



Illustration: Metroviente Gestão Cultural/Uruguay

## Win-Win Programme: Transforming the private sector

UN Women, the International Labour Organization (ILO) and the European Union (UE) have launched the **Win-Win Programme: Gender Equality means Good Business**, which runs from 2018 to 2020 in six Latin American and Caribbean (LAC) countries: Argentina, Brazil, Chile, Costa Rica, Jamaica and Uruguay, in partnership with the EU countries.

The Programme aims to contribute to the economic empowerment of women, recognising them as beneficiaries and partners of growth and development, increasing the commitment of the private sector - companies, entrepreneurs and employer's organizations - to gender equality. Also, through the **Win-Win Programme**, we promote the conviction that private companies' commitment to gender equality is not only a strategic and smart decision to make good business but also a fundamental human right.

The main goals are:

1. To support women in the business world in EU and LAC countries in order to boost cooperation and expand opportunities through networking, knowledge production, and the promotion of women in leadership positions, as well as to strengthen gender equality as good business;
2. To encourage good practices to create a sustainable model for gender-sensitive private sector involvement, in order to support the achievement of the Sustainable Development Goals (SDGs) and promote gender-equitable businesses in the EU and LAC, as well as to encourage greater adherence, implementation and knowledge regarding the Women's Empowerment Principles (WEPs);
3. To increase women-led bi-regional initiatives and the creation of businesses by establishing an innovative financing mechanism as a sustainable private sector funding model for gender equality, and to support the achievement of SDG 5 (Gender Equality).

You can keep track of our activities and get more details on how the **Win-Win Programme** is achieving important changes in the business work environment, the labour market, and the communities where companies operate by reading our third quarterly newsletter.

Good reading!

The Win-Win Team

• NATIONAL •





Photo: Rodrigo de la Fuente.

## **The UN Women Regional Director visits Argentina**

On July 11 and 12, the UN Women Regional Director for the Americas and the Caribbean, María-Noel Vaeza, visited Argentina, where she participated in several meetings and activities with representatives of the government, civil society and the private sector. In the picture, she is with representatives of the Movement of Rural Women and Fundación Gran Chaco.

## **The WIBM Report is launched in Buenos Aires**

On July 15, the Women in Business and Management (WIBM) Report was launched in the Argentinian Industrial Union (UIA) in Buenos Aires. In total, 316 national and multinational companies participated in the research that aimed to analyse the representation of women in executive management positions, as well as in the boards of directors of companies and in various functional areas. According to the study, 49% of the organizations that implemented initiatives in diversity and gender equality said that business results improved, and 53% said that financial benefits had an increase of 15% in relation to organizations that do not have equality practices. Also, the report shows that only in 21% of the companies researched have women as CEOs. Among the participants in the event, were the President of UIA, Miguel Acevedo, the President of the Industrial Union of Buenos Aires (UIPBA), Martín Rappallini, the Director of the International Labour

Organization (ILO), Pedro Furtado de Oliveira, and the ILO **Win-Win Programme** Coordinator, Victoria Giulietti.



Photo: FEMS.

## **The Win-Win Programme is presented to insurance companies in the scope of its partnership with FEMS**

On July 17, the **Win-Win Programme** was presented to more than 80 representatives of insurance companies from all over the country as part of the institutional support that the Programme provides to the Forum of Executive Women in Insurance (FEMS), in Buenos Aires.

## **WEPs companies receive technical support on how to advance the gender equality agenda in the workplace**

The **Win-Win Programme** provided technical assistance to WEPs signatories in Argentina with the goal to develop and implement action plans on gender equality in the private sector. The assistance included meetings, online consultancies and desk work.





Photo: GEMA.

## **GEMA representatives become WEPs allies and commit to the promotion of women's economic empowerment**

On August 8, the **Win-Win Programme** participated in *Women today. Overcoming challenges*, the II Congress of the Business Group of Argentinian Women (GEMA), in Jujuy. At the end of the event, the representatives of GEMA, Delia Flores, Patricia Mujica and Silvia Chus, joined the Programme as WEPs allies, committing to disseminate and promote the adherence of more companies to the WEPs.



Photo: Elisabet Golerons/UN Women.

## **The Win-Win Programme and UIPBA**

## participate in industrial exhibition and the President of UIPBA signs the WEPs

On August 3, the **Win-Win Programme** participated in *Somos Industria*, an important small and medium industrial enterprises exhibition with the Industrial Union of Buenos Aires (UIPBA) and the International Labour Organization (ILO) through the panel *Women Entrepreneurs*. Also, the President of UIPBA, Martín Rappallini, signed as a WEPs ally.



Photo: UN Women.

## Human resources professionals participate in workshop on management with gender perspective organised by the Win-Win Programme

On August 8 and 9, a workshop on *Human Resources Management with Gender Perspective* was held in Buenos Aires, Argentina. The event aimed to train people of enterprises and employer's organizations who work in the human resources area. The International Labour Organization (ILO) **Win-Win Programme** Coordinator, Victoria Giulietti, gave the opening remarks. The Consultant and Professor of the Universidad de Talca

Chile, Andrea Bentancor C., provided an introduction on problematisation and inequality. In total, 24 participants were in attendance.



Photo: UN Women.

## **The Win-Win Programme promotes workshops on the DIR Tool**

On August 15, the **Win-Win Programme** promoted a workshop on the *Diagnosis for Equal Remuneration (DIR) Tool* with the support of 18 WEPs companies. The DIR tool is a new self-evaluation tool developed by UN Women to support companies and organizations in assessing whether they are applying the "Equal Pay for Equal Value Work" principle in line with the International Labour Organization (ILO) [Convention no 100](#). This principle ensures that not only the equivalent work or work of a similar nature is equally remunerated, but also that work of equal value is equally remunerated.





Photo: Elisabet Golerons.

## The Win-Win Programme and Promundo promote events on gender equality

The **Win-Win Programme** held two events in partnership with Promundo on August 26. Gary Barker CEO and founder of Promundo, a leading global voice in engaging men and boys in advancing gender equality and positive masculinities, promoted the talk *Chat with Gary Baker* in DOW with the Programme's institutional counterparts and DOW high management. In the afternoon, a workshop on *Mobilising Men for Gender Equality* was organised with men from WEPs companies.





