ACCELERATE YOUR COMPANY’S WEPS JOURNEY:
Insights from Signatories

WEBINAR | 30 JUNE 2020 | 10:00 AM EDT
Welcome and Overview of WEPs Journey

Meral Guzel
Women's Empowerment Principles Specialist, WE EMPOWER Programme, UN Women

Meral has over 14 years of experience in international development through her work at UN Women, World Bank Group and the private sector. She is the proud mom of three sons.
To ask a question

1. Type your question into the Q&A box. Click Send. ...
2. If the host replies via the Q&A, you will see a reply in the Q&A window.
3. The host can also answer your question live (out loud). You will see a notification in the Q&A window if the host plans to do this.

Also

‘Raise Hand’/’Lower Hand’: When you have a question, click the ‘Raise Hand’ button, at the bottom right of the Participants’ list. The ‘hand’ icon will appear beside your name – you can then type and send your question in the chat box. When you no longer have a question, or if it has been answered already, click the ‘lower hand’ button below the Participants’ list. The ‘hand’ icon beside your name will disappear.
## Agenda

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
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<tbody>
<tr>
<td>10:00-10:10 am</td>
<td>Welcome</td>
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<tr>
<td></td>
<td><strong>Meral Guzel</strong>, Women's Empowerment Principles Specialist, UN Women</td>
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<td>Opening Remarks</td>
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<td><strong>Anna Falth</strong>, WE Empower-G7 Programme Manager, head of WEPs Secretariat</td>
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<td>10:10-10:55 am</td>
<td>Fireside chat (including Q&amp;A from participants)</td>
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<td><strong>Burcak Inel</strong>, Director of Financing the Economy, European Banking Federation</td>
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<td><strong>Marcia Sheppard</strong>, Global Head of Corporate Responsibility, RELX</td>
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<td><strong>Tamara Dancheva</strong>, International Relations Manager, GSMA</td>
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<td>11:00 am</td>
<td>End of the webinar</td>
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Anna Fälth manages the EU-funded programme “WE EMPOWER through responsible business conduct in G7 countries”. As such, Anna heads the Secretariat of the Women’s Empowerment Principles (WEPs), EmpowerWomen.org, that promotes online collaboration, learning and innovation to advance women’s economic empowerment across the world; and the WeLearn, a virtual skills school that will tackle some of the skills gaps faced by women and girls for the jobs of the future. An economist, Anna has more than 20 years of experience as economic advisor within the UN system, including UNCTAD, UN-DESA, UNDP and UN Women.
How to Engage?
The Women’s Empowerment Principles:

- High-level corporate leadership
- Employee health, well-being, and safety
- Enterprise and supply chain development & Marketing practices
- Measurement and reporting
- Treat all Women and Men Fairly at Work without Discrimination
- Education and training for women
- Equality through community advocacy
Be a WEPs Signatory
Subscribe for the newsletter
Overview of WEPs Journey

1. **Sign**: Apply, formalize and communicate your commitment – welcome kit and profile page. HQ & regional and country offices welcome

2. **Action**: Develop and communicate the WEPs action plan and start implementing

3. **Capture**: Develop and communicate experiences, lessons learned through an Interview or Case Study – workplace, marketplace & community

4. **Engage**: Activate your business partners, vendors and suppliers to foster a gender-responsive and inclusive value chain

5. **Report**: Share your company’s progress against your WEPs action plan
Salvatore Ferragamo

Micaela le Divilc (F)
Chief Executive Officer, Salvatore Ferragamo S.p.A.

Salvatore Ferragamo Group emphasizes the importance of human capital and is genuinely committed to guaranteeing that people management is based on the principles of fairness, integrity, and respect, always striving for the enhancement and safeguard of its community. Women play a key role in the Group, they account for nearly 70% of total employees and hold around 50% of senior management positions. We work hard to ensure equal opportunities for all our women and we feel the urge to publicly state our commitment to them.

General Information
- Public
- 1,001-5,000 employees
- Between 30% and 50% women employees
- Between 70% and 80% access at management level.
- Between 30% and 49% women on boards/executive team/partners.

