

# Creating a Gender- Inclusive Value Chain: Moving from Data to Action

*19 January 2016 – 10:00 AM EST*

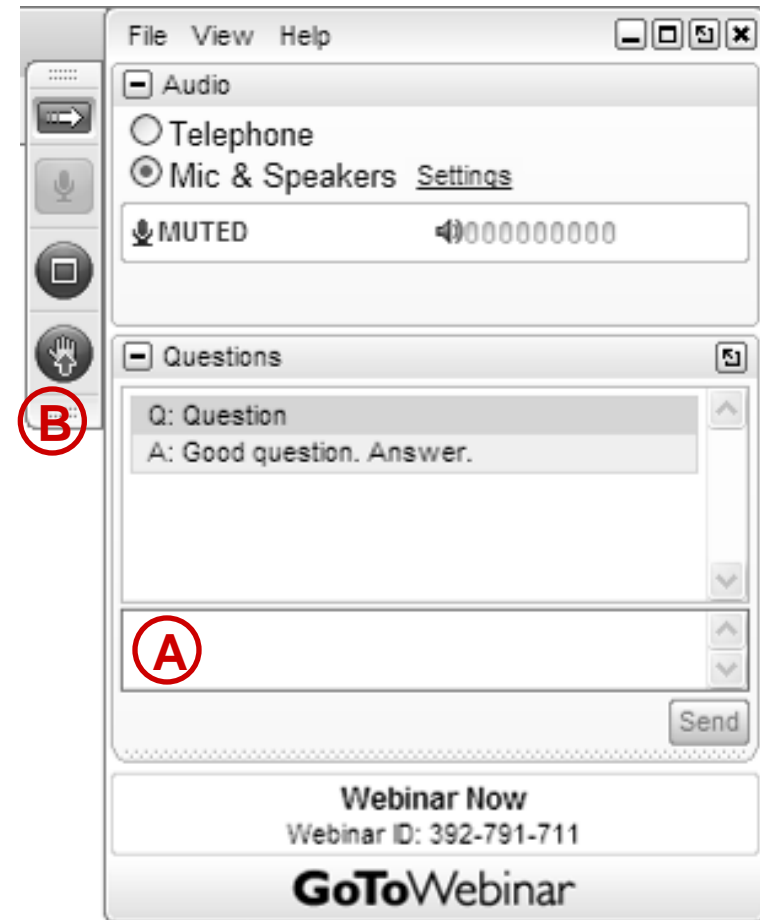


# Questions

**Technical Difficulties:** If you have technical issues, please let us know by typing a message in the Questions pane (A). You can raise your hand (B) if we do not respond.

**Q&A:** We will be taking questions on content at the end, but you can send them to us throughout the webinar by using the Questions pane (A). Please specify to whom the question should be directed.

**Example:** *Question for John Doe: What are the Women's Empowerment Principles?*



# Agenda



## Introductions and The Women's Empowerment Principles

*Tulsi Byrne, Women's Empowerment, UN Global Compact*

## The Data: Global Women Entrepreneur Leaders Scorecard

*Ruta Aidis, Lead on the Global Women Entrepreneur Leaders Scorecard*



## Company Examples

*Dell- Jennifer "JJ" Davis, Executive Director of Global Communications*



*Sodexo- Rachel Sylvan, Director of Stakeholder Engagement*



## Call to Action

*Vanessa Erogbogbo, Programme Manager, Women and Trade, International Trade Centre*

## Discussion/ Q&A

# UN Global Compact

## HUMAN RIGHTS

### Principle 1

Businesses should support and respect the protection of internationally proclaimed human rights; and

### Principle 2

Make sure that they are not complicit in human rights abuses.

## LABOUR

### Principle 3

Businesses should uphold the freedom of association and the effective recognition of the right to collective bargaining;

### Principle 4

The elimination of all forms of forced and compulsory labour;

### Principle 5

The effective abolition of child labour; and

### Principle 6

The elimination of discrimination in respect of employment and occupation.

## ENVIRONMENT

### Principle 7

Businesses should support a precautionary approach to environmental challenges;

### Principle 8

Undertake initiatives to promote greater environmental responsibility; and

### Principle 9

Encourage the development and diffusion of environmentally friendly technologies.

## ANTI-CORRUPTION

### Principle 10

Businesses should work against corruption in all its forms, including extortion and bribery.

Call to businesses everywhere to voluntarily align operations and strategies with the ten universally accepted principles in the areas of human rights, labour, environment and anti-corruption, and to take action in support of UN goals and issues.



