



Private Sector Engagement

Background

Investing a bit more in private sector could double past growth rates

Not yet fully activated – lots of potential

- Yet to activate the North America go to market strategy which projects even higher growth potential.
- estimated that UN Women could secure up to \$100 M in 3 years from the US-based corporate giving
- The private sector and philanthropic segments represent one of the highest growth potential @ 41 % (second only to individual giving)



Segment grew with minimum investment

- An average past annual growth of 25.3% from 2011-7
- USD 21.6 million received from private sector in 2017



Definitions

UN Women uses the term “Private Sector” broadly to define engagement with the non-governmental “for profit” segment

- For-profit and commercial enterprises of any size;
- Corporate or philanthropic foundations;
- Business associations, coalitions and alliances
- State-owned enterprises;
- High-net worth individuals/family offices;

“Private Sector Partnerships” are arrangements between UN Women and the private sector with the aim of promoting the goals and objectives of UN Women

Strategic Partnership is defined as one that is mutually beneficial and leads to force multiplication, innovation and/ or other positive gender equality and women’s empowerment outcomes that would not otherwise happen



Unilever is an example of a private sector partnership



UN Women and Unilever envision a world where women and girls are economically empowered to reach their full potential.

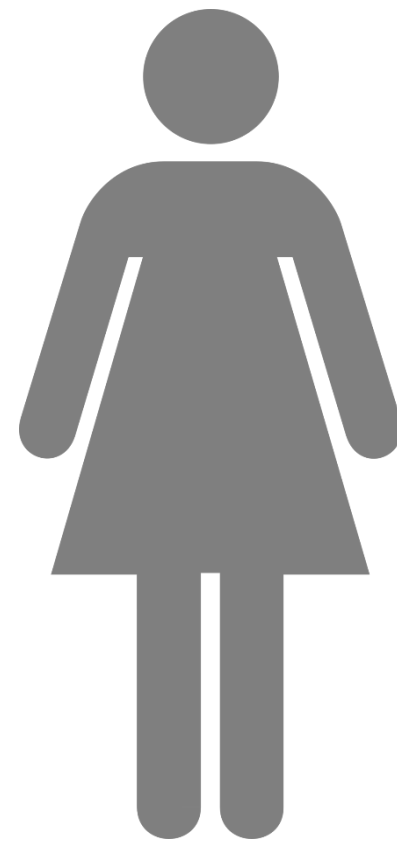
Together, UN Women and Unilever are partnering for impact by leveraging each other's complimentary skills and unlocking resources to transform the lives for millions of women and girls and their communities (enabling us ultimately to achieve the 2030 Agenda).



