



Women Empowerment

Lessons learned from capacity building programmes
targeting EBMOs



THE FUTURE IS FEMALE. H. Clinton

Addressing gender gaps translates into wealth.

Research proves that addressing gender gaps brings tangible profits: from company performance to boosting national economies. In other words, addressing gender gaps is the “right” and the “smart thing” to do.



Positive link between women's participation to labour market and GDP growth

In Africa, every 1% increase in female employment is associated with, on average, 0.21% GDP growth

Globally, women participation in the labour market is at 48.5%

The glass ceiling is still a reality - in Africa 30% of managers are women / North Africa 14.5%

Glass walls: women and men are in different types of management

Overcoming leaky pipelines implies changes in enterprise culture

WHERE ARE & WHAT IS THE ROLE OF EBMOs IN THIS DISCUSSION?

EBMOs are the voice of business.

As intermediary between government and the private sector, they contribute to conductive and healthy business environments.

At the same time, they are service providers, bringing their knowledge to support and improve daily business performance.

As a whole, they work towards wealthier economies, and fairer and more democratic societies.

They are opinion leaders but also change makers.





«EBMOs (...) HAVE AN IMPORTANT ROLE TO PLAY IN SUPPORTING THEIR MEMBERS TO UNLOCK THE BENEFITS AND BUSINESS GAINS THAT GENDER DIVERSITY HAS TO OFFER.»

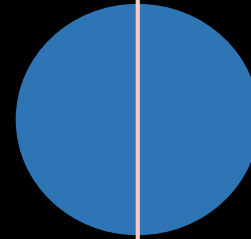
D. France-Massin.
Director, Bureau for Employers'
Activities, ILO

EBMO's active involvement LEADS TO substantial socio-economic benefits for companies, regions and countries.

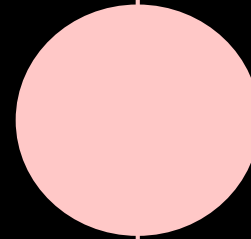
WHERE TO START?

EBMOs & Women Empowerment: Three paths to follow

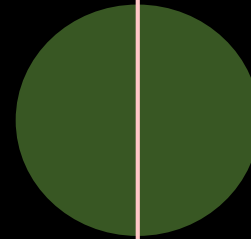
EBMOs have three major lines of action: Organizational measures to improve internally and in their relationship with their members; advocacy to influence regulatory and policy frameworks; and offering gender focussed services to their members.



ORGANIZATIONAL



ADVOCACY



SERVICES

ORGANIZATIONAL

GOVERNANCE

Integrate gender issues in strategic planning.

Audit of governance rules and practices to spot gender biases.

Adopt a Code of Ethics.

Assigning responsibility for gender diversity within the EBMO Management/Board.

Balance in Board appointments.

Assess gender impact of budgets.

HRM

Adoption of HRM policies on diversity at workplace and related issues.

Make gender equality a cross-cutting objective.

MEMBERSHIP

Support to women business organizations.

Targeted recruitment of women businesses / their organizations.

Njeri Rionge – Kenya
co-founder Wanachi
Online



Nomvula Mhambi – Zimbabwe
Founder Disruptive Innovation

ADVOCACY

PUBLIC POLICY

Identify and eradicate legal discriminations.

Influence public policies and initiatives, to incentivize women in business & employment as well as equal treatment at the workplace.

Fair representation of women in public-private dialogue.

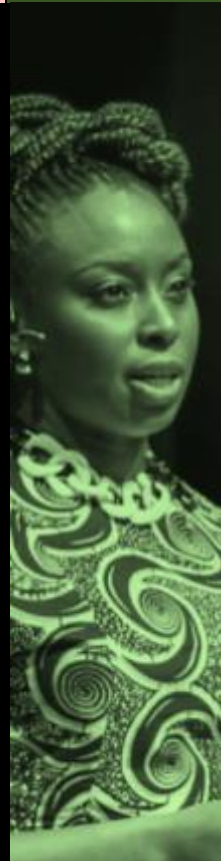
PARTNERSHIPS

Voice sector specific concerns and work towards joint solutions.

Build alliances with women business organizations.

Participate/develop awareness raising / media campaigns.

Anchor work in SDGs.



Chimamanda Ngozi
Adichie – Nigeria
Author and Feminist

SERVICES

COMPLIANCE

Integration of gender in Labour law compliance services.

Gender audits on companies' policies (HRM).

GOOD PRACTICES

Research/compilation of good practices on gender equality.

Awards and rankings.

B2B

Supply chain links.

Business advisory services.

GROWING THE TALENT POOL

Training services / Leadership programmes.

Databases of qualified women for management and boards.

Mentorship programmes.

