

# Mobilizing Women to Lead on the SDGs

*Webinar | 12 December 2017*



**BUSINESS &  
SUSTAINABLE  
DEVELOPMENT  
COMMISSION**



# Introductions



**Femke de Man**  
Director  
*GlobeScan*



**Gail Klintworth**  
Business Transformation  
Director  
*Business & Sustainable  
Development  
Commission*



**Katja Freiwald**  
Director of Global  
Partnerships and  
Advocacy for Women's  
Empowerment and  
Livelihoods  
*Unilever*



**Chris Coulter**  
CEO  
*GlobeScan*



# Agenda

- Introductions (5 mins)
- **Femke de Man** on context around progress on the SDGs (5 mins)
- **Gail Klintworth** on changing the conversation on women & the SDGs (15 mins)
- **Katja Freiwald** on challenging harmful social norms and gender stereotypes (15 mins)
- Q&A Session (20 mins)



# Context Around Progress On The SDGs



# SURVEY METHODOLOGY

EVALUATING PROGRESS TOWARDS THE  
**SUSTAINABLE DEVELOPMENT GOALS**

**2017** A GLOBESCAN | SUSTAINABILITY SURVEY

511 QUALIFIED SUSTAINABILITY EXPERTS COMPLETED  
THE ONLINE QUESTIONNAIRE FROM NOVEMBER 22,  
2016 TO JANUARY 9, 2017.

## Experience

Respondents have the following  
experience working on  
sustainability issues:



More Than  
10 Years



5 to 10  
Years



3\* to 4  
Years

*\* Respondents with fewer than three  
years experience have been  
excluded from the results*

## Geography

Experts surveyed span 74 countries in  
the following regions:



## Sectors

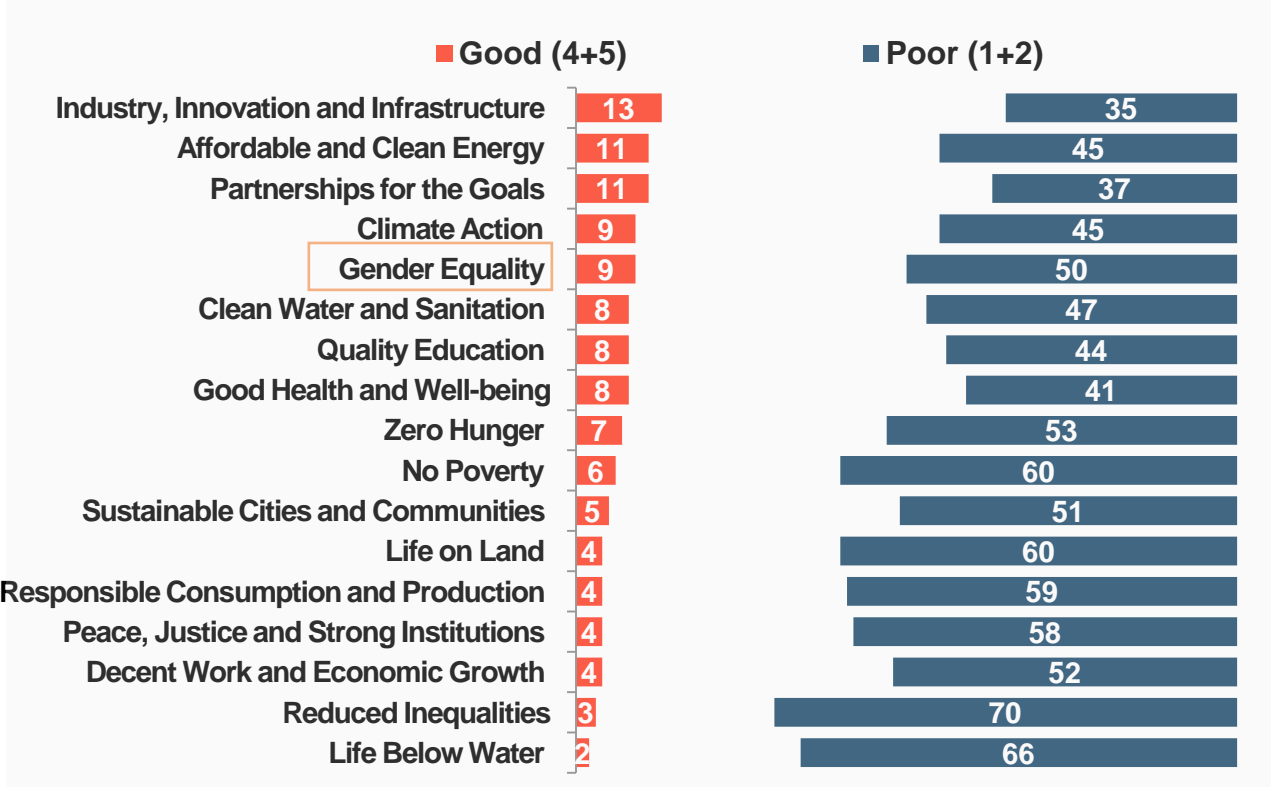
Respondents were drawn from the  
following sectors:



# ACHIEVEMENTS

## SOCIETY'S ACHIEVEMENTS ON GLOBAL GOALS HAVE BEEN LIMITED

Progress on the SDGs (% of experts)



### Question:

How would you rate society's performance to date in having achieved progress toward each one of the Sustainable Development Goals (SDGs)?

*Please use the 5-point scale provided (where 1 is "poor" and 5 is "excellent").*

# WHO IS DRIVING PROGRESS

NGOS AND SOCIAL ENTREPRENEURS HAVE MADE THE BIGGEST CONTRIBUTION ON THE GLOBAL GOALS

EVALUATING PROGRESS TOWARDS THE  
**SUSTAINABLE DEVELOPMENT GOALS**

**2017** A GLOBESCAN | SUSTAINABILITY SURVEY

Contribution of organizations to progress on the SDGs (% of experts)

All Respondents, 2017



## Question:

How would you rate the performance of each of the following types of organizations in terms of its contribution to progress on the Sustainable Development Goals (SDGs)?

*Please use the 5-point scale provided (where 1 is "poor" and 5 is "excellent").*

# IMPACT

## CLIMATE ACTION SEEN AS HAVING THE BIGGEST IMPACT ON OVERALL SUSTAINABLE DEVELOPMENT PROGRESS

Most important SDG for society to focus on to achieve the most progress (% of experts)



### Question:

*Which of the Sustainable Development Goals (SDGs) do you think are the most important for society to focus on in order to achieve the most progress toward sustainable development?*

*Please choose at most three goals in order of importance.*



# REGIONAL RANKINGS

## REGIONAL RANKINGS ON SDG IMPORTANCE DIFFER

EVALUATING PROGRESS TOWARDS THE  
**SUSTAINABLE DEVELOPMENT GOALS**

**2017** A GLOBESCAN | SUSTAINABILITY SURVEY

Most important SDG for society to focus on to achieve the most progress (% of experts)

Total Mentions (Ranked #1, 2, and 3), by Sector and Region, 2017

|                                | Most Important Goal             | 2 <sup>nd</sup> Most Important Goal             | 3 <sup>rd</sup> Most Important Goal                       |
|--------------------------------|---------------------------------|---|---|
| <b>Government*</b>             | <b>38%</b> Climate Action       | <b>34%</b> Quality Education                    | <b>28%</b> Peace, Justice & Strong Institutions           |
| <b>NGO</b>                     | <b>34%</b> Climate Action       | <b>26%</b> Quality Education                    | <b>26%</b> Reduced Inequalities                           |
| <b>Academic &amp; Research</b> | <b>44%</b> Climate Action       | <b>31%</b> Peace, Justice & Strong Institutions | <b>24%</b> Reduced Inequalities + Responsible Consumption |
| <b>Corporate</b>               | <b>38%</b> Climate Action       | <b>31%</b> Quality Education                    | <b>24%</b> Reduced Inequalities                           |
| <b>Service &amp; Media</b>     | <b>41%</b> Climate Action       | <b>26%</b> Quality Education                    | <b>25%</b> Responsible Consumption                        |
| <b>Asia</b>                    | <b>31%</b> Climate Action       | <b>25%</b> Quality Education                    | <b>25%</b> Responsible Consumption                        |
| <b>Africa / Middle East*</b>   | <b>44%</b> Quality Education    | <b>31%</b> Peace, Justice & Strong Institutions | <b>28%</b> Zero Hunger                                    |
| <b>Europe</b>                  | <b>39%</b> Climate Action       | <b>29%</b> Quality Education                    | <b>28%</b> Responsible Consumption & Production           |
| <b>North America</b>           | <b>46%</b> Climate Action       | <b>28%</b> Clean Water & Sanitation             | <b>23%</b> Quality Education + Responsible Consumption    |
| <b>Latin America</b>           | <b>40%</b> Reduced Inequalities | <b>33%</b> Climate Action                       | <b>31%</b> Peace, Justice & Strong Institutions           |

\* Small sample size

## Question:

Which of the Sustainable Development Goals (SDGs) do you think are the most important for society to focus on in order to achieve the most progress toward sustainable development?

