



STEP IT UP FOR GENDER EQUALITY:

How business and philanthropic leaders can be game changers for women



PLANET 50-50 BY 2030 | STEP IT UP FOR GENDER EQUALITY

Imagine a world where everyone has an equal chance, where all women can access decent jobs and equal pay, where caring for the family and home is shared equitably, where there is fair gender representation in political, economic and social leadership, and where violence against women and girls is no longer a daily threat. That is UN Women's vision of Planet 50:50 by 2030.

UN Women works for a world where:

- Women and girls live free from violence and harassment, in the home, at work, in public, online
- All forms of government, business, institutions, academia and societies can be led by women and men equally
- Women are not held back by motherhood penalties in the workplace or unpaid care duties at home
- The next generation onwards has equal opportunities for a promising future.

We can create a more equal, sustainable, peaceful and prosperous world in our lifetime - but only when we meet our gender equality commitments.

The United Nations Sustainable Development Summit 2015 marks a turning point for the world. We invite you to take your place on the global stage.

During the Summit, for the very first time in history, Heads of State and Government gather to make commitments to gender equality at the **Global Leaders' Meeting on Gender Equality and Women's Empowerment**.

But Governments cannot do it alone. As leaders in business and philanthropy, **you too have an active, central role to play** in “transforming our world” to achieve gender equality and women's empowerment under the new 2030 Agenda for Sustainable Development.

Development is no longer about “aid” or “charity” from outside. It's about how we all choose to do business and how we organize philanthropic strategy, business, industry and society to reflect principles of equality on an everyday level, so they permeate our cultures, our values, our performance.

The stakes are high. We know that we cannot reach our goals unless women and girls are on an equal footing with men and boys.

We stand at a pivotal moment of history that will turn the tide now and for generations to come. You have the historic opportunity to drive transformative change through your ideas, actions and financial commitments, and to show that private and public leaders stand firmly together in the quest for true and lasting gender equality.

Now is the time to take these ideas to the next level.



THE INVESTMENT CASE FOR ACTION

THE PROBLEM

Our dream of a better world is held back by:

- The continued prevalence of violence against women and girls
- Limitations on women's opportunities for leadership and political participation
- Unequal pay and a lack of social policies and flexible work options for men and women in the workplace
- Poverty, war and natural disasters, all of which contribute to population displacement and disproportionately affect women and girls
- Discriminatory attitudes and deeply ingrained social norms that minimize the status of girls and women and limit their ability to learn, get decent work and thrive
- A lack of transformative financing to implement the solutions to these problems

Without gender equality and women's empowerment it is impossible to establish fair political systems, alleviate extreme poverty or ensure comprehensive responses and recovery from war, conflict and disasters.

Whether it is an infant girl unregistered and without official identity or status from birth onwards; a young girl held back from school to help her mother, unpaid, to care for the home and family members, or to become a child bride; a woman attacked walking home from the market or the well; a pregnant mother without access to health care or family planning; an elderly widow thrown off the family land once her husband dies; a talented entrepreneur unable to access financial services for her business; capable, experienced village elders excluded from peace and reconstruction negotiations; or a brilliant female leader prevented by death threats from transforming a nation, the cost of gender inequality to companies and nations is great.

Gender inequality and lack of empowerment means a lack of progress for ALL.

THE FINANCIAL NEED: THE GENDER EQUALITY FINANCING GAP

There can be no gender equality without investment. Yet, at the same time as the world has signed up to strive together on a new sustainable development agenda that has gender equality and women's empowerment at its heart, there is **a large financing gap**. This can be seen at individual country level, where some national action plans for gender equality fall short of as much as 90 per cent of their financing. There is growing recognition, extensively backed by research, of the way in which economies and societies are failing to thrive in the absence of empowered women. This has reached a new universality in the 2030 Agenda. However, that knowledge has not so far translated into targeted investment.

As the world moves forward with the 2030 agenda, women and girls cannot be left behind.



The Investment Gap

At the national level, resources allocated to gender equality are consistently low. In 2013, 13 surveyed countries reported that less than 0.4 per cent of the total budget was allocated to ministries or agencies that address women's empowerment (UN Women, 2014).

In OECD-DAC reviews, only 5 per cent of all aid targeted gender equality as a principal objective in 2012-2013. In 2013 just 2 per cent of bilateral aid going to women's economic empowerment targeted gender equality as a principal objective. Commitments in this area as a share of total bilateral aid to the economic and productive sectors have remained flat since 2007-2008.

In a 2011 study by AWID, the majority of women's organizations sampled had never received multiyear funding; and their financial sustainability was shown to be compromised by low assets, savings, and safety nets. Half of the organizations in the sample had no assets, and only 28 per cent received core funding.