Industry
- Clothing & Accessories

Location
- Italy, Global
Pedro Balestrini (M)
CEO

En Makro estamos totalmente comprometidos con nuestros empleados y las comunidades en las que tenemos impacto. Promovemos el respeto en nuestros entornos de trabajo y fomentamos la diversidad en toda la empresa. La promoción de la equidad de género en uno de los temas principales que deseamos lograr, por lo que aceptamos unirnos al WEP con nuestro sincero apoyo.

Lucy Pickford (F)
Director

We at OLGA strive for equality and empowerment in all our work. Whether small or big we believe that all companies should have these values at the centre of the work that they do. This ensures that change is effected from the ground up and permeates all aspects of the business.

Antonia Lorenzo (F)
CEO

BIOAZUL is a SME, working on water engineering and technology consultancy, which develops eco-innovative solutions for the treatment and reuse of water resources, and for the recovery of substances of value present in wastewater and processes. We believe that there is still a lot of work to be done in our sector in terms of gender equality, and in general in professions related to technology and innovation. Our company, Bioazul, has
Share your WEPs Quote Cards

Women's Empowerment Principles @WEPrinciples · Jun 17
@GSMA Director General @MatsGranryd was the FIRST to complete the new Women's Empowerment Principles (#WEPs) quote card!

Already a signatory? Complete the Company Profile Page to share your own quote and tag @WEPrinciples!

Learn how at weps.org

“
At National Bank of Canada, standing up for equality between women and men is a fundamental value. I encourage other business leaders worldwide to join us in this collective effort to close the economic gender gap.

LOUIS VACHON
PRESIDENT AND CHIEF EXECUTIVE OFFICER, NBC

“
I challenge all our corporate peers around the globe to sign on to the Women’s Empowerment Principles, look for ways to recruit, develop and promote women in their organizations, encourage women to take leadership position within their organizations.

DEBORAH GIBBINS
CHIEF OPERATING OFFICER, MARY KAY

MARY KAY

WOMEN’S EMPOWERMENT PRINCIPLES
weempower
Funded by the European Union
Communicate Your Gender Action Plan

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<th><strong>Communicate Your Gender Action Plan</strong></th>
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<td><strong>Gender Equality Action Plan</strong></td>
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<tr>
<td><strong>Objective</strong></td>
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<tr>
<td><strong>Activity</strong></td>
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<td><strong>Expected Results</strong></td>
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<td><strong>Indicators</strong></td>
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<td><strong>Timeline</strong></td>
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<td><strong>Resources</strong></td>
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<td><strong>Monitoring and Evaluation</strong></td>
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<td><strong>Responsibility</strong></td>
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<td><strong>Approval</strong></td>
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The table above outlines the steps to communicate your gender action plan, including objectives, activities, expected results, indicators, timeline, resources, monitoring and evaluation, and responsibility. This structured approach aims to ensure that the plan is effectively communicated and followed.
Interviews

China, Hong Kong SAR
Being a Responsible Leader is a Critical Part of our Business Strategy
Hong Kong Stock Exchange

Italy
Leading the Way for Employer-Supported Childcare Solutions
Meral Guzel

United Kingdom of Great Britain and Northern Ireland
A Call to Action: Engaging Men in Gender Equity
Robert Maker, Leader of Diversity & Inclusion

Leadership Insights
Mats Granryd
General Director, GSMA

Mobile network operators are driving digital gender equality during COVID-19

The COVID-19 pandemic has highlighted the urgency to reach women with mobile technology. General Mats Granryd explains how connecting more women and helping them reap the benefits of mobile technology will support them and their families to navigate this global pandemic.

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Case Studies

WOMEN'S EMPOWERMENT PRINCIPLES

MARCH 2020

WEPS IN ACTION

PRINCIPLE 3: Ensure the health, safety and well-being of all women and men workers.