Cross Cutting Issue Platforms

Supply Chain

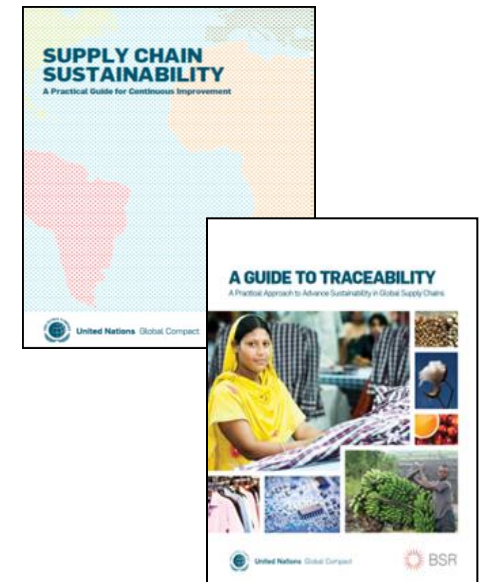
Gender

# UN Global Compact- Supply Chain Sustainability

- The UN Global Compact encourages business to engage with their suppliers to incorporate sustainability into their strategies and operations
- Supply chains provide an opportunity for companies to contribute to many of the SDGs

## Helpful resources:

- Supply Chain Sustainability – A Practical Guide to Continuous Improvement
- Guide to Traceability – A Practical Approach to Advance Sustainability in Global Supply Chains
- Support SME Suppliers
- Website of tools and resources <http://supply-chain.unglobalcompact.org/>



# Women's Empowerment Principles

## The Principles

**1** Leadership Promotes Gender Equality

**2** Equal Opportunity, Inclusion and Nondiscrimination

**3** Health, Safety and Freedom from Violence

**4** Education and Training

**5** Enterprise Development, Supply Chain and Marketing Practices

**6** Community Leadership and Engagement

**7** Transparency, Measuring and Reporting

- A set of Principles for business offering guidance on how to empower women in the workplace, marketplace and community.
- Result of a collaboration between the UN Women and the United Nations Global Compact.
- Emphasize the business case for corporate action to promote gender equality and women's empowerment
- Seek to elaborate the gender dimension of corporate sustainability, the UN Global Compact and businesses' role in sustainable development
- Principle 5 of the WEPs encourages companies to expand relationships with women-owned enterprises and support gender-sensitive solutions to credit and lending barriers to enable women's entrepreneurship

# 2015 Global Women Entrepreneur Leaders Scorecard

Promoting the development of  
high-impact female entrepreneurship

A data-driven diagnostic tool

created by ACG Inc.  
commissioned by Dell



# Gender Business Growth Gap

15 million jobs in the USA (#1)

5.8 million jobs in Brazil (#18)

74.4 million jobs in China (#15)



# The continuum of female entrepreneurship



Die-hard & Privileged  
Entrepreneurs



Potential & Promising  
Entrepreneurs



Reluctant  
Entrepreneurs

# 1) WOMEN HELP WOMEN

*Become CEOs and increase women's salaries*

# 2) WOMEN UNDERSTAND WOMEN

*3x more likely to invest in companies with female CEOs*

# 3) WOMEN INSPIRE WOMEN

*& create a new image of success*



# 31 Countries Studied



70% world's female population

76% total GDP

# Scorecard Index Categories



## Business environment

Does this country foster growth oriented and scaling businesses?



## Access to Resources

Do women have access to fundamental resources needed for business success?



## Leadership and rights

Do women enjoy equal legal rights, social visibility and professional freedom?



## Pipeline for Entrepreneurship

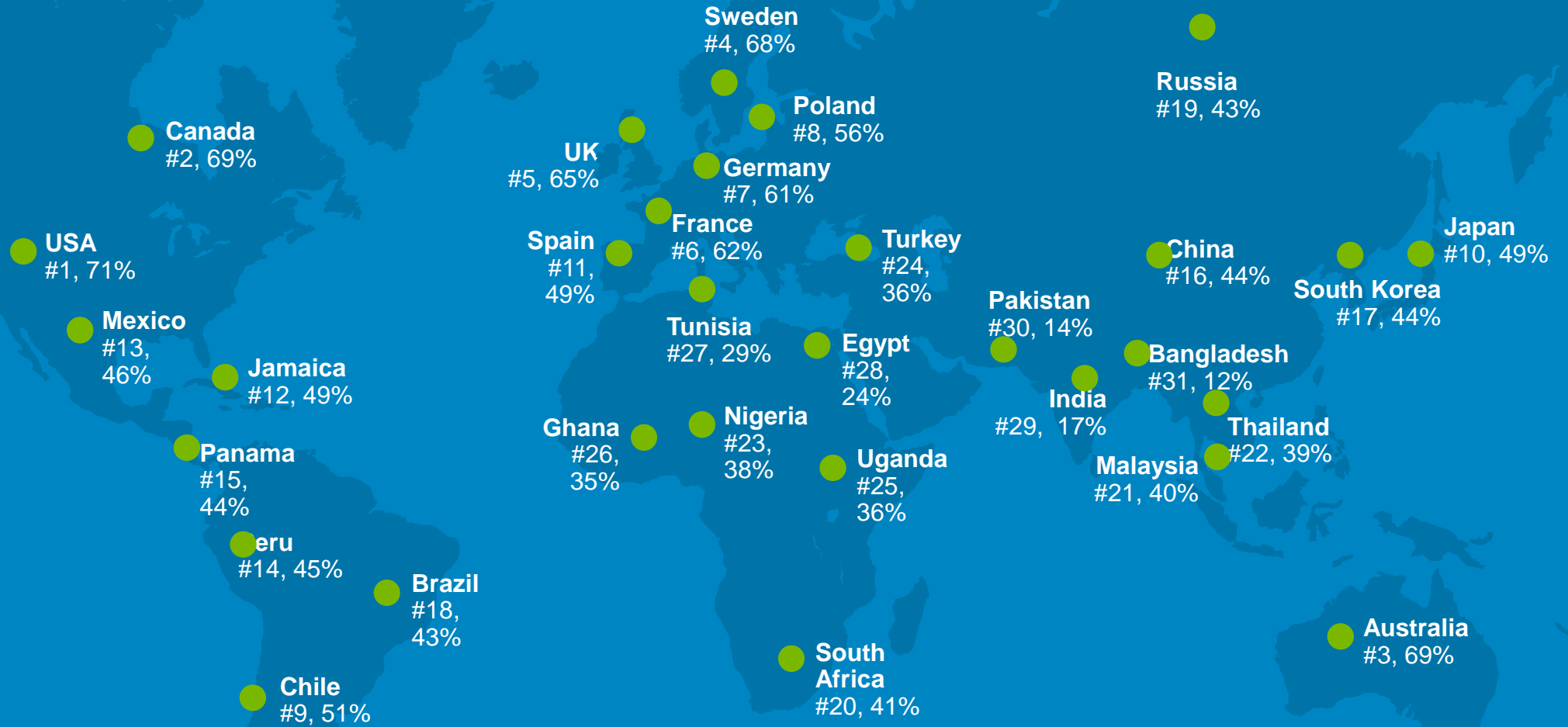
Do women have the entrepreneurial spirit and skills for business startup?



