



USAID
FROM THE AMERICAN PEOPLE

USAID WEE COP MARCH 2022 LEARNING EVENT

ADVANCING WOMEN'S ECONOMIC
EMPOWERMENT THROUGH PRIVATE
SECTOR ENGAGEMENT

AGENDA

Welcome and Overview

- Gwen Snyder, Private Sector Engagement & Women's Economic Empowerment Advisor for USAID, contracted by PSE Support
- Morgan Mickle, Senior Program Officer, USAID Women's Economic Empowerment Community of Practice (USAID WEE CoP), Banyan Global

Presentation of Findings

- Meghann Jones, Banyan Global Senior Consultant

Moderated Panel Discussion

- Anouk Heilen, Global Sustainability Director, Social Equity and Inclusion at Unilever
- Simon Taveta, Clean Cooking and Communications Department Head at Somalia SECCCO

Questions from the Audience

- Malini Patel, Senior Associate, USAID WEE CoP, Banyan Global

Closing Remarks

- Jennifer Hansel, USAID Women's Economic Empowerment Team Lead and Senior Advisor

USAID WOMEN'S ECONOMIC EMPOWERMENT COMMUNITY OF PRACTICE

Currently 600+ Members



Gather and share
evidence



Facilitate learning
among members



Foster engagement
opportunities

TODAY'S QUESTION AND OBJECTIVES

- Question:
 - What drives companies to invest in policies, practices and programs to increase women's equitable participation in leadership, operations, and supply chains? And which policies, practices and programs have proven to be effective?
- Objectives:
 - To share key findings and recommendations from research examining women's economic empowerment and private sector engagement.
 - To encourage participants to utilize the information shared in order to advance WEE within their respective organizations and activities.

THE FINDINGS

- Increasing women's equitable participation:
 - What drives companies?
 - What works?



— WHAT DRIVES COMPANIES TO INVEST IN INCREASING WOMEN'S EQUITABLE PARTICIPATION?



COMPANY DRIVER 1: IMPROVING PERFORMANCE

- Overall growth and improved financial performance as a result of:
 - Attracting the best talent
 - Innovation
 - Increased productivity



COMPANY DRIVER 2: MANAGING RISK

- Gender inequity in leadership, operations, and supply chains creates risks in terms of:
 - Reputation
 - Compliance
 - Productivity



COMPANY DRIVER 3: DOING THE RIGHT THING

- Response to social, economic, and political events
 - Stay relevant to consumers
 - Respond to employees' desire for purpose
 - Reflect leaders' personal goals



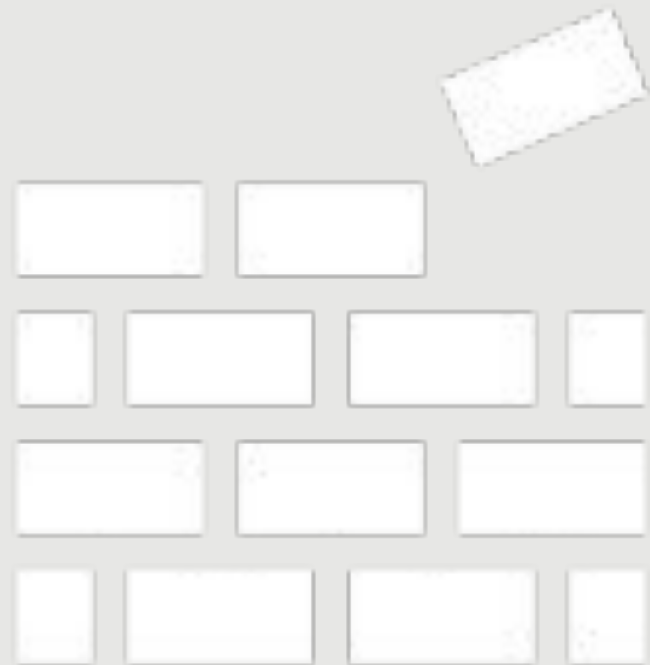
NO UNIVERSAL BUSINESS CASE

- Businesses are a unique outcome of their history, administrative structure, products, and socio-economic operating context
- Some generalizations can be made by industry



OPPORTUNITIES, BUT ALSO BARRIERS

- There are limits to companies' ability to invest in increasing women's equitable participation:
 - Resources
 - Norms
 - Environment



— WHAT POLICIES, PRACTICES,
AND PROGRAMS HAVE
PROVEN EFFECTIVE FOR
INCREASING WOMEN'S
EQUITABLE PARTICIPATION?