CASE STUDY: L'ORÉAL

FIGHTING EVERYDAY SEXISM AND DOMESTIC VIOLENCE IN THE WORKPLACE

LESSONS LEARNED

• Addressing everyday sexist behaviors that women often encounter in the workplace is essential to promoting an inclusive working environment.
• Understanding that the workplace has a crucial role in providing support for victims of domestic violence and in mitigating the effects is the starting point for ensuring the safety and well-being of all staff.
• Encouraging open and respectful discussion on this topic challenges the norm and promotes a culture of solidarity that is in its entirety.

CONTENT

1. Context
2. Actions
3. Challenges
4. Results
5. Recommendations

Case Study: L'ORÉAL

1. One in Three Women Network: A European network of companies committed to fighting gender-based violence and promoting the rights of women and children.
2. #MeToo (Nokia): The mobile phone company's campaign to raise awareness of sexual violence and the need to take decisive action to prevent it.
3. #NotInSilence: The campaign to raise awareness of violence against women and men.

WOMEN'S EMPOWERMENT PRINCIPLES

JANUARY 2020

WEPS IN ACTION

PRINCIPLE 2: Treat all women and men fairly at work - respect and support human rights and nondiscrimination

CASE STUDY: RELX

IMPROVING THE GENDER BALANCE ON BOARDS AND IN LEADERSHIP

LESSONS LEARNED

• Investing in gathering reliable and measurable data helps to ensure the validity of gender equality.
• Encouraging diversity and inclusion in the workplace is crucial.
• Women's participation in leadership roles is essential.
• Building a culture that promotes diversity and gender equality is a key strategy for achieving gender balance.

CONTENT

1. Context
2. Actions
3. Challenges
4. Results
5. Recommendations

Case Study: RELX

1. The gender balance in companies listed on the London Stock Exchange has improved since 2014, with two listed companies reporting a significant increase in the number of women on boards.
2. The gender pay gap in the UK has narrowed significantly in recent years, with the number of women in leadership positions increasing.
3. The company's commitment to promoting gender equality is demonstrated through the appointment of women to key positions.

Funded by the European Union

International Labour Organization

UN Women
Implementing the WEPs at the EBF

Burçak İnel

Webinar
June 30th, 2020
Outline

• Why did we sign the WEPs?

• What are doing to implement the Women’s Empowerment Principles?

• What have we learned so far?
Why do it?

Across the world, less than 20 percent of the boards of directors in banks are women, and less than 2 percent of banks had women CEOs. (Only 15 banks out of almost 800 in 72 countries had women CEOs in 2013.)

Of the 1.7 billion unbanked adults, 56 percent are women.

..only six countries currently give women and men equal rights – defined by legal and economic equality between the genders. [Belgium, Denmark, France, Latvia, Luxembourg and Sweden scored full marks of 100 in the Bank's "Women, Business and the Law 2019"]. That's an increase --from zero--compared to a decade ago. But, at this rate of progress, women won't achieve full equality until 2073. (World Bank)

Across the EU, 35.5% of the 7.3 million management positions are filled by women. In Belgium, the number is just over 23%. That puts Belgium ahead of only Cyprus (21.6%), Italy (22%), Germany (22.3%) and Austria (23%). Latvia leads the table and is the only country where women managers are in the majority at nearly 53%.

The wealth gap – the gap in wealth upon retirement - is estimated to be as much as 40% due to income gaps and other factors that accumulate for women.
“....diversity is not only a pipeline or recruiting issue. It’s an issue of making the people who do make it through the pipeline want to stay at your company.” (Andrea Barrica, Medium)

“creating a workplace where employees feel included is directly connected to worker retention and growth.” (Jeanine Prime, leader of the Catalyst Research Center for Advancing Leader Effectiveness)

Research in Europe attests that women express more concern about climate change than men, and are more willing to make sacrifices to reduce emissions. (Women’s Earth and Climate Action Network - WECAN)

Companies in the top 25% for ethnic diversity are a third more likely to be more profitable than their industry peers. (McKinsey)

Any board of directors that is diverse is more creative, and creativity is needed for innovation (Dirk Van Gerven)
...and benefits of diversity in finance....

According to one study in Europe, loans screened by female loan officers were less likely to turn problematic.

