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# Women's Empowerment and Business

2020 Trends and Opportunities

April 2020



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# Agenda

1. Introductions
2. Overview: The Women's Empowerment Principles  
The WEPs Gender Gap Analysis Tool
3. Progress so Far: From Commitment to Action
4. What Can Companies Do
5. Company Perspective: MetLife
6. Q&A
7. Next Steps  
Links and Resources

# 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.

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



# Today's Speakers



**Aditi Mohapatra**

Managing Director  
BSR



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Manager  
Women's Empowerment  
BSR



**Aude Coquatrix**

Senior Manager  
UN Global Compact



**Cindy Pace**

Vice President  
Global Chief Diversity and  
Inclusion Officer  
MetLife

# 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

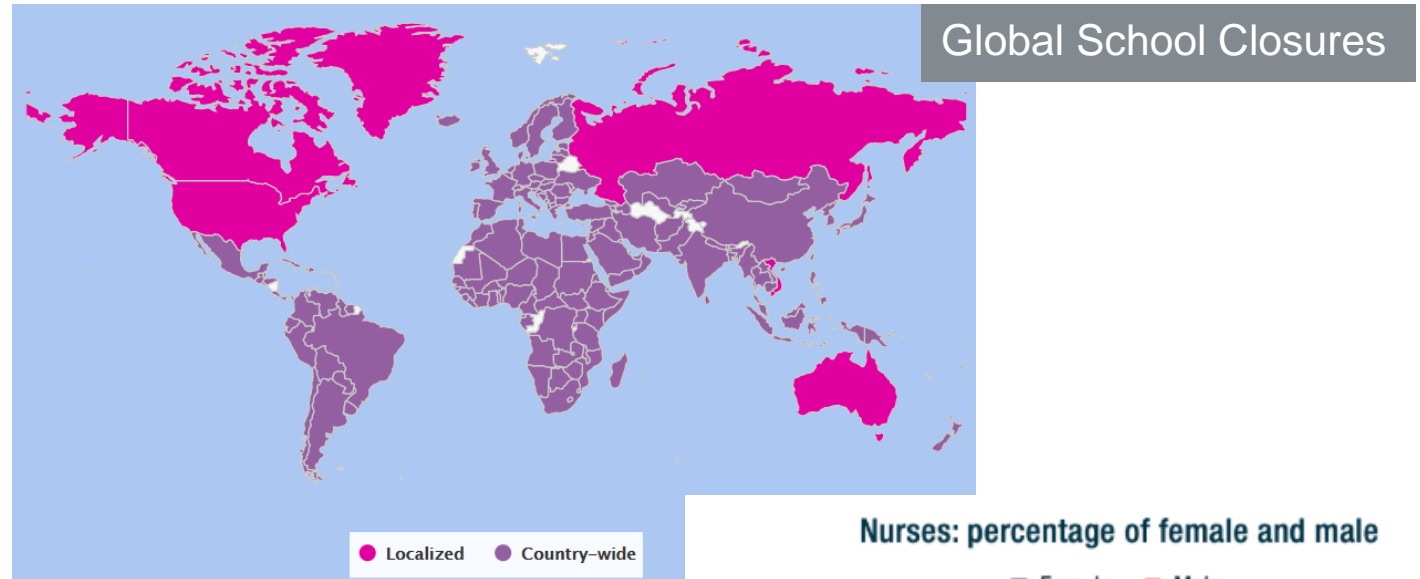
Over one billion students globally are currently missing class due to virus-led school closures.

## Increase risk of domestic violence

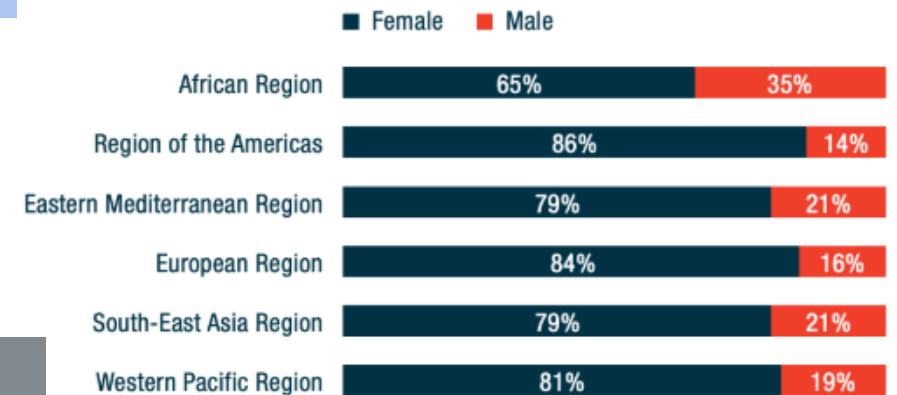
In China, police stations reported double the number of domestic violence related calls compared to 2019.