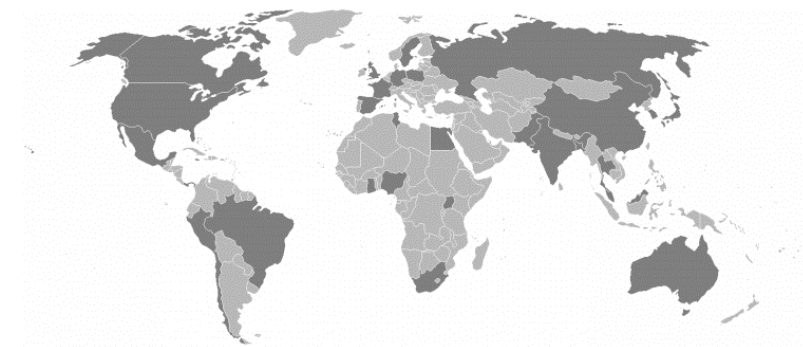
## Potential Entrepreneur Leaders

Are there high impact women entrepreneurs?

# 2015 GLOBAL WOMEN ENTREPRENEUR LEADERS SCORECARD RESULTS

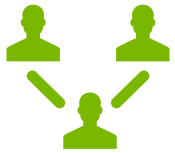


# 2015 Scorecard Rankings



Rank	Country	Score	Rank	Country	Score	Rank	Country	Score
1	USA	71	10-12	Jamaica	49	23	Nigeria	38
2-3	Canada	69	13	Mexico	46	24-25	Turkey	36
2-3	Australia	69	14	Peru	45	24-25	Uganda	36
4	Sweden	68	15-17	Panama	44	26	Ghana	35
5	UK	65	15-17	China	44	27	Tunisia	29
6	France	62	15-17	South Korea	44	28	Egypt	24
7	Germany	61	18-19	Brazil	43	29	India	17
8	Poland	56	18-19	Russia	43	30	Pakistan	14
9	Chile	51	20	South Africa	41	31	Bangladesh	12
10-12	Japan	49	21	Malaysia	40			
10-12	Spain	49	22	Thailand	39			

# Scorecard Category Results



**Business environment**

HIGHEST SCORING COUNTRY:  
**USA & Sweden**

LOWEST SCORING COUNTRY:  
**Bangladesh**



**Access to Resources**

HIGHEST SCORING COUNTRY:  
**UK**

LOWEST SCORING COUNTRY:  
**Pakistan**



**Leadership and rights**

HIGHEST SCORING COUNTRY:  
**USA**

LOWEST SCORING COUNTRY:  
**Pakistan**



**Pipeline for Entrepreneurship**

HIGHEST SCORING COUNTRY:  
**Nigeria**

LOWEST SCORING COUNTRY:  
**Japan**

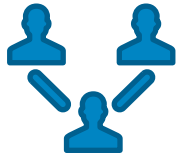


**Potential Entrepreneur Leaders**

HIGHEST SCORING COUNTRY:  
**Australia**

LOWEST SCORING COUNTRY:  
**Brazil**

# Rankings & Watch List Results



## Gender Procurement Policy

**USA:** 5% target

**South Africa:**  
Preference system for women entrepreneurs



## Gendered Data Collection

ANNUAL BUSINESS CENSUS & GOVERNMENT FUNDING: **Chile**

ANNUAL BUSINESS CENSUS: **USA, Germany, France, Sweden**

GOVERNMENT FUNDING: **Mexico**



## Women CEOs

HIGHEST  
**Nigeria 8%**

OF HIGH RANKING COUNTRIES...  
**USA 4.6%**  
**France 0%**  
**Germany 0%**  
**Poland 0%**



