Women’s Empowerment and Business

2020 Trends and Opportunities

April 2020
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Global Nonprofit Business Network

We are a global non-profit organization that works with our network of more than 265 member companies and other partners to build a just and sustainable world. From our offices in Asia, Europe and North America, we develop sustainable business strategies and solutions through consulting, research and cross-sectoral collaboration.

1 Mission

We work with business to create a just and sustainable world.

- Copenhagen
- Guangzhou
- Hong Kong
- New York
- Paris
- San Francisco
- Shanghai
- Tokyo

130+ Global Staff

75+ Project Locations

265+ Member Companies

20+ Collaborative Initiatives

8 Offices

6 Areas of Expertise

25+ Years of experience
Today’s Speakers

Aditi Mohapatra
Managing Director
BSR

Annelise Thim
Manager
Women’s Empowerment
BSR

Katja Freiwald
Regional Head
WeEmpowerAsia
UN Women

Cherry Lin
Manager
BSR HERproject
Current Context
Current Context: Women and the Covid-19 Crisis

The differentiated impacts of Covid-19 on women underscores the need for a targeted and tailored approach for companies to promote women’s empowerment throughout their value chain for more resilient and inclusive businesses.

Increase care work

Over one billion students globally are currently missing class due to virus-led school closures.

Increase risk of domestic violence

In China, police stations reported double the number of domestic violence related calls compared to 2019.

Vulnerable job categories

Women account for 70% of health and social workers across 104 countries.

Global School Closures

Nurses: percentage of female and male

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<thead>
<tr>
<th>Region</th>
<th>Female</th>
<th>Male</th>
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<tr>
<td>African Region</td>
<td>65%</td>
<td>35%</td>
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<tr>
<td>Region of the Americas</td>
<td>86%</td>
<td>14%</td>
</tr>
<tr>
<td>Eastern Mediterranean Region</td>
<td>79%</td>
<td>21%</td>
</tr>
<tr>
<td>European Region</td>
<td>84%</td>
<td>16%</td>
</tr>
<tr>
<td>South-East Asia Region</td>
<td>79%</td>
<td>21%</td>
</tr>
<tr>
<td>Western Pacific Region</td>
<td>81%</td>
<td>19%</td>
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Women’s Economic Empowerment in Asia

Women continue to see declining employment rates and are over-represented in vulnerable and informal employment. Women in the formal workforce face discriminatory stereotypes and a disproportionate share of unpaid care work leading to gender gaps in outcomes.

Advancing women’s equality could add $4.5 trillion of 12% of additional GDP in 2025 to the economies of Asia Pacific.
Women’s Economic Empowerment in Asia

The WeEmpowerAsia (WEA) programme is a collaborative effort between UN Women Regional Office for Asia and the Pacific and the European Union (EU), which is funding the action under its Partnership Instrument. The overall objective of the WEA programme is that more women lead, participate and have access to enhanced business opportunities and leadership within the private sector to advance sustainable and inclusive growth across seven countries in Asia, including China, India, Indonesia, Malaysia, Philippines, Thailand and Viet Nam.

Visit us: https://asiapacific.unwomen.org/en/focus-areas/women-poverty-economics/weempowerasia

QR Code:
Overview: The Women’s Empowerment Principles
The Women’s Empowerment Principles

Established by UN Global Compact and UN Women, the WEPs provide a gender lens for business to survey and analyze current practices and identify corporate actions to progress women’s empowerment.

The WEPS are a set of Principles offering guidance to business on how to promote gender equality and women’s empowerment in the workplace, marketplace and community.

By endorsing the WEPs, you join a global network of like-minded companies and guidance on advancing gender equality and women’s empowerment in the workplace, marketplace and community.
Businesses have a unique responsibility and opportunity to empower women for a gender-sensitive COVID-19 response and an accelerated inclusive economic recovery.
The WEPs Gender Gap Analysis Tool

An online resource for companies to anonymously assess gender equality performance across the workplace, marketplace, and community.

- The tool is composed of 18 multiple choice questions across four areas: leadership, workplace, marketplace, and community.
- The tool also covers 4 management stages: commitment, implementation, measurement, and transparency.
- More than 2,000 companies have used the WEPs Gender Gap Analysis Tool.
- The tool is a joint project of the UN Global Compact, UN Women, the Multilateral Investment Fund of the Inter-American Development Bank (IDB), and IDB Invest.
Progress so Far: From Commitment to Action
WOMEN'S EMPOWERMENT AND BUSINESS

2020 TRENDS AND OPPORTUNITIES

OVERALL WEPs SCORE PERFORMANCE

The WEPs Gender Gap Analysis Tool sets a high bar by encouraging businesses to employ a holistic approach to promote equality and women's empowerment. A company achieves a higher score by demonstrating a more complete action across gender management stages (commitment, assessment, integration, analysis, and transparency).

The average score for all firms is 28 percent, representing only slight growth from 2018, when the average score was 26 percent.