## Vulnerable job categories

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



## Nurses: percentage of female and male



Gender distribution of nurses across 104

# 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.

**7** Principles

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.

**2,900+**  
CEOs

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.

## WOMEN'S EMPOWERMENT PRINCIPLES

### Principle 1

Leadership Promotes Gender Equality

### Principle 2

Equal Opportunity, Inclusion and Nondiscrimination

### 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



# The WEPs Gender Gap Analysis Tool

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

**18** Multiple Choice Questions

The tool is composed of 18 multiple choice questions across four areas: leadership, workplace, marketplace, and community.

**4** Management Stages

The tool covers 4 management stages: commitment, implementation, measurement, and transparency.

**2,000+** Companies

More than 2,000 companies have used the tool.

**4** Partners

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.

## WOMEN'S EMPOWERMENT PRINCIPLES

### Principle 1

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Community Leadership and Engagement

### Principle 7

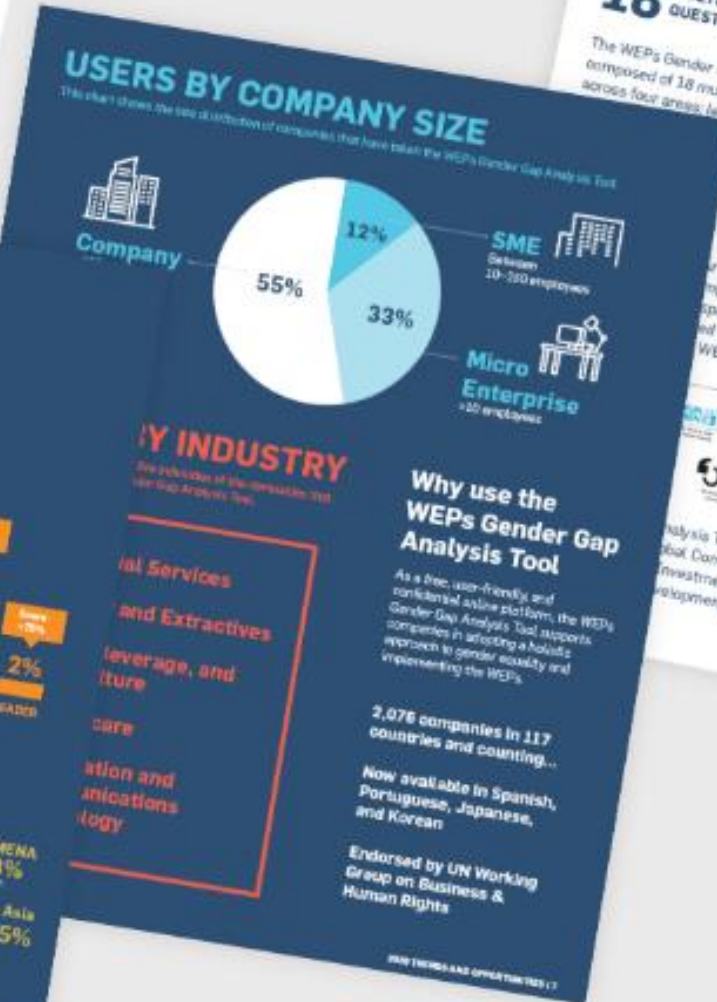
Transparency, Measuring and Reporting

# Progress so Far: From Commitment to Action



# WOMEN'S EMPOWERMENT AND BUSINESS

## 2020 TRENDS AND OPPORTUNITIES



### THE WEPS GENDER GAP ANALYSIS TOOL

18 MULTIPLE CHOICE QUESTIONS

The WEPS Gender Gap Analysis Tool is composed of 18 multiple choice questions across four areas: leadership, workplace, community, and management implementation, transparency—to ensure alignment with substantive WEPS.