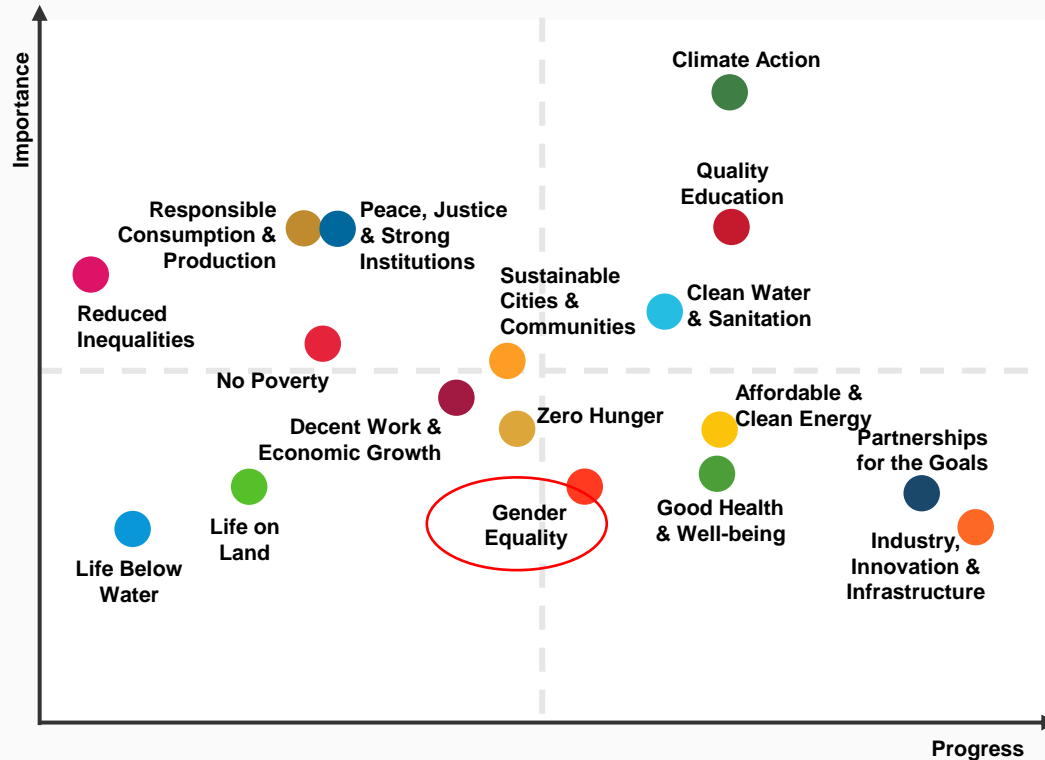
*Please choose at most three goals in order of importance.*

# IMPORTANCE VS PROGRESS

## GAUGING THE PERCEPTION OF SDG IMPORTANCE VS ACHIEVED PROGRESS

Perceived importance of SDGs vs achieved progress

Importance vs Progress, All Respondents, 2017



EVALUATING PROGRESS TOWARDS THE  
**SUSTAINABLE DEVELOPMENT GOALS**

**2017**

A GLOBESCAN | SUSTAINABILITY SURVEY

## Questions:

How would you rate society's performance to date in having achieved progress toward each one of the Sustainable Development Goals (SDGs)?

*Please use the 5-point scale provided (where 1 is "poor" and 5 is "excellent").*

Which of the Sustainable Development Goals (SDGs) do you think are the most important for society to focus on in order to achieve the most progress toward sustainable development?