## Women on Boards

HIGHEST  
**France 30%**

LOWEST  
**S. Korea 1%**

6 countries missing



## Women Senior Managers

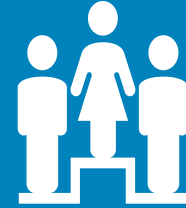
HIGHEST  
**Russia 40%**

LOWEST  
**Peru 5%**

6 countries missing



# Scorecard Call to Action



## GOVERNMENTS

Gendered Procurement Policy

Gendered data collection

## CORPORATIONS

Supplier Diversity

Diversify C-Suite & Boards

## MEDIA

Increase coverage of high impact women entrepreneurs

Promote a balanced image of successful businesswomen

## ENTREPRENEUR LEADERS

Catalysts for change

Raising visibility

Leveraging resources

## INDIVIDUALS

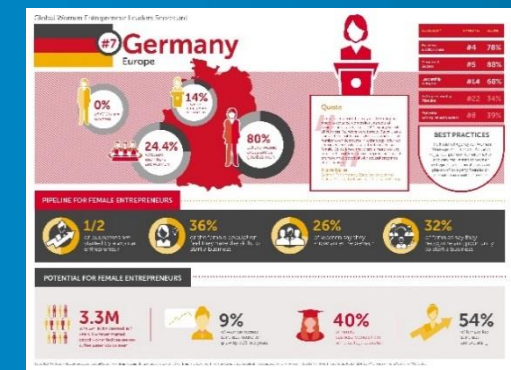
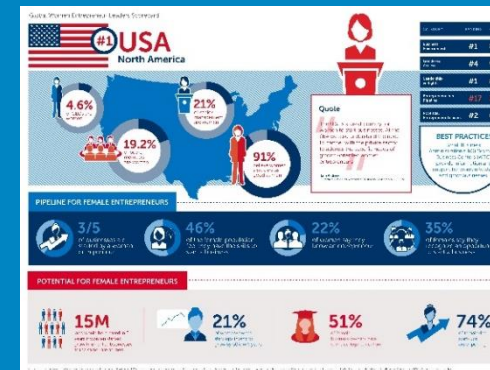
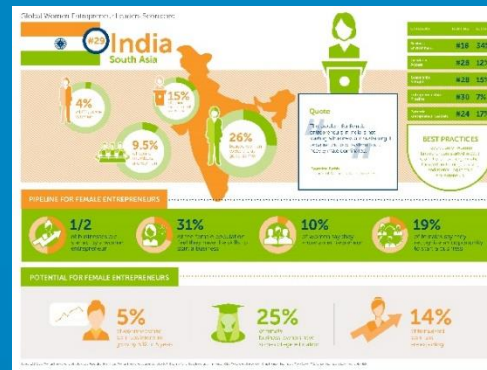
Exercise shareholder rights

Invest in change

Ask for data



# GLOBAL WOMEN ENTREPRENEURS LEADERS SCORECARD



<http://powermore.dell.com/gwelscorecard/>

join our LinkedIn group!

[ruta@acgimpact.com](mailto:ruta@acgimpact.com)



# DWEN

JJ Davis

Executive Director, Global Communications



# DWEN

DWEN is a global forum for women founders and CEOs to share best practices, build business opportunities, explore international expansion and access new resources.



*“In the next five years we'll stop calling great female entrepreneurs 'female' just call them great entrepreneurs” - Kerrie MacPherson, E&Y - Speaker/Attendee*

## Annual DWEN Summit

For the past 6 years, we've hosted 150 female entrepreneurs thought leaders, dignitaries and influencers at our annual event from 13 countries. The 2016 DWEN Summit will be held in Cape Town from June 27-28.

## Regional Events

Throughout the year, we host events around the world for women to network and discuss pressing business topics.

## How to Get Involved

- Follow us on Twitter: [@DellInnovators](https://twitter.com/DellInnovators)
- Join our Women Powering Business group on [LinkedIn](#)
- Sign-up for our newsletter at [www.dell.com/women](http://www.dell.com/women)
- Send a note to [DWENteam@dell.com](mailto:DWENteam@dell.com) for more info



# SUPPLY CHAIN INCLUSION PROGRAM

January 2016

# A LEADER IN QUALITY OF LIFE SERVICES

**CONSTRUCTION** FACILITIES MANAGEMENT  
**PERSONAL CARE SERVICES** HOME SAFETY TECHNOLOGY  
STERILIZATION OF MEDICAL EQUIPMENT  
FOOD SERVICES **MOTIVATION SOLUTIONS** RECEPTION  
ENERGY MANAGEMENT & CONSERVATION **WELLNESS SOLUTIONS**  
**OPERATIONS & MAINTENANCE** SUSTAINABILITY PLANNING

# Our Better Tomorrow Plan

FOUR PRIORITIES:



DEVELOP OUR  
PEOPLE AND  
PROMOTE DIVERSITY



ACTIVELY  
PROMOTE NUTRITION,  
HEALTH AND WELLNESS



COMMIT TO LOCAL  
COMMUNITIES



PROTECT THE  
ENVIRONMENT

# IMPACTING MILLIONS DAILY

75 MILLION  
customers



80 countries



419,000  
employees

32,700 locations

WITH MEASURABLE RESULTS



# A RECOGNIZED LEADER IN DIVERSITY, SUSTAINABILITY AND WELLNESS

MEMBER OF

**Dow Jones  
Sustainability Indices**

In Collaboration with RobecoSAM 

FOR 10 YEARS



# THREE CATEGORIES OF SUPPLIERS

Connecting Sodexo's Business Need with the Communities where we operate

Small and Medium Enterprises  
including  
social & micro-enterprises

Suppliers  
from women, minority and other  
under-represented  
and/or protected groups