### WOMEN'S EMPOWERMENT PRINCIPLES

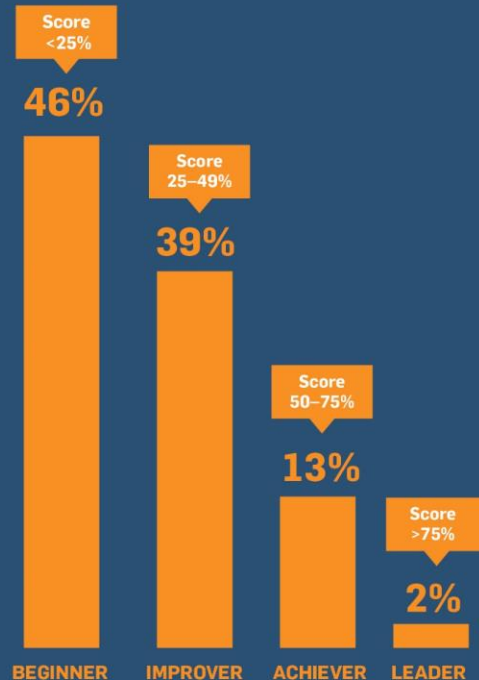
- Principle 1: Leadership Promotes Gender Equality
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- Principle 3: Health, Safety and Freedom from Violence
- Principle 4: Education and Training
- Principle 5: Enterprise Development, Supply Chain and Marketing Practices
- Principle 6: Community Leadership and Engagement
- Principle 7: Transparency, Measuring and Reporting

Join 2,900+ business leaders and sign today!  
[www.weps.org/join](http://www.weps.org/join)

# WOMEN'S EMPOWERMENT AND BUSINESS: 2020 TRENDS AND OPPORTUNITIES

## OVERALL WEPS SCORE PERFORMANCE

Average overall score: 28%



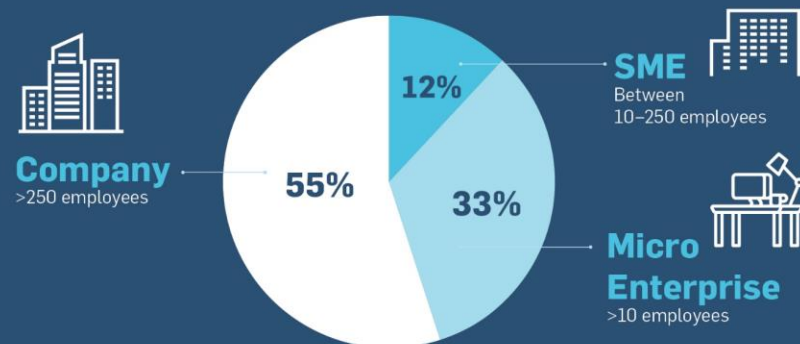
## USERS BY REGION

This map shows the regional distribution of companies that have taken the WEPS Gender Gap Analysis Tool.



## USERS BY COMPANY SIZE

This chart shows the size distribution of companies that have taken the WEPS Gender Gap Analysis Tool.



## USERS BY INDUSTRY

This chart shows the top five industries of the companies that have taken the WEPS Gender Gap Analysis Tool.

### TOP 5

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



AVERAGE  
**LEADERSHIP 31%**



AVERAGE  
**WORKPLACE 33%**



AVERAGE  
**MARKETPLACE 17%**



AVERAGE  
**COMMUNITY 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

## LVMH

### Professional development for women in 2018

42%  
of key Group positions  
held by women  
Target of "50/50 by 2020"  
to achieve parity  
in these positions

73%  
of the Group's total workforce  
is made up of women

32  
participants  
in the EllesVMH  
Coaching program

41  
Maisons committed  
to complying with  
the UN Women's  
Empowerment Principles



## Unilever achieves gender balance across management globally

03/03/2020

London/Rotterdam, 3 March 2020: Unilever announced today that it has achieved gender balance across management globally, a year ahead of the target it set itself. With a higher representation of female managers than ever before, Unilever's workforce is closing the gender gap with 50% women at management level globally, up from 38% in 2010; and a non-executive Board of 45% women.