## The Win-Win Programme participates in conference organised by MIA and the Alba Intercultural Dialogue Centre

On August 26, women leaders in business, education and politics discussed the future of Argentina with a gender perspective in a conference organised by Argentina's Innovative Market (MIA) and the Alba Intercultural Dialogue Centre at the Manuel Belgrano Hall of the National Congress. The **Win-Win Programme** participated in the *Argentina in the World* panel.



Photo: UN Women.

## WEPs companies' employees of sustainability departments attend workshop to promote social responsibility with a gender perspective

On September 5, a workshop on *Social Responsibility with Gender Perspective* was organised in Federal Station. The event was addressed to managers and teams in the areas of sustainability or social responsibility of WEPs companies with the objective to

work on the Principle 6: Promote equality through community initiatives and advocacy. A mapping of cooperatives and productive associations led by women in Argentina, conducted within the **Win-Win Programme**, was also presented.



Photo: UN Women.

### **The Win-Win Programme, in partnership with Instagram, publishes guide about online security for women**

Women suffer from sexist comments and gender violence in social media. Instagram, with the support of the **Win-Win Programme**, presented its *Security Guide for Women in Politics* in September. The purpose of the guide is to provide women with a series of sets related to online security and how to maintain personal integrity on the platform.





Photo: Elisabet Golerons/UN Women.

## The Win-Win Programme is presented during the National Forum on Gender Policies in Journalism and Advertising

On September 13, the **Win-Win Programme** was presented in a panel on labour rights and unionszation at the National Forum on Gender Policies in Journalism and Advertising, organised by Communication for Equality, together with Fundeps and with support from the Heinrich Boll Foundation at the Faculty of Social Sciences of the University of Buenos Aires.



Photo: Elisabet Golerons/UN Women.

## The Win-Win Programme publishes a mapping of cooperatives and productive associations

## led by women in Argentina

In the scope of the **Win-Win Programme**, a mapping of cooperatives and productive associations led by women in Argentina has been developed. The objective of this report is to promote virtuous articulations with women-led enterprises that can contribute to their economic empowerment.



Photo: UN Women.

## Over 100 people attend workshop on finance organised by the Win-Win Programme in the framework of the Training of Trainers program

On September 17, the first training activity of the Training of Trainers program was held in Argentina, a joint initiative between the **Win-Win Programme** and the Women's Economic Development Centre (CEDEM). In total, 115 people participated in the *Introduction to Personal Finance with a Gender Perspective* workshop at the Universidad Nacional de la Plata.





Photo: Los Andes.

## **The Win-Win Programme discusses the importance of including the gender perspective in companies during summit organised by Los Andes Newspaper**

On September 20, the **Win-Win Programme** participated in the *Summit of Innovation and Talent* of Los Andes Newspaper in Mendoza. The Programme was presented in the panel *Towards Equal Opportunities*, bringing economic reasons for including the gender perspective in companies.



Photo: RED di Tella.

## **Inclusive communication and breaking gender stereotypes are discussed in event organised**

## by the Win-Win Programme and RED di Tella

On September 25, the **Win-Win Programme** participated in a workshop on *Inclusive Communication* organized by RED di Tella with the aim of disarming socially installed communication styles, reviewing discursive practices and adopting an inclusive communication approach. Professionals who manage the internal and external communications of WEPs signatories and RED di Tella companies were among the participants.



Photo: INAM.

## The Win-Win Programme and INAM promote an event on the challenges for women to achieve economic autonomy

With the technical assistance of the **Win-Win Programme**, the National Women's Institute (INAM) promoted the dialogue *Challenges for Economic Autonomy of Women* on September 30 at the San Martín Hall of the Legislature of the city of Buenos Aires.



Photo: Adriana Carvalho/UN Women.

## The Win-Win Programme participates in workshop on gender and diversity and presents the results of the WED Report

On August 1, the **Win-Win Programme** participated in the gender and diversity workshop organised in partnership with the Technology University of Mato Grosso (FATEC SENAI) and the SENAI Regional Department of Mato Grosso. The International Labour Organization (ILO) **Win-Win Programme** Coordinator, Victoria Giulietti, the ILO Programme Manager (Principles and Fundamental Rights at Work) Thais Faria, and the National Private Sector Specialist for the **Win-Win Programme** in Brazil, Adriana Carvalho, were invited as speakers. The objective of the event was to report on most sensitive subjects and situations experienced by women not just in the business environment. More than 300 people were in attendance. Also, the Women's Entrepreneurship Development (WED) Report was launched on that day UN Women conducted a workshop on *Gender and the Power of Procurement* for about 30 women.



Photo: Sueli Nascimento.

## In partnership with the Global Compact, the Win-Win Programme promotes a conversation about racism

More than 50 people and 20 companies participated in the *Institutional Racism Workshop*, organized by the **Win-Win Programme** in partnership with the Global Compact on August 16.



Photo: Adriana Carvalho/UN Women.

**The Win-Win Programme organises series of**



## workshops in Recife

ON August 21 and 22, the **Win-Win Programme** promoted three workshops on unsterereotype communication, unconscious bias and the WEPs Gender Gap Analysis Tool in Recife.



## The Win-Win Programme, Promundo and Google promote debate on paternity and its importance for the achievement of gender equality

On August 23, the **Win-Win Programme** promoted the event *Dialogue with Men about Gender Equality*, in partnership with Promundo and Google, to discuss paternity and unpaid care work. The National Private Sector Specialist for the **Win-Win Programme** in Brazil, Adriana Carvalho, moderated a panel with Gary Barker, the CEO of Twitter, Diageo Director and Google Sales Manager. The recording of the event can be accessed [here](#).





Photo: Divulgation.