USERS BY COMPANY SIZE

- Company: 40%
- SME: 25%
- Micro Enterprise: 12%
- Enterprise: 55%

USERS BY INDUSTRY

- Services: 14%
- Manufacturing: 13%
- Extractives: 12%
- Trade: 2%
- Agriculture: 2%

Why use the WEPs Gender Gap Analysis Tool?

As a free, user-friendly tool, the WEPs Gender Gap Analysis Tool supports women's leadership ambitions, offering a gender equality focus at every stage.

1,407 companies in 117 countries and counting...


Empower more women in business & human rights.

WOMEN'S EMPOWERMENT PRINCIPLES

Principle 1: Leadership/Protection of Gender Equality
Principle 2: Equal Opportunity, Inclusion and Non-Discrimination
Principle 3: Health, Safety and Freedom from Violence
Principle 4: Education and Training
Principle 5: Enterprise Development, Supply Chain, and Marketing Practices
Principle 6: Community, Leadership, and Engagement
Principle 7: Transparency, Measuring and Reporting

Jobs 2,900+ - interns, leaders, mid-level, and senior.
www.unwomen.org/job
WOMEN’S EMPOWERMENT AND BUSINESS: 2020 TRENDS AND OPPORTUNITIES

OVERALL WEPS SCORE PERFORMANCE
Average overall score: 28%

USERS BY REGION
This map shows the regional distribution of companies that have taken the WEPs Gender Gap Analysis Tool.

- Global 3%
- North America 6%
- Latin America 63%
- Europe 14%
- MENA 3%
- Asia 5%
- Africa 4%
- Oceania 2%

USERS BY COMPANY SIZE
This chart shows the size distribution of companies that have taken the WEPs Gender Gap Analysis Tool.

- Company >250 employees: 55%
- Micro Enterprise >10 employees: 33%
- SME Between 10-250 employees: 12%

USERS BY INDUSTRY
This chart shows the top five industries of the companies that have taken the WEPs Gender Gap Analysis Tool.

1. Financial Services
2. Energy and Extractives
3. Food, Beverage, and Agriculture
4. Healthcare
5. Information and Communications Technology
WOMEN’S EMPOWERMENT AND BUSINESS: 2020 TRENDS AND OPPORTUNITIES

PROGRESS SO FAR: GLOBAL AVERAGE SCORES

LEADERSHIP AVERAGE 31%

WORKPLACE AVERAGE 33%

MARKETPLACE AVERAGE 17%

COMMUNITY AVERAGE 22%

“The majority of companies have made corporate commitments to promote gender equality. Yet few have taken the necessary next steps to meet those commitments by implementing, monitoring, and reporting on progress toward gender equality.”
Progress so Far: Leadership

68% has leadership commitment or support for gender equality and women’s empowerment

41% advocates for gender equality and women’s empowerment in public forums

28% has time-bound, measurable goals and targets

25% reports publicly on progress and outcomes
Progress so Far: Workplace

Supporting Working Parents

- 18% provides on-site childcare and/or referrals for off-site childcare
- 21% tracks the percentage of women and men using parental or care benefits

Promoting Equitable Workplace Outcomes

- 31% takes proactive steps to recruit women in traditionally underrepresented roles
- 15% publicly discloses the gender pay gap

Ensuring Safe Workplaces

- 28% provides annual training on zero tolerance of violence to all employees
- 36% tracks grievances related to workplace violence, disaggregated by sex
Progress so Far: Marketplace

26% has a responsible marketing policy/commitment addressing gender stereotypes

8% has a robust due diligence or assessment process for suppliers and vendors

4% tracks percentage spend with women-owned business

3% reports publicly on percentage spend with women-owned businesses
Gender responsive due diligence
BSR’s Making Women Workers Count: Report, Framework, Tool

Gender responsive due-diligence enables companies to have more visibility on the status of and challenges faced by women in the supply chain and broader context and develop a way forward with short and longer-term opportunities.

- **A Framework** for conducting Gender-Responsive Due Diligence in Supply Chains
- **A set of indicators** covering key areas of women’s empowerment in the workplace
- **Recommendations** for brands and suppliers on how to conduct root cause analysis and how to design effective action plans

- **An Excel tool** to:
  - Collect and analyse gender data
  - Design and track an action plan to address identified gendered issues
Progress so Far: Community

- **33%** Has a policy/commitment embedding gender in CSR, philanthropy, advocacy and partnerships
- **9%** Assesses impacts on men and women during human rights or social impact assessments
- **14%** Has clear goals on desired impacts for women and girls in community projects
- **12%** Reports publicly on the number of beneficiaries from community projects, disaggregated by sex
What Companies Can Do
A Strategic Approach to Women’s Empowerment

BSR works with global businesses to develop a comprehensive overview of their performance on women’s empowerment, set priorities, and develop and execute a strategy to drive business success and women’s advancement.

