
How Companies Can Accelerate Gender Equality at the Generation Equality Forum

2 March 2021



THE B TEAM ►



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Agenda

1. Welcome
2. Generation Equality Forum + The Private Sector
3. Fireside Chat
 - Céline Bonnaire, Kering Foundation
 - Rosita Najmi, PayPal
 - Michelle Millford Morse, UN Foundation
4. Q&A
5. Closing

Today's Speakers



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Managing Director,
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Callie Strickland
Cause Strategist, Gender
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Marissa Wesely
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Rosita Najmi
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Céline Bonnaire
Executive Director,
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Michelle Milford Morse
Vice President for Girls
and Women Strategy,
UN Foundation

Generation Equality Forum & The Private Sector

A photograph of Dr. Ngozi Okonjo-Iweala, Director General of the World Trade Organization, speaking into a microphone. She is wearing a patterned headwrap and a matching patterned top. The image has a dark, blue-tinted overlay. The quote is written in large, white, sans-serif font across the center of the image.

“Investing in women is smart economics, and investing in girls, catching them upstream is even smarter economics.”

Dr. Ngozi Okonjo-Iweala, *Director General, World Trade Organization*

Why now?

- **We haven't had a global commitment to the gender equality agenda in over 25 years.**
There is no COP or Paris Agreement for gender equality.
- **COVID-19 could wipe out 25 years of progress made for gender equality.**
- The **achievement of the SDGs and an equitable recovery from COVID-19 requires accelerated progress for gender equality** -
with ambitious commitments from government, civil society, philanthropy and the private sector
- GEF is the moment the world needs to **fast track progress for gender equality.**



Source: [UN Women](#)

What is GEF?

What are the Action Coalitions?

- Convened by UN Women and co-hosted by the Governments of Mexico and France, GEF is a **once in a generation opportunity for youth, feminist activists, business, civil society and government to unite on a path forwards for gender equality.**
- **The two-part forum** will take place in Mexico City 29-31 March and in Paris in June.
- The objective is to **establish an agenda for scaled-up and urgent action for gender equality** across six multi-stakeholder Action Coalitions.



What is the role of the private sector?

- **The private sector is a key driver for gender equality** - from facilitating economic independence, to advancing women in leadership, to redefining gender norms.
- To become the global moment and path forwards we so desperately need, GEF requires the **active participation of business leaders as well as the expertise and commitment of the private sector.**
- **Without the private sector playing a leading role**, GEF will fail to deliver transformative and lasting progress for gender equality and the SDGs more broadly.



The Action Coalitions

The Action Coalitions are multi-stakeholder platforms. Each Action Coalition will launch a targeted set of concrete, ambitious and immediate actions to deliver a measurable progress for gender equality over the next five years.

The selected themes of the Action Coalitions are:



1. Gender-Based Violence (**private sector leaders:** Accor and Kering)



2. Economic Justice and Rights (**private sector leader:** PayPal)



3. **Bodily Autonomy/ Sexual & Reproductive Health & Rights** (**private sector leader:** Clue)



4. **Feminist Action for Climate Justice**



5. Technology & Innovation for Gender Equality (**private sector leaders:** Microsoft and Koç)



6. Feminist Movements and Leadership (**private sector leader:** Gucci)

Over 90 partners have joined Action Coalitions

	Member States	United Nations Agencies & International Organizations	Civil Society Organizations	Youth-led organizations	Private companies & Philanthropies
 Gender-Based Violence					
 Economic Justice and Rights					
 Bodily Autonomy and SRHR					
 Feminist Action for Climate Justice					
 Technology and Innovation for Gender Equality					
 Feminist Movements and Leadership					

Collaboration locally for deeper impact

Local women's organizations and women's funds are:

- **Gender experts**, with a deep, holistic understanding of the multi-faceted issues that can affect the ability of women and girls to become full participants in society.
- **Trusted community members**, with broad and deep networks and a high degree of trust in the communities where they operate.
- **Strategic, culturally grounded players**, understanding the cultural, social, political, and religious obstacles to change.
- **Experienced navigators**, steering their way through local and national politics to secure the support of those who wield power.
- **Cost-efficient service partners**, operating within the cost structure of their home countries, especially in comparison with most Northern-based INGOs.
- **Sustainable**. They are there to stay.



Source: [UN Women](#)

How companies can get involved: Joining an Action Coalition

Action Coalitions will develop a **Blueprint to deliver progress towards gender equality**, identifying **transformative and measurable actions** to advance gender equality.

Why make a commitment?