## **The Win-Win Programme supports the launch of a coalition to end violence against girls and women**

On August 29, UN Women participated in the Business Coalition to End Violence Against Women launch event in São Paulo by Avon and Instituto Avon. Among the 140 people who participated in the event, were CEOs of companies such as Magazine Luiza, Amil, Google, Sodexo, Dow, WalMart, IBM Brasil, Mary Kay e Uber. The initiative aims to invite private sector companies to engage in the fight against violence against girls and women and is aligned with the WEPs and the Sustainable Goals Development (SDGs), especially Goal 5 - Achieve gender equality and empower all women and girls.



## The Win-Win Programme participates in event organised by the WEPs company Carrefour

On September 12, the **Win-Win Programme** participated in the panel *Affirmative Action, Meaning and Importance* at the Inclusive Leadership Forum. The event was promoted by Carrefour, WEPs signatory, and held in São Paulo.

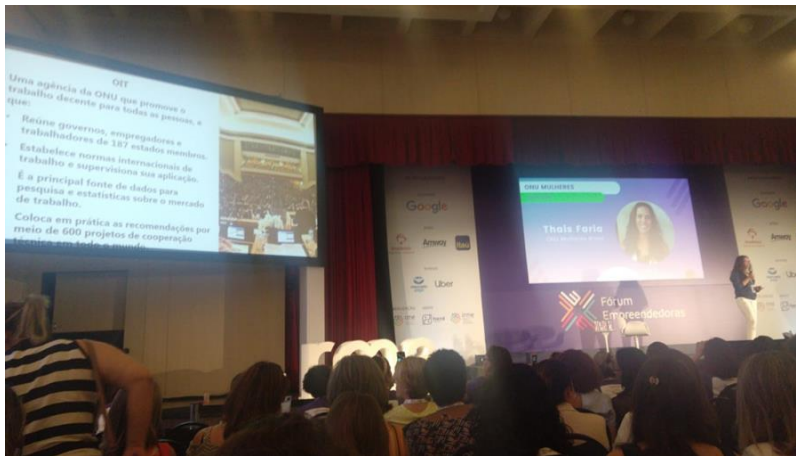


Photo: Adriana Carvalho/UN Women.

## The Win-Win Programme joins and sponsors two actions during the Women Entrepreneurs Forum with the participation of over 3,000 women

On September 19 and 20, the **Win-Win Programme** participated in the Women Entrepreneurs Forum, event that gathered more than three thousand women. The International Labour Organization (ILO) Programme Manager (Principles and Fundamental Rights at Work) Thais Faria gave the opening remarks representing the Programme. Moreover, the Win-Win supported a business roundtable with the participation of seven WEPs companies - Astra Zeneca, C&A, Gerdau, Mutant, Pepsico and Veirano - and sponsored a booth for

children entertainment while mothers were visiting the forum, in partnership with the “Donas da Rua” project.



Photo: Adriana Carvalho/UN Women.

### **The Win-Win supports participation of women coffee producers in Women Enterprises and Entrepreneurs Forum in Lisbon**

On September 23, the National Private Sector Specialist for the **Win-Win Programme** in Brazil, Adriana Carvalho, attended the *International Mobility and Innovation Forum* promoted by the Federation of Women Enterprises and Entrepreneurs of Portuguese Language held in Lisbon, Portugal. The **Win-Win Programme** and the WEPs were presented and the Programme promoted networking with women-led business and women entrepreneurs. Also, during the forum, the International Women in Coffee Alliance (IWCA) Brazil showed their products to potential buyers and three IWCA Brazilian producers were in attendance. Around 170 people participated in the event, most of them women leaders of Portugal, Brazil and Mozambique.

### **Brazil shows its commitment to women's economic empowerment and becomes second country worldwide in number of WEPs signatories**

Brazil is now the second country worldwide in the ranking of WEPs signatories, with 256 companies committed to the promotion of women's economic empowerment and gender equality. The first country to have the highest number of WEPs signatories is Turkey, with 310. In total 2,639 companies signed the WEPs across the world. More information on the WEPs and its companies can be accessed [here](#).



### **The WEPs are presented through case studies implemented by companies**

On July 4, the **Win-Win Programme** presented its second “WEPs webinar” entitled *The Road to Gender Equality in Business - Part 2*. The webinar provided information on the WEPs through the presentation of case studies.

Among the participants, were representatives of Natura, who talked about the Principle 3 (Ensure health, safety and well-being of all workers, regardless of gender) and representatives of McCann, who discussed about the Principle 5 (Implement enterprise development, supply chain and marketing practices that empower women).



Photo: UN Women.

## The Win-Win Programme organises gender awareness training for the private sector

On July 11, the **Win-Win Programme** promoted a gender training of trainers' workshop with more than 30 business representatives with the purpose of building internal capacity within companies to carry out gender awareness training.



Photo: Cámara de Comercio de Santiago.

## The Win-Win Programme promotes leadership and women's empowerment workshop for micro and small business owners

On July 23, the **Win-Win Programme** participated in a workshop convened by the Santiago Chamber of Commerce's Al-Invest Programme, which supports micro and small enterprises and promotes women's leadership. The **Win-Win Programme** shared best practices and introduced the concept of unconscious bias to 23 participants with the aim of expanding knowledge and stimulating action to achieve gender equality in the private sector.

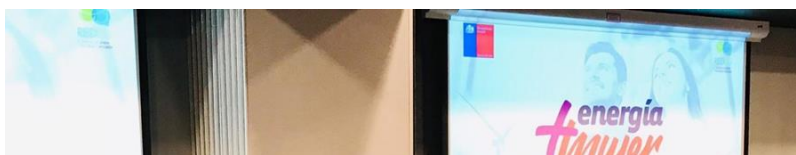




Photo: Ministry of Energy.

## RedEG and the Ministry of Energy review the Energy+Women Programme and invite the Win-Win Programme to participate

On July 29, the **Win-Win Programme** participated in the meeting convened by one of the Programme's partner, RedEG and the Ministry of Energy, to review the action plan of the Energy+Women Plan developed by the Ministry and whose goal is to achieve greater gender parity in the energy sector. As part of this technical meeting, the **Win-Win Programme** was invited to participate in a panel discussion and later join the workgroups to validate the content of the plan collaboratively with the sector's main actors.



---

Photo: Universidad Alberto Hurtado.