Why Unilever Partners with UN Women



Sustainable & inclusive growth



*\$ 28 trillion trapped in gender inequality by 2025
(McKinsey 2015)*

Building Better
Workplaces

Having Impact
Throughout the
Supply Chain

Speaking
Directly with
Customers

Setting
Standards for
Better Brands

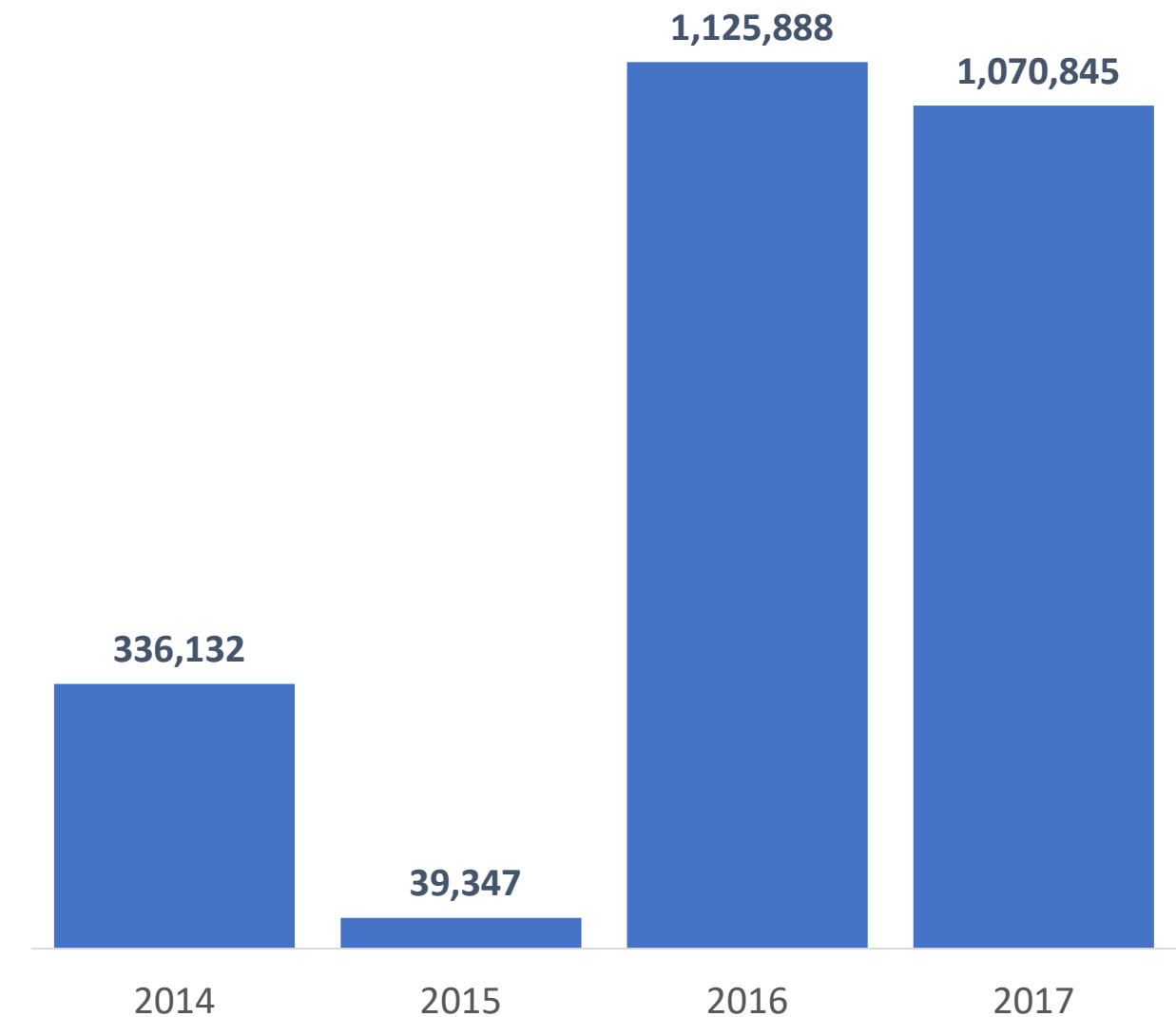
Advocating for
Social Change

Creating a
Lasting Impact

Unilever benefits are worth more than investments

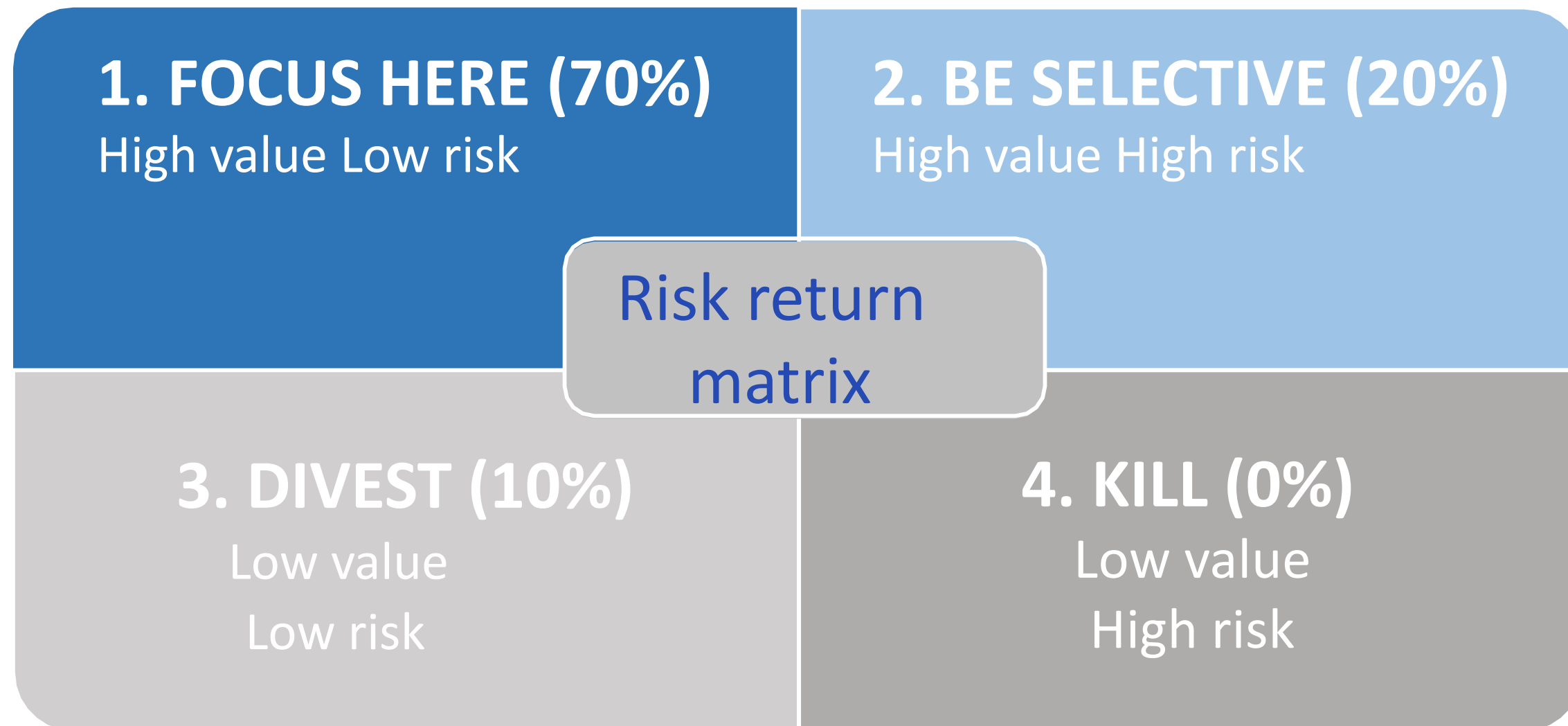


- Unilever **strengthens its social license** to operate in its markets through programming work's impact
- Unilever **penetrates target market** (women make the majority of purchases and decisions of products)
- Unilever had **enhanced brand as global catalyst of change**
 - CEO gained visibility as HeForShe Champion
 - Global joint announcement (press release & social media) of Women's Safety initiative in Kenya and India in Dec 2016
 - Joint Davos side event to launch "The Unstereotype Mindset- unlocking gender bias" publication
 - Unilever lead member of Unstereotype Alliance
 - UN Women backed Unilever report "Opportunities of Women" Challenging harmful stereotypes to unlock women's potential" including forward by the Executive Director
 - CSW 2017 side event with DFID. Oxfam etc
 - Launched an Unstereotype Alliance study at Cannes and is part of the gender attitude tracker pilot study to be finalized in October



