

5 GENDER  
EQUALITY



## PART 1

# GENDER EQUALITY & GLOBAL MARKETS

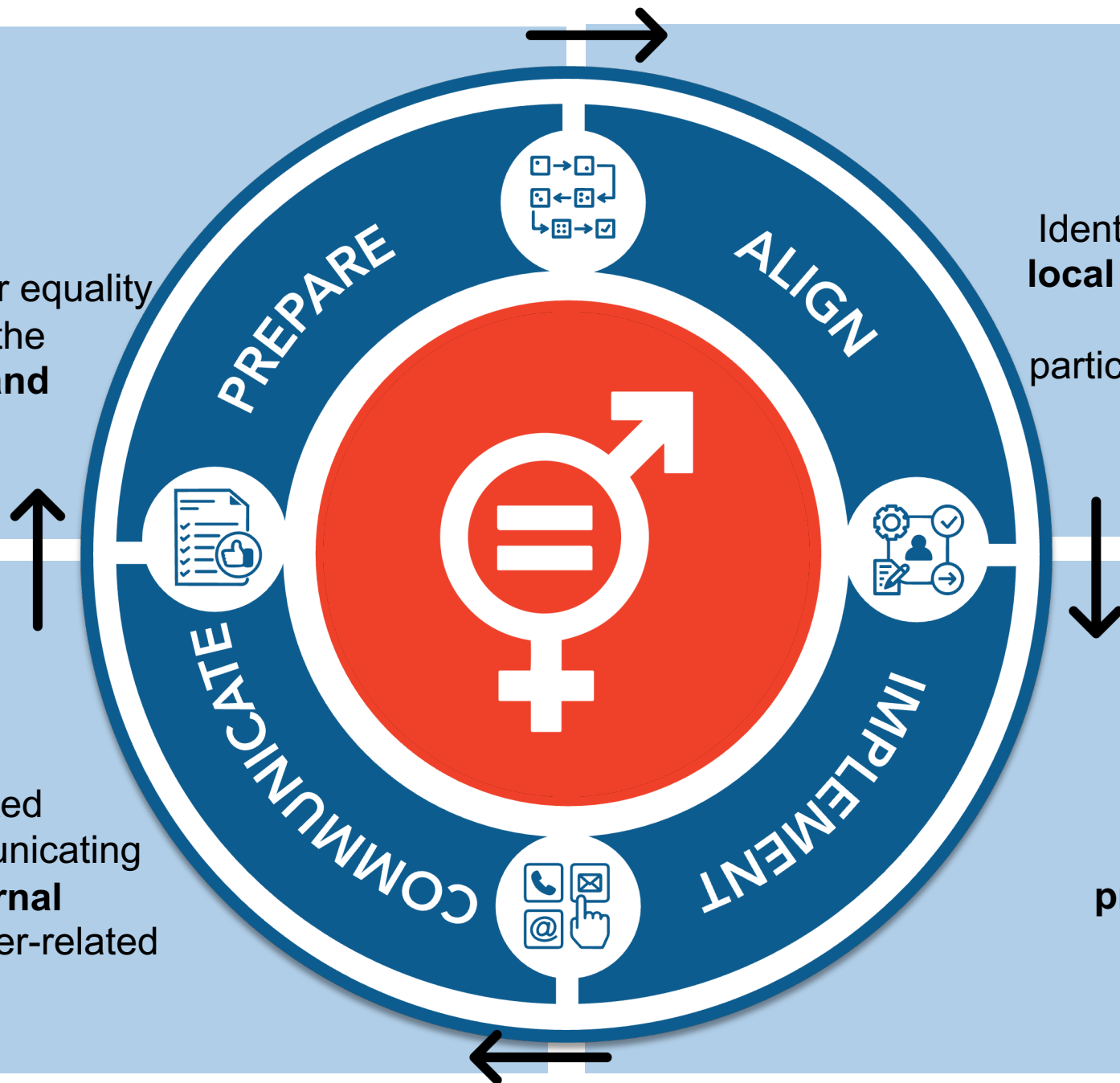
*Understanding complexity through preparation and alignment to standards*

## PREPARE

Building a foundational understanding of gender equality through an overview of the **landscape, language and purpose**

## COMMUNICATE

Disclosing gender-related information and communicating with **internal and external stakeholders** on gender-related topics



## ALIGN

Identifying **global principles, local requirements and peer practices** that can guide participants as they set out on their journey to enhance gender equality