## The Win-Win Programme promotes the creation of a technical assistance network on gender equality for graduates of the University Alberto Hurtado

On July 31, the **Win-Win Programme** participated in a session organised by the University Alberto Hurtado in the context of its Gender Equality Promotion Programme, with the purpose of creating a technical assistance network for graduates of the university's gender equality diplomas that were carried out in the cities of Santiago, Concepción and Antofagasta. With 15 participants in attendance, the **Win-Win Programme** provided an overview of its work and approach, and further shared key tools including the [WEPs Gender Gap Analysis Tool](#).



Photo: Generadoras/Chile.

## The Win-Win Programme participates in strategy and governance meeting with Generadoras and the Ministry of Energy

On August 14, a workgroup of Generadoras Chile, a coordinating organisation that brings together national



energy companies, was set up to encourage initiatives that seek to promote the insertion of women in the energy sector. The **Win-Win Programme** participated in one of the workgroup meetings to provide information on the Programme and help define a series of relevant workshops in line with the group's objectives.



Photo: UN Women.

## **The Italian Chamber of Commerce in Chile signs the WEPs and reinforces its commitment to gender equality**

On August 19, with an audience of more than 40 participants including the Italian Chamber of Commerce (CAMIT) board members and representative of associated businesses, the CAMIT signed the WEPs and joined the **Win-Win Programme** in Chile.



Photo: SERNAMEG/Bío Bío Region.

## The Win-Win Programme presents tools that help companies assess gender equality performance at the public-private round table of the Bío Bío Region

On August 21, the **Win-Win Programme** participated in the meeting of the Public Private Gender Equity table convened within the framework of the National Women's Service (SERNAMEG) Good Work Practices Programme in the Bío Bío region of Chile. In this forum, the Programme presented the [WEPs Gender Gap Analysis Tool](#) and the Diagnosis of Equal Remuneration (DIR) Tool to representatives of more than 30 companies and organisations to promote gender equality in companies, further broadening the presence of the **Win-Win Programme** outside the Metropolitan Region of Santiago.



Photo: SERNAMEG/Valparaiso Region.

## The Win-Win Programme strengthens women's economic empowerment during the Council of Agents for Gender Equality meeting

## in Valparaíso

On September 4, the **Win-Win Programme** participated in the bimonthly meeting of the Gender Equality Council of Valparaíso, which took place in the context of the Good Labour Practices Programme organized by the National Women's Service (SERNAMEG) of Valparaíso. The **Win-Win Programme** presented to the participants the WEPs Gender Gap Analysis Tool and the Diagnosis of Equal Remuneration (DIR), both aimed at supporting the region's businesses to manage and promote gender equality.



Photo: UN Women.

## The Win-Win Programme promotes gender sensitive procurement workshop

On September 10, the **Win-Win Programme** presented the workshop *The Power of Acquisitions: Gender Sensitive Procurement*, providing a venue for exchanges among procurement specialists from the Chilean private sector. The participants learned about the importance of gender sensitive procurement practices, the value of promoting purchases from women-owned businesses

and actions to increase contracting.



Photo: Generadoras Chile.

## **The Win-Win Programme joins second strategy meeting with Generadoras and the Ministry of Energy**

On September 12, the **Win-Win Programme** participated in the presentation of the Action Plan of the Energy+Women Programme. During the meeting, the alignment between the WEPs and the Action Plan was discussed, further delving into how the WEPs can support the implementation of the plan and guide individual companies in their actions.

## **WEPs Webinar Cycle 2019: third and final webinar on how and why identify gender gaps in the private sector**

On September 27, the **Win-Win Programme**, in partnership with Accenture, presented the [WEPs Gender Gap Analysis Tool](#). The Inclusion and Diversity Lead of Accenture, Ms. Andrea Infante, explained why companies should identify and measure their gender gaps to advance the gender equality agenda. Further information can be found at: [The Path Towards Gender Equality – Part 3 of 3](#).

## A research on women's entrepreneurship development is being conducted by the Win-Win Programme in alliance with UC, ME and CPC

In the framework of the **Win-Win Programme**, a Women's Entrepreneurship Development (WED) Assessment is being developed in partnership with the Pontifical Catholic University of Chile (UC), Entrepreneur Women (ME) and the Production and Commerce Confederation (CPC). The study is guided by the methodology developed by the International Labour Organization (ILO) that works with the "National Evaluation of the Framework Conditions for Women's Entrepreneurship Development." This evaluation allows the analysis of framework conditions for the development of women's entrepreneurship in Chile; once addressed, it collaborates in the development of recommendations in the field of public policies with the aim of improving the environment for the promotion of women's entrepreneurship.

COSTA RICA 



## **Fourteen companies and two business associations commit to the WEPs in high-level business breakfast organized by the Win-Win Programme**

The **Win-Win Programme** organized a *High-Level Business Breakfast* on July 10, in San Jose. The Ambassador of the European Union in Costa Rica, Pelayo Castro, the ILO Deputy Director, Leonardo Ferreira, and the **Win-Win Programme** Regional Coordinator, Esther Senso, gave the opening remarks. During the event, 14 companies made a public commitment to the WEPs: Intel Costa Rica, Establishment Labs, Consortium Legal, DHL Aviación, Asuaire, Praxair, Accenture Costa Rica, El Orbe Centroamérica, Yuxta Energy, Le Pleshur, Pfizer Centroamérica y Caribe, Medtronic Costa Rica, IBM Costa Rica, Antojitos. Additionally, two business associations joined as allies to this effort, committing to promote the WEPs: *Asociación Costarricense Movimiento 30* and *Asociación Mujeres en Café en Costa Rica*. The first members of the group of WEPs' allies were also presented. This group is made up of business leaders, selected for their willingness and efforts to disseminate the initiative and attract more companies to commit to gender equality, through their example and leadership. During the event, the first members made a commitment to actively promote WEPs and gather support from other business leaders: the Deputy Manager of Grupo Mutual, Mayela Rojas, the Representative of the *Asociación Costarricense Movimiento 30*, Shirley Muñoz, the President of the Forum of Women Entrepreneurs and Professionals, Noelia de León, the President of UCCAEP, Gonzalo Delgado, and the President of AED, Franco Pacheco.