Need to increase investment to match benefits

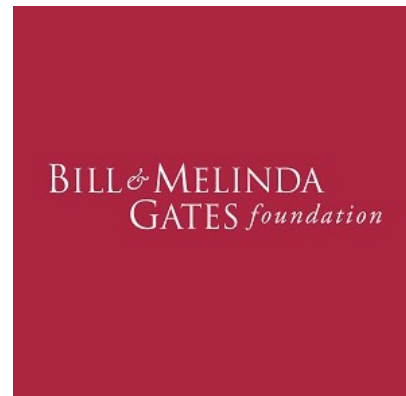
Our Private Sector Growth Strategy



**DON'T
SWEAT
THE
SMALL
STUFF**

Making private sector partnerships strategic

Examples of Strategic Private Sector Partnerships – force multiplication



Partnerships with Companies and their Foundations

- **The Gates Foundation** is one of our largest private sector partner, having donated +\$10 million towards the FPI “Making Every Woman and Girls Count” and SDGs4She promoting gender responsive Agenda 2030 implementation
- **BHPB Foundation** investing \$15 m in girls second chance education in humanitarian settings
- **Alibaba Foundation** invested \$5 million in core in 2015 – single largest private sector core investment

Partnerships through Alliance and Coalition

- **HeForShe** Champions and a movement
- **The Unstereotype Alliance** Powerful global coalition of more than 30 industry leaders behind the common goal of eliminating gender bias and harmful gender stereotypes from their advertising
- **Global Innovation Coalition for Change (GICC)** Innovative partnership between UN Women, private sector, academia, and non-profit institutions to identify and implement solutions that break down barriers for women in innovation and technology and support companies with adopting a gender-responsive approach to innovation

Example of Strategic Private Sector Partnerships - HeForShe

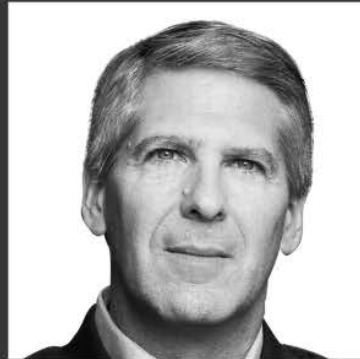


Today's Top Executives

Top executives are changing the way the world does business.