The United Nations founded UN Women with the expectation that it would need US\$ 500 million to operate as it was designed. **Yet to date, only 0.27 per cent of the United Nations regular budget goes to support the entity, leaving it US\$ 170 million short of even its first financial target.**

“The unlocking of women’s potential in the global economy may well prove to be the key factor that tips the balance from a future of weak growth to one of sustained, inclusive and improving growth over time.”

- Women in the Economy: Global Growth Generators, Citigroup



INVESTING IN WOMEN AND GIRLS YIELDS DIVIDENDS

Investing in women and girls is not just the right thing to do, it makes sound economic sense.

- Evidence from a range of countries shows that increasing the share of household income controlled by women, either through their own earnings or cash transfers, changes spending in ways that benefit children (The World Bank, 2012).
- Increasing women's and girls' education contributes to higher economic growth. Increased educational attainment accounts for about 50 per cent of the economic growth in OECD countries over the past 50 years, of which over half is due to improvements in girls' education. (OECD, 2010).
- Evidence shows that companies with more women on their boards outperform companies with fewer or no women directors. The Credit Suisse Research Institute found that net income growth over the past six years averaged 14 per cent for companies with women directors as opposed to 10 per cent for those with no female board members.
- Ending violence against women has a quantitative economic benefit. Globally, the total economic costs of intimate partner violence has been estimated to be at least 5 per cent of global GDP. (Copenhagen Consensus Center, 2014)
- Women who experience violence are less able to contribute to productive activities, to gain skills and experience and thus to increase their productivity and earning power. Studies have found that women who are victims of violence are likely to miss work due to injuries and earn up to 70 per cent less than non-abused women (Chatham House, 2010).

The Investment Case: Equality for Women is Progress for All

- If female employment were to match male employment, GDP could increase everywhere, for example, by 27 per cent in the Middle East and North Africa and by 19 per cent in South Asia. (Progress of the World's Women, 2015)
- The International Monetary Fund has shown that "there is ample evidence that when women are able to develop their full labour market potential, there can be significant macroeconomic gains" (Elborgh-Woytek et al., 2013)
- The International Labour Organization estimates that of the 865 million women worldwide who have the potential to contribute more fully to their national economies, 812 million live in emerging and developing nations (ILO, 2014)
- Nearly one billion women will enter the global economy in the next decade. They constitute both a powerful new economic force and an emerging market comparable in scale to India or China (Fortune Magazine, 2012).

WHY INVEST IN GENDER EQUALITY WITH UN WOMEN?

UN Women was created as part of the UN reform agenda, in the recognition that where there is fragmentation there is no sustained progress, bringing together resources and a mandate for change for half of the world's population – women and girls. That change cannot come about without involving the other half of humanity as well. Together, women and men, girls and boys, can create a better world for all; shared humanity uplifts us all.

This vision has partnership at its core.

THERE IS NO OTHER GLOBAL OR NATIONAL ORGANIZATION LIKE UN WOMEN.

Building on generations of work by women's movements, UN Women plays a unique role in elevating gender equality and women's empowerment issues to the top of the global political and economic agenda and setting the international standards for achieving women's full human rights. We coordinate across the UN system and engage with a vast spectrum of partners in different spheres, including world leaders, governments, academics, religious leaders, the media, corporations, civil society, and individuals to determine and best practices and spur their implementation. We are constantly working on the removal of discriminatory and restrictive policies and practices, to improve legislation for gender equality, and to change societal norms through our advocacy, programmes and successful operations in the field.

UN Women has the diplomatic authority and credibility to do this. In September 2015, for the first time in history, more than 70 world leaders gather at our invitation to commit to making changes that will substantively build towards irreversible gender equality.

We have the grassroots links to a massive global network of NGO workers and volunteers who carry this work right to the furthest villages.

We have the physical presence to carry this out, with offices in more than 70 countries.

We have a growing and committed network of private sector partners who can make transformative change in the workplaces of millions of staff, and extend influence further through making conscious decisions about the choice of suppliers and distributors.

Where we need truly massive change, we need a kind of universal revolution that ultimately involves us all, men and boys as well as women and girls.

The HeForShe campaign is spreading this message far and wide.

Commission on the Status of Women

Each year for two weeks UN Women convenes the Commission on the Status of Women, the single largest global forum and driver for change in gender equality and women's empowerment. It brings together thousands of partners, including governments, NGOs, women's activists from around the world, others from the UN system, and media.