## **About 150 people attend the WIBM report**

## launch event

The Women in Business and Management (WIBM) in Costa Rica Report was launched during an event that gathered about 150 people in July 18. The study was conducted by the ILO in the framework of the **Win-Win Programme** and reveals that there are still challenges, such as the lack of an environment that stimulate full and equitable participation of women in the workplace. In Costa Rica, only in 14% of companies have women as CEOs. Also, the report details 40 actions to promote the participation and leadership of women in the private sector.



Photo: Gabriela Mata/UN Women.

## Several companies participate in workshop on the WEPs Gender Gap Analysis Tool promoted by the Win-Win Programme in partnership with AED

On August 27, the **Win-Win Programme** conducted a workshop on the [WEPs Gender Gap Analysis Tool](#), in alliance with the Entrepreneurship Development Alliance (AED), to train a first group of companies on the

use of this diagnostic tool. Participants included representatives from El Orbe, Isthmus Software, Grupo Improsa, UCIMED, Praxair, Interclear, INTEL, IBM, Pfizer, among other companies. The workshop focused on promoting a better understanding of the tool and conducting practical exercises. This tool aids companies in identifying advances and challenges in their path for WEPs implementation and for developing an action plan.



Photo: Gabriela Mata/UN Women.

## **WEPs companies attend workshop on the DIR tool in the framework of the Win-Win Programme**

On September 13, the **Win-Win Programme** promoted a Diagnosis for Equal Remuneration (DIR) Tool training workshop with the participation of a group of WEPs companies interested in using the tool to measure whether there is a gender pay gap in their organisations. This tool was developed by UN Women in line with the International Labour Organization's (ILO) [Convention no 100](#) on equal pay for work of equal value. The pilot for the tool was conducted with two



Costa Rican companies; now, the **Win-Win Programme** is creating capacities in a larger group of companies through practical workshops on the use of the tool.



Photo: Gabriela Mata/UN Women.

### **A training program on e-commerce for women-led businesses is developed in September by the Win-Win Programme in partnership with the Chamber of Commerce**

The **Win-Win Programme** is developing a training program for women-led business, in partnership with the Women Entrepreneur Program of the Chamber of Commerce, focused on how to increase market opportunities and sales through electronic commerce. This program started on September 24 and is directed towards approximately 25 women owners and business managers of small and medium businesses. The program is comprised of eight sessions, which include training modules on leadership, marketing strategies, online sales, social networks, gender-sensitive procurement, among others, to provide businesswomen with tools to increase their sales.



Photo: Kimberly-Clark.

## Kimberly Clark celebrates joining the WEPs during event with the presence of the Win-Win Programme

Kimberly-Clark Costa Rica and the Kimberly-Clark Latin America Global Business Services (GBS) celebrated signing the WEPs in an event organised on September 26 by the company. The symbolic commitment signature was made in the presence of the National Private Sector Specialist for the **Win-Win Programme** in Costa Rica, Gabriela Mata Marín, Human Development Manager of Efecto Boomerang and Business Advisor for UN Women, Natalia Aguilar, Director of the Kimberly-Clark Global Business Services in Costa Rica, Rolando Alvarez, Kimberly-Clark Leader for the South Central America Region, Ricardo Yoshino, Human Resources Manager of Kimberly-Clark for the South Central America Region, Catalina Pages, and Manager of the Kimberly-Clark Plant in Coris, Cartago, Carlos Vargas.





Photo: Natalia Moreno/UN Women.

## **Nine companies participate in capacity building process on detection, immediate attention and referral of violence against women, an initiative of the Win-Win Programme in partnership with INAMU**

In alliance with the National Women's Institute (INAMU), the **Win-Win Programme** is conducting a capacity building process to promote the understanding, detection, immediate attention and referral of cases of violence against women in private sector companies, to promote the implementation of the WEPs and INAMU's Gender Equality Seal. Nine companies are participating in this process: Abbot Vascular, Edwards Lifesciences, Pfizer, Florex, Mutual Alajuela, Intel, HP, Avon, Establishment Labs. These companies are receiving training and will also have advisory sessions with an expert to support them in the development of an internal protocol on this topic.



Photo: Donald Donahue/Jamaica Information Service.

## Women's role in the economic growth and in STEM areas are discussed by the Government of Jamaica and the Win-Win Programme at the University of Technology Jamaica

The **Win-Win Programme** participated in the launch of the Jamaica Institute of Electrical and Electronic Engineering (IEEE) Women in Engineering (WIE) Affinity Group on July 3, at the University of Technology, in Kingston. Approximately 50 people from the academia, private and public sectors and inter-governmental organizations attended the event. The Minister of Science, Energy and Technology, Honorable Fayval Williams, highlighted the importance of women in Science, Technology, Engineering and Mathematics (STEM) areas for the country's economic growth. Also, among the speakers were the Ministry of Education, Youth and Culture's Permanent Secretary, Dr. Grace McLean, and the National Private Sector Specialist for the **Win-Win Programme** in Jamaica, Denise Chevannes-Vogel, who presented the Programme and expanded collaborative linkages in the STEM industry.





Photo: Desree Ebanks/UN Women.

## **Networking in the Win-Win Programme is strengthened during meeting to launch the Gender and Disabilities Affairs Committee of the Private Sector Organization of Jamaica**

On July 26, **the Win-Win Programme** hosted, in partnership with the Gender and Disability Committee of the Private Sector Organization of Jamaica (PSOJ), the meeting *Progress Towards an Inclusive Jamaican Workforce* in Kingston. Among the attendants, were the European Union Ambassador, Malgorzata Wasilewska, UN Women Representative MCO, Ms. Mary Alison McLean, the President of PSOJ and champion of the **Win-Win Programme** and the WEPs in Jamaica, Howard Mitchell, Chief Executive Officer of PSOJ, Makeba Bennett-Easy, and the Chairperson of the Gender and Disability Committee, Renee Morris. In addition, some WEPs companies as well as other private sector companies participated in the meeting. The goal was to host the launch of the PSOJ's Gender and Disabilities Affairs Committee and to further the **Win-Win Programme** to increase women's economic empowerment and leadership as the basis for sustainable, inclusive and equitable growth, and promote the business case for gender equality through the private sector. The benefits of the WEPs, the Programme's guiding principles, were presented. Two companies signed the WEPs: Totally Male and Your Entertainment Services.

