

# Women's Empowerment



We catalyze private-sector action for women's empowerment and deliver value for business through research and knowledge-building, the design and implementation of gender-sensitive strategies and concrete solutions, and collaboration.

## 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

BSR's vision is a future in which businesses are effectively contributing to women's empowerment while building up their own resilience and developing access to new markets in a fast-paced and complex environment. Through our work with businesses, our objectives are 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

### The Business Case

Translate and reinforce the business case for women's empowerment and demonstrate how business can contribute to women's empowerment more effectively.

### Strategies

Support companies in the assessment of their current practices and the design and implementation of holistic and integrated corporate strategies and programs that advance women's empowerment, including through implementation of the Women's Empowerment Principles.

### Products and Tools

Support companies in the design of products and services as well as tools and concrete solutions that enable access to essential resources and drive progress for women worldwide.

Build and facilitate collective action on women's empowerment through multi-sector solutions, both by developing collaboration opportunities for our members and developing partnerships with other external initiatives.

### Women in Supply Chains

Target the unique opportunity to advance women in global supply chains through inclusive and enabling workplaces.

## DELIVER FOR GOOD CAMPAIGN

Deliver for Good is a global campaign that applies a gender lens to the Sustainable Development Goals (SDGs) 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 multisector solutions.



## CONTACT

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## Business Benefits

Integrating a commitment to and driving strategies for women's empowerment across the value chain 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' Role

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

**Act:** developing policies and guidelines, as well as adjusting and leveraging core business processes such as recruitment and retention, procurement, product and services development, and investments

**Enable:** partnering with NGOs, community organizations, and business partners to promote women's empowerment along the value chain, including by building capacity, developing gender-sensitive business processes, and creating an enabling environment

**Influence:** engaging in research, advocacy, and communications campaigns to build an environment that promotes gender equality and opportunities for women

## 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.



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