## IMPLEMENT

Capturing value through gender lens market **promotion and products**



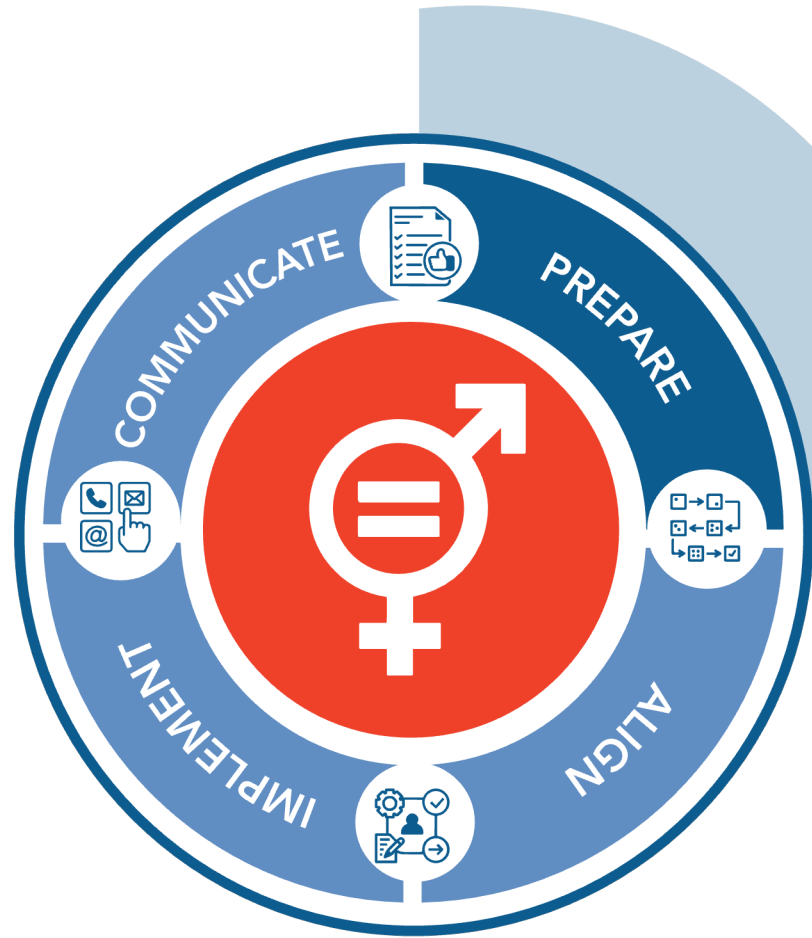
LEARNING OBJECTIVES

**Understand why  
action is needed  
for enhanced  
gender equality**



## LEARNING OBJECTIVES

**Identify what tools can be used to improve gender equality**



# UNDERSTANDING THE GENDER - FINANCE CONNECTION

# PREPARE

## PURPOSE

The 'case' for gender – why it matters

## LANDSCAPE

## LANGUAGE



# BUSINESS & HUMAN RIGHTS GUIDELINES

## GENDER DIMENSIONS of the Guiding Principles on Business and Human Rights



14

- **All businesses, including SMEs**, should take appropriate steps to respect human rights.

16

- Businesses should embed their commitment to respect women's human rights and contribute to achieving substantive gender equality in a **gender equality policy**

20

- Businesses should track the effectiveness of their responses by using **sex-disaggregated data**.

21

- Businesses should **communicate** adequate and easily accessible information to the affected stakeholders regularly.

Read the Gender Dimensions guide by OHCHR [here](#)

# 2030 Agenda “There Can Be No Sustainable Development Without Gender Equality”

Read more about how gender fits within the UN's Sustainable Development Goals on the UN Women website [here](#).







Achieving gender equality and women's empowerment is integral to each of the 17 goals. Only by ensuring the rights of women and girls across all the goals will we get to justice and inclusion, economies that work for all, and sustaining our shared environment now and for