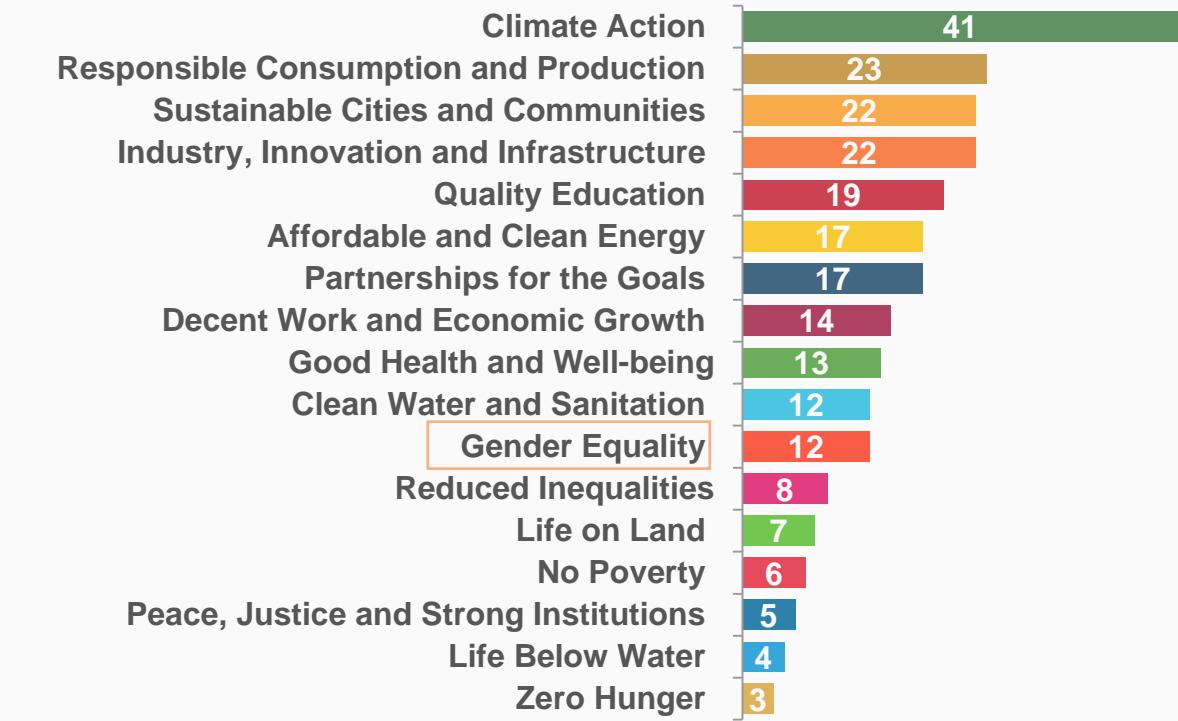
*Please choose at most three goals in order of importance.*

# PRIORITIES

## CLIMATE ACTION RECEIVING MOST ATTENTION INSIDE ORGANIZATIONS

SDG receiving the most attention within own organization (% of experts)

Total Mentions, All Respondents, 2017



### Question:

Which of the Sustainable Development Goals (SDGs), if any, receive the most attention within your own organization (or within your own work if more applicable)?

*Please choose at most three goals.*

# Women are more likely to show . . .



- ✓ Rate more **global issues** as **very serious**, on a range of topics
- ✓ Care about **how and where products were made**
- ✓ Show **high concern with environmental problems**, including climate change
- ✓ Recognize that **climate change** is not a hoax, and **say it is caused by humans**



- ✓ Say that **climate action** is needed now
- ✓ Be classified as **sustainably minded consumers**, including higher representation in the **GlobeScan Aspirational**s
- ✓ Purchase **ecolabeled products** regularly
- ✓ Be willing to **pay more** for products that are ethically certified

# MOBILIZING WOMEN TO LEAD ON THE GLOBAL GOALS

The Business & Sustainable Development Commission





# The Sustainable Development Goals Provide a Better Growth Model...



... but they are not understood by most companies.

