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Is it time to think about gender equality?



WORLD WIDE  
GENERATION

# SDG 5 INSIGHTS

# INTRODUCTION



## Gender (in) Equality Revealed

In October last year, WWG launched a campaign to talk about Gender Equality (SDG5) to shed light on progress, challenges and actions required to move the dial on gender equality.

This insights guide is a compilation of this campaign which summarises the key issues identified and further exacerbated by the 2020 COVID 19 pandemic. It is by no means a prescriptive nor exhaustive guide addressing all aspects and challenges and solutions available to address gender equality.

Our aim is not only to raise awareness on the issue at hand but to provide our clients, partners and leaders in this space the tools to make informed decisions and encourage stronger corporate action to advance gender equality. We first do this via our products on the **G17Eco Platform** and then via our thought leadership in the form of blogs, articles and guides like this one.

We recognise that gender equality is not a “Women vs. Men” issue, it is about tackling systemic and deeply rooted inequalities that leave half of the world’s population behind. An equal access, opportunities, freedom from violence and compensation are not women’s issues - they are human ones, essential for the achievement of peaceful societies, with full human potential and sustainable development at heart.

This insights guide is our commitment to raising awareness and starting a conversation where the issues that exist today as barriers to achieving gender equality and the targets set out by the Sustainable Development Goals can be openly addressed.



# 5



Target 5.1 End all forms of discrimination against all women and girls

Target 5.2 Eliminate all forms of violence against all women and girls in the public and private spheres, including trafficking and sexual and other types of exploitation.

Target 5.3 Eliminate all harmful practices, such as child, early and forced marriage and female genital mutilation.

Target 5.4 Recognize and value unpaid care and domestic work through the provision of public services, infrastructure and social protection policies and the promotion of shared responsibility within the household and the family as nationally appropriate.

Target 5.a Undertake reforms to give women equal rights to economic resources, as well as access to ownership and control over land and other forms of property, financial services,

Target 5.b Enhance the use of enabling technology, in particular information and communications technology, to promote the empowerment of women.

Target 5.c Adopt and strengthen sound policies and enforceable legislation for the promotion of gender equality and the empowerment of all women and girls at all levels.



## SDG 5 - GENDER EQUALITY

**#Genderequality** is both a stand-alone goal of **#sustainabledevelopment** and a cross-cutting priority for achieving all the **#SDGs**. Companies have not only a baseline responsibility to respect human rights, but the opportunity to support the empowerment of women & girls through their core business.

# THE BUSINESS CASE FOR GENDER EQUALITY

When talking about the “business case” for gender equality, we sought to uncover statistics of some of the most common issues that may arise in working environments that contribute to the promotion of gender inequality.

What we found is that when it comes to matters of gender equality, one of the greatest challenges we face is overcoming the historically constructed and defined social norms on what it means to be a boy or a girl, a woman or a man, or a person of any other gender or gender-nonconforming identity.

These outdated ideas and values promote attitudes, perceptions and behaviours that restrict, exclude and discriminate across gender identities - creating patriarchal cultures of toxic masculinity and gender inequality. These gender stereotypes do not only affect women but also add pressure on men to conform to specific roles that ultimately restrict them in terms of their emotions, economic expectations, relationships and leadership types.

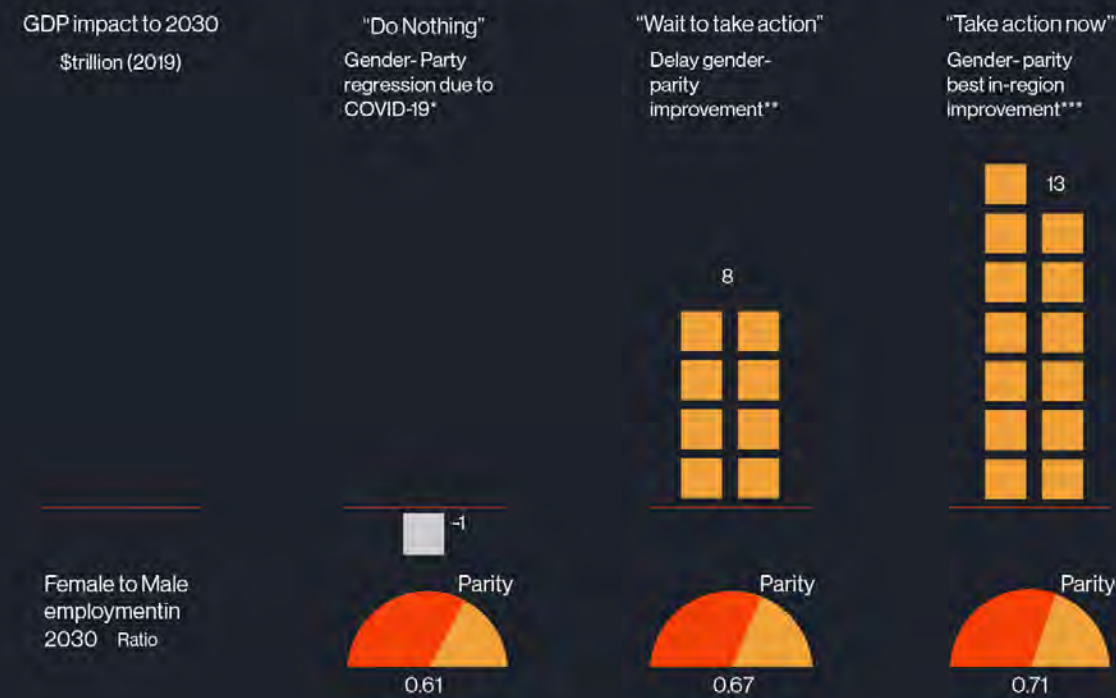
Read more on our [Toxic Masculinity Bingo](#) or download it on [Trello](#). How many of these toxic masculinities have you experienced at work? Tag us on [LinkedIn](#) or [Twitter](#)