Suppliers demonstrating  
a diverse workforce composition &  
who actively embrace diversity &  
inclusion

...with an initial focus of woman owned and operated businesses



# SODEXO'S COMMITMENT TO ACTION

By 2017  
Sodexo will spend  
**\$1 BILLION**

With  
**5,000**  
SMEs

In  
**40**  
countries

**1,500**  
Will be  
Owned and operated  
by women



# Model for Success in North America



# FY14-15 Global Actions

## Measurement

Improved ability to measure and report progress globally with a global survey and systems integration




## Engagement

Engaged regional supply chain leaders with assessment and training opportunities

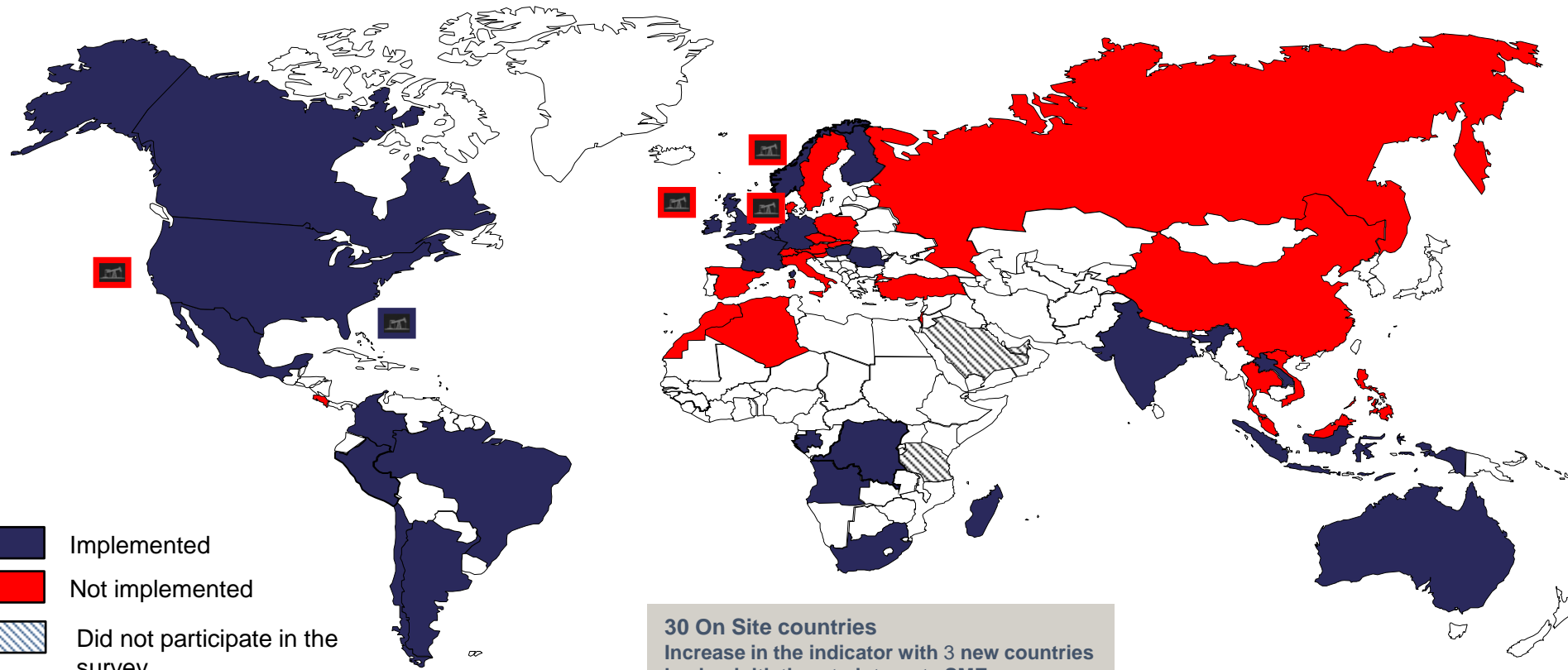
## Collaboration

Built greater collaboration with external leaders, expanded country engagement with WEConnect and other global development organizations

# Overall Progress

	SME Inclusion		# Women/ALL
Target	\$1 billion	5,000 SMEs	n/a
FY14	\$349M	4,133	870
FY15	\$506M	4,656	1,025
Change	+45% 	+13% 	+18% 
Attainment	51%	93%	n/a

# Supply Chain Inclusion in 30 Countries



**30 On Site countries**  
Increase in the indicator with 3 new countries having initiatives to integrate SMEs (Colombia, Finland & Indonesia).