THE EVIDENCE BASE

EVIDENCE CATEGORY, DESCRIPTION, AND CRITERIA	
Proven: clear beneficial effect and strength of evidence	Good evidence based on multi-country and/or longitudinal analyses, peer-reviewed articles, randomized control trials (RCTs), quasi-experimental studies, external evaluations, or several individual or regional studies that all indicate similar findings (published research or conducted by internationally recognized institutions).
Promising: promising beneficial effect and strength of evidence	Sufficient body of evidence drawn from one or more country-level studies, internal assessments, or evaluations and project-specific reports that demonstrate a correlation between outputs and outcomes.
Potential: positive trend with limited or mixed effects; not well studied	Several reports indicating positive trends or impacts, but no systematic reviews or analyses. The trends or impacts are largely anecdotal or qualitative.

50 POLICIES, PRACTICES, AND PROGRAMS

Policies, practices, and programs in six categories:

1. Strategic
2. Workforce
3. Leadership
4. Supply Chain
5. Asset Leverage
6. External Engagement



I. STRATEGIC APPROACHES TO INCREASE EQUITABLE PARTICIPATION ACROSS THE WHOLE COMPANY

Proven - None

Promising

1. Auditing, Measurement, and Analysis
2. Company-wide Policies and Targets
3. Cross-Functional Integration of Gender Goals

Potential - None



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2. INCREASING EQUITABLE PARTICIPATION IN THE WORKFORCE

Proven

1. Inclusive Recruiting Language

Promising

1. Pay Analysis and Transparency
2. Employee Pipeline Development
3. Male Leadership
4. Family Leave and Return to Work Programs
5. Childcare Provision
6. Health Care Provision
7. Gender-based Violence (GBV) Initiatives

Potential

1. Positive, Inclusive Framing
2. Unconscious Bias / Diversity Training
3. Shifting Perceptions of Women in Non-Traditional Roles
4. Employer Branding
5. Blind Candidate Assessment
6. Structured Interviewing
7. Hiring Tests
8. Flexible Work Options
9. Improving Workplace Safety
10. Grievance Reporting

3. INCREASING EQUITABLE PARTICIPATION IN LEADERSHIP

Proven

1. Hiring External Recruiters

Promising

1. Targets and Policies
2. Role Modeling

Potential

1. Performance Management
2. Mentoring and Sponsorship
3. Peer Groups
4. Leadership Training
5. Global Mobility



4. INCREASING EQUITABLE PARTICIPATION IN SUPPLY CHAINS

Proven - None

Promising

1. Sourcing
2. Creating Access to Markets
3. Procurement
4. Skills-based Training: Factory Workers
5. Skills-based Training: Agricultural Producers
6. Skills-based Training: Entrepreneurs
7. Digital-Financial Access Initiatives
8. Community Development
9. Community Gender Sensitization
10. GBV Initiatives

Potential

1. Holistic Approaches



5. LEVERAGING COMPANY ASSETS TO INCREASE EQUITABLE PARTICIPATION

Proven - None

Promising - None

Potential

1. Gender-Smart Products
2. Inclusive Marketing and Advertising
3. Gender-Lens Investing and Partnering



6. ENGAGING EXTERNALLY TO INCREASE EQUITABLE PARTICIPATION

Proven - None

Promising - None

Potential

1. Commitment to Principles and Standards
2. Certification and Labels
3. Disclosure and Benchmarking
4. Participation in Associations and Coalitions
5. Participation in Campaigns
6. Research and Advocacy
7. Partnering



KEY RECOMMENDATIONS

1. Customize the business case based on companies' unique challenges and motivations.
2. Promote holistic policies, practices, and programs within companies to increase gender equity, such as: integrating gender equality across all functions and showcasing women and men in non-traditional roles.
3. Build a gender-equal ecosystem to support companies, e.g., education, workforce development, legally mandated parental leave.
4. Conduct evaluations of policies, practices, and programs that seek to increase women's equitable participation in leadership, operations and supply chains.



PANEL DISCUSSION

MODERATOR



Meghann Jones

Banyan Global Senior
Consultant

PANELISTS



Anouk Heilen

Global Sustainability
Director, Social Equity and
Inclusion

Unilever



Simon Taveta

Clean Cooking and
Communications
Department Head

Somalia SECCCO

WRAP UP AND ANNOUNCEMENTS



Participant Poll



Call for Member Spotlights

Want to feature your activity in a future USAID WEE CoP monthly communication?

Email Banyan Global at fundcop@banyanglobalgita.com



Join the USAID WEE CoP LinkedIn Group:

<https://www.linkedin.com/groups/12501152/>

Email the USAID WEE CoP with questions
at: fundcop@banyanglobalgita.com



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