



Women's Economic Empowerment: the (Inclusive) Business Case

A Perspective from and for the Base of the Pyramid to Enhance Economic Opportunities for Women and Accelerate the Realization of the SDGs.

Tuesday 30th Jan 2018 4:00-5:00 pm
Istanbul time (GMT+3)

Part of BCtA Webinar Series on
Women's Economic Empowerment and Inclusive Business



Business Call to Action Webinar Series

1. Women's Economic Empowerment: **the (Inclusive) Business Case**

**WHAT CAN BUSINESS DO FOR WOMEN AND WHAT CAN WOMEN DO FOR BUSINESS:
A Perspective from and for the Base of the Pyramid to Enhance Economic Opportunities for Women and Accelerate the Realization of the SDGs.**

2. Women's Economic Empowerment: **Navigating Enablers and Constraints**

Tuesday 6th Feb 2018, 4:00-5:00 pm (GMT+3)

- **Georgia Taylor**, Technical Director at WISE Development
- **Arianna Rossi**, Research and Policy Officer, Better Work, International Labour Organization.
- **Mashook Mujib Chowdhury**, Deputy Manager, Sustainability, at DBL Group
- **Nicole Voillat**, Group Sustainability Director at Bata Brands

Moderated by **Carmen Lopez-Clavero**, Programme Manager Specialist, Private Sector and Economic Development at Sida

3. Women's Economic Empowerment: **Measuring Inclusive Businesses Impact**

Tuesday 13th Feb 2018, 4:00-5:00 pm (GMT+3)

- **Dr Catherine Dolan**, Reader in Anthropology at SOAS, University of London, Visiting Scholar at Saïd Business School
- **Diana Gutierrez**, Global Programme Manager, Gender Equality Seal for Private Sector Global at UNDP
- **Anuj Mehra**, Managing Director at Mahindra Rural Housing Finance Limited, India
- **Vava Angwenyi**, Founder, Vava Coffee LTD, Kenya

Moderated by **Nazila Vali**, Knowledge and Partnerships Lead, Business Call to Action at UNDP



About the Presenters



Aditi Mohapatra, Director, Women's Empowerment at BSR



Anna Falth, Global Programme Manager, Empower Women at UN Women



Katy Lindquist, Communications Executive at AFRIpads Ltd.



Moderated by Paula Pelaez, Head of Business Call to Action



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Women intersect with business in many different ways, and the status of women globally is critical to business success.



Design



Raw
Materials



Production



Operations



Distribution



Use



Business stands to gain tremendously from investing in women's progress.

Closing the gender gap in the global economy could **increase global GDP by \$28 trillion by 2025**

Market Growth

Cost Savings and Productivity

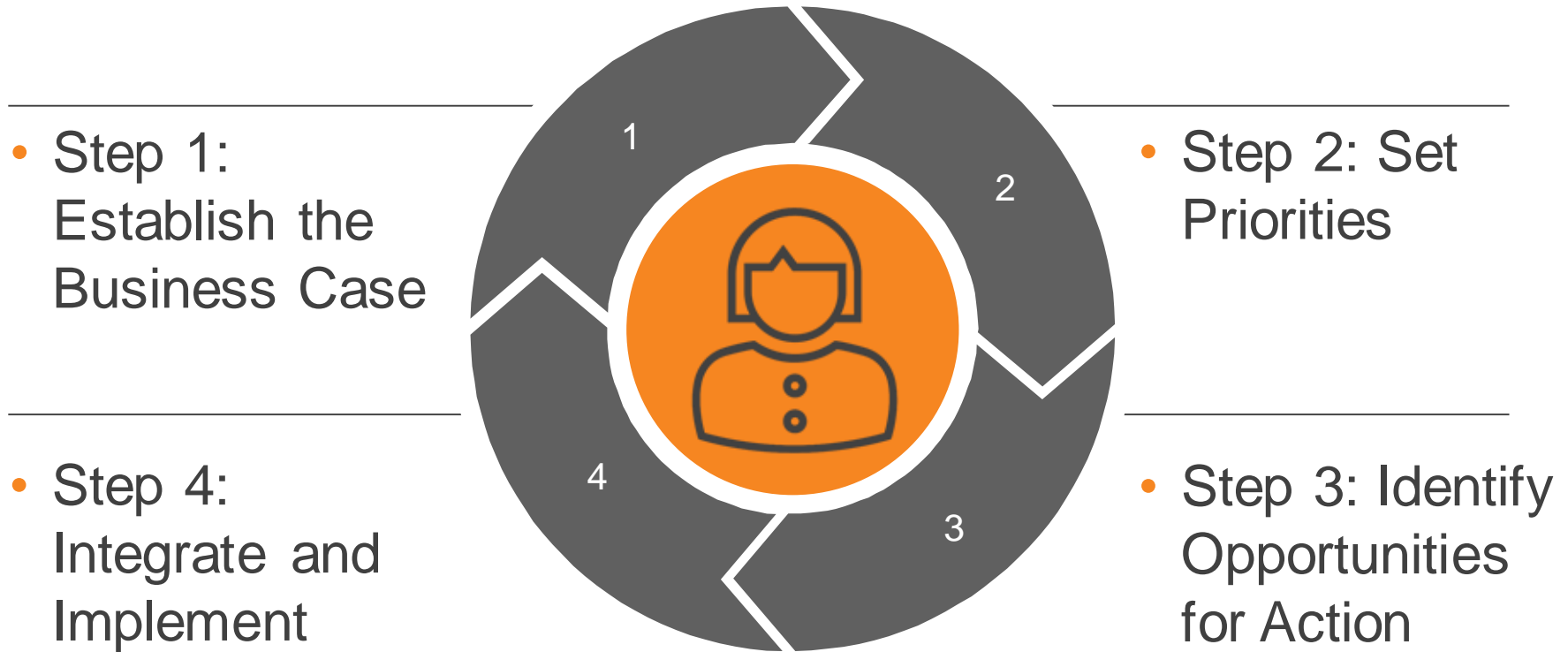
If women had equal access to agricultural resources, **agricultural output** in developing countries would increase by an average of **4%**, reducing the number of undernourished people by as much as **17%**.