OVER 1,000 PARTNERS



82 COUNTRIES WORLDWIDE AND GROWING

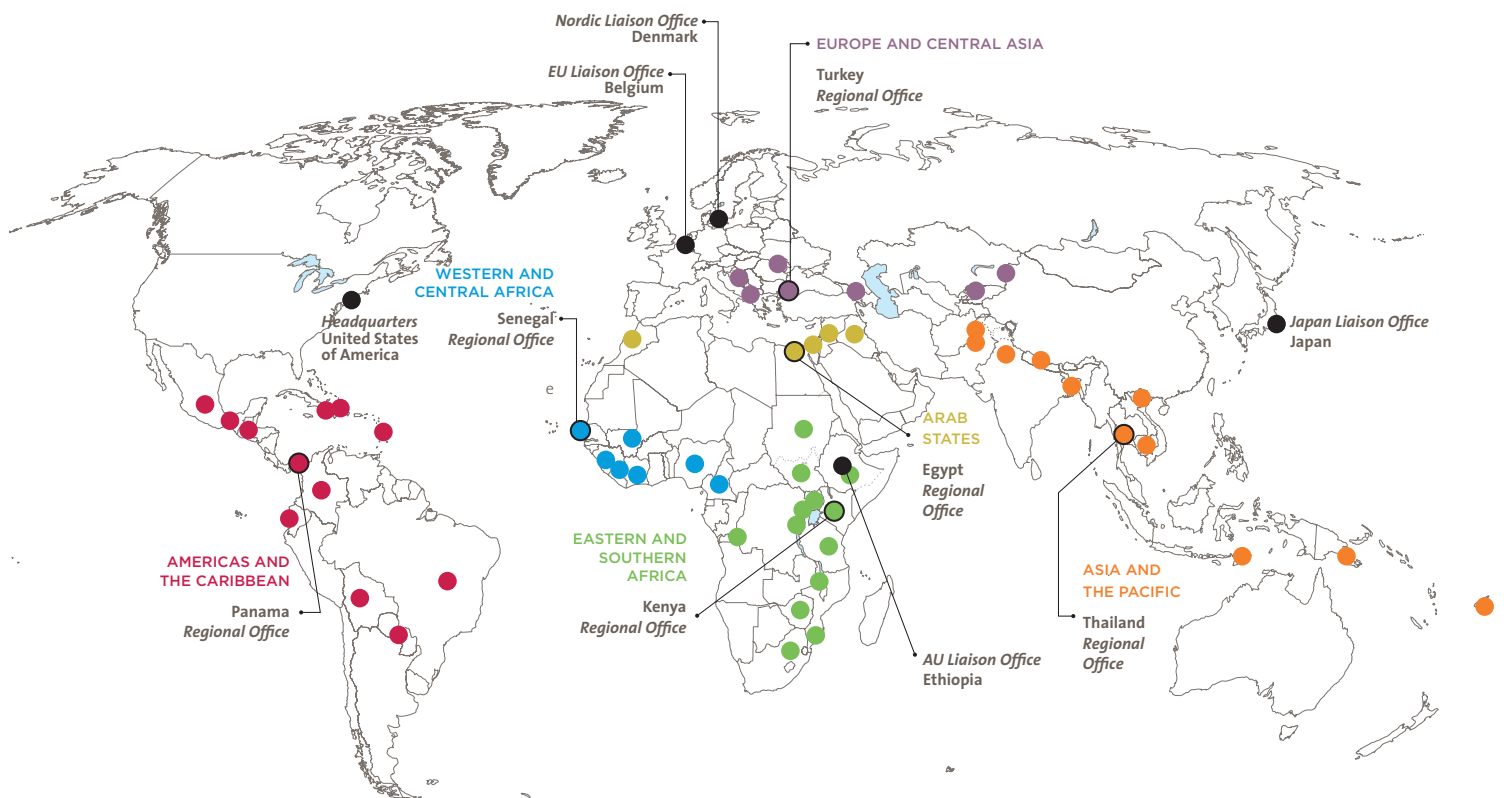
From programmes for the marginalized, the unheard and the unseen in society, to gender responsive budgeting in national government planning, UN Women works around the globe actively creating and supporting change.

Recently, UN Women has led change through advocating for employment rights for 42 million female domestic workers; supported over 30,000 HIV care givers in sub-Saharan Africa; worked with corporations to protect over 2.3 million women working in the garment industry from exploitation; and supported the Egyptian Conditional Cash Transfer social protection programme for some of Egypt's most marginalized and poor women.

OUR PARTNERS AND FUND RECIPIENTS

UN Women is a trusted advisor. We work with over 1,000 partners and fund recipients to implement programmes to transform the lives of women and girls across the world.