**The question is, do we really need a business case for diversity?** - Avivah Wittenberg-Cox and Thomas Chamorro-Premuzic make an excellent case for it, click here to [read more](#).

## GENDER EQUALITY: HOW APPAREL COMPANIES CAN LEAD THE WAY



## Taking action now could increase 2030 GDP by \$13trillion relative to the “do nothing” scenerio



\*Based on factoring in the impacts from differing industry mix for men and women, as well as other factors that could affect female employment. Compared with a baseline in which women see no disproportionate impact compared with men in each sector.  
 \*\*Improved using best-in-region improvements, which means every country achieved the fastest rate of progress in its region on 3 key gender gaps: workforce participations (+60% of impact), part- and full-time mix (+20%), and sector mix and productivity (+20%), starting in 2025.  
 \*\*\*Same as 2 starting 2021.  
 Source: ILO, McKinsey in partnership with Oxford Economics, McKinsey Global Institute analysis.

McKinsey & Company

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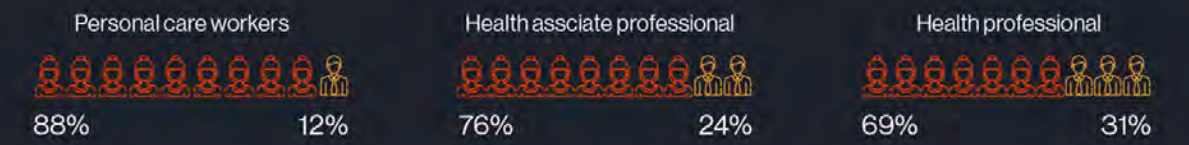
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## DISTRIBUTION OF EMPLOYMENT BY SECTOR, OCUPATION AND SEX, SELECTED ESSENTIAL OCCUPATIONS

### Health sector



### Other essential occupations



Source: ILO, ILOSTAT Blog, Accessed 21 April 2020, <https://statistat.org/9000003/06/these-occupations-are-dominated-by-women>.  
 Note: Percent of employment by sex and occupation (ISCO-08) at the 2-digit level, weighted average for 121 countries that represent 62% of global employment using the latest year available. Data for China and India were not available.

A recent study by **McKinsey & Company** on **#Covid19** and **#GenderEquality** highlights “what is good for greater gender equality is also good for the economy and society as a whole.

Read the full report at <https://mck.co/2Gjf7Uc>

According to a UN Women Spotlight report on **#GenderEquality**, women represent 70% of healthcare workers globally but are under-represented in senior and decision-making roles in most national and global health settings, limiting women’s input into decision-making in health.

These are represented in the images on the above by gender and sector according to essential sectors identified by UN Women.

Click here to read the **spotlight report**.




# HOW THE GLOBAL PANDEMIC EXPOSED OUR GAPS IN GENDER EQUALITY!

“ To the victims...  
I **SEE** you  
I **believe** you and  
I **am listening.** ”


Viola Davis





The time to eliminate  
violence against  
women is overdue

International Day for the Elimination  
of Violence against Women 25th Nov



“ I want to be  
the **last girl** in the  
world with a story  
like mine ”

Nadia Murad




# VIOLENCE AGAINST WOMEN

At the top of the SDG5 priorities, lays the elimination of violence against women, which represents a violation of the most basic human rights that threaten half of the world's population. In the last year, **1 in 3 women experienced sexual or physical violence from an intimate partner** - that is 243 million women worldwide.

The prevalence of violence against women continues to be an obstacle to achieving equality, development, peace, and the fulfilment of women and girls' human rights. The realisation of the Sustainable Development Agenda and its promise to leave no one behind cannot be achieved without the elimination of violence against women and girls.

Start today - register your interest <https://bit.ly/3qilZCn>

**We call on the Business community to take a stand with us to #Orangetheworld and take action to achieve Gender Equality.**

Taking action helps us set a new moral precedent for the rest of the world and acts as the foundation to follow suit or be left behind in an old and stagnant moral, political and economic era.

