

# Business Action for Women



A coalition of business leaders driving progress for women

Business Action for Women drives collective progress for women through a shared action framework and cross-industry and multistakeholder collaboration.

## Introduction

Women's empowerment is widely recognized as a critical pillar of sustainable global development. The Sustainable Development Goals have placed women's empowerment at the top of the global development agenda, both through Goal 5 and as a catalyst to achieving each of the other 16 goals. In particular, women's economic inclusion is seen as a pathway to large-scale poverty alleviation and wide-ranging improvements in health and social development for individuals, families, communities, and countries.

Evidence is also mounting that investing in women can improve business performance. Many studies have demonstrated the market opportunity women represent as suppliers, consumers, and workers in the global economy, as well as the benefits of increasing gender diversity among employees, management, and leadership.

With this backdrop, companies are increasingly dedicating resources and setting public commitments to women's progress. However, there is little evidence that these investments are having the desired impact, little data exists on what is working and what is not, and very few programs have presented cross-industry solutions or opportunities to scale.

The challenges facing women globally and the potential benefits for business are too large to address through siloed efforts focused on individual aspects of women's empowerment. There is much more the business community can achieve by working together to harness the potential presented by women's advancement.

## Our Focus

Business Action for Women is a leading coalition of companies committed to achieving progress for women globally. This initiative inspires ambition, increases impact, and catalyzes scalable corporate solutions to support women's global progress.

# Why Join?

Through this collaboration, participants will:

- 1** Drive value for your company through strategic investments in women's empowerment.
- 2** Demonstrate your commitment to women's empowerment, including executive-level support.
- 3** Increase the number of concrete, measurable actions your company takes on women's empowerment.
- 4** Scale your investments and maximize impact through company collaborations and multi-stakeholder partnerships, including with women's funds and grassroots organizations.
- 5** Launch a virtuous circle of benefits for women and for business.



## IN PARTNERSHIP WITH



## Our Approach

The collaboration brings together global businesses to discuss, learn, and explore dimensions of women's advancement and gender equality with a focus on the full value chain—from policy engagement opportunities to investments in women workers in global supply chains.

Our efforts and outputs will be focused on the these three pillars:

- Shared Learning & Implementation
  - » Focus on cross-company learnings
  - » Translate wealth of tools into applied examples and case studies
  - » Build capacity of other key functions
- Communications & Events
  - » Focus on joint communications on priority dates and/or events
  - » Provide advocacy opportunities
  - » Amplify and support messaging from one another
- Thematic Deep Dives
  - » Work with members to prioritize areas of focus for thematic priorities and action plans
  - » Identify external experts and partners on thematic priorities

## Contact

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## For More Information

[www.bsr.org/en/collaboration](http://www.bsr.org/en/collaboration)



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