OUR GLOBAL PRESENCE



SIGNATURE FUNDS AND CAMPAIGNS

UN WOMEN'S FUND FOR GENDER EQUALITY

Since its launch in 2009, the UN Women Fund for Gender Equality has delivered grants of US\$ 56.5 million to 96 grantee programmes in 72 countries, changing the lives of 9.7 million beneficiaries. Recognizing the pivotal role of civil society organizations, the Fund provides technical and financial support to high-impact initiatives that have strong results, especially focusing on women situations of marginalization, such as rural women, migrant women, domestic and informal workers, and women living with HIV/AIDS.

THE UNITED NATIONS TRUST FUND TO END VIOLENCE AGAINST WOMEN

Administered by UN Women on behalf of the UN System, the UN Trust Fund to End Violence against Women is the only global, multilateral, grant-making mechanism that is dedicated exclusively to addressing all forms of violence against women and girls. Since its inception in 1996 it has awarded US\$ 103 million to 393 initiatives in 136 countries and territories.

HEFORSHE

This was originally conceived as an advocacy campaign, and has now grown to become a mass solidarity movement that engages men and boys as allies in the fight for gender equality with specific demands for action. Since its launch in 2014 by UN Secretary-General Ban Ki-moon and UN Women Global Goodwill Ambassador, Emma Watson, hundreds of thousands of men from around the world including Heads of State, CEOs, and global luminaries, from all walks of life have committed to gender equality. HeForShe has been the subject of more than 2 billion conversations on social media, with off-line activities reaching every corner of the globe.

PLANET 50:50 BY 2030 - STEP IT UP FOR GENDER EQUALITY

Marking the 20th anniversary of a historic women's rights declaration and action plan, this campaign has brought together celebrities and Heads of State alike, calling the world's attention and action to support the goal and strategy of true equality (50:50) by the year 2030.

UNITE TO END VIOLENCE AGAINST WOMEN

The United Nations Secretary-General's UNiTE to End Violence against Women campaign, led by UN Women, aims to raise public awareness and increase political will and resources for preventing and ending all forms of violence against women and girls in all parts of the world.

WOMEN'S EMPOWERMENT PRINCIPLES (WEPs)

With more than 1,000 CEO signatories worldwide, the Women's Empowerment Principles provide an established roadmap for business on how to empower women in the workplace, marketplace and community. This is a partnership initiative with the UN Global Compact, the world's largest voluntary corporate citizenship initiative with more than 8,000 business participants and other stakeholders involved in more than 135 countries.

Valencia CF football club joins global leaders and thousands of men to support HeForShe.



Working together for a brighter future, women and girls UNiTE to End Violence against Women.

CASE STUDIES



CASE STUDY | INDIA

Making economies work for women: ensuring decent work and social protection

Women play essential economic roles—more women in the labour market speeds growth. Yet many can find only poorly paid informal jobs, unprotected by labour laws and without social benefits. UN Women assisted 76 countries in 2014 in making economies work better for women.