Once the precedent is set, we can turn to effective solutions, the one we know best starts with the G17Eco Platform, to monitor and manage gender and inequality data and use the precedent to encourage sanctions and reprisals for those choosing to ignore the precedent. Turning our data aggregation system into a weapon for good.

# VIOLENCE AGAINST WOMEN

On the International Day for the Elimination of Violence Against Women, celebrated annually on November 25th, **we joined the WBA's Ally Voices** to talk about one of the most concerning exposures that COVID19 had on Gender Equality issues, coined as "the Shadow Pandemic".

The increase in reports of domestic violence caused by security, health and economic concerns arising from the Pandemic and further exacerbated by the confined living conditions imposed to contain the spread of the virus, have highlighted the prevalence of violence against women and led to coining this impact as the "Shadow Pandemic".

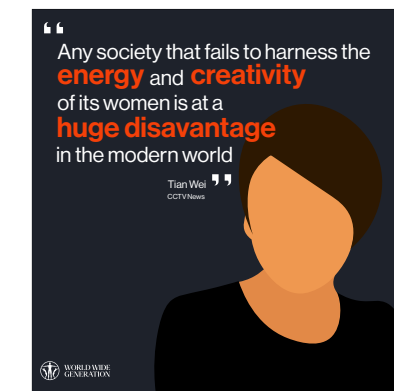
In a remote-working world, businesses have embraced the "new normal" ushering in an era of productivity, inclusiveness and connectedness. As the lines between work and home environments in this "new normal" begin to blur, our article calls on businesses to consider a re-evaluation and expansion of their responsibilities as a "duty of care" to its (female) workforce and commitment to gender equality to protect them from all forms of violence.

**Click here to read the article** and find out how companies like Vodafone and Kering pro-actively developed solutions raise awareness & take action.



**Gender-based violence** increases during every type of emergency. Even before the outbreak, studies show **1/3** of all women and girls will experience gender-based violence in their lifetime.





# SDG 5 GENDER CAMPAIGN POSTERS

These can also be viewed on our [Trello](#)

“The energy is shifting from the masculine to the feminine to help with rebirth and regeneration of everyone and every thing. With this global gravitational pull will come the rebalance of the masculine and feminine in perfect unity in all of us. Therefore we need to protect and harness the power that mothers, women and girls possess to deliver a sustainable future for the next generation. Raise them up to be equals and then watch the social, economic and environmental dividends pour in.

- Manjula Lee

“It is a privilege to be part of a team where I am surrounded by strong female leadership. Representation matters and having female leaders I can relate to who are using the diversity of their experiences and shaping decisions to make change happen in the world is amazing!

- Ria Kalantzis

“A sustainable future is only possible if we have an inclusive present. Real time, transparent data plays a huge role in having such present”

- Giovanna Jagger

“This is the time when diversity of ideas, technology, sustainability and innovation coupled with diversity in the workplace will be the main elements which separate the robust and “built to last” companies from those who have stuck religiously to a vision that may be outdated and fosters an environment of ‘same-old, same-old.’ The visions developed during this time of change will create a new round of leaders whose decisions will reflect ‘who’ they think are leaders; who they will chose as positions of power and who they will hire; understanding that change is good and long-term vision without diversity, authenticity and flexibility leads to a dead-end road. We need leaders to build back better with a clear pathway buoyed by a more SIMPLE vision.

- Dr Tauni Lanier

“I've had the fortune of growing up surrounded by female role models that are living proof of our ability as women to achieve the respect, financial independence and self-realisation aspired for in a truly equitable world. Their success has not come without struggle and many barriers still remain. Yet it has placed me in a privileged position that has removed many of the barriers that women all over the world face today to achieve their true potential. From this privileged position, I take personal responsibility to ensure that my actions set a good example for female-leaders in the making and contribute to the achievement of true gender equality.

- Paulina Ondarza-Dovali

“As women, it's important to make sure that every aspect of our feminism is intersectional. As we grow as women we're not truly growing if we leave people behind. I feel that WWG embodies this and I hope it continues this way.

- Aide Ohirein





# THANK YOU FOR READING

## HELPFUL RESOURCES TO NAVIGATE THE ROLE OF BUSINESS IN SDGS:

**SDG Hub** by World Business Council for Sustainable Development (WBCSD)

**The SDGs Explained for Business** by the UN Global Compact (UNGC)

**The Women's Empowerment Principles**

**Integrating SDGs into Sustainability Reporting** by GRI

**The Future of Sustainable Investing Pursuing the Right ESG**

World Wide Generation is a sustainability fintech developing SaaS cloud-based monitoring solutions to accelerate the financing and delivery of the SDGs. The Company Tracker app on G17Eco standardises & streamlines corporate sustainability reporting to allow you to holistically assess risks and understand your contribution to the SDGs. **Request a brochure today.**