldn’t imagine what would happen to me if there was no FWA. FWA allows me to have enough time to send my kid to the day care centre and to have my breakfast so that I have sufficient energy for the day. No more rushing in the morning and I can have peace of mind, which helps in my work performance. FWA also allows me to build better relationship with my family and at the same time, I have better work-life integration.”



*Shereen Lim*

*Executive - Office Administration*

“I jumped for joy when the Flexible Work Arrangement – Staggered Working Hours was implemented for working mums like me. Arriving office early at 8:00am allows me to get ready for my busy day before everyone’s arrival. I can avoid heavy traffic too. Leaving office at 5:00pm gives me a smooth ride to pick up my kids from the day care centre. My kids are so happy to be picked up early from the centre. I cook for my family’s dinner and Flexible Work Arrangement allows me to prepare dinner earlier so that they don’t have to starve till 8:00pm. Definitely a win-win situation as a happy employee = productive employee.”



May Teoh

*Senior Manager - Learning & Development*

“During my pregnancy early last year, I was given a designated parking bay for expecting mothers that allowed me to park my car closer to the office entrance. I felt honored to have this privilege, warm hospitality, care and attention given by the company to expecting mothers such as myself. Not only walking distance to the office minimized, my safety during this critical period was looked after. After the delivery of my baby, there was also a nursing room for mothers. This nursing room was fully equipped with air-conditioning, a sofa, a refrigerator and a bed. It definitely provided me with the convenience and privacy when expressing breast milk for my baby.”

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### **Success Factors**

- Leadership
    - Top Management Support
  - Organisation Alignment
    - HR Policy & Procedure
    - Embrace continuous improvements value
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### **Awards**

- 2015 : “Best Employers Award”, Aon Hewitt
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### **Website**

[www.ecoworld.my](http://www.ecoworld.my)