
Cynthia Castro Villalobos, Partner & Human Development Director, Reinventing Business for All (RBA-Costa Rica).
The opportunity  $\rightarrow$  To Reinvent Business For All!

To close the gender gap

To overcome economic and social exclusion in rural areas

CAMINOS

DE VIDA

At least 70 per cent of the world’s very poor people are rural, and a large proportion of the poor and hungry are children and young people.

*International Fund for Agricultural Development (IFAD).*
PENINSULA OF OSA, COSTA RICA
PARTNERS & ALLIES

Non Profits
- CRUSA
- Neotropica
- OSA Conservation
- OSA Wild
- Inogo
- Fundacion Corcovado

Private Sector
- Alamo
- Toucan Travel
- National Car Rental
- Luna Lodge

International Organizations
- Nature Air
- Swiss Travel Costa Rica
- OMIN
- BID
- Stanford Institute for the Environment
- World Wildlife Fund

Government
- Banco Nacional
- INFOCOOP Costa Rica
- Stanford Woods Institute
- Tejiendo Desarrollo

Academy
- Veritas
- Universidad de Costa Rica

Strategist
- RBA
- Reinventing Business for All

ROADS

- More than 200 hours of training were given.
- Representatives from 17 companies and organizations participated as mentors.
- 58 tourism entrepreneurs have participated in training.
- 41 touristic enterprises, from 13 different communities, are the current product offer of the Caminos de Osa.
- Alliances and collaborations with 20 organizations, from the public and private sector.

• We connected the people of Osa with the world.

• We created shared value.

• We created jobs.

• We protected the most biodiverse intense place of the planet.
Gender Parity Certification

Government

Private sector

Non Profit

GENDER GAPS

- Equity in senior management
- Identification of glass ceilings
- Policies against Sexual Harassment
- Wage bands
- Work flexibility
- Integral Health
- Prevention of violence
- Training and Empowerment
- Knowledge in gender
- Inclusive language
- Advertising Company
- Inclusive infrastructure

A new McKinsey Global Institute report finds that $12 trillion could be added to global GDP by 2025 by advancing women’s equality. The public, private, and social sectors will need to act to close gender gaps in work and society.

In a “full potential” scenario in which women play an identical role in labor markets to that of men, as much as $28 trillion, or 26 percent, could be added to global annual GDP by 2025.

McKinsey
THE POWER OF PARITY: HOW ADVANCING WOMEN’S EQUALITY CAN ADD $12 TRILLION TO GLOBAL GROWTH
SEPTEMBER 2015
EXECUTIVE SUMMARY

It’s 2017, let’s use technology to close the gender gaps and incorporate more people into the workforce!

- Go global
- Save office space
- Save resources
- Save time
- Have a more sustainable impact
- Promote co-responsibility
- Attract millennial
- Happy and productive workers need a work life balance
Let’s Reinvent Business For All, Using Technology!

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