Companies with diverse workforces are: **22% more productive**, have **27% higher profitability** and **39% higher customer satisfaction**

Innovation

Developing a women's empowerment strategy

Step-by-step guide to developing a strategy



Step 1: Establish the business case

Understanding “why” for your own business is critically important, each company will have its own unique rationale for prioritizing women’s empowerment.

- Understand how women are impacted by the company along the value chain.
- Clarify how the company and business partners benefit from women’s contributions along the value chain.
- Determine how promoting women’s empowerment and equality creates value for the company and stakeholders.
- Understand how the socioeconomic context drives business action.

Are there any areas where women are at a disadvantage in accessing opportunities relative to men?

How would changes to products and services increase sales and access among low income women?

Are women’s unique needs considered in product and service design and delivery?

Step 2: Set priorities

Once companies have identified why women’s empowerment is important, they can identify how and where they should invest. This should include a broad and holistic analysis of factors contributing to women’s advancement.



Step 3: Identify opportunities for action

This step requires thinking through the various assets and business levers your company has to contribute to women's advancement and how to effectively deploy them.



People



Investments



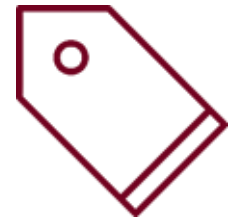
Purchasing Power



Partnerships



Advocacy

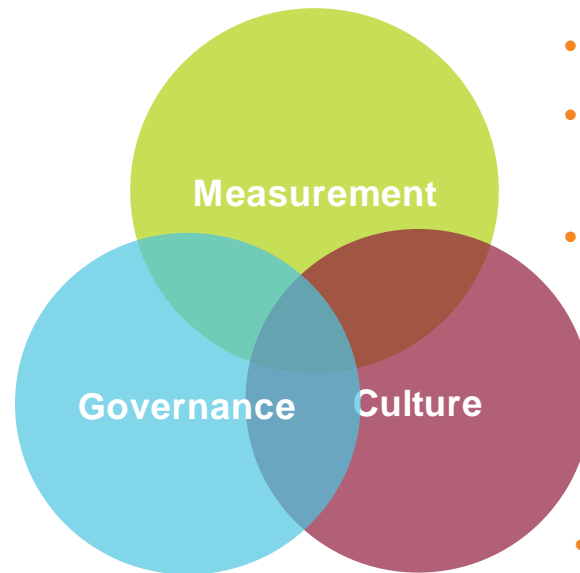


Brands and Products



Step 4: Integrate and implement

Finally, companies need to think through how to build the right structures, incentives, and culture to ensure action.