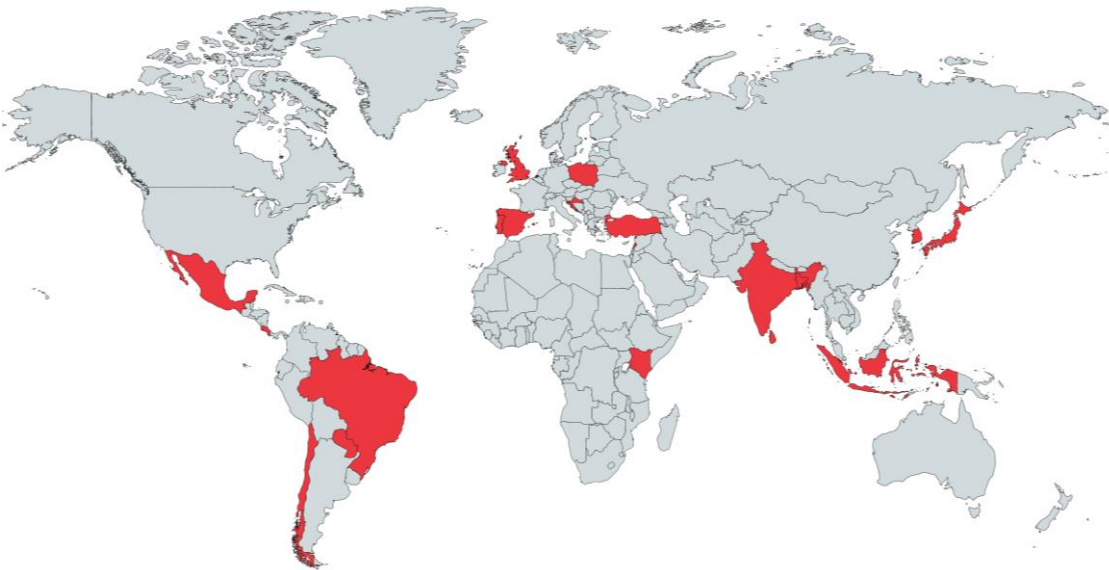
Unilever has particularly made progress in departments where women have historically been under-represented. Finance has reached 50% women at management level globally, and UniOps, Unilever's operations and technology engine, is now at 47%. Supply Chain has delivered the biggest step change, having achieved a 40% female representation in management.





The UN Global Compact is calling on companies to set and meet ambitious corporate targets for women’s representation and leadership.

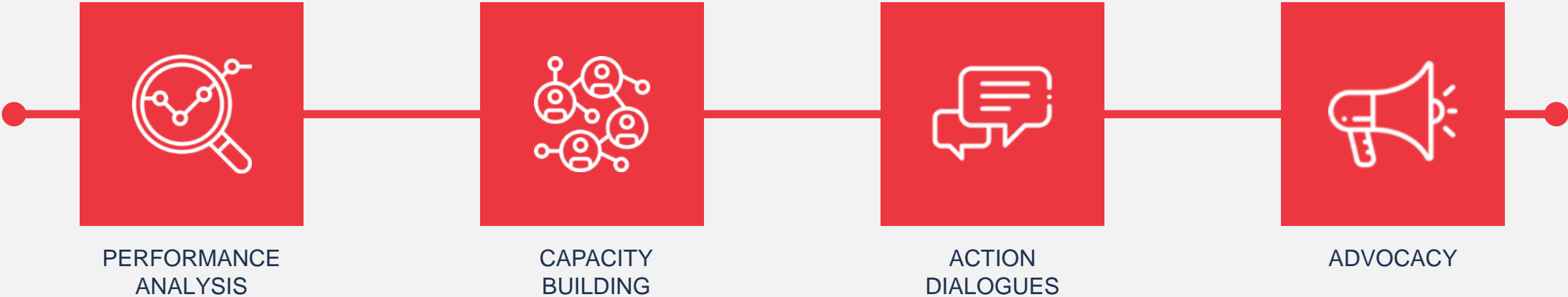
In 2020, **Target Gender Equality** will run in **19 countries** with a focus on increasing representation of women on corporate boards and in executive management positions.



**OBJECTIVE:**

To generate behavior change across 1,000+ companies at the country level.