<table>
<thead>
<tr>
<th>Identify Strengths and Gaps</th>
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<tbody>
<tr>
<td>Completes the WEPs Gender Gap Assessment Tool</td>
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<tr>
<td>Provides a high-level overview of performance on women’s empowerment in the workplace, marketplace, and community</td>
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<tr>
<td>Identifies policy, programming and reporting gaps related to women’s empowerment</td>
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<td>A “temperature check”</td>
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<tr>
<th>Analyze and Prioritize Results</th>
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<tr>
<td>Provides a more individualized overview building on WEPs tool results</td>
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<tr>
<td>Includes internal and external consultations</td>
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<tr>
<td>Includes deep dives on relevant issues like supply chain or performance across subsidiaries in different regions</td>
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<tr>
<td>Includes a prioritization process based on criteria selected by the company</td>
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<td>A “comprehensive view”</td>
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<th>Develop and Implement Strategy</th>
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<tr>
<td>Benchmark against peer and “best in class” companies</td>
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<tr>
<td>Helps companies design and implement a meaningful and impactful women’s empowerment strategy</td>
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<td>Identifies areas where companies can act, enable, and/or influence change</td>
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<tr>
<td>Helps companies take a holistic, integrated, and strategic approach</td>
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<td>“From assessment to action”</td>
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**HERproject**

*Empowered Women, Dignified Work, Better Business*

**About HERproject:** BSR’s HERproject is a collaborative initiative that strives to empower low-income women working in global supply chains. Bringing together international companies, their suppliers, and local NGOs, HERproject drives impact for women and business via workplace-based interventions on health, financial inclusion, and gender equality.

**Our Impact**

- **1,000,000** Women
- **14** Countries
- **900+** Factories & Farms
- **70+** Companies
Next Steps

BSR can support companies who are interested in assessing their progress on gender equality and women’s empowerment using the WEPs Tool, understanding and tailoring their results to their specific sector and across geographies, and building a holistic strategy to address the gaps and issues identified.

Endorse the WEPs

Join 2,900 + CEOs and **endorse the WEPs** to show your company supports the seven Principles and is committed to showing leadership and improvement on gender equality.

Take the WEPs Tool

Go online to take the **WEPs Gender Gap Analysis Tool** and assess your company’s performance on gender equality across the workplace, marketplace, and community.

Collaborate with Peers

Work across regions and sectors to scale impact for women through collective action.
BSR Collaborative Initiatives

**Business Action for Women**

A coalition of business leaders driving collective progress for women through a shared action platform and cross-industry collaboration.

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**Our Mission**

Inspire ambition, increase impact, and catalyze scalable corporate solutions to support women’s global progress throughout a company’s value chain.

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**Why Join?**

Through this collaboration, participants will:

- Identify how your company can **leverage its full value chain, peers, and strategic partners** to make the greatest contribution to women’s progress.
- Launch a **virtuous circle of benefits** for women and for business.
- Collaborate with peers and other **stakeholders**, including women’s funds and grassroots organizations, to identify scalable solutions to address shared challenges.

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**Our Members**

- Avon
- Eileen Fisher
- Coca-Cola
- Swarovski
- Kering
- New Balance
- MARS
- Sodexo
- PVH
- Tiffany & Co.
What Can Companies Do to Support Women During the COVID-19 Crisis

The threat that Covid-19 represents is reason to reaffirm – and not to abandon – the commitment to promoting gender equality and women’s empowerment. The list below outlines six measures for companies to support women and mitigate the gendered-impacts of the Covid-19 crisis.

• Provide financial support and paid leave to caregivers.
• Share resources around domestic violence to all employees.
• Ensure equal representation of women on internal Covid-19 taskforces.
• Support women throughout your supply chain.
• Disaggregate all relevant data by gender to track and monitor the differentiated impacts on women and men.
• Advocate for a gender-responsive and inclusive recovery.
Resources and Upcoming Events

**ACTION- BRIEFS** for inclusive economic recovery

**Private Sector**

**SMEs**

**Women Migrant Workers**

**Forthcoming:** UN Women and BSR are developing tools to support companies to adopt a gender-responsive approach crisis management and recovery, including:

- Webinars
- Gender Assessment and Action Planning Tool

Download Link
Additional Links and Resources

See below links to the different resources and initiatives referenced during the webinar.

• Sign on to the WEPs.

• Take the WEPs Gender Gap Analysis Tool online.

• Read the Latest WEPs Report: “Women’s Empowerment and Business: 2020 Trends and Opportunities”.

• Learn more about BSR’s work on Women’s Empowerment and Business Action for Women collaborative initiative.

• Lear more about the WeEmpowerAsia programme.

• Learn more about the HERproject.

• See six actions business can take to support women during the COVID-19 pandemic.
Thank you for joining!
To learn more about the information shared today and how your company can use the WEPs to promote women’s empowerment, please contact:

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Thank You

BSR™ is a global nonprofit organization that works with its network of more than 250 member companies and other partners to build a just and sustainable world. From its offices in Asia, Europe, and North America, BSR™ develops sustainable business strategies and solutions through consulting, research, and cross-sector collaboration.

www.bsr.org