- Create cross-functional teams
- Establish common vision and goals
- Ensure clear oversight and accountability mechanisms

- Identify meaningful metrics
- Provide an honest assessment of challenges
- Integrate measurement into engagement with partners across value chain
- Engage executives and key stakeholders, including men, in dialogue and goal setting
- Recognize and overcome unconscious bias



United Nations Entity for Gender Equality
and the Empowerment of Women



Women's Economic Empowerment: the Business Case



BCtA Webinar Series: Women's Economic
Empowerment and Inclusive Business

Anna Falth, Programme Manager, Women's
Economic Empowerment

30 January 2018

*"Pax World strongly endorses the Women's Empowerment Principles because we believe that **businesses need to be key drivers in advancing gender equality and women's empowerment**. The business case is clear: when women are at the table, the discussion is richer, the decision-making process is better and the organization is stronger.*

***Gender equality is not only a moral imperative but a strategic business – and investment; imperative**. We are committed to integrating the Women's Empowerment Principles into our business model and will encourage other companies to do the same."*

Joseph F. Keefe, President and CEO, Pax World Management, LLC



CEOs Speak

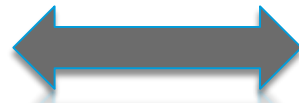
*"As a technology company, innovation is key to Symantec's business success. Diversity in our workforce, especially talented and creative women, provide a unique and invaluable perspective that **fosters innovation and strengthens our business**. Symantec has a longstanding commitment to advancing and empowering women in the workplace and we fully endorse the Women's Empowerment Principles. The Principles provide us with a framework to ensure that Symantec remains a place where innovative ideas can flourish, and where both women and men can have productive and satisfying careers."*

**Steve Bennett, President, CEO and Chairman of the Board,
Symantec Corporation**

*"We are strong supporters of the Women's Empowerment Principles and hope they will drive further change among private sector companies. The Principles are a reminder that leveling the playing field and advancing gender equity **requires a pro-active and deliberate effort**. Businesses that believe they are supporting women's advancement should take a hard look at these Principles and challenge themselves to do more - it will benefit their companies, their employees, and their communities."*

James S. Turley, Chairman and CEO, Ernst & Young

***Women's
Empowerment***



***Corporate
Sustainability***

***Economic
Growth***

Innovation

Performance

- If women were enabled to participate in the economy identically to men, the world could see **\$28 trillion in growth by 2025** (McKinsey 2015)
- Employees of diverse publicly traded companies are **70% more** likely to report that their firm captured a **new market** & 45% more likely to report that their firm improved market share (Center for Talent Innovation 2013)
- > 30% of PS leaders report **increased profits** from efforts to empower women in emerging markets (McKinsey 2010)

- 1.** Establish high-level corporate leadership for gender equality
- 2.** Treat all women and men fairly at work – respect and support human rights and nondiscrimination
- 3.** Ensure the health, safety and well-being of all women and men workers...
- 4.** Promote education, training and professional development for women

5. Implement enterprise development, supply chain and marketing practices that empower women
6. Promote equality through community initiatives and advocacy
7. Measure and publicly report on progress to achieve gender equality

Principle 5: supply chains



WEPs Gap Analysis Tool

Translating Principles into Action

The Tool will help companies of all sectors and sizes...

- Self-assessment of performance against the 7 Principles
- Identify strengths, gaps, and opportunities for continuous improvement
- Benchmark progress against concrete targets and performance indicators
- Engage in stakeholder dialogue

- **Measurement** (SMART targets and indicators for each WEP)
- **Accountability** (transparency, publically communicate and disclosure)

The tool will not:

- Require extensive resources or time
- Certify or audit companies
- Be a source of data about specific companies

Overview



United Nations Entity for Gender Equality
and the Empowerment of Women



Thank you





Katy Lindquist
Communications Executive
AFRIpads (U) Ltd.

The Problem

Millions of women & girls in Sub-Saharan Africa face challenges **managing their monthly periods.**

EDUCATION



1 of 10 girls skip school during menstruation or drop out entirely.

This increases the chance of **early child marriage** and **teenage pregnancy.**

EMPOWERMENT



Women are **stuck at home** when they would rather go to work or do daily activities.



HYGIENE

Many rely on improvised solutions like rags, leaves, or pieces of foam mattress.

These are **ineffective, uncomfortable and unhygienic** and can lead to health complications and discomfort.



The Solution

AFRIpads are a **high quality and sustainable** feminine hygiene solution designed to provide protection for one year at only **1/3 of the cost** of disposable pads.



VS



The Model

- Two brand model
 - AFRIpads: NGO and Relief Market
 - So Sure: Retail and end-users
- Local Manufacturing
 - Masaka, Uganda based production facilities employing more than 150 women
- Comprehensive partnership
 - Education tools
 - Data collection tools





Register for our next webinar

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next Tuesday 6th Feb 2018 | 4:00-5:00 pm (GMT+3)

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Visit the event section on our website to register.



Thank You

and see you next week for our 2nd webinar!
