



# Advancing SDG 5 through Inclusive Sourcing

20 July 2016 – 10AM EST



**United Nations**  
Global Compact



International  
Trade  
Centre



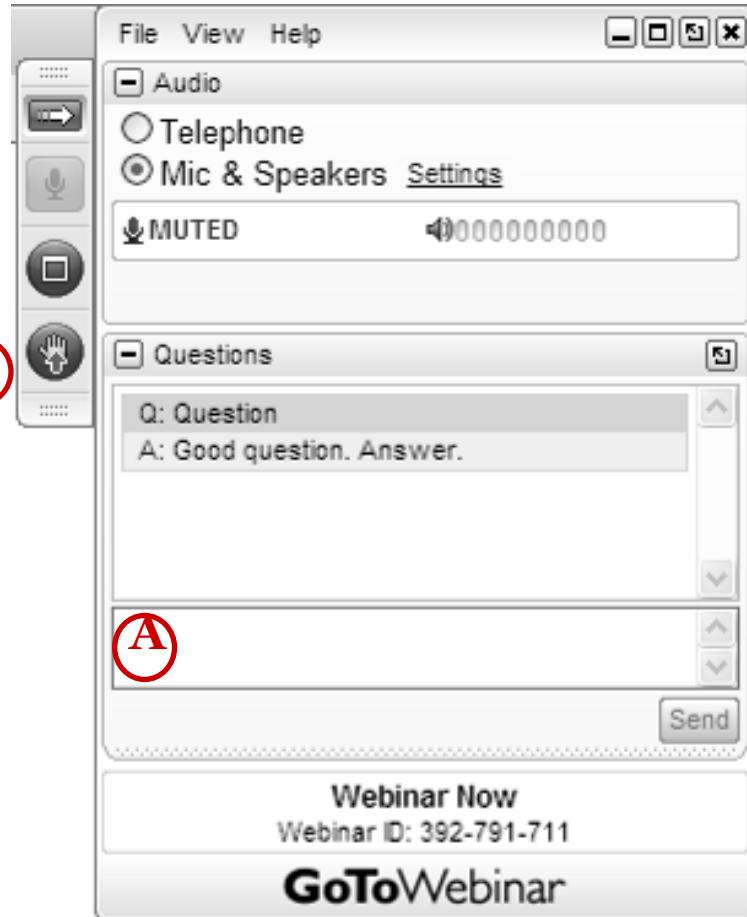
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# Questions?

**Technical Difficulties:** If you have technical issues, please let us know by typing a message in the Questions pane (A). You can raise your hand (B) if we do not respond.

**Q&A:** We will be taking questions on content at the end, but you can send them to us throughout the webinar by using the Questions pane (A). Please specify to whom the question should be directed.

**Example:** Question for John Doe: What are the Women's Empowerment Principles?



# Agenda



## 1. Welcome & Introductions / Moderator

*Elena Bombis, Manager, Legal & Integrity, Social Sustainability, UN Global Compact*



## 2. Women's Empowerment Principles (WEPS)

*Katie Rolfes, Women's Empowerment Principles*



## 3. Inclusive Sourcing: A Key Pillar of Sustainable Procurement

*Juan Hoyos, Adviser Export Value Chains, International Trade Centre (ITC)*



## 4. 17 Weeks/ 17 SDGs

*Louis Coppola, Co-Founder and EVP at Governance & Accountability Institute (G&A), Board Member at Global Sourcing Council (GSC)*



## 5. Good for Business: Boyner Group Supply Chain Women Entrepreneurs Empowerment Program

*Aysun Sayin, Corporate Responsibility and Sustainability Director, Boyner Group*

## 6. Q&A

# Sustainable Development Goals

## Goal 5: Gender Equality

Achieve gender equality and empower all women and girls



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Global Compact

# UN Global Compact

8,000+

Business participants

4,000+

Non-business participants

28,000+

Disclosure reports submitted

## Platforms & Programmes

- Human Rights & Labour
- Women's Empowerment Principles
- Children's Rights and Business Principles
- Child Labour Platform
- Caring for Climate
- CEO Water Mandate
- Food + Agriculture Business Principles
- Anti-Corruption
- Business for Peace
- Business for the Rule of Law
- Business and Education
- Supply Chain Sustainability
- Global Compact LEAD

## Stakeholders

- Business
- Industry Associations
- Investors
- Civil Society
- Labour
- Academia
- Government



## Global Network

- Europe
- Latin America
- North America
- Asia & Oceania
- Africa
- MENA



## Business Partnership Hubs

- Water
- Climate and Energy
- Social Enterprise
- Anti-Corruption Collective Action
- UN-Business Partnership



## Sister Initiatives

- Global Compact Cities Programme
- Principles for Responsible Investment (PRI)
- Principles for Responsible Management Education (PRME)
- Sustainable Stock Exchanges (SSE)



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# Women's Empowerment Principles