Andrew Wilson
CEO
Electronic Arts



Bob Moritz
Chairman
PWC International Limited



Kevin Sneder
Global Managing Director
McKinsey & Company



Jean Pascal Tricoire
CEO
Schneider Electric



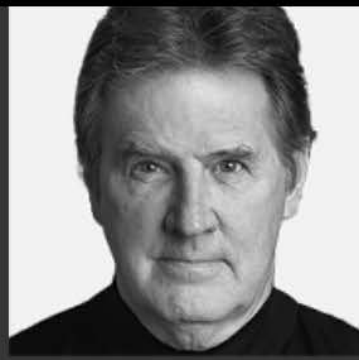
Jes Staley
CEO
Barclays



Ömer M. Koç
Chairman
Koç Holding



Paul Polman
CEO
Unilever



Rick Goings
CEO
Tupperware Brands

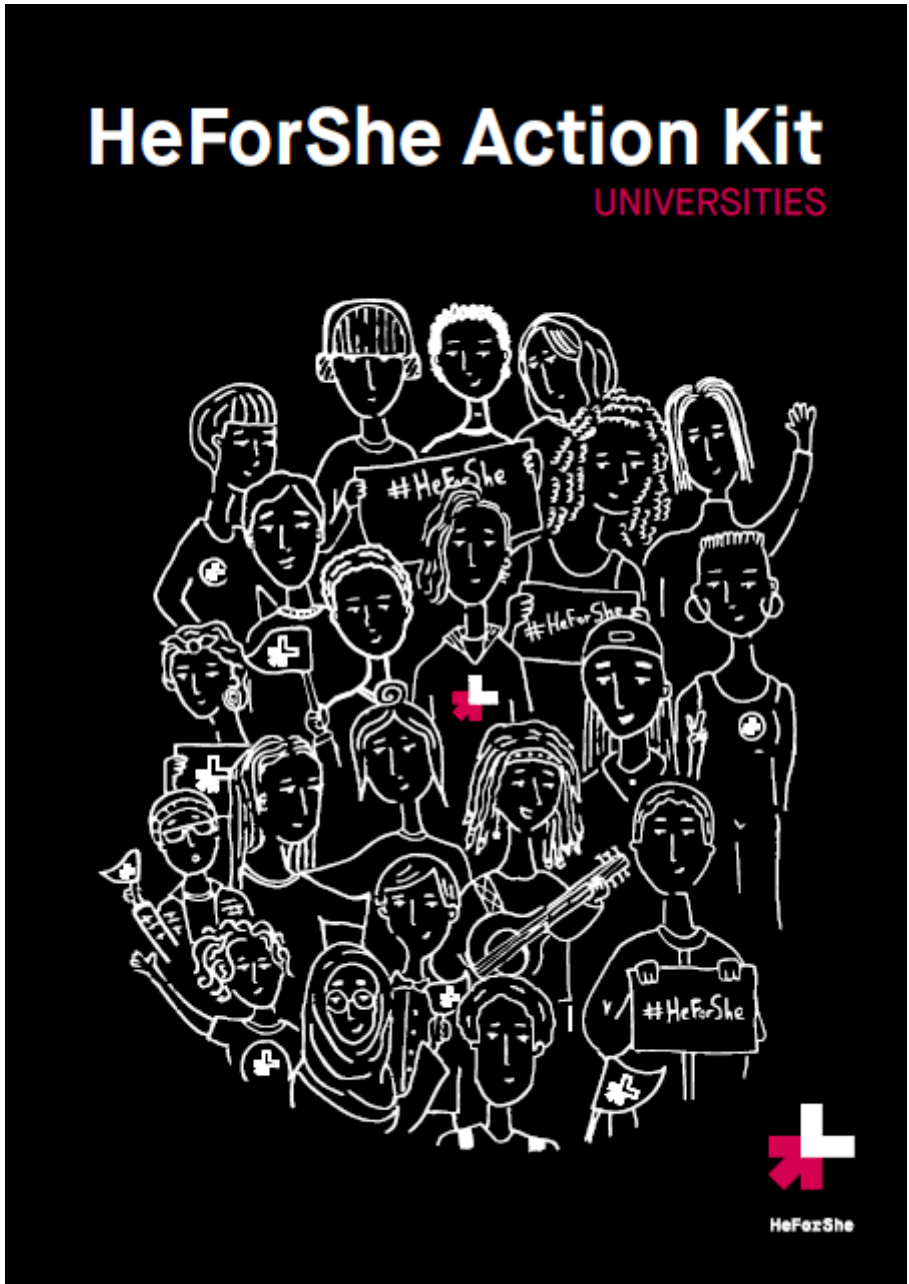


Sébastien Bazin
Chairman & CEO
AccorHotels



Vittorio Colao
CEO
Vodafone

and Tomorrow's



More than \$10 raised for programming to date raised from Thematic Champions

Example of Strategic Private Sector Partnerships – Unstereotype Alliance



The **Unstereotype Alliance** is a thought and action platform that uses advertising as a force for good to drive positive change. It seeks to eradicate harmful gender-based stereotypes. The alliance is member funded and focuses on empowering women in all their diversity (race, class, age, ability, ethnicity, religion, sexuality, language, education, etc.) and addresses harmful masculinities to help create a gender equal world.

- **Beyond Gender Research:** explores stereotypes in Brazil, India and South Africa. It shows the representation matters and illustrates how gender intersects with cultural contexts and other forms of discrimination.
- **WFA Guide to Progressive Gender Portrayals:** The guide aims to inspire senior marketers to challenge their own marketing communications with compelling evidence of a business case for unstereotyping ads from some of the world's leading brands – as well as implications for inaction
- **The Problem is Not Seeing the Problem:** launches a call to action to the advertising industry sending a clear message about the perils of stereotyping. Built around the notion that “the problem is not seeing the problem” the film calls on the industry to take a deeper look to recognize the problem of stereotypes, as a first step to eliminating them

