

# Women's Empowerment



We catalyze business action for women's empowerment and deliver value for business by developing high-impact women's empowerment strategies, driving progress for women in global supply chains, and tackling systemic challenges collaboratively.

## SAMPLE CLIENT LIST

Avon Products, Inc.  
Merck & Co., Inc.  
Qualcomm Incorporated  
Sanofi S.A.  
Tiffany and Company

## FUNDERS

Bill & Melinda Gates Foundation  
C&A Foundation  
Department for International Development (DfID)

## PARTNERS

Electronic Industry Citizenship Coalition (EICC)  
The Floriculture Sustainability Initiative (FSI)  
Foreign Trade Association/Business Social Compliance Initiative (FTA/BSCI)  
International Council of Toy Industries CARE Foundation (ICTI CARE)  
Sedex The Sustainable Trade Initiative (IDH)

## Our Objectives

Our focus on women's empowerment is central to achieving our mission of creating a just and sustainable world. Business holds significant, untapped potential to contribute to women's advancement and stands to benefit tremendously by ensuring women are empowered. BSR believes business has many opportunities to influence the status of women—through employment practices, sourcing, product and service development, partnerships, supplier relationships, and marketing campaigns.

Through our work with businesses, we aim to achieve progress for women so that they can:

- Access the resources necessary to meet their needs and reach their potential. These include material resources (land, equipment, and finances), social resources (relationships, networks, and connections), and human resources (knowledge, skills, and creativity).
- Have the agency to make decisions to shape their future. Agency is influenced by collective assets and capabilities, which include voice, organization and identity.
- Thrive in an enabling environment that businesses contribute to shape. This includes formal and informal laws, regulatory frameworks, and norms that govern behavior.

## How We Work

### Developing Impactful Strategies

We work 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, including through implementation of the Women's Empowerment Principles.

### Driving Progress for Women in Supply Chains

Women represent a vast majority of workers in global supply chains, yet existing supply chain management systems do not adequately address their rights and needs. BSR works with companies to integrate gender into their supplier management systems and deliver impactful workplace programs focused on women's health, financial literacy, and gender relations through HERproject.

### Tackling Systemic Challenges

Very few corporate women's empowerment programs offer opportunities to scale, and even fewer propose multi-stakeholder and cross-sector solutions. BSR's Business Action for Women collaboration is a coalition of companies driving collective progress for women through a shared action framework.

## DELIVER FOR GOOD CAMPAIGN

Deliver for Good is a global campaign that applies a gender lens to the Sustainable Development Goals and promotes 12 critical investments in girls and women to power progress for all.

Our partnership with the Deliver for Good Campaign is an important example of BSR's focus on engaging a variety of partners on a common action agenda. Through this effort, we are partnering with leading women's NGOs and international organizations to place a gender lens on the investments necessary to advance the SDGs and mobilize multi-sector solutions.



## CONTACT

**Magali Barraja**  
Manager  
[mbarraja@bsr.org](mailto:mbarraja@bsr.org)

[www.bsr.org/en/expertise/womens-empowerment](http://www.bsr.org/en/expertise/womens-empowerment)

## Business Benefits

Investing in women's advancement presents many benefits to business:

### Innovation

- Attract and retain new talent
- Generate new product ideas and process improvements
- Access and grow new supplier base

### Cost Savings and Productivity

- Build a more resilient and inclusive supply chain
- Increase productivity through access to essential resources
- Reduce turnover and increase retention

### Market Growth

- Access and grow new markets
- Drive consumer loyalty
- Enhance brand reputation

## Business Leadership

BSR has developed a framework for action that identifies three fundamental roles business can play individually or collaboratively to advance women's empowerment:

**Act by making decisions to advance women within their own operations.** This includes developing gender-sensitive policies and guidelines, as well as developing effective programs related to recruitment and retention, procurement, product and services development, and corporate investments.

**Enable by supporting the company's business ecosystem to make similar women's empowerment commitments.** This includes partnering with NGOs, community organizations, and business partners to promote women's empowerment in global supply chains and working with suppliers to build their capacity on women's empowerment and develop supportive workplaces.

**Influence by shaping public opinion and public policy to create an environment that supports opportunities for women's advancement.** This includes engaging in research, advocacy, and communications campaigns, as well as industry collaborations.

## Our Insights



### BLOG

#### Driving Collective Action on Women's Empowerment

In partnership with Win-Win Strategies and supported by the Dutch Ministry of Foreign Affairs, we ask you to join us as we launch Business Action for Women, a collaborative initiative for companies aimed at driving collective action on progress for women. [Read more](#) →



### REPORT

#### Women's Empowerment in Global Value Chains: A Framework for Business Action

This report, written by BSR with support from Women Deliver and the Ministry of Foreign Affairs of the Netherlands, examines how to create business opportunities that accelerate women's health, rights, and well-being in global value chains. [Read more](#) →



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](http://www.bsr.org) for more information about BSR's 25 years of leadership in sustainability.



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