CSR

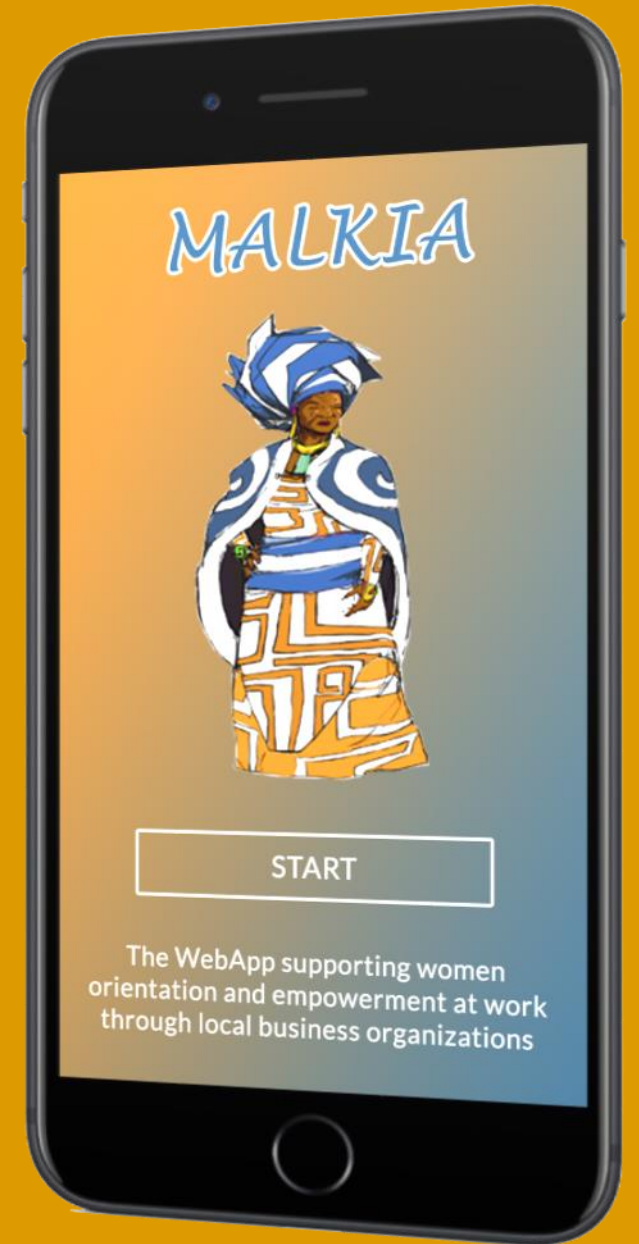
Coordination of community outreach.

AND WHY NOT INNOVATE?

MALKIA is an orientation and empowerment tool for women at work.

It is an App for working women (professionals and managers) to support them to:

- Understand labour market needs
- Evaluate their own skills-set
- Learn and train softs skills & managerial skills
- Plan their careers development through coaching



*Malkia means Queen in Swahili

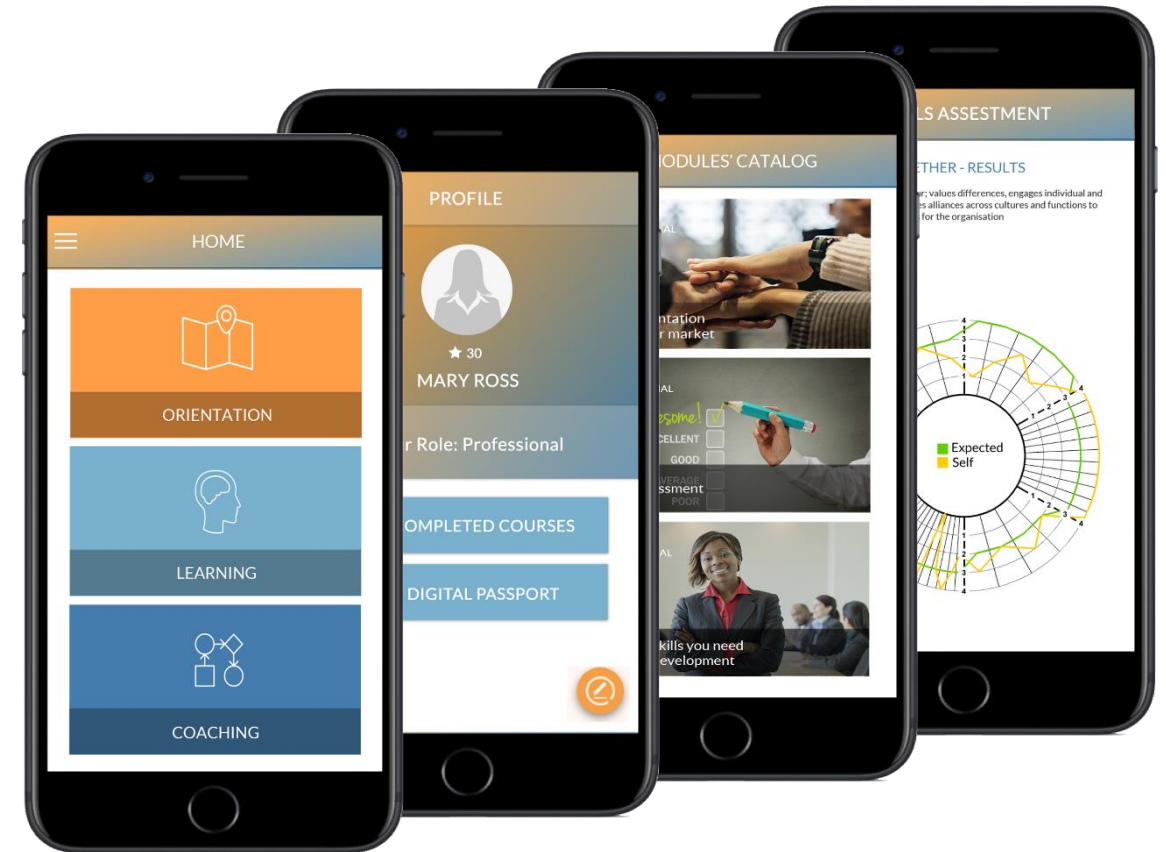
WebApp accessible via a Website and on mobile devices

Self-paced contents, tailored to users' profile

Skills self-assessment & Interactive learning and coaching modules

Hands-on learning and simulations to improve workplace performance

Developed, tested and implemented in partnership with local business organizations



Join us to make
Malkia a reality!



Demand driven and impactful capacity
building, for Employers' and Business
Members Organizations.

actempturin@itcilo.org

Phone: +39 011 693 6590

<https://www.itcilo.org/en/the-centre/programmes/employers-activities>