SUPPORTING JAN SAHAS IN THEIR WORK WITH THE MANUAL SCAVENGER DALIT WOMEN IN INDIA

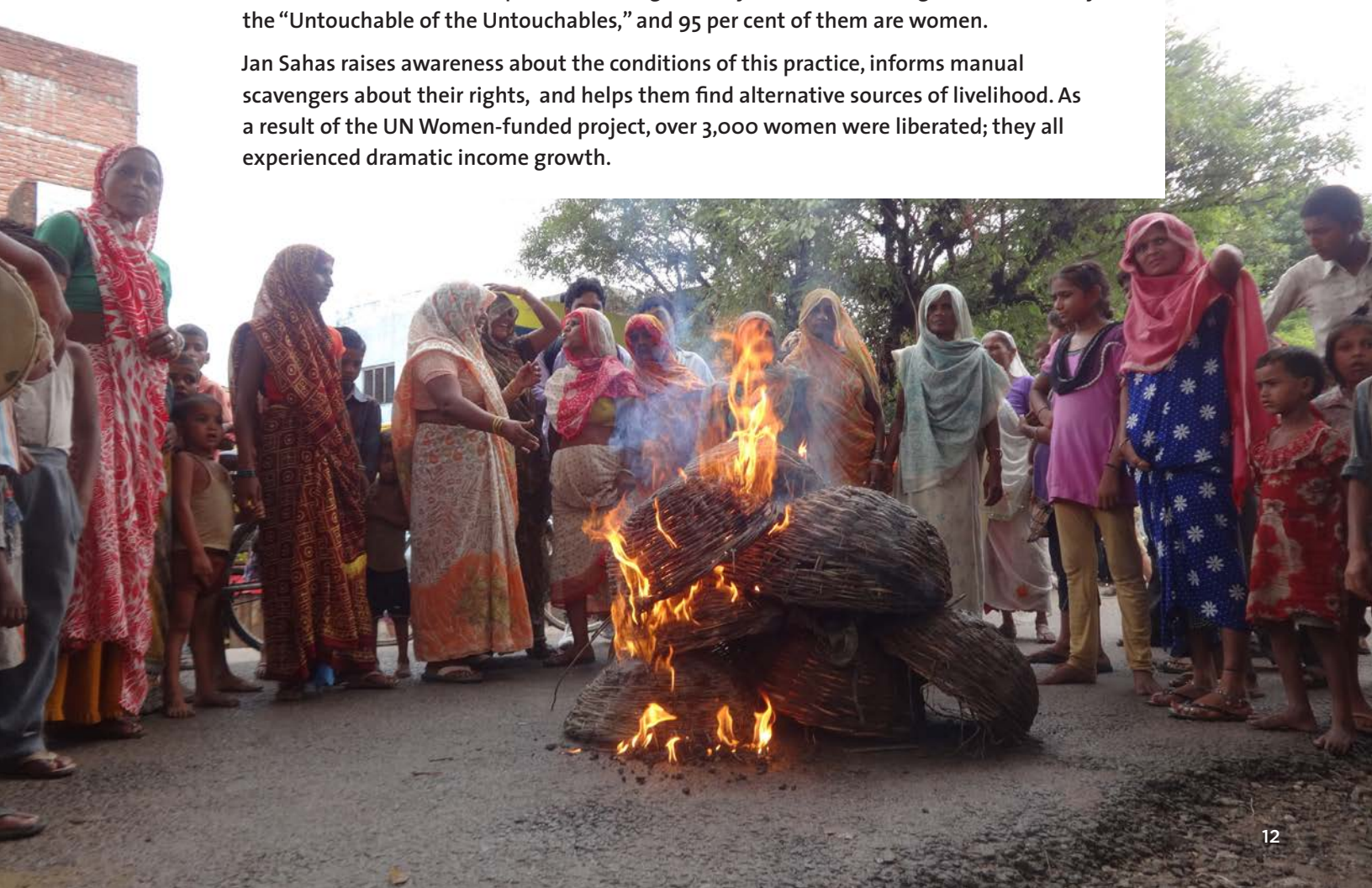
“We were afraid about leaving this work since everyone used to do untouchability practice with us and we did not have any alternate livelihood. We now became conscious about our dignity and respect.”

– Kamleshdevi, age 45, former manual scavenger in Balliya village, India, is now a goat farmer

UN Women’s Fund for Gender Equality grantee Jan Sahas is a community organization working to support Dalit manual scavengers in India.

In exchange for housing, used clothing and a salary of just 10 cents to \$1, manual scavengers clean village latrines and carry heavy loads of excrement to disposal sites. They face injury and illness as well as widespread social stigma. They are known among their community as the “Untouchable of the Untouchables,” and 95 per cent of them are women.

Jan Sahas raises awareness about the conditions of this practice, informs manual scavengers about their rights, and helps them find alternative sources of livelihood. As a result of the UN Women-funded project, over 3,000 women were liberated; they all experienced dramatic income growth.





CASE STUDY | RWANDA

Putting an end to violence against women and girls

At least one in three women has been a victim of physical and/or sexual intimate partner violence at some point in her life. UN Women works to eliminate all forms of violence against women and girls. In 2014, we supported 80 countries to end violence against women.

WOMEN REBUILD THEIR LIVES IN RWANDA

“The centre has provided me with hope – and a place to start recovering,”

– Mary, survivor of violence, assisted at the Isange One Stop Centre, Rwanda

When Mary arrived at one of Rwanda’s Isange One Stop Centres with a broken arm, she was too traumatized to speak. At 32 years old, with four children, she had just left her 17-year marriage to an abusive husband.

Today, with the help of the centre’s integrated medical, legal, psychosocial and protective services, Mary is slowly rebuilding her life.

UN Women is part of a team of UN agencies that worked with Rwanda’s National Police and several central ministries to introduce and expand the centres. Before they were established, women survivors of violence could only turn to hospitals, which treated their physical wounds, but were not equipped to provide other essential services. Today, there is at least one centre in each province, and plans aim to ensure national coverage.

CASE STUDY | PALESTINE

Supporting women's political empowerment

Most decision-makers in governments, parliaments and local councils are still men. The disparity not only denies women the right to participate and lead, but also means lawmaking often overlooks their experiences and needs. To close the gap, UN Women helps women gain traction through electoral and participatory processes and backs legislative and constitutional reform, among other measures.