Example of Strategic Private Sector Partnerships – Unstereotype Alliance

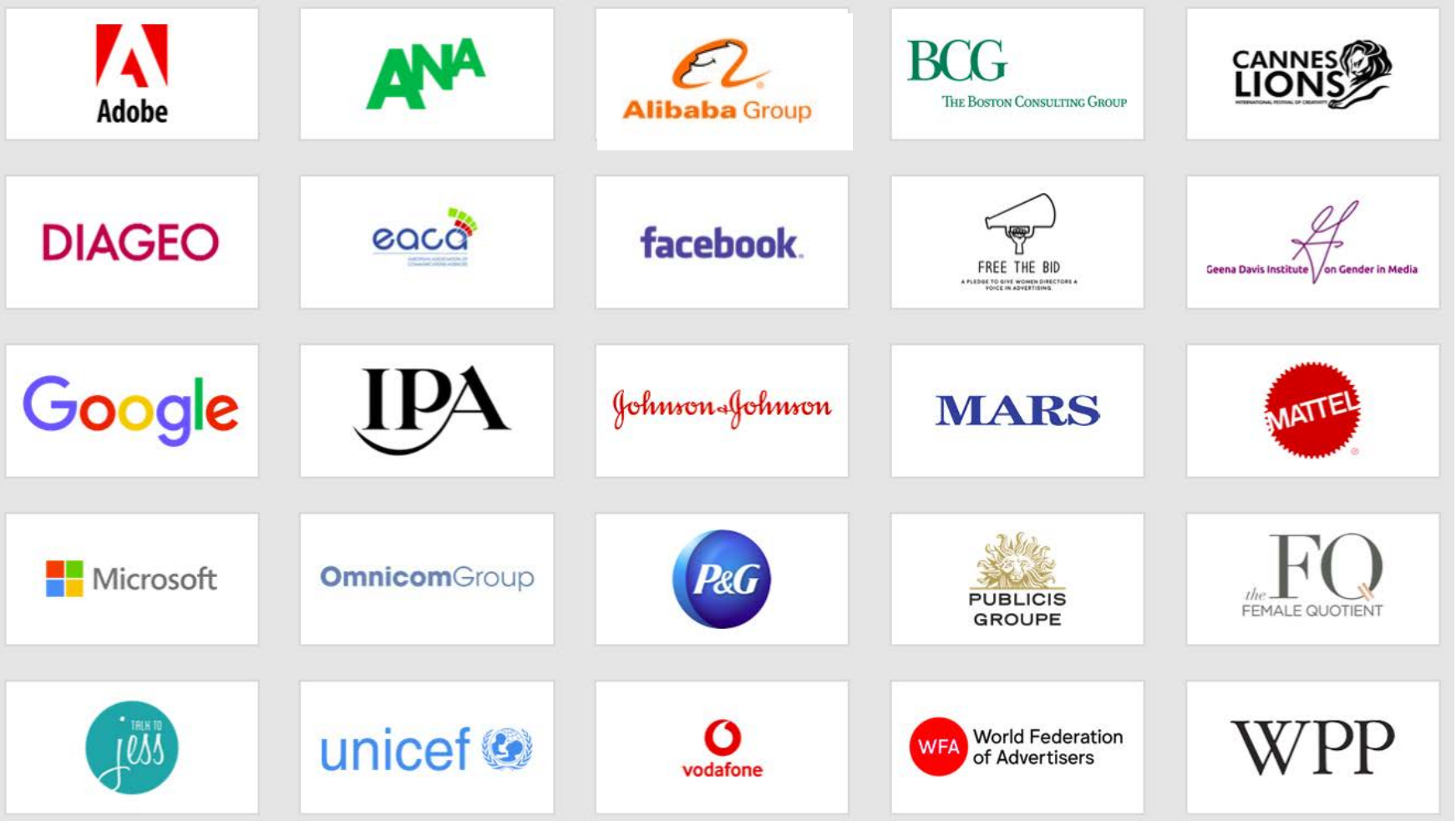
CONVENER/CHAIR



VICE CHAIRS



- 29 members as of today
- Pro Bono Value of Contributions: estimated around \$2.5M