## **Tools that assess gender equality performance in companies adapted to the Jamaican context are topic of discussion in meetings organized by the Win-Win Programme**

On July 29, the **Win-Win Programme** organized a meeting with Delores Wade and Lorna Sampson, from the Multi-Lateral Technical Cooperation Unit, and the Gender Focal Point at the Planning Institute of Jamaica (PIOJ), Mareeca Brown, in Kingston. During the meeting, activities within the Programme's framework were aligned to reporting priorities of the PIOJ's Annual Economic and Social Survey (ESSJ). The goal is to refine and make available tools for companies to voluntarily report progress in the implementation of the WEPs using the [WEPs Gender Gap Analysis Tool](#). By developing easy and accessible reporting tools that are relevant to the Jamaican context, the WEPs indicators can be linked to broader economic development indicators such as are captured in the ESSJ. A meeting with the Director Surveys of the Statistical Institute of Jamaica (STATIN), Dr. Natalee Simpson, Labour Market Director, Julian Walters, and Statistician and Sustainable Development Goals (SDGs) Focal Point of the STATIN, Hope Parkins, was also conducted on the same day to brief STATIN PIOJ on the **Win-Win Programme** and align the Sustainable Development

## **The Win-Win Programme joins the BGA to raise awareness on sexual harassment in the workplace and conduct a campaign to sensitize companies on the issue**

During the month of July, the **Win-Win Programme** collaborated with the Bureau of Gender Affairs (BGA) in the planning of an Anti-Sexual Harassment Campaign in the private sector around the new Sexual Harassment Law in Jamaica to sensitize companies and the Jamaica

Employers' Federation on the issue. A consultant will be recruited for the development and implementation of a Gender-Sensitive Awareness and Communications Campaign for the Prevention of Sexual Harassment in Jamaica using both traditional and digital media. The goal is to improve understanding of issues of gender relations, sexual exploitation, sexual abuse and sexual harassment; increase awareness in the private sector workplace on the upcoming Prevention of Sexual Harassment Law in Jamaica including the legislative framework for identifying, addressing, reporting and preventing sexual misconduct within the workplace; and promote respect for and protection of gender and human rights in Jamaica.



Photo: Desree Ebanks/UN Women.

## **The Win-Win Programme moves forward to enhance procurement capacities for women and organizes workshops in partnership with MIND**

One of the **Win-Win Programme's** activities to achieve gender equality is to build the supply side of procurement capacities of women entrepreneurs and

businesswomen. To reach this goal, the Programme is promoting, in partnership with the Management Institute of National Development (MIND), workshops to conduct training and capacity development. On September 11 and 12, the first workshops were held in Kingston. In attendance, were women entrepreneurs covering the communities of Kingston, St. Andrew, St. Thomas, St. Catherine, and Clarendon. On September 24 and 25, the second workshop was convened in St. Ann covering the parishes of St. Ann, St. Mary, Portland, Trelawny. Participants were trained on how to identify successful business opportunities, production management, business finance and accounting, proposal writing, management of people, international trade, e-commerce and globalization, and marketing. The women entrepreneurs decided to create a group to maintain relationships and for peer to peer support and exchange. Among the participants, many were from the agro-processing, cultural and creative industry, and service sectors and brought samples of their goods.



Photo: Desree Ebanks/UN Women.

## **Expanding uptake of the WEPs under the Win-Win Programme in Jamaica**



During the women entrepreneur capacity building workshop on September 12, six women entrepreneurs made the momentous decision to sign the WEPs CEO Statement of Support, signaling their commitment to gender equality and women's empowerment. The companies were Ettenio Limited (Antoinette Davis), NexxStepp Lifelong Educational Services (Tishawna Mullings), Source Produce (Trishawna Hanson), Eventuality Tour Ltd (Sheresa Dixon), Vicky's Delights (Ulrica Edwards) and MULTIMEDIA LINGUALEARN (Vilma Gregory). The number of WEPs signatories at the end of September was 42 thirty-four, 34 of which were added under the **Win-Win Programme**.

### **Preparation of Flow, Jamaican WEPs company, to participate in Parental Leave Panel of the 2019 WEPs Forum held in Brazil**

Paid parental leave is not only a matter of rights, but smart for the economy. On September 13, the **Win-Win Programme** promoted a discussion on parental leave policies among WEPs companies in Jamaica. Flow, one of the companies that has signed the WEPs in Jamaica, recently launched a parental leave policy. One of the panel discussions of the 2019 WEPs Forum in Brazil was Principle 3 - Parental leave and support to unpaid care activities. Kayon Mitchell, Flow's Senior Manager Corporate Communications, Flow Northern Caribbean attended the event to speak on the topic. Thus, the **Win-Win Programme** organized a meeting served to present Flow's Parental Leave Policy and similar policies of other WEPs companies. In doing so, it not only prepared the Jamaican representative to the 2019 WEPs Forum to speak knowledgeably on the policy environment in Jamaica, but it also catalysed other companies to develop and/or strengthen robust gender-sensitive parental leave policies.

### **The WIBM Report in Jamaica is in its final**

## stage and brings a study on women in supervisory and management positions

In the framework of the **Win-Win Programme**, a Women in Business and Management (WIBM) in Jamaica Report is being developed. This research seeks to analyse and measure the penetration of women in supervisory and management positions in the workplace by quantifying the penetration rates of women in governance (at the board level) as well as employment in various levels of management and supervisory positions throughout organizations. Also, it focuses on understanding gender equality and diversity in organizations and examining initiatives to understand what are the most effective measures that are currently implemented or those which can be implemented to promote equality and its corresponding impact on an organization's bottom line. Moreover, it aims to understand the social and cultural norms of the country and to deduce the audience's perception of women and technology in the workplace.

URUGUAY 



Photo: Andrea Zabolinsky/UN Women.