**BY  
INCREASING  
GENDER  
EQUITY...**



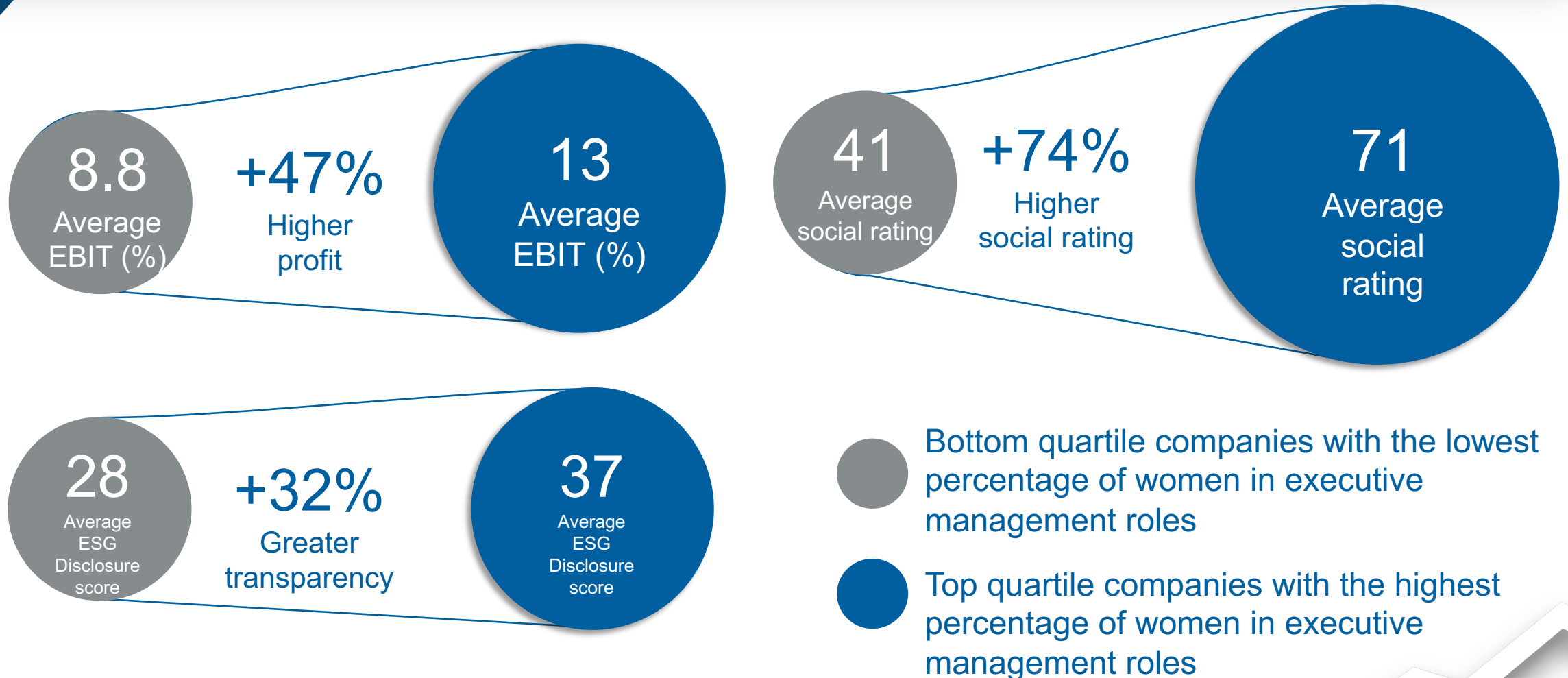


Violence in society decreases

Economic productivity increases

Resilience against financial and environmental crisis increases

# IMPACTS OF DIVERSE LEADERSHIP



# BENEFITS



Benefit from higher profitability and financial performance



Make better decisions



Are more competitive and innovative



Have better attraction and retention of talent



Attract more funding



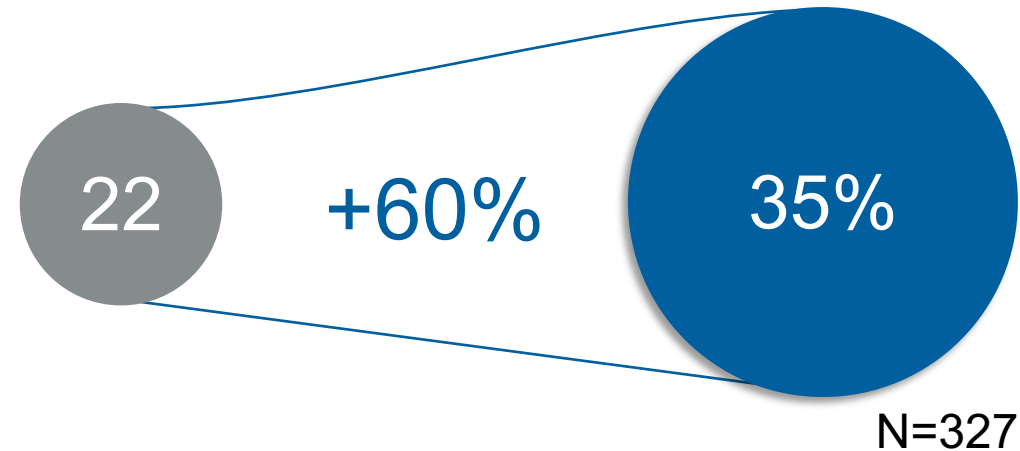
Improve environmental performance

# IMPACTS OF DIVERSE LEADERSHIP

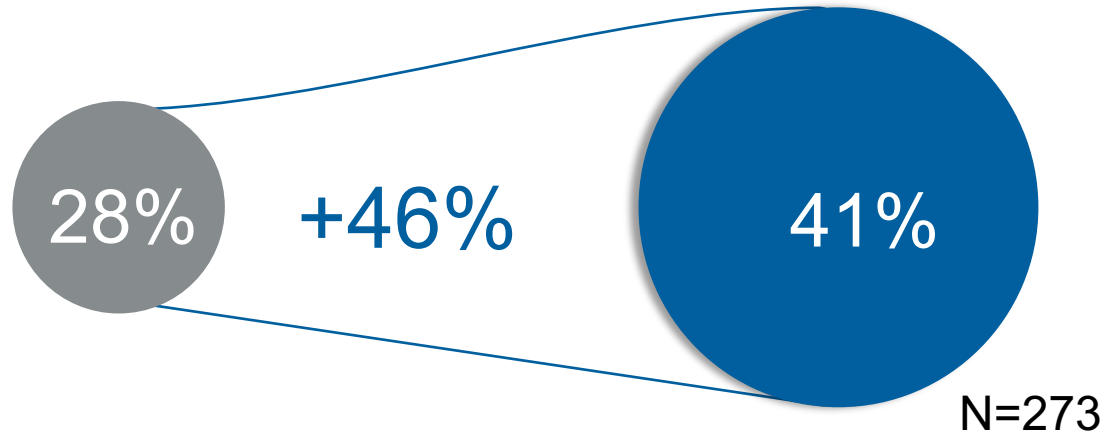
Likelihood of Improving GHG Emission Intensity



Likelihood of Improving Energy Intensity



Likelihood of Improving Water Intensity



- No change / decline in women % on boards
- Increase in women % on boards

# WOMEN



## Are impacted by climate

Women are disproportionately impacted by climate change (OECD, 2021)

## Improve climate governance

Companies with more than 30% of women on boards tend to have better climate governance (BloombergNEF and the Sasakawa Peace Foundation)

## Decrease CO<sub>2</sub> emissions

1% increase in women managers within a firm is associated with a 0.5% decrease in CO<sub>2</sub> emissions in firms. (Bank for International Settlements)



## CASE STUDY: *Dual Benefit Bond (Gender Smart)*

- CLIMATE: \$44 million loan to finance the construction of Turkey's largest wind farm
- GENDER: Annually **assessed based on a series of gender criteria**, and improvements will **enhance the terms of the loan.**

Source: [Gender Smart](#)





## CASE STUDY: *Gender Responsive carbon credits (Gold Standard)*

- **CLIMATE:** 50,000 tones of CO2 **emission reductions** per year
- **HEALTH:** 40,000 individuals enjoying clean water access, **reducing** incidences of waterborne **illness**
- **GENDER:** Four **hours gained** per week per household and **reduced school absenteeism**

Source: [Gold Standard](#)

# ZOOM POLL

Select the  
appropriate answer

The zoom poll should appear on your screen momentarily. If it does not appear, feel free to answer in the chat box or message the hosts directly.

**What percent of CEOs of listed companies are women in your region?**

- I. 5%
- II. 10%
- III. 20%
- IV. 30%
- V. 40%
- VI. 50%

# STATUS OF GENDER IN BOARDROOMS



To learn more about the SSE's Gender Equality work, visit [sseinitiative.org/gender-equality/](https://sseinitiative.org/gender-equality/)

# key Barriers

- Limited availability of **sex-disaggregated data** and inconsistent reporting practices
- Lack of **training** and professional development opportunities
- Lack of gender-sensitive **human capital management**, including in hiring, retention, and promotion processes
- Biases and **stereotypes** suggest women do not have the characteristics needed to lead
- Lack of awareness or **skepticism** about the business case for gender-balanced leadership
- Limited access to **networks** and connections
- Lack of access to role models, **mentors**, coaches, and sponsors
- Unsuitable **work environments** in traditionally male-dominated industries
- **Safety concerns** in operational locations and gender-based violence and harassment§