Data from B&R will be available later

### Key Figures

Our Business Units across the World  
% of On Site Services revenues represented

FY 13 Group	45%
FY 14 Group	84%
FY 15 Group	88,6%



International  
Trade  
Centre

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# CALL TO ACTION

Ms. Vanessa Erogbogbo, Head, Women and Trade Programme

19<sup>th</sup> January 2016





# ITC: unique development agency

Operates under the joint mandate of the UN and the WTO

Works with the private sector to support private sector development

Operates at government, TSI and SME level to promote trade

Focus on helping SMEs internationalise

# ITC's Women and Trade Programme





# SUSTAINABLE DEVELOPMENT GOALS



Achieve gender equality and empower all women and girls



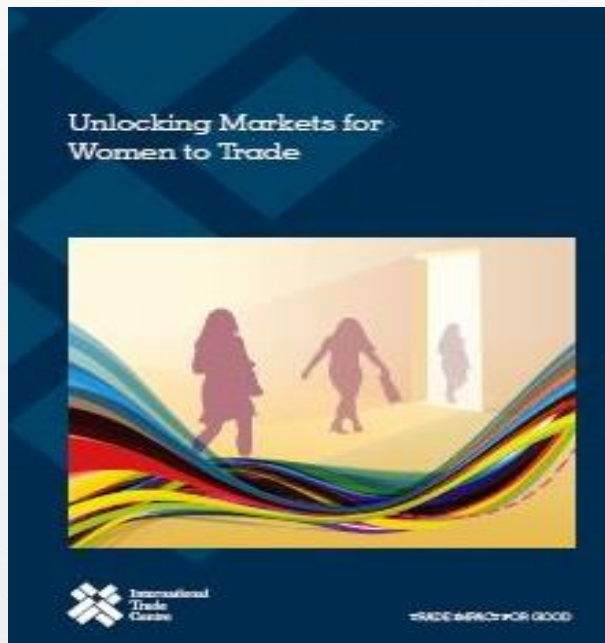
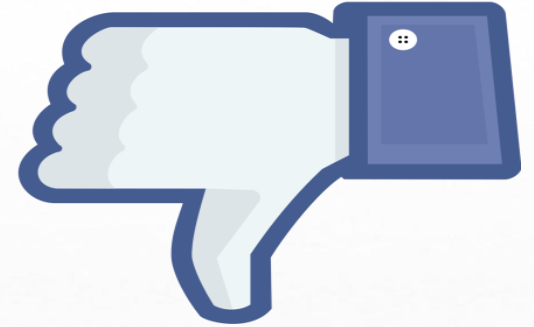
# What does the data say about women in trade



- **The «exporter premium» for WBEs:** On average, women-owned SMEs that export pay more, are more productive, employ more workers and report higher than average sales
- **Economies with better opportunities for women are more competitive**
- **Women invest more than men in their children's education and health:** 90% of their income compared to 30–40%. This trend has the potential to break intergenerational cycles of poverty

# Despite the economic benefits...

- Financing gap of \$285bn for women owned SMEs
- Women tend to own smaller companies but work in large companies
- Women entrepreneurs own and manage only 1 in 5 of exporting firms. And they tend to export and import less than men-owned companies



Download here: <http://www.intracen.org/publication/Unlocking-markets-for-women-to-trade/>

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# The challenge

- Legal barriers

**Did you know?**

In **18** countries, women are not allowed to get a job without permission from a male family member.\*

That's why #SheTrades focuses on equal rights



\*Source: World Bank

#SheTrades ITC

**Did you know?**

In **32** countries, women need permission to apply for a passport.\*

That's why #SheTrades seeks to empower women

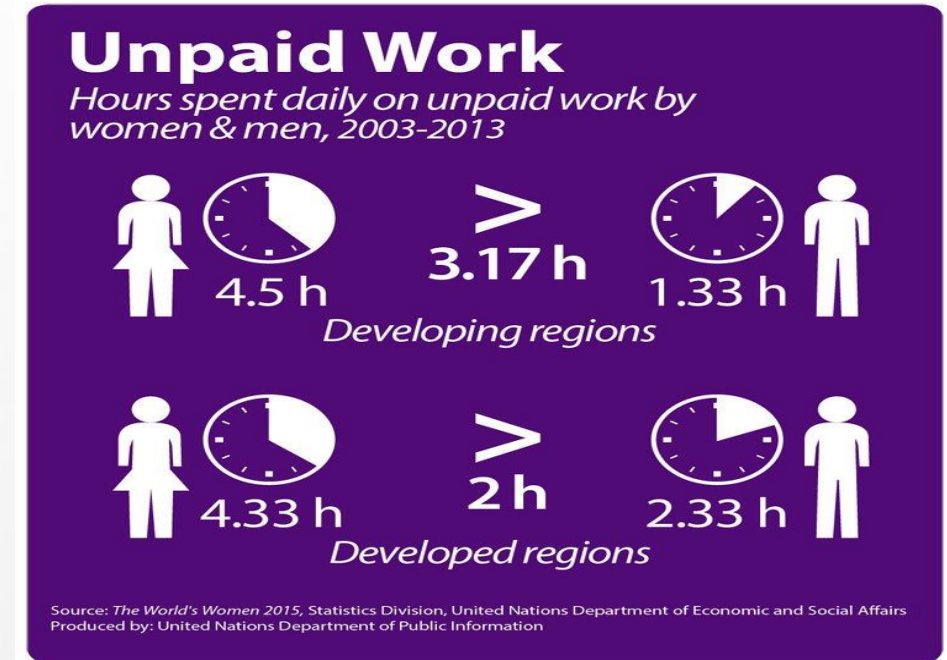


\*Source: World Bank

#SheTrades ITC

- Sociocultural barriers

In every economy of the world, women spend twice as much time as men on care and domestic work