Example of Strategic Private Sector Partnerships - GICC

Global Innovation Coalition for Change (GICC)

Innovative partnership where GICC Members are responsible for co-creating and piloting activities:

Four Programmes

- **Gender Innovation Principles:** setting standards and developing tools for a gender-responsive approach to innovation
- ***She Innovates* Global Programme:** supporting women innovators with networking events, innovation labs & lounges and resources (*MIT Solve Award*)
- ***She Innovates* Campaign and Mentoring:** raising awareness in the media with innovation “champions” and by showcasing stories of 100 women innovators. Developing a mentoring platform helping connect women starting businesses to leading experts
- **4Good Programme South Africa:** bootcamps helping more than 100 women innovators access knowledge, skills and expertise needed to develop their business

MAKING INNOVATION AND TECHNOLOGY WORK FOR WOMEN



CHAMPIONS FOR INNOVATION



Rachel Roy

Founder and Creative Director of Rachel Roy



Sarah Michelle Gellar

Chief Creative Officer and Co-founder Foodstirs



Wade Davis

Former NFL Player and Corporate Inclusion and Culture Advisor



Dr. Nina Ansary

Bestselling Author, Historian and leading authority on women's rights in Iran



Zoe Saldana

Actress and Founder BESE



Joy Mangano

Founder of Ingenious Designs LLC, Award Winning Inventor and TV personality, Best Selling Author

Example of Strategic Private Sector Partnerships – BHPB Foundation

Programme Summary

Program Cost: \$30,348,000 USD over three years

BHP Billiton main contribution: \$15,562,800 (51%)

Other contributors (direct and indirect). UN Central Emergency Response Fund (CERF) (Cameroon) - \$800,000 (USD). Government of Japan, multi-country funding envelope for crisis countries under LEAP programme including Jordan and Ethiopia - \$10,000,000 (USD). European Commission- Madad, multi country LEAP programme covering Jordan – 12,500,000 €

- Provide marginalized women and young women who are at risk of being left behind have access to, participate in and achieve quality learning, entrepreneurship and employment outcomes through second chance education and vocational training
- +/- 150, 000 beneficiaries over UN Women's during strategic plan period (2018-21) representing the single most high impact programme
- 10 countries to increase their GDP through second chance education– event 10% increase of women and girls education can equal 3% GDP
- Australia (indigenous communities), Cameroon, Chile, Colombia, Ethiopia, India, Jordan, Kenya, Mexico and South Africa
- Increased female income and decision making (women's empowerment)



Potential with Foundations > \$20 m

Rich 2018 Pipeline

- Al Waleed Foundation \$4.5 m
- Chanel Foundation \$4 m
- Coca Cola Foundation \$5 m
- JP Morgan Foundation \$5 m
- Open Society Foundation \$1
- Zonta Foundation \$1
- Others

Issue for All PS is Capacity

- One staff member and a due diligence consultant for all of private sector
- Leadership vacuum (vacant since October 2016)
- Need secondments of mid career professionals from private sector & increased investment from public sector
- Currently investing less than \$1 million/ year in core to get > \$20 m

Thank you member states for partnering with the private sector through UN Women to make changes that make the world a better place for all.



Planet 50-50 by 2030
Step It Up for Gender Equality





SPD Recruitment Update

At the start of the 2018 SPD had 14 Vacancies to Fill *(All but one of the senior positions have been filled)*

5

P5 and above

D2, D1 x2, P5 x 2 New York

5

P2 & 3

P3 x 3, P2 Abu Dhabi, Tokyo & NYC

4

G5 & 6

G6 x 3, G5 Abu Dhabi & NYC

Average vacancy duration is 9 months