

Equal is ***GREATER***: The role of the private sector

When actions deliver for women and girls, everyone benefits.

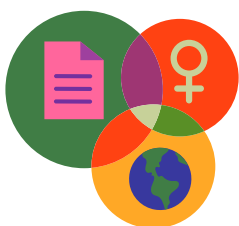
Why does gender equality matter?

Gender equality is a basic human right that is crucial to building fair and inclusive societies. So far, no country has achieved full gender equality. But more and more people around the world, especially the young, are aware of the value of equality in their own lives and communities and are raising their voices to demand change. With concerted action - it is within our grasp.

The role of the private sector

The private sector, from small family businesses to multinational corporations, plays a critical role in achieving gender equality globally through job creation, innovation and fostering the conditions for equality and inclusivity.

Equal is greater. Here is why:



Better for the economy: Gender equality could inject an additional USD 12 trillion into the global economy. Ending digital gender gaps could provide over USD 500 billion. Closing gaps in skills could add USD 10 trillion more.

Better for business: Companies where women and men are treated equally enjoy higher rates of employee satisfaction and are better able to tap into new markets and new opportunities for growth. Businesses that have diverse leadership often outperform those that do not.

Better for society: By providing equal pay and opportunities, and fair treatment in the workplace, gender equality supports individuals, communities and society.

In 1995, at the Fourth World Conference of Women, 189 countries adopted the Beijing Declaration and Platform for Action as a roadmap towards gender equality.

Now, 30 years on as we celebrate this historic milestone, it's time to take stock of progress, reenergize our efforts and set new, ambitious goals for 2030.

The Beijing Declaration highlighted 12 critical areas for action to improve the lives of women and girls.

What can the private sector do to act on these critical areas?



POVERTY: Through good jobs and access to childcare, women can live independent lives.



EDUCATION: Women and girls should have access to learning. Businesses are key to providing training and skills development, especially in emerging technologies.



HEALTH: Women and girls have the right to be healthy and safe. Companies can ensure health and safety at work and provide supportive work cultures and innovative healthcare.



VIOLENCE: Gender-based violence must stop. Companies must ensure zero-tolerance policies at work and in online spaces.



CONFLICT: Women and girls are disproportionately affected by conflict. Private sector innovation, resources and collaboration to build trust can help.



ECONOMY: Women have a right to equal pay and equal opportunities. This means supporting inclusive growth, with equal access to the digital and green economy.



DECISION-MAKING: Women have the right to be leaders and make choices. The private sector must aim for gender parity in leadership across all industries at all levels.



INSTITUTIONS: To ensure fair treatment across all institutions, the private sector should promote inclusivity and equality, free from discrimination.



HUMAN RIGHTS: To guarantee equal rights for women and men, companies must put in place workplace practices that protect and promote everyone's human rights.



MEDIA: Women should be able to work in the media and have their stories heard. This means creating more job opportunities in the media for women and removing gender stereotypes.



ENVIRONMENT: Women are disproportionately affected by environmental degradation. The private sector can invest in the green economy and in reducing harmful practices to mitigate these impacts.



GIRL CHILD: All girls should have the chance to play, learn, and grow. Companies should invest in young women, helping them to reach their potential, especially in science and technology.

How can your company help?

Take a first step by comparing your firm's policies and practices with, and adopting, the **Women's Empowerment Principles (WEPs)**.

Join the campaign "For ALL Women and Girls: Rights. Equality. Empowerment" calling for an equal future in workplaces, marketplaces and communities.

Let's act together today.

Together we can make the world fairer and more prosperous for all.

To find out more about UN Women's initiatives and how your company can make a difference go to:

<https://www.unwomen.org/en/partnerships>

<https://www.weps.org>

or contact:

unw.privatesector@unwomen.org

Call to ACTION

UN Women has identified six strategies that companies must adopt now to deliver lasting change.

- 1. Achieve gender parity:** Rapidly increase the number of women in leadership positions at all levels.
- 2. Protect women and girls:** Safeguard women and girls from violence in all spaces, both offline and online.
- 3. Centre women in equitable economic growth:** Invest in women's skills development and create job opportunities, including in the green economy.
- 4. Close the digital gender gap:** Ensure women have equal access to technology and its benefits.
- 5. Enable women to work:** Remove employment barriers and create supportive workplace cultures including access to care services.
- 6. Contribute to peace and security:** Address harm, invest in gender equality and innovate to find solutions.