## WEPs companies participate in training module for supply chain managers promoted by the Win-Win Programme

On July 3, the **Win-Win Programme** organized the *Training Modules for Supply Chain Managers of WEPs companies*, based on the “The Power of Procurement” guide, in Montevideo. Twenty-nine key participants were in attendance, including colleagues from the Win-Win Costa Rica, Argentina, Chile and Brazil.



Photo: Andrea Zabotinsky/UN Women.

## Workshop for WEPs signatories on the DIR tool is conducted in Montevideo

On July 3, the **Win-Win Programme** organized a workshop on the Diagnosis for Equal Remuneration (DIR) Tool, in Montevideo. In total, 31 participants attended the event, among them people with experience in remuneration and background in human resources. The **Win-Win Programme** also invited the prestigious researcher Alma Espino, as she studies gender pay gap. Mrs. Espino presented relevant figures on gender pay gap in Uruguay, bringing context and

more relevance to the training.



Photo: ALVA Agency.

## **Series of workshops to stimulate gender equality awareness is organised in partnership with ANDE**

On July 10, the **Win-Win Programme** organised a workshop with the National Development Agency (ANDE), a key stakeholder, to reach more companies and more women entrepreneurs. In July, the multidisciplinary team deployed this workshop three times at ANDE. The series of workshops aim to generate awareness to the its team on gender equality. At the same time, the agency hired a consultant for gender mainstreaming along the ANDE's instrument. Thus, the **Win-Win Programme** is operating with this key stakeholder in two parallel strategies: generating internal awareness and working on how to mainstream gender in the instruments they provide both for companies and for entrepreneurs.





Photo: UN Women Uruguay.

## Over 120 people talk about unconscious bias during the WEPs Cycle

The **Win-Win Programme** promoted a workshop in the scope of the WEPs Cycle on July 16, in alliance with PwC Uruguay, to discuss about unconscious bias. During the event, the President of ANCAP (national oil and fuel company), shared a testimonial explaining how she has faced different biased situations in her career in a very masculinized industry. More than 120 people from WEPs signatories and potential WEPs signatories participated were in attendance. The event was recorded and can be seen [here](#).





Photo: Andrea Zabolinsky/UN Women.

## The Win-Win Programme promotes four workshops to discuss unpaid care work and gender co-responsibility in alliance with INMUJERES

In partnership with the National Institute of Women (INMUJERES), the **Win-Win Programme** organized a debate workshop *Analysing how to Promote Co-Responsibility Through Collective Bargain* at the Spanish Agency for International Development Cooperation (AECID). This series of workshops aimed to discuss the different policies regarding unpaid care and employment, as well as gender clauses included in the collective bargaining processes. Different stakeholders from government, civil society and private sector attended these debate workshops. The fourth workshop was deployed together with the Workers Inter Union Plenary - National Workers Convention.



Photo: OMEU.

**More than 50 women participate in training for women entrepreneurs within the Win-Win Programme's support to OMEU's More Women**

## Entrepreneur initiative

On July 26, the **Win-Win Programme** promoted a training for women entrepreneurs with Organization of Women Entrepreneurs and Businesswomen of Uruguay (OMEU). More than 50 women entrepreneurs are being trained during this second semester; the training includes topics such as generation of capacities in commerce, entrepreneurship, finance, legal, business plans, marketing and others.



Photo: UN Women Uruguay.

## The Win-Win Programme is promoting a think tank to strengthen women entrepreneurs and businesswomen in Uruguay

The **Win-Win Programme** is organizing a think tank to promote women entrepreneurship and women owned businesses. On August 9, the Programme met with relevant stakeholders belonging to women entrepreneurs' organizations, businesswomen, NGOs, government and private sector in Montevideo. This initiative has three main goals: to make visible, connect and empower women entrepreneurs and

businesswomen along the country. The participant institutions are the Uruguayan Organisation of Women Entrepreneurs and Businesswomen (OMEU), the National Chamber of Commerce and Services (CNCS), Al-Invest, ITHAKA, ENDEAVOR, URUGUAY XXI, the National Agency of Development (ANDE), EMPRETEC, PROMUJER, the Ministry of Industry, Energy and Mining (MIEM), YOUHUB and SELLIN.



Photo: OMEU.

### **The Win-Win Programme is presented during the “*Más emprendedoras*” annual seminar for women entrepreneurs in Montevideo**

On August 20, the **Win-Win Programme** participated in the *Más Emprendedoras* annual seminar, held in Montevideo. In Uruguay, this seminar is the most important of the year for women entrepreneurs. The **Win-Win Programme** was presented by the National Private Sector Specialist for the **Win-Win Programme** in Uruguay, Teresa Pérez del Castillo. She also communicated about the Programme’s partnership with Uruguayan Organization of Women Entrepreneurs and Businesswomen (OMEU) in training and connecting more women entrepreneurs in the country. More than



600 people were in attendance of the event.



Photo: ALVA Agency.

## The WEPs were presented in workshop for “multipliers” organised by the Win-Win Programme at the CNCS

On August 21, the **Win-Win Programme** deployed a workshop with employers' organisations at the National Chamber of Commerce and Services (CNCS). The goal was to generate awareness on gender equality and present the WEPs so that employers can become “multipliers” and outreach more companies from their sectors. Twenty-one people participated in the event.



## Twelve French companies sign the WEPs during high-level event on gender equality held at the French Chamber of Commerce

The **Win-Win Programme** agreed an alliance with the French Chamber of Commerce in Montevideo to work in gender equality among its members. The Chamber developed a high-level event in August 22 with more than 80 participants, where the National Private Sector Specialist for the **Win-Win Programme** in Uruguay, Teresa Pérez del Castillo, presented the Programme and the WEPs. National authorities took part and a joint signature was made by French companies - 12 companies signed the WEPs.



Photo: UN Women.

## The Win-Win Programme talks about the importance of gender equality and sustainability for 300 people at the SustainableBrandsMVD event in Uruguay

The **Win-Win Programme** participated in the event

*SustainableBrandsMVD* about the importance of gender equality for sustainable development, in Montevideo, on August 27. The event was organised by LOVING Uruguay and URBan Comunicación Argentina, and the National Private Sector Specialist for the **Win-Win Programme** in Brazil, Adriana Carvalho, was among the speakers. She gave a lecture on gender equality and its importance to sustainability and brands. In total, 300 people attended the event. Sustainable Brands is the most important worldwide community working on sustainability and branding and this was the first year this event was held in Uruguay.