NURTURING YOUTH LEADERSHIP TO PUSH FOR A GENDER-SENSITIVE CONSTITUTION IN PALESTINE

"I used to be afraid to give my opinion, but now I tell people about complex issues like politics, women's rights and the Constitution. I feel strong."

– 24-year-old Amani Thawabta, law school graduate from the West Bank

The Centre for Peace and Democracy and the Jerusalem Centre for Women run a programme, supported by UN Women's Fund for Gender Equality, which trains young educated Palestinians to lobby for greater gender equality. Through workshops held across Palestine, more than 700 young people have learned about political analysis, lobbying and advocacy, and Constitution-building.

Amani is among a group of 26 young women and men who drafted an alternative Constitution that challenges the lack of gender equality in the current draft prepared by the official Committee, which comprises only men. As a result of their advocacy efforts, equity principles have gained public support, including the signature of a petition by over 360 political Palestinian leaders in favour of the revised text.





CASE STUDY | NEPAL

Meeting women's humanitarian needs

In 2015 the United Nations is calling for humanitarian assistance and protection for over 80 million women, men and children globally as we face the greatest population displacement since the Second World War. UN Women coordinates efforts to improve the gender-responsiveness of relief efforts. In 2014, we deployed gender advisors to 10 countries, and helped 20 countries embed gender equality principles across humanitarian plans and policies.

WOMEN AT THE FOREFRONT OF RELIEF EFFORTS IN NEPAL

“Women and girls have enormous capacity as a force for reconstruction. They are among the first responders in crises, holding families and communities together. They must not be portrayed as helpless, nor forced to become so by restrictive environments.”

– UN Women statement on the refugee crisis

Nepal's 2015 earthquake shattered buildings and lives. But it did not destroy the courage of women who have stepped forward to help.

Disasters take a heavy toll on women. They can be more vulnerable to sexual and gender-based violence. Social norms, lack of information and burdensome household chores can render them last in line for help they desperately need.

Backed by UN Women, women's groups in Nepal have mobilized to put women at the forefront of relief efforts. They have helped distribute dignity kits and extend trauma counselling and psychosocial support, and led a strong collective call for all forms of humanitarian action to meet women's specific needs.

CASE STUDY | BRAZIL

Creating safer places for women

Sexual harassment and other forms of sexual violence in public spaces are daily occurrences for women and girls around the world. An increasing number of cities worldwide, from Marrakesh to New Delhi, from Quito to Dublin, have joined UN Women's Safe Cities Global Initiative to create safer places for women and girls.

ICT TO HELP END VIOLENCE AGAINST WOMEN AND GIRLS IN BRAZIL

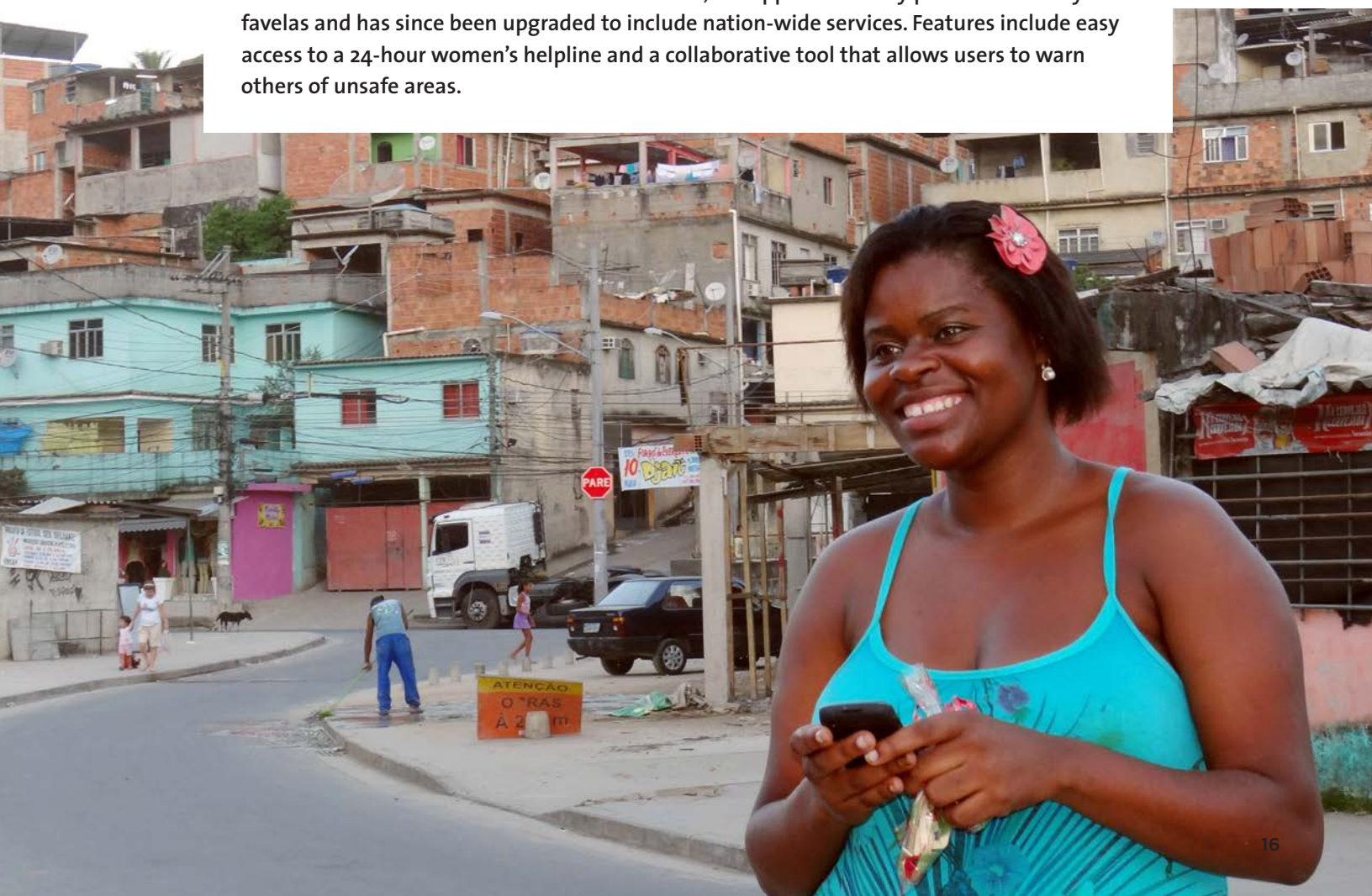
"It is essential that information that can save the lives of women reaches everyone, everywhere. We are proud to be able to offer this tool that will help women (...) access public services."