**ACTIVITIES**



# 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

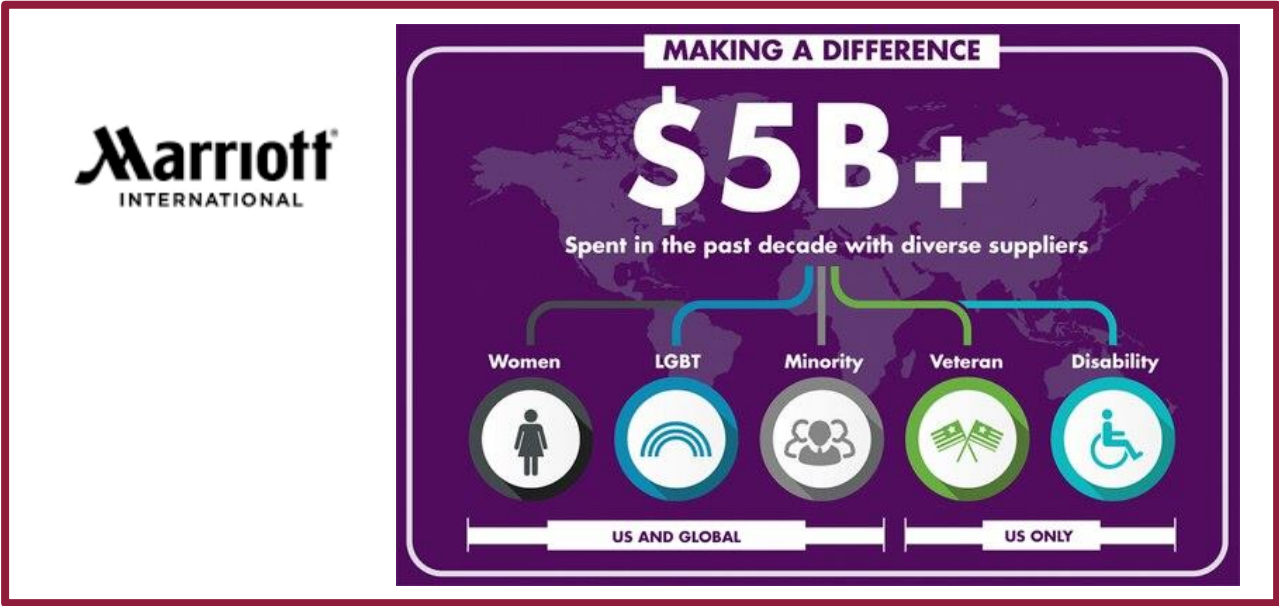
**36%** tracks grievances related to workplace violence, disaggregated by sex