### **The Win-Win Programme mediates discussion on social and gender co-responsibility in the workplace**

On September 11, the National Private Sector Specialist for the **Win-Win Programme** in Uruguay, Teresa Pérez del Castillo, mediated a debate on gender co-responsibility clauses. National authorities participated in the event, including the Director of INUMUERES, the director of the National Secretary of Care and UN Women Representative in Uruguay, Magdalena Furtado. Relevant cases were presented by construction and automotive sectors, showing their processes in collective bargaining related to gender equality, results and learnings.





Photo: Teresa Pérez del Castillo/UN Women.

## **In alliance with WEXCHANGE, the Win-Win Programme promotes training modules for women entrepreneurs in STEM areas**

An alliance was developed with the National Agency of Development (ANDE) and IDB Lab in order to strengthen capacities of women entrepreneurs to take part at WEXCHANGE, event held in Paraguay in September. [WEXCHANGE](#) is the most important platform in Latin America and the Caribbean that connects entrepreneur women in Science, Technology, Engineering and Mathematics (STEM) areas from Latin America and the Caribbean with mentors and investors. It was founded in 2013 as an initiative of the IDB Lab, the innovation laboratory of the Inter-American Development Bank, with the aim of unleashing the growth potential of women entrepreneurs in STEM in Latin America and the Caribbean. The alliance between the **Win-Win Programme** and WEXCHANGE named *Towards WEXCHANGE* includes training, pitching, selection, and travel. One of the first training modules was held on September 24.

## **Almost 200 companies participate in research conducted for the development of the WIBM Report in Uruguay**

In the framework of the **Win-Win Programme**, a Women in Business and Management (WIBM) Report in Uruguay has been developed. The study was conducted in 194 business and aims to achieve a better understanding of the situation of companies in terms of diversity and inclusion in the different hierarchies of organizations.

## • REGIONAL •



Photo: Andrea Zabolinsky/UN Women.

### **The Win-Win Programme discusses on women's entrepreneurship and public procurement**

On July 2 and 3, the **Win-Win Programme** organised the *Training Modules for Women Entrepreneurs* with businesswomen and entrepreneurs, and companies with the teams from Argentina, Brazil, and Costa Rica, in Uruguay. The objective was to collect impressions from the audience – both entrepreneurs and contracting companies – to refine the methodology that has been conceived by the Programme to translate the content of “The Power of Procurement” manual into training modules. The **Win-Win Programme** established partnerships with organisations that promote women entrepreneurship, such as Organisation of Women Entrepreneurs and Businesswomen of Uruguay (OMEU), EMPRETEC, ENDEAVOR, National Development Agency (ANDE), Ministry of Industry, Energy and Mining (MIEM) and ITHAKA, and also coordinated the participation of

the National Agency of Procurement (ACCE) to provide women entrepreneurs with valuable information regarding how to become suppliers of the government. In total, 25 participants attended the event.



Photo: Vitor Mendonça/UN Women.

## The Win-Win Programme promotes crossed economic cooperation between Latin America and the Caribbean and the European Union

The **Win-Win Programme** Regional Coordinator, Esther Senso, attended the *Diversity Dinner* with the Economic Cooperation Minister from Germany, Dr. Gerd Müller, on July 8, to discuss about the Programme and its work with women entrepreneurs from the European Union.





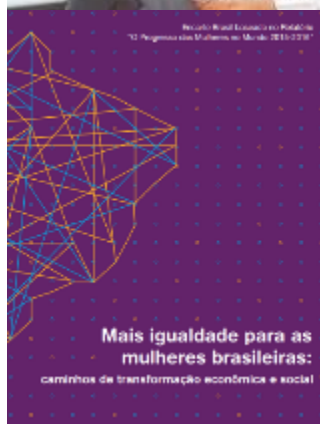
Photo: Rodrigo de la Fuente.

## The Win-Win Programme and Red Ibero sign agreement to promote exports between LAC and EU women entrepreneurs

On July 11, UN Women, in the framework of the **Win-Win Programme**, signed a Memorandum of Understanding with the Ibero-American Network of Foreign Trade Promotion Organizations (RedIbero) to boost the internationalisation of women-led companies, in Buenos Aires, Argentina. It includes support for trade missions and business rounds to enhance the exchange between women entrepreneurs in Latin America and the Caribbean and Europe and generate business opportunities.



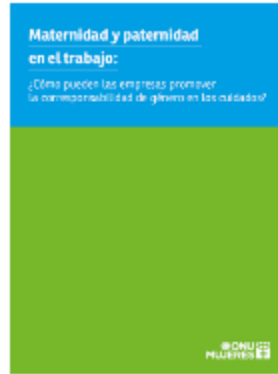
### PUBLICATIONS AND TOOLS



**Vieses inconscientes, equidade de gênero e o mundo corporativo: lições da oficina "vieses inconscientes"**







## WEPS

Below are the Seven Women's Empowerment Principles

(WEPs). The WEPs are a reference for the **Win-Win Programme** and the main platform for companies to ensure their commitment to promoting gender equality in the workplace, the labor market, and within their communities. Membership is free and its use is voluntary since the WEPs are not a reporting or certification mechanism. [Here](#) you can learn how your company can become a signatory.



Image: Arte i Diseño.

## WIN-WIN PROGRAMME

### Regional Coordination

Alameda Santos, 1165

Jardim Paulista - São Paulo | Brazil

Tel: (+55) 11 4810 2252

E-mail: winwinprogramme@gmail.com



*This newsletter was produced with the financial support of the European Union. Its contents are the exclusive responsibility of the Win-Win Programme and do not necessarily reflect the views of the European Union.*





Access our page: [www.linkedin.com/company/winwinprogramme/](https://www.linkedin.com/company/winwinprogramme/).

[Preferences](#) | [Unsubscribe](#)