- Nadine Gasman, Representative of UN Women Brazil

Around 40 per cent of Brazilian women have experienced domestic violence at some point in their lives, making violence against women and girls a major concern there. Yet many lack the information they need to get help.

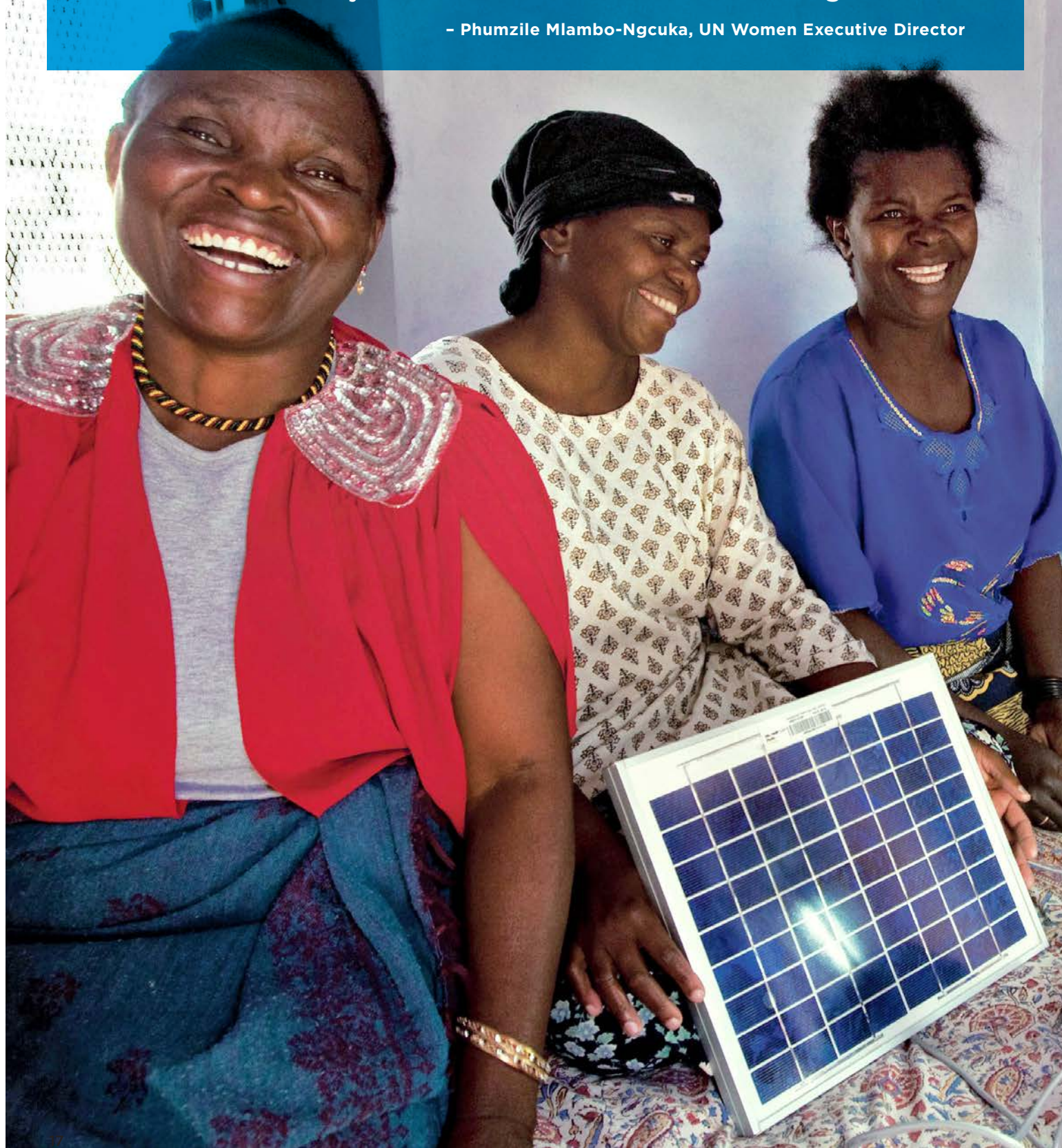
In recent years, the Brazilian Government has invested heavily in mobile telephone networks and broadband, including within poorer urban areas. Leveraging on this wider access to technology, in 2014 UN Women worked with partners to develop Clique 180, a new smartphone app that brings together information and support services for women and girls who are survivors of violence.

