

Business Action for Women



A coalition of business leaders driving progress for women

Business Action for Women will drive collective progress for women through a shared action framework and cross-industry and multistakeholder collaboration.

Introduction

Women's empowerment is widely recognized as a critical pillar of sustainable global development. The Sustainable Development Goals have placed women's empowerment at the top of the global development agenda, both through Goal 5 and as a catalyst to achieving each of the other 16 goals. In particular, women's economic inclusion is seen as a pathway to large-scale poverty alleviation and wide-ranging improvements in health and social development for individuals, families, communities, and countries.

Evidence is also mounting that investing in women can improve business performance. Many studies have demonstrated the market opportunity women represent as suppliers, consumers, and workers in the global economy, as well as the benefits of increasing gender diversity among employees, management, and leadership.

With this backdrop, companies are increasingly dedicating resources and setting public commitments to women's progress. However, there is little evidence that these investments are having the desired impact, little data exists on what is working and what is not, and very few programs have presented cross-industry solutions or opportunities to scale.

The challenges facing women globally and the potential benefits for business are too large to address through siloed efforts focused on individual aspects of women's empowerment. There is much more the business community can achieve by working together to harness the potential presented by women's advancement.

Our Focus

Business Action for Women is a leading coalition of companies committed to achieving progress for women globally. This initiative will inspire ambition, increase impact, and catalyze scalable corporate solutions to support women's global progress.

Why Join?

Through this collaboration, participants will:

- 1** Drive value for your company through strategic investments in women's empowerment.
- 2** Demonstrate your commitment to women's empowerment, including executive-level support.
- 3** Increase the number of concrete, measurable actions your company takes on women's empowerment.
- 4** Scale your investments and maximize impact through company collaborations and multi-stakeholder partnerships, including with women's funds and grassroots organizations.
- 5** Launch a virtuous circle of benefits for women and for business.



IN PARTNERSHIP WITH



FUNDER



Our Framework

A **business call to action** and **guiding principles** align companies around an aspirational vision and the desired outcomes for the group. A shared **measurement framework** enables companies to measure individual and collective impact.

Three Action Clusters will drive focused multistakeholder and cross-sector action and connect companies to scalable solutions around three critical women's empowerment issues:



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For More Information

www.bsr.org/en/collaboration



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. Visit www.bsr.org for more information about BSR's 25 years of leadership in sustainability.



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