# ITC Women and Trade Programme

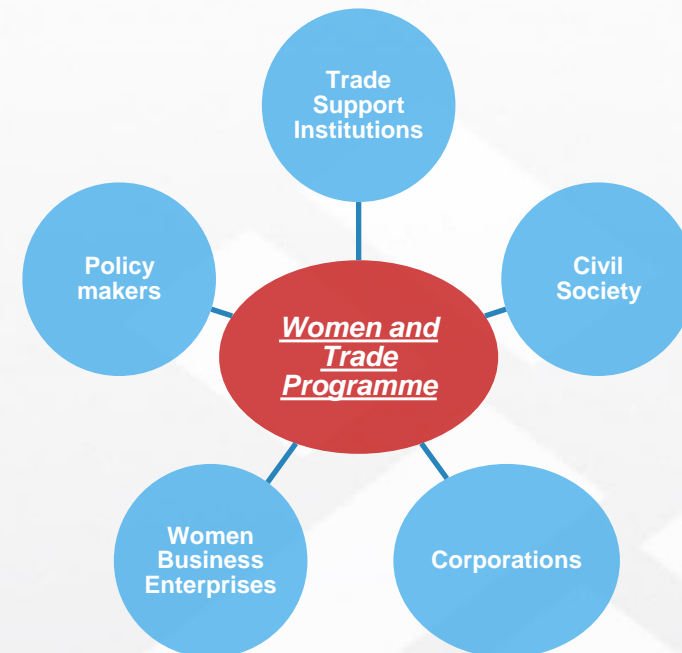


***Focus on Principle 5. Implement enterprise development, supply chain and marketing practices that empower women***

## HOW?

- ✓ *Providing engagement opportunities for WEPs signatories to meet and transact business with Women business enterprises at different events, such as our annual “[Women Vendors Exhibition and Forum](#)” and our digital platform [SheTrades](#).*
- ✓ *Improving the export competitiveness of goods and services supplied by women entrepreneurs.*

## By working with:



# CALL TO ACTION

Connecting 1 million women entrepreneurs to market by 2020

- Five year Call to Action
- Launched in São Paulo, September 2015
- One simple message
- 8 key pillars:





# Results to date



Institutions committed to take more than **100,000** women entrepreneurs to the market by 2020

Examples:



Barclays Kenya – Committed a \$50 million fund and working with ITC to train over 10,000 women-led SMEs



50,000 women entrepreneurs to market



10,000 women entrepreneurs to market



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# SheTrades: the right place to be

