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

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
- 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


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

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.

Market Growth

Cost Savings and Productivity

Innovation
Developing a women's empowerment strategy
Step-by-step guide to developing a strategy

- Step 1: Establish the Business Case
- Step 2: Set Priorities
- Step 3: Identify Opportunities for Action
- Step 4: Integrate and Implement
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?

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

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

- Equal and fair wages
- Safe workplaces and conditions
- Access to financial services
- Trafficking
- Climate change and resilience
- Career Mobility
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
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
"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
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

**GOAL 1**
Establish Corporate Policy and Top Corporate Management Support

**GOAL 2**
Develop a Corporate Supplier Development Plan for Women-Owned Businesses

**GOAL 3**
Establish Comprehensive Internal & External Communication

**GOAL 4**
Identify Opportunities for Women-Owned Businesses in Strategic Sourcing & Supply Chain Management

**GOAL 5**
Establish Comprehensive Supplier Development Process

**GOAL 6**
Establish Tracking, Reporting & Goal Setting Mechanisms

**GOAL 7**
Establish a Continuous Improvement Plan

**GOAL 8**
Establish a Second-Tier Programme
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

Overview

- **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
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.

DISPOSABLE PADS

15 pads per period × 13 periods = 195 pads per year

AFRIPADS

4 pads per period × 13 periods = 4 pads per year

3x MORE AFFORDABLE

> $15

< $5
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

Women's Economic Empowerment: Navigating Enablers and Constraints

next 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

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Visit the event section on our website to register.
Thank You

and see you next week for our 2\textsuperscript{nd} webinar!