Investment firms with women partners are twice as likely to invest in women-led enterprises.

The IMF: more women on bank boards is positively linked with bank stability, financial resilience and higher profitability. Banks with higher shares of women leaders had higher capital buffers, lower nonperforming loans, and higher distance to distress (“zscores”).
EBF’s Journey

• ‘Digital4her Initiative’ (2018)

• Principles for Responsible Banking (2019)

• Women’s Empowerment Principles (2019)
By endorsing the UN’s WEP initiative and cooperating with the UN Women Programme, the EBF intends to deepen its position in this area, in particular by promoting best practices for women’s empowerment in banking and in access to finance. We intend to take a leading and facilitating role in this field, both by setting an example in our own organization and by providing a platform for the banking sector to further increase awareness, familiarize and operationalize.
# EBF’s Implementation of the WEPs:
## Four Workstreams

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<tr>
<th>Topic and principles involved</th>
<th>Result areas</th>
<th>Our actions</th>
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<tr>
<td><strong>EBF as an Employer of Men and Women</strong>&lt;br&gt;• Principle 1: Establish high-level corporate leadership for gender equality&lt;br&gt;• Principle 2: Treat all women and men fairly at work – respect and support human rights and nondiscrimination&lt;br&gt;• Principle 3: Ensure the health, safety and well-being of all women and men workers&lt;br&gt;• Principle 4: Promote education, training and professional development for women advocacy</td>
<td><strong>Careers and treatment of women and men employees</strong>&lt;br&gt;<strong>Representation of women in EBF working groups, EBF events and EBF activities</strong>&lt;br&gt;<strong>Adoption of WEPs among 3000 European banks</strong>&lt;br&gt;<strong>Projects to improve women’s access to bank services as clients, as investors and as entrepreneurs</strong></td>
<td>• Assessment of diversity with regard to recruitment, performance review, promotion, etc&lt;br&gt;• Review of HR policies and other operationalisation of the principles&lt;br&gt;• Raising awareness of staff&lt;br&gt;• Review process to measure progress&lt;br&gt;• Assessment of representation of women in internal and external activities&lt;br&gt;• Principles and procedures to encourage greater representation&lt;br&gt;• Partnership with UN Women and EBF Members to encourage banks and their associations to adopt frameworks such as the WEPs to improve gender diversity&lt;br&gt;• Exchange and promote best practice&lt;br&gt;• Identify and promote best practices across the EU for promoting access to finance&lt;br&gt;• Build a gender component in the EBF’s financial education programme&lt;br&gt;• Partner with EIB, EU, etc</td>
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<td><strong>EBF as a Trade Association</strong>&lt;br&gt;• Principle 5: Implement enterprise development, supply chain and marketing practices that empower women&lt;br&gt;• Principle 6: Promote equality through community initiatives and advocacy</td>
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<td><strong>EBF as an Ambassador of the WEPs</strong>&lt;br&gt;• Principle 6: Promote equality through community initiatives and advocacy</td>
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<td><strong>EBF as a Promoter of Access to Banking</strong>&lt;br&gt;• Principle 7: Measure and publicly report on progress to achieve gender equality</td>
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Lessons learned so far

• A lot is happening, but it needs to gather **speed**.
  • Value of individual and collective actions

• **The discussion is a big part of the outcome.**
  • Unconscious bias and culture a big part of the journey

• **Gender as a central part of diversity and inclusion**
  • Gender is valuable both as a stand-alone prism and as a part of the broader inclusion discussion
Anna Fälth manages the EU-funded programme “WE EMPOWER through responsible business conduct in G7 countries”. As such, Anna heads the Secretariat of the Women’s Empowerment Principles (WEPs), EmpowerWomen.org, that promotes online collaboration, learning and innovation to advance women’s economic empowerment across the world; and the WeLearn, a virtual skills school that will tackle some of the skills gaps faced by women and girls for the jobs of the future. An economist, Anna has more than 20 years of experience as economic advisor within the UN system, including UNCTAD, UN-DESA, UNDP and UN Women.
MERCI BEAUCOUP

THANK YOU

どうもありがとうございます