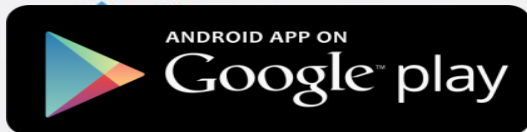
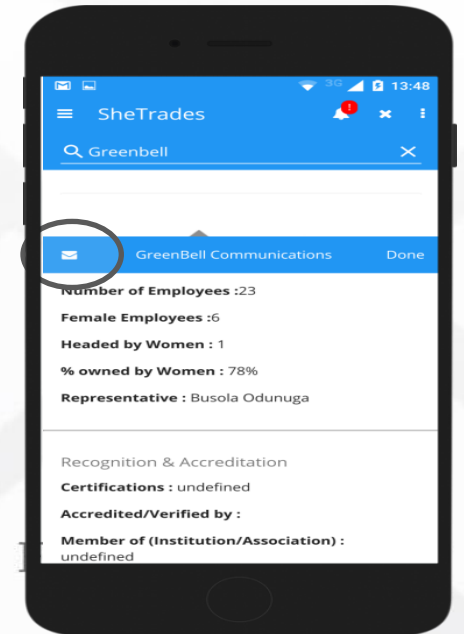
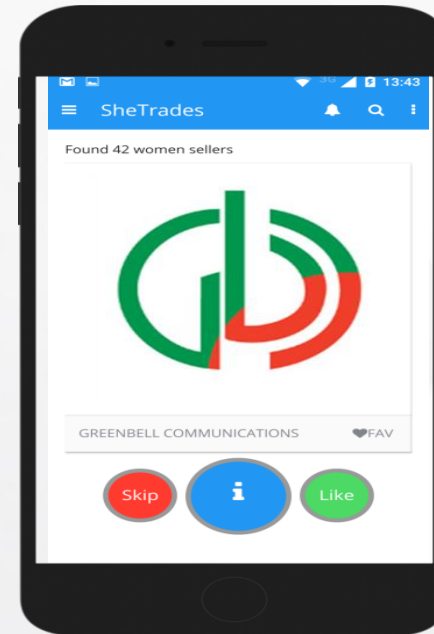
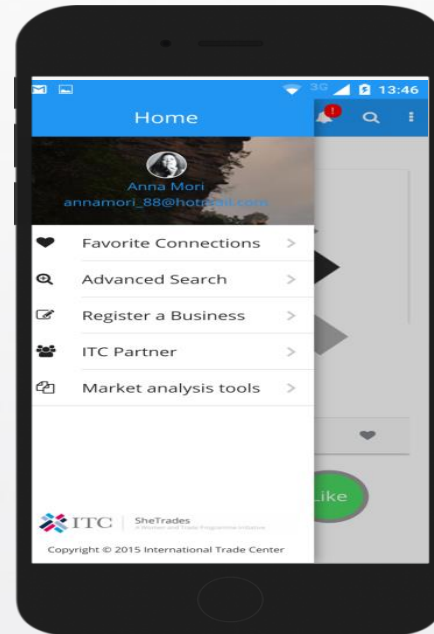
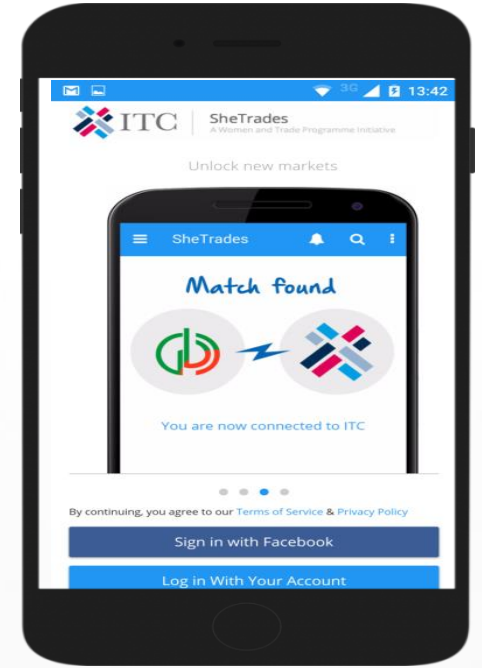
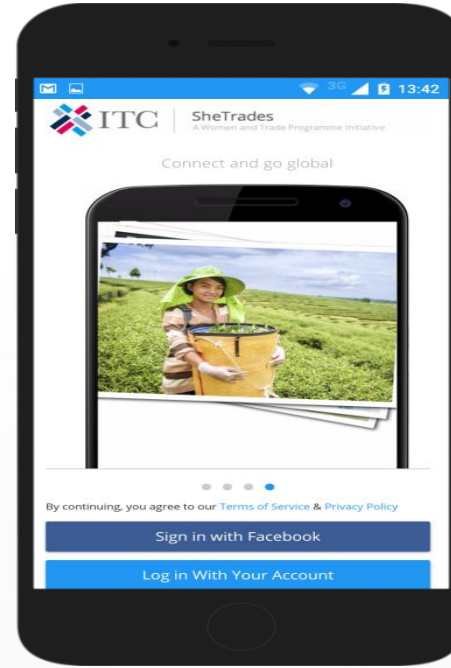
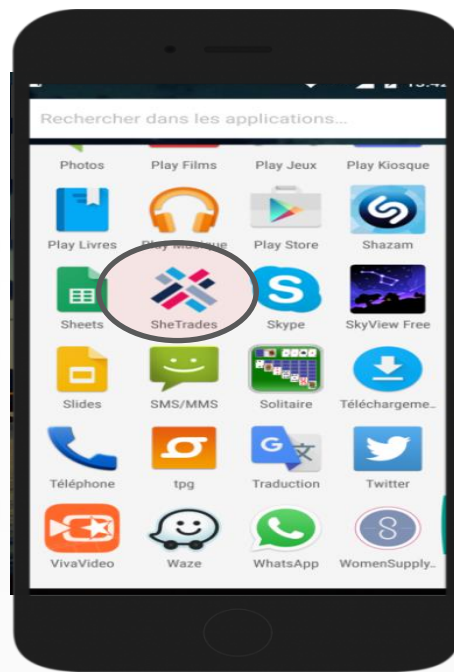
- ✓ Main tool to facilitate achieving the objective of bringing **1 million women** to the market by 2020
- ✓ SheTrades is the result of a Tech Challenge organised by ITC, Google and CI&T to launch an electronic platform to increase Women business enterprises' **visibility** and their access to the market
- ✓ SheTrades helps companies, such as WEPs signatories, to **include more women entrepreneurs in their supply chains**

# Discover...



# SheTrades

[www.shetrades.com/](http://www.shetrades.com/)  
#SheTrades



# Forthcoming WVEF 2016



## WOMEN VENDORS EXHIBITION AND FORUM 2016

1-2 September 2016  
Istanbul, Turkey

The premier global event to **get inspired, do business**  
and create **lifetime opportunities** for **women**  
**entrepreneurs**

With more than **US\$ 50 million** worth of business  
transaction agreements signed in previous forums

### SECTORS

- Information Communications Technology
- Textiles and Garments
- Tourism

### ACTIVITIES

**Business –to- Business meetings:** To create partnerships and business relationships

**Workshops:** On best practices, strategies for export and government procurement policies

**Guest speakers:** Insights provided by sector specialists

### PARTNER



For more information contact us:  
<http://www.intracen.org/itc/women-and-trade/>  
#SheTrades  
[womenandtrade@intracen.org](mailto:womenandtrade@intracen.org)



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## CALL TO ACTION

Connecting 1 million women entrepreneurs to market by 2020

# JOIN US!

Organisations can make their commitments and learn more about the CALL TO ACTION at:

<http://www.intracen.org/onemillionwomen/>

For more information contact us: [womenandtrade@intracen.org](mailto:womenandtrade@intracen.org)



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# Thank You



## Thank you for joining us today.

Presentation slides and a recording of the webinar will be available on the WEPs website: [www.WEPrinciples.org](http://www.WEPrinciples.org)

*For additional questions about the WEPs contact:*

**Tulsi Byrne:** [byrne@unglobalcompact.org](mailto:byrne@unglobalcompact.org)