## The Global Goals "Prize" for Business

- 1** **\$12 trillion** business value generated by 12 systems change opportunities 
- 2** **60 hotspots** opportunities across 4 systems generate business revenue & savings equal to **10%** of forecast global GDP 
- 3** **+50%** of the value of Global Goals business opportunities located in developing countries 
- 4** **380 million** jobs created by Global Goal business opportunities in the four systems by 2030 

# Changing the Conversation on Women & the SDGs



- Goal 5 Is Not Enough
- We need diverse leadership—and in particular, more women—to meet the Global Goals' 2030 deadline.
- Purpose of WomenRising2030:
  - Inspire & activate women to lead for the SDGs in the private sector
  - Mobilize more companies to invest---and invest smarter---in women's leadership for sustainability, inclusion and development



## We Need More Women in Leadership...



- Women occupy only half of all managerial and professional positions globally.
- The number of women CEOs in the Fortune 500 list stands at just 32, the highest it has ever been.
- At the CEO level worldwide, only about 5 percent are women.
- National averages for women board representation range from 2 percent to roughly 42 percent.

## Gender-balanced Leadership Is Correlated with Strong Business Results



- Businesses with increased numbers of women executives and directors demonstrated an average increase in return on equity of 53%, 42% higher profits and 66% higher returns on invested capital.
- A board or C-suite made up of 30% women could boost profitability by 15% and secure a net profit increase of 6 percentage points
- Women in the US House of Representatives have consistently outvoted their male colleagues on environmental protection every year from 2006 until 2015.-



# We Need More Women Leading for the SDGs



## Upcoming WomenRising2030 report:

- Presents the Business Case for the SDGs
- Argues that, to achieve the SDGs by 2030, the world needs diverse leadership
- Expands the dialogue on women and the SDGs (beyond just Goal 5)
- Features research on women's leadership and Interviews with 20-30 women leaders
- Provides practical recommendations for mobilizing more women for the SDGs, and ways for companies to invest smarter in women's leadership



# WomenRising2030 Initiative



- **September 2017**
  - “Behind Every Global Goal: Women Leading the World to 2030” – Panel discussion at Columbia University during UNGA Week
  - Release of discussion paper, “Behind Every Global Goal”
- **October 2017**
  - **Women’s Forum in Paris** – Women & Supply Chain panel
- **November 2017**
  - “Behind Goal 13: Women Leading the World’s Climate Agenda” – Panel discussion at COP23 in Bonn
- **January 2018**
  - WomenRising2030 Davos Session at the Equality Lounge
- **February 2018**
  - WomenRising2030 final report release
- **March 2018**
  - Day of Inspiration: International Women’s Day, 8 March 2018
- **And beyond...**



## How to Get Involved in WomenRising2030

- Fill out a **forthcoming brief survey** on women's leadership for the Global Goals (to be featured as part of the final report)
- Recommend **extraordinary women** who are leading on sustainability, development and inclusion to engage with us.
- Tell us about **women's networks that provide professional support (i.e. networking, training, etc) on the SDG-related issues** we can include in the report as a resource.
- Send your **responses, questions, comments** to [women@businesscommission.org](mailto:women@businesscommission.org).

# THANK YOU.

Send questions or comments to:  
[women@businesscommission.org](mailto:women@businesscommission.org)





# OPPORTUNITIES FOR WOMEN

Challenging harmful social norms and gender stereotypes



Unilever





# OUR PLAN



# OUR VISION

We envision a world in which **every woman can create the kind of life she wishes to lead, unconstrained by limiting norms and stereotypes.**

