How Companies Can Accelerate Gender Equality at the Generation Equality Forum
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

Aditi Mohapatra
Managing Director, BSR

Céline Bonnaire
Executive Director, Kering Foundation

Callie Strickland
Cause Strategist, Gender Equality, The B Team

Marissa Wesely
Co-Founder, Win-Win Strategies

Rosita Najmi
Head, Global Social Innovation, PayPal

Annelise Thim
Manager, Diversity, Equity and Inclusion, BSR

Céline Bonnaire
Executive Director, Kering Foundation

Michelle Milford Morse
Vice President for Girls and Women Strategy, UN Foundation
Generation Equality Forum & The Private Sector
“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

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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**

**Action Areas**

**Action statements**

**Commitments**

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### Technology and Innovation for Gender Equality

- Close the digital gender divide
- Invest in feminist technology and innovation
- Build inclusive innovation
- Prevent online and tech-based GBV and discrimination

**Bold, game-changing goals and quantifiable targets for each Action Area**

- **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

1. **TODAY! (March 8)**
   - **International Women’s Day**
   - Signal interest in joining an Action Coalition.
   - Interested stakeholders can already signal their interest in joining an Action Coalition.

2. **March 29-31**
   - **Mexico City Forum**
   - During this virtual forum, Action Coalition Blueprints will be made public and prospective commitment-makers are invited to articulate their commitments online.

3. **Beginning March 30**
   - **Commitment-making**
   - Following the Mexico City Forum, commitment-makers can articulate their specific commitments until June 2021.

4. **June 2021**
   - **Executing Action Plans**
   - Following the GEF Forum, Action Coalitions and commitment-makers will get to work executing action plans and commitments.

5. **2021 - 2026**
   - **Generation Equality Forum, Paris**
   - The GEF Forum will take place in Paris – Action Coalitions will be officially launched, and stakeholder commitments will be showcased.

and beyond!
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!
  • Annelise Thim: athim@bsr.org
  • Callie Strickland: cs@bteam.org
  • Marissa Wesely: m.wesely@womenwin.org
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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