# PREPARE

PURPOSE

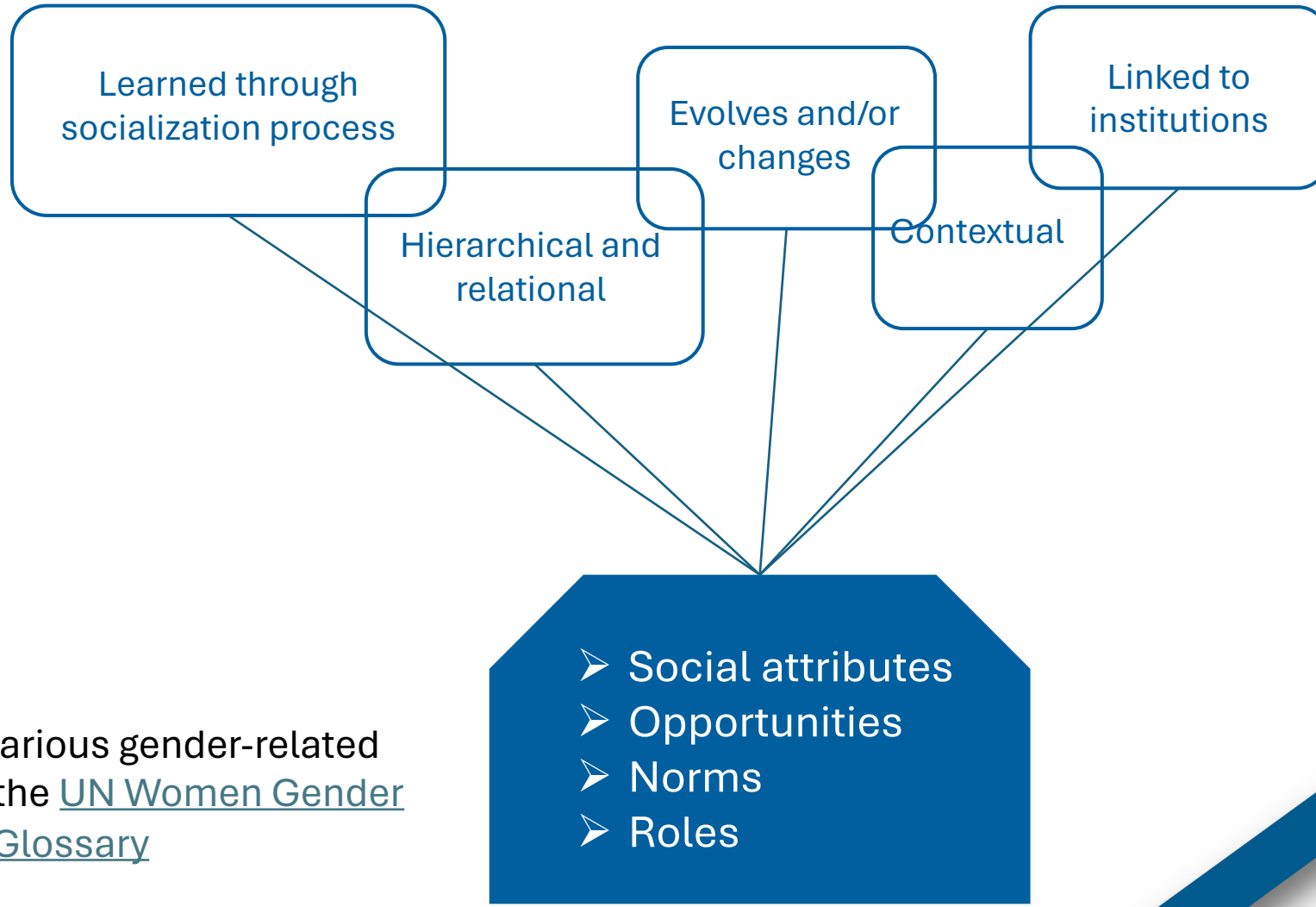
LANDSCAPE

LANGUAGE

Key terminology – why language matters



# DEFINING "GENDER"



Explore various gender-related terms in the [UN Women Gender Equality Glossary](#)

# ZOOM POLL

Select the  
appropriate answer

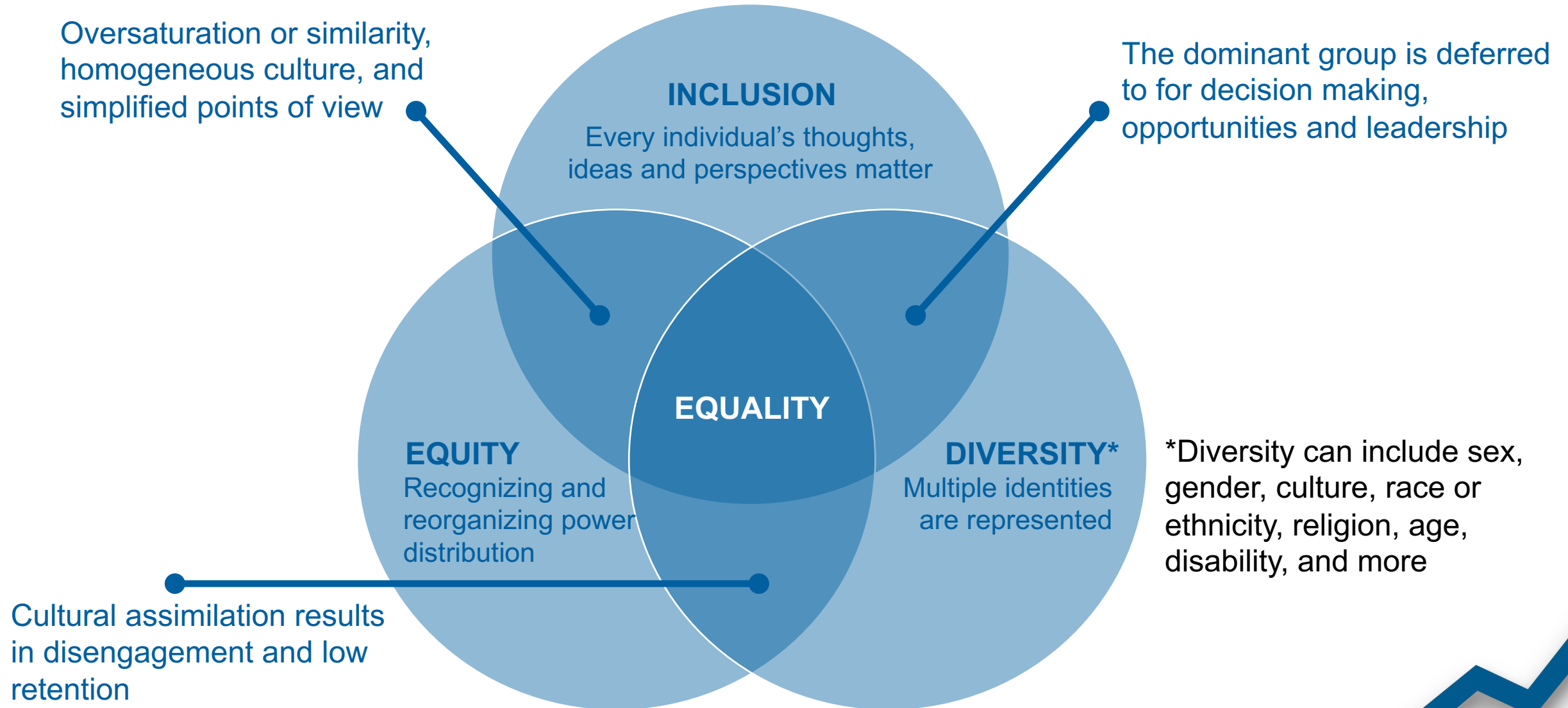
The zoom poll should appear on your screen momentarily. If it does not appear, feel free to answer in the chat box or message the hosts directly.