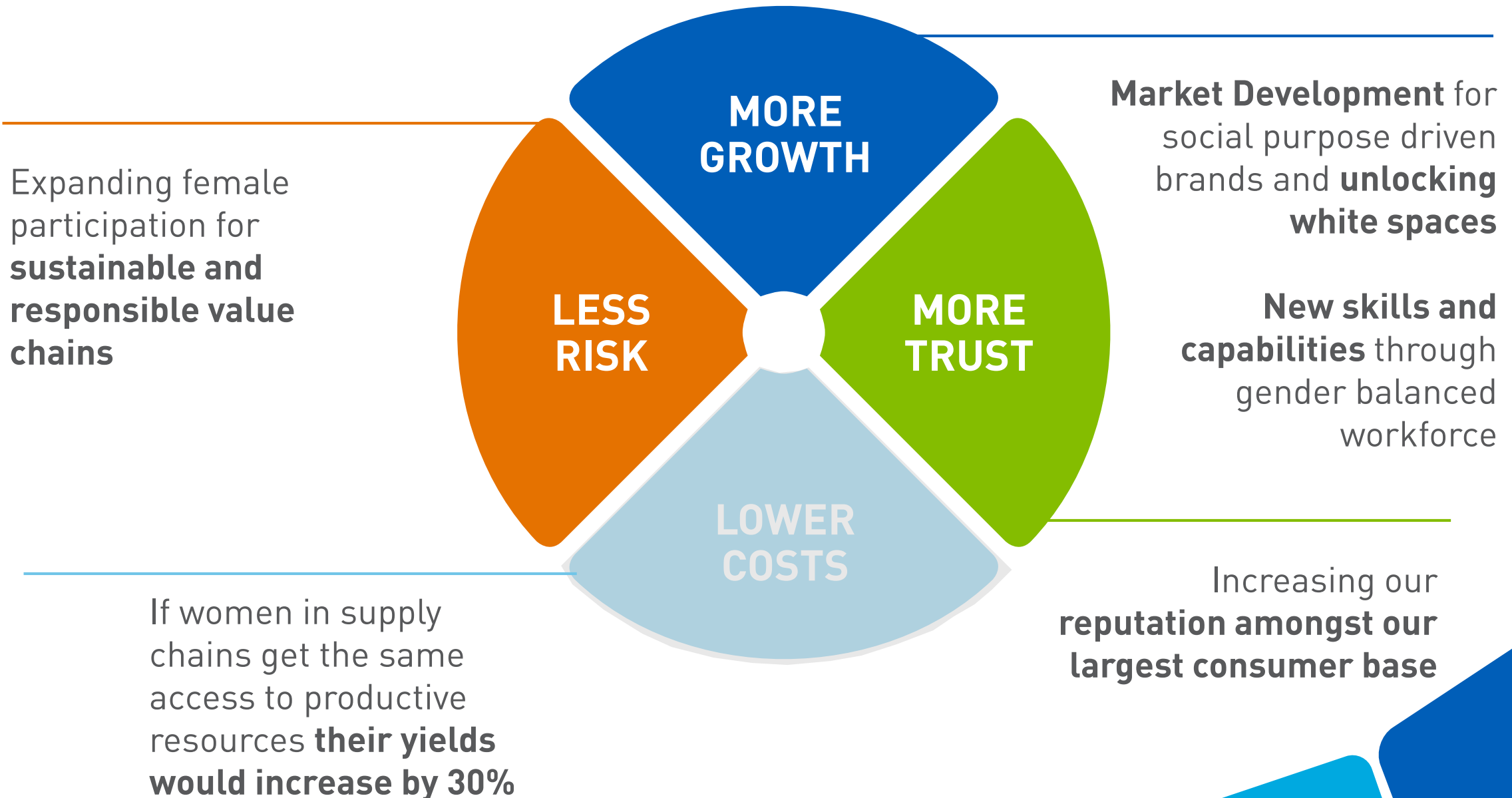
Realizing this vision is a matter of fundamental **human rights**. It also has **enormous economic implications**: authoritative estimates suggesting that equality for women in the labour force would add US\$28 trillion or 26% to global GDP by 2025.

Given the additional nurturing and care roles that women play in their families and communities, the positive **ripple effects for society is transformational.**

This is why we have made Opportunities for Women a key part of the Unilever Sustainable Living Plan. **The benefits are clear and will help grow our business.**



# THE BUSINESS CASE

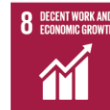


# OUR STRATEGY

Human development & economic growth  
through gender equality and women's empowerment

Why?

Promote inclusive and sustainable **economic growth, employment** and decent **work** for all



Achieve **gender equality** and **empower** all women and girls

What?

ENHANCING LIVELIHOODS 

OPPORTUNITIES FOR WOMEN

Empower 5 million women by 2020

USLP TARGET

Gender balanced organisation

USLP TARGET

Safety & rights

USLP TARGET

Skills & capabilities

USLP TARGET

Expanded opportunities

CHALLENGING OUTDATED SOCIAL & CULTURAL NORMS

How?

Extended value chain approach

WORKPLACE

Employment  
Professional development



SUPPLY CHAIN

Own factories & plantations  
Extended supply chain development  
Sales & customer development



CONSUMERS

Products and brands  
Unilever corporate brand



SOCIETY AT LARGE

Partnership, advocacy and thought leadership

# 7 DRIVERS TO WOMEN'S ECONOMIC EMPOWERMENT