Part of the Safe Cities initiative in Rio de Janeiro, the app was initially piloted in the city's favelas and has since been upgraded to include nation-wide services. Features include easy access to a 24-hour women's helpline and a collaborative tool that allows users to warn others of unsafe areas.



“UN Women has the capacity and the mandate to make gender equality a reality for the world. We can drive complete system change, transforming impact on the lives of individual women and girls into impact on communities, countries, continents. We’re talking about change on a scale that reverberates into every corner of the world - and doesn’t change back.”

- Phumzile Mlambo-Ngcuka, UN Women Executive Director



BE A PART OF SOMETHING WORLD-CHANGING

IMAGINE YOUR RESOURCES BEING TURBO-CHARGED BY UN WOMEN TO:

- Ensure every girl has an equal opportunity for education that leads to decent work
- Build the next generation of female leaders
- End the global epidemic of violence against women and girls
- Restore girls' freedom from underage marriage, female genital mutilation, unwanted pregnancy, or HIV infection

We know that to achieve transformative change in a generation we need to collaborate across sectors. The private sector has a unique role to play both as a catalyst for and role model of change.

THE BENEFITS OF PARTNERING WITH UN WOMEN INCLUDE:

- Access to best-in-class expertise on the achievement of gender equality in the work-force today
- Opportunities to accelerate the rate of female participation in government, business and society, which underpins broader, systemic progress for all
- Increased brand recognition and reputation
- Opportunity to build corporate networks and relationships with like-minded business and philanthropic leaders
- Strengthened visibility of your positive contribution to the world's communities

UN Women welcomes your investment in a partnership through contributions to:

- **INCREASE CORE RESOURCES AND FUNDING FOR CURRENT PROGRAMMES**
- **SUPPORT UN WOMEN'S FUND FOR GENDER EQUALITY AND UN TRUST FUND TO END VIOLENCE AGAINST WOMEN**
- **LEVERAGE PUBLIC GIVING IN SUPPORT OF UN WOMEN'S GLOBAL MANDATE**



PLANET 50-50 BY 2030 | STEP IT UP FOR GENDER EQUALITY

1. COMMIT TO UN WOMEN AND TO CLOSING THE GENDER FUNDING GAP
2. MAKE CHANGE IN YOUR OWN SPHERE OF INFLUENCE
3. GET OTHERS TO DO THE SAME

Together We Can

From rural villages to the slums of mega cities; whether on the global stage or behind closed doors; around the world there are leaders and influencers in the making, many of whom are women and girls. They are our future politicians, sports stars, scientists, writers, human rights pioneers, record-setters, media moguls, and musical icons. They have the capacity to make a lasting impact, in their countries and around the world.

IT STARTS WITH YOU. BY PARTNERING WITH UN WOMEN, YOU WILL BE MAKING A LASTING INVESTMENT IN WOMEN AND GIRLS, AND IN A BETTER FUTURE FOR ALL.

Read more at:

<http://wepinciples.org/>

<http://www.empowerwomen.org/en>.



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