Fill in the blank with  
Equity or Equality:

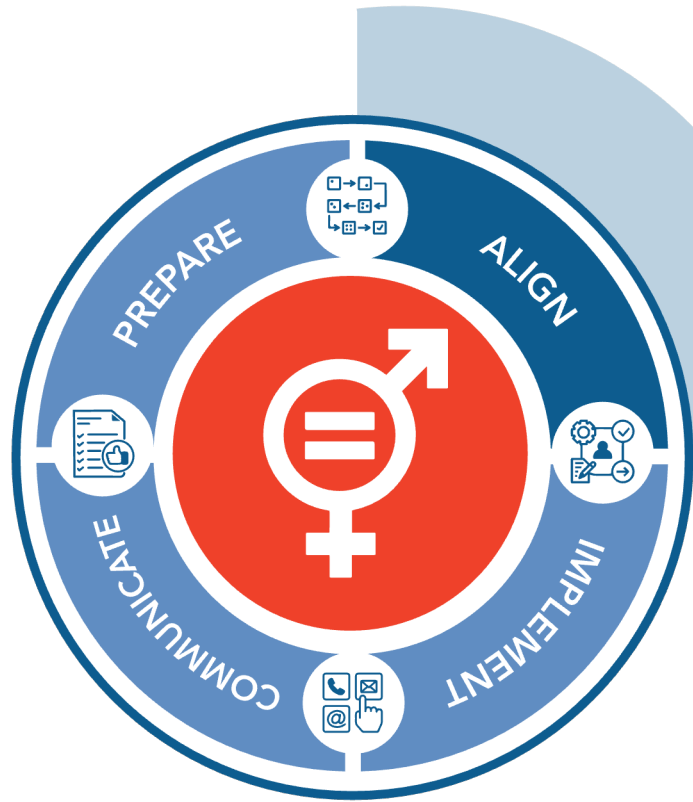
Gender A is the  
objective, gender B is  
the means to achieve it.

- I. Gender equality is the objective, gender equity is the means to achieve it.
- II. Gender equity is the objective, gender equality is the means to achieve it.

# Diversity, Equity & Inclusion (DEI)







# UNDERSTANDING GLOBAL STANDARDS & BEST PRACTICES

# ALIGN

GLOBAL

Global baselines – where to start

LOCAL

PEERS



# ZOOM POLL

Select the  
appropriate answer

The zoom poll should appear on your screen momentarily. If it does not appear, feel free to answer in the chat box or message the hosts directly.