- Engage with diverse stakeholders dedicated to gender equality
- Join Generation Equality at global and regional events
- Learn about what works to advance gender equality and women and girls' rights
- Be recognized as a leader for gender equality

Commitment makers will:

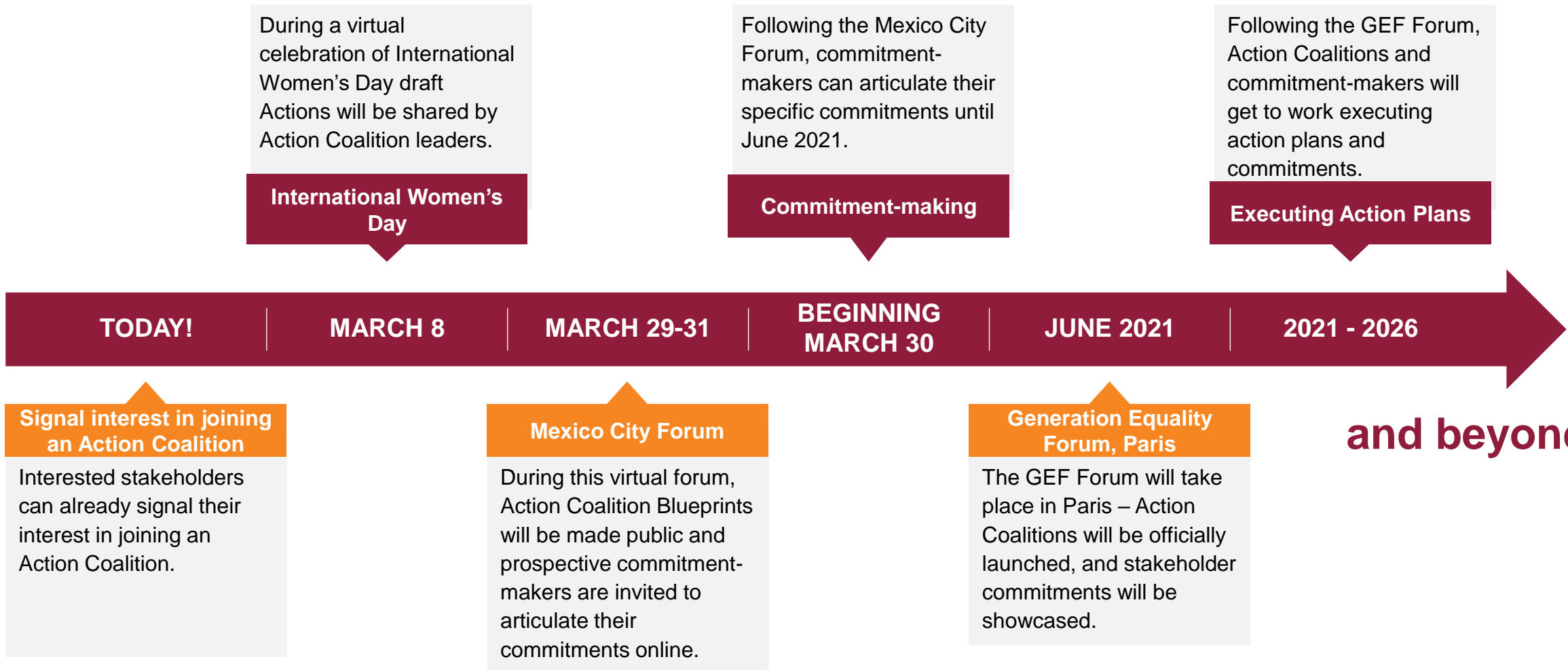
- Make one-year transformative commitments to one or several Action Coalitions
- Support implementation and monitoring of Blueprint actions
- Mobilize other stakeholders around the Action Coalition theme and Blueprint

Draft Action Coalition Focus Areas and Goals

Each Action Coalition will launch a targeted set of concrete, ambitious and immediate actions to advance gender equality.

Action Coalition Theme	<h2>Technology and Innovation for Gender Equality</h2>
Action Areas	<ul style="list-style-type: none"> • Close the digital gender divide • Invest in feminist technology and innovation • Build inclusive innovation • Prevent online and tech-based GBV and discrimination
Action statements	<p>Bold, game-changing goals and quantifiable targets for each Action Area</p>
Commitments	<ul style="list-style-type: none"> • Financial to support the realization of an action to advance gender equality. • Advocacy to amplify and mobilize support to achieve gender equality. • Policy to lead to concrete changes in governments, companies or organizations. • Programmatic to deliver programs, services, research or other actions in service of the Action Coalition Blueprint.

Timeline



Call to Action: What your company can do now

- **Join the Generation Equality Movement.** Continue to learn and speak out about GEF
- **Become a Generation Equality Forum Commitment maker.** Begin brainstorming around what your company could commit to and look out for the launch of the application platform March 30th.
- **Reach out to us with any questions.** We are here to support!
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 - Callie Strickland: cs@bteam.org
 - Marissa Wesely: m.wesely@womenwin.org



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.

For questions, please reach out to:

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