# 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

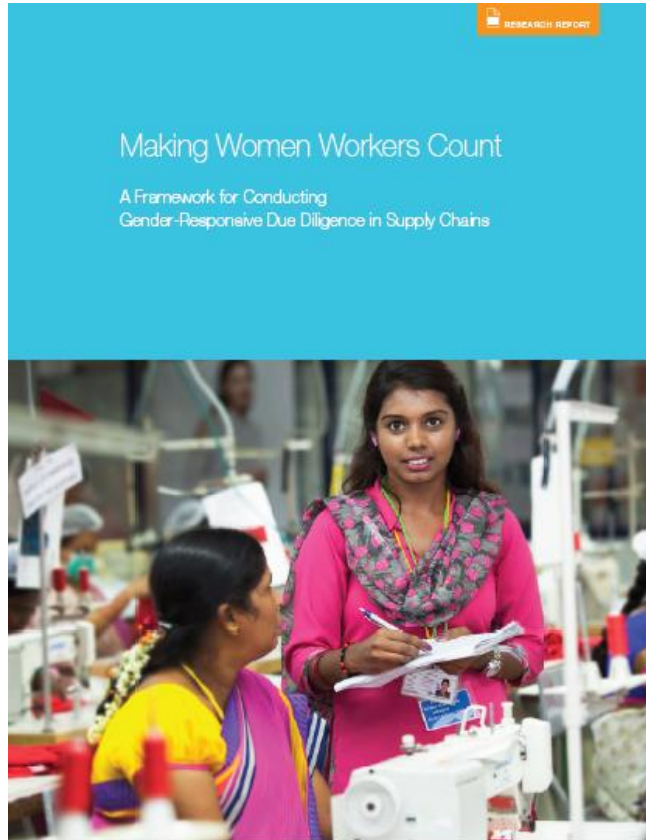


# Gender responsive due diligence

## 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



C&A Foundation

# 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

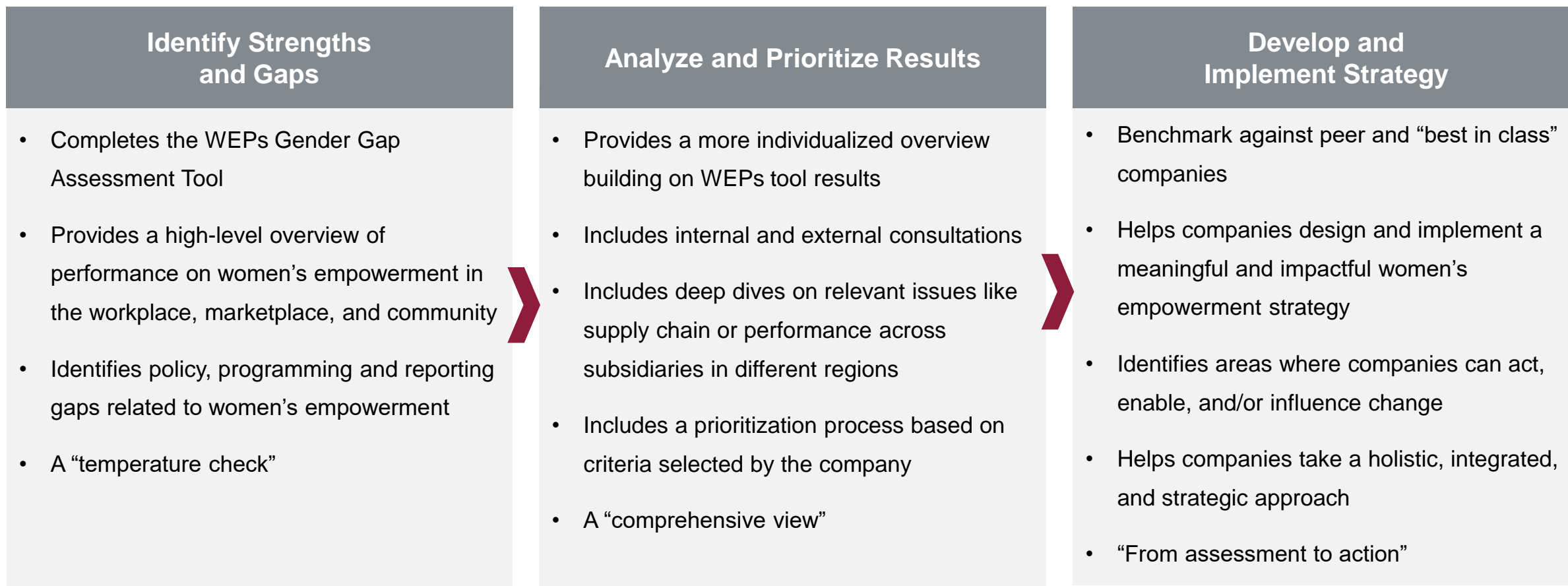
**12%** **Reports publicly** on the number of beneficiaries from community projects, disaggregated by sex



# 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 that drives business success and women's advancement.



# Company Perspective: MetLife



# Company Perspective: MetLife



**Cindy Pace**

Vice President  
Global Chief Diversity  
and Inclusion Officer

# Q&A

# 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 their results, tailoring 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.

### WOMEN'S EMPOWERMENT PRINCIPLES

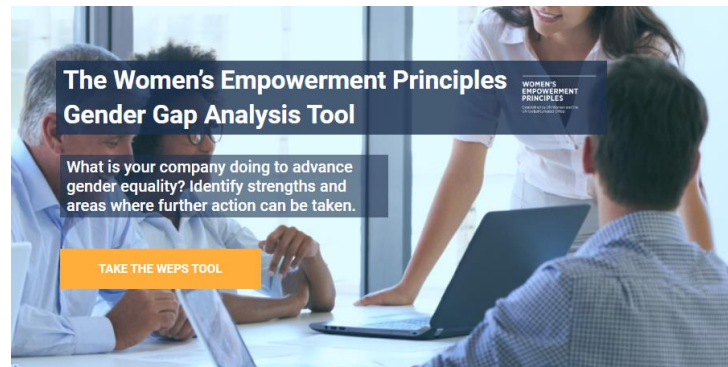
#### CEO Statement of Support for the Women's Empowerment Principles

We, business leaders from across the globe, express support for advancing equality between women and men to:

- Bring the broadest pool of talent to our endeavours;
- Further our companies' competitiveness;
- Meet our corporate responsibility and sustainability commitments;
- Model behaviour within our companies that reflects the society we would like for our employees, fellow citizens and families;
- Encourage economic and social conditions that provide opportunities for women and men, girls and boys; and
- Foster sustainable development in the countries in which we operate.

## 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.



# Business Action for Women

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



## Our Mission

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

## 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.

## Our Members

AVON

2  
SWAROVSKI

KERING

sodexo

EILEEN  
FISHER

new balance

PVH

Coca-Cola

TWININGS  
OF LONDON

MARS

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.

# 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.
- Learn more about [Target Gender Equality](#).
- 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

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