**Is your organization a signatory of the UN Women's Empowerment Principles?**

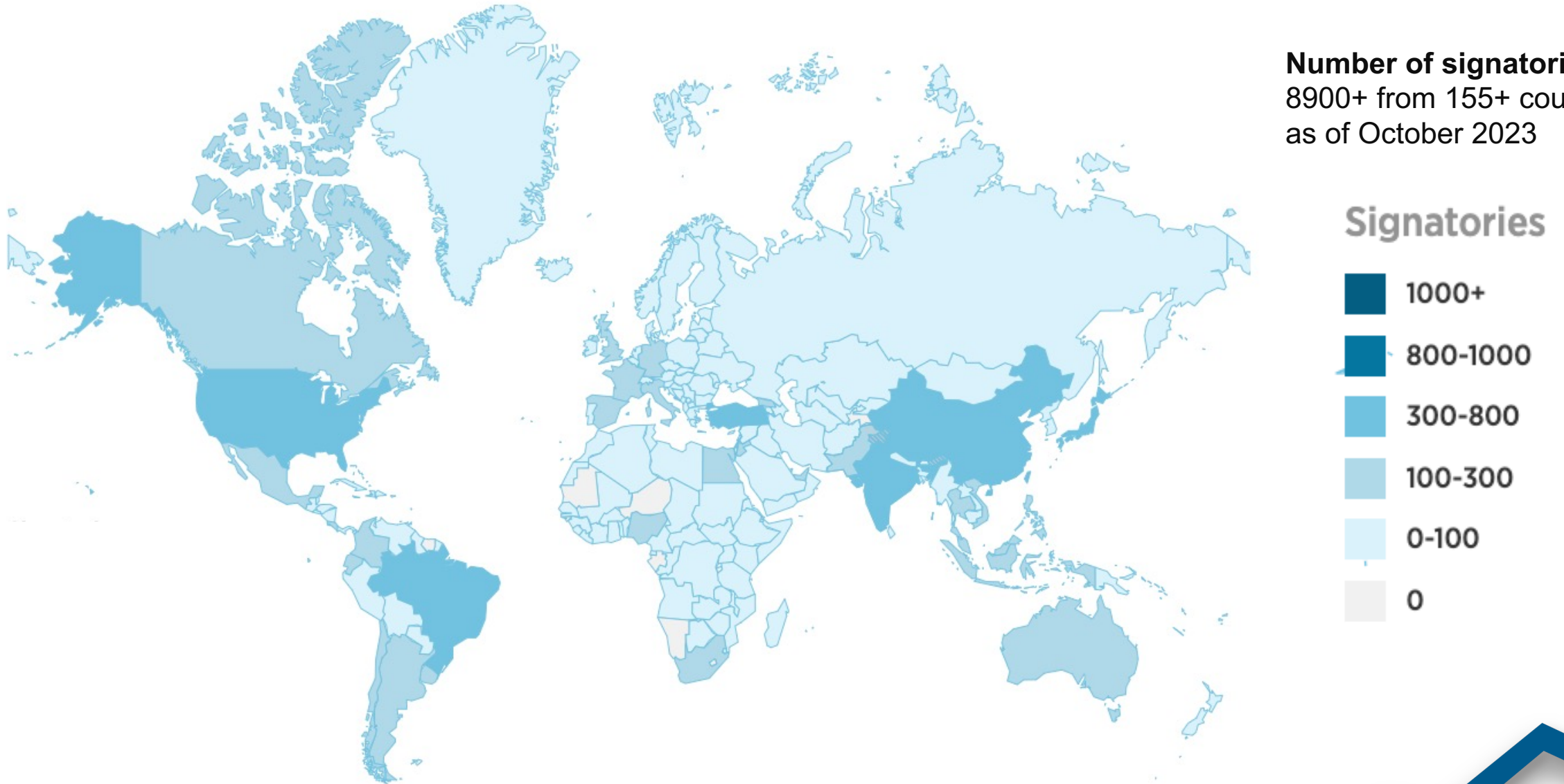
- I. Yes
- II. No
- III. I don't know



Click [here](#) to watch on YouTube

# GLOBAL FOOTPRINT OF WEPs SIGNATORIES

**Number of signatories:**  
8900+ from 155+ countries  
as of October 2023



# OVERVIEW of the WEPs



-  1 – High-level corporate leadership
-  2 – Treat all women and men fairly at work without discrimination
-  3 – Employee health, well-being and safety
-  4 - Education and training for career advancement
-  5 - Enterprise development, supply chain and marketing practices
-  6 - Community initiatives and advocacy
-  7 - Measurement and reporting

# EXAMPLE OF IMPLEMENTING THE WEPs – WEPs Journey

## Activate

Activate actions with internal stakeholders to advancing GEWE in the workplace, marketplace and community

## Engage

Share your progress with the WEPs community & engage with external stakeholders



## Report

Report on gender equality on the WEPs Company Profile page

## Sustain

Collect data, monitor progress, results and impact

Have an **Action Plan**, Set achievable **Targets** –  
**WEPs can guide you**

# HOW TO BECOME A WEPs SIGNATORY

## Eligibility Criteria

1

Legally registered company from any sector, size, and ownership  
Chamber of commerce, industry association eligible

## How?

2

Go to [www.weps.org/join](http://www.weps.org/join) to fill out the online form



# THE EDGE STANDARD

- EDGE Certification is a global standard for Diversity, Equity, and Inclusion (DE&I), centred on a workplace gender and intersectional equity approach.
- The Standards – EDGE (gender-binary) and EDGEplus (gender and intersectionality) – offer a holistic framework against which organizations can measure where they stand in terms of gender and intersectional equity.
- The framework consists of requirements and specifications against which conformance is audited by an independent third-party leading to EDGE Certification.



# ALIGN

GLOBAL

LOCAL

PEERS

Gender-based regulation – what impacts to expect



# REGULATION

Market	Requirement	Compliance year	Women in board seats (%)	All male boards (%)	Female board chair (%)	Female CEOs (%)
France (Euronext-Paris)	Min. 40% women	2017	45	1	6	6
Italy (Borsa Italiana)	Min. 40% women	2019	36	2	15	2
Germany (Deutsche Boerse)	Min. 30% women	2016	33	6	5	3
USA (Nasdaq)	Min. 1 woman	2023	31	2	3	6
Switzerland (SIX)	Min. 30% women	2026	28	6	5	4
Malaysia (Bursa Malaysia)	Min. 1 woman	2024	26	4	5	2
Morocco (Bourse de Casablanca)	Min. 30% women	2024	20	22	7	4
India (NSE and BSE)	Min. 1 woman	2019	17	1	6	6
China (HKEX)	Min. 1 woman	2024	14	28	6	5
Egypt (EGX)	Min 25% women	2021	12	31	3	2
Argentina (BYMA)	Min. 33% women	**	11	48	3	4
Korea (KRX)	Min. 1 woman	2022	10	34	1	2
UAE (ADX)	Min. 1 woman	2020	8	45	0	1

# UNDERSTANDING REQUIREMENTS



## Quota-based policies

- Required to reach a specified quota
- Easily defined requirement and more easily enforced
- Blanket requirement does not consider root cause

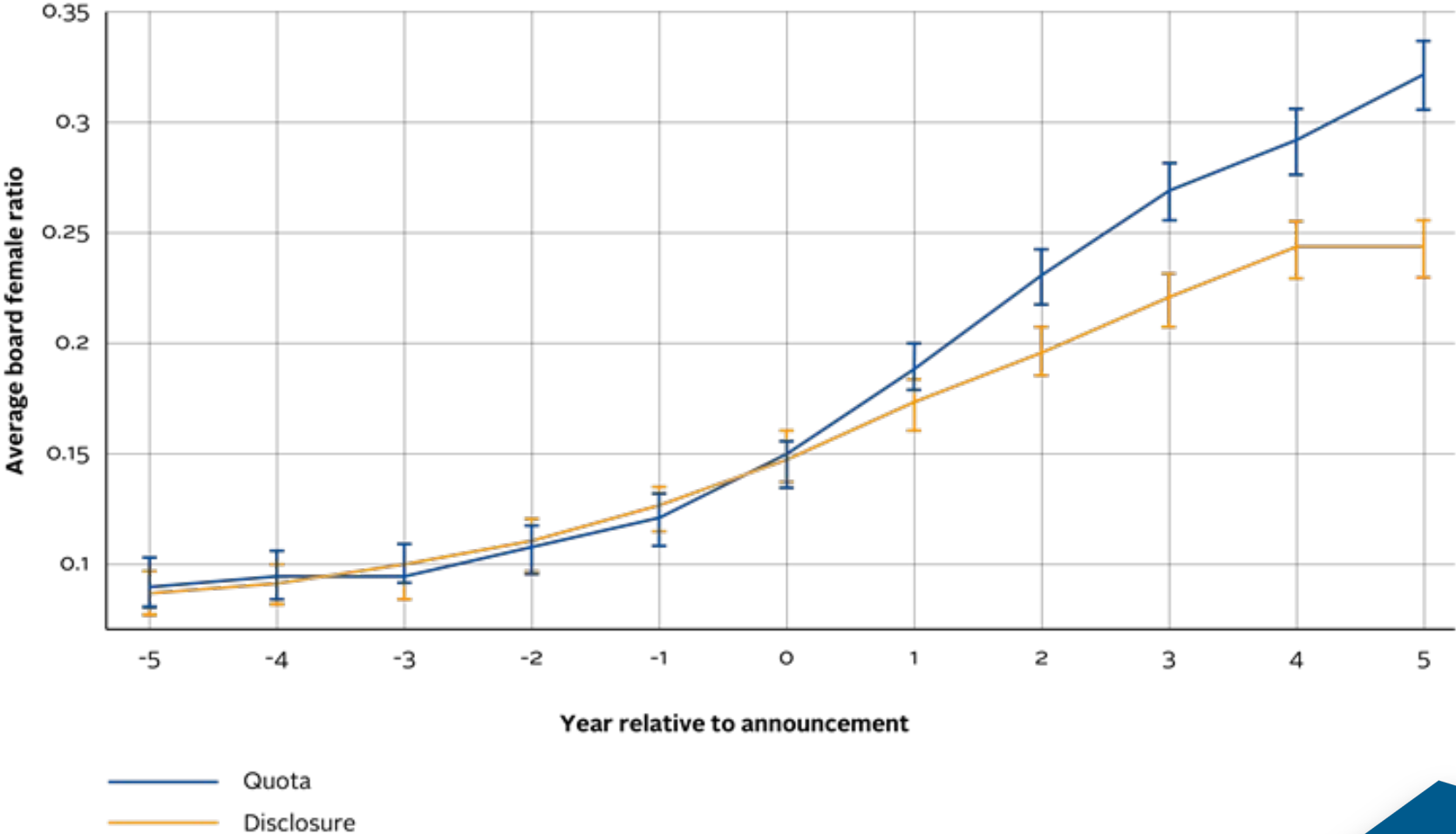


## Disclosure-based policies

- Disclosure of policies; guidelines on targets
- Not easily defined and harder to enforce / measure
- More adaptable to root causes / individual circumstances

# QUOTA VS. DISCLOSURE POLICIES

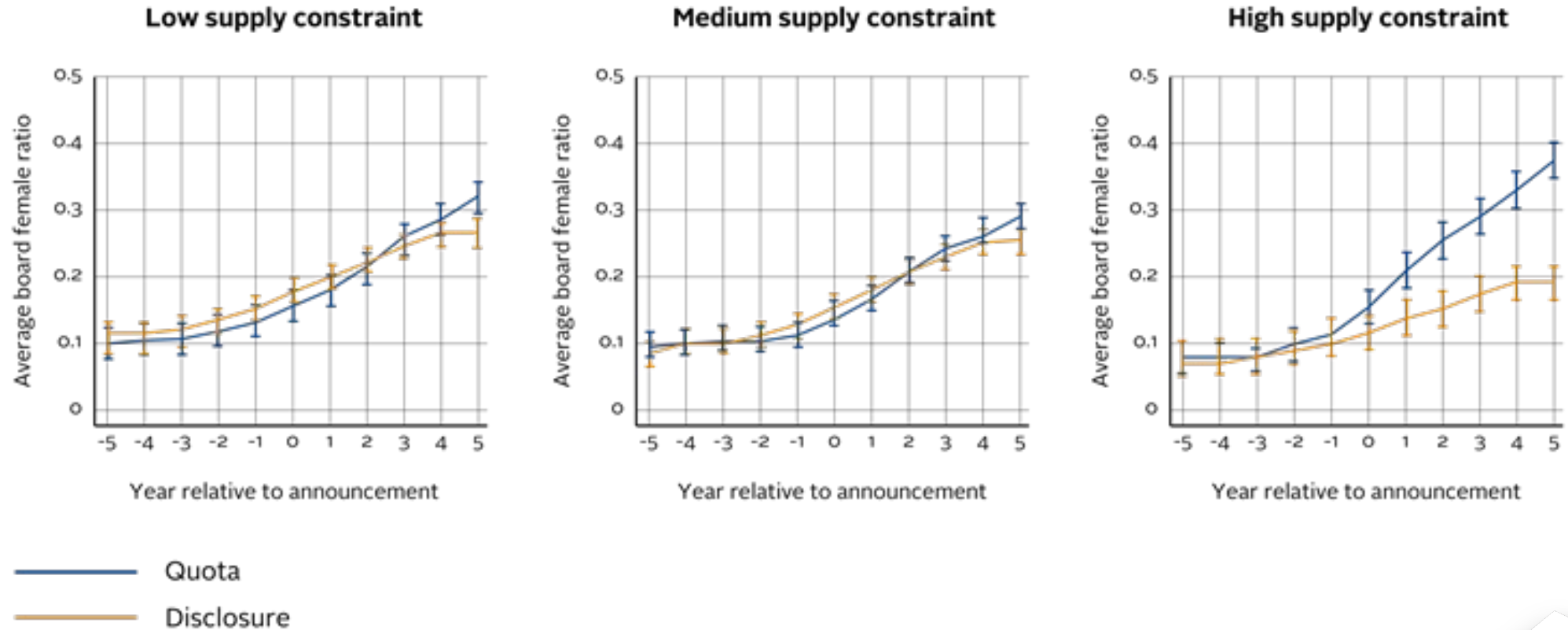
Board gender ratio around policy announcement



Source: PRI Blog - [Quota or disclosure? Evidence from corporate board gender diversity policies \(2021\)](#)

# QUOTA VS. DISCLOSURE POLICIES

Board gender ratio around policy announcement split by industries with different supply constraints



# Corporate strategies – a tale of two companies

**Owl  
Inc.**



**Peacock  
Plc.**



Both have 10% women in executive leadership



Both have 50% women and men in operational-level positions



Both have a new CEO who makes gender equality a priority



Sets a target of 40% women in leadership



CEO shares personal experience reaching the top



Announces hiring freeze for male candidates until further notice

# PRIORITIZING TARGETS

**Owl Inc.**







CEO joins 30% club for public

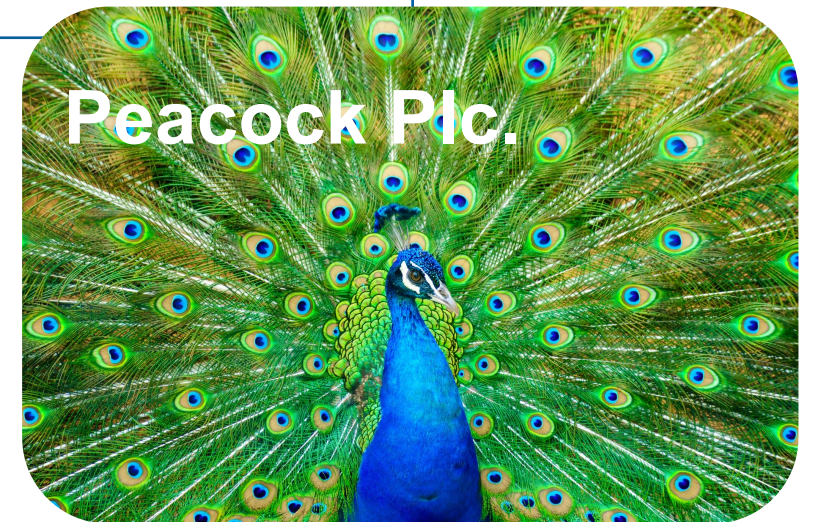


Creates a task force to identify blocks



Initiates reverse mentorship program

# PRIORITIZING PRINCIPLES





Less internal promotions



More external hires



More time needed to recruit new staff



Innovation stagnation

**OUTCOME OF  
PRIORITIZING  
TARGETS**

**Owl Inc.**





More internal promotions



More mothers remaining in the workforce



HR resources re-directed to training support



Increased innovation

# OUTCOME OF PRIORITIZING PRINCIPLES



# CORPORATE CULTURE



## Recruitment practices

- Black-out identity
- Inclusive job posting
- Gender-sensitivity training

## Policies

- Anti-harassment policies
- Parental leave review
- Work-life balance
- Communicating policies

## Audits and research

- Unconscious bias reviews
- Gender audits
- External gender pay-gap audits

## Tone from the top

- Training and education for board / leaders
- Integrating sound ESG practices
- Sustainability objectives

# ZOOM POLL

## Select the appropriate answer

The zoom poll should appear on your screen momentarily. If it does not appear, feel free to answer in the chat box or message the hosts directly.

### How can your company improve its financial performance?

(more than one answer may be correct)

- I. Implementing policies that promote gender diversity
- II. Creating all-women boards
- III. Collecting gender disaggregated data
- IV. Only promoting women until you reach parity
- V. Setting gender-based targets

# ALIGN

GLOBAL

LOCAL

PEERS

Peer group practices – how to stay ahead

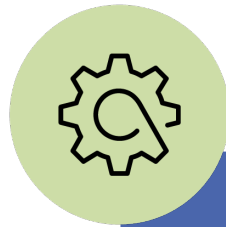


# SECTOR AND INDUSTRY-SPECIFIC PRACTICES



## Workplace

- A Bank in Sweden - Gender Pay Gap
- Bank in Spain – levelling the playing field
- Airline in LATAM – increase women pilots



## Marketplace

- A Financial Platform in US – Solutions for Inclusive Investing
- Bank in LATAM launched a women's financial inclusion programme



## Accelerating Progress

- WEPs Business Accelerator
  - Assess
  - Action
  - Connect
  - Grow
  - Impact

# Resources for you to stay ahead

## Gender Action Plan Module

This module provides steps on how to develop a successful organization-wide gender action plan that advances gender equality and women's empowerment in workplace, marketplace and community

Available to public

## Gender-responsive Recruitment Checklist

This checklist helps you to verify if your company's recruitment process is gender responsive. This can be used for recruiting firms, headhunters and in-house HR department for their day-to-day work.

For signatories only

## Gender-responsive Procurement Assessment Tool

This tool allows companies to assess their progress on their gender-responsive procurement policies and practices. Consisting of 31 questions, the tool identifies gaps and areas for improvement.

For signatories only





# GUEST SPEAKER

Download the slides from the guest speaker on the event page for this training session.

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**Please refer to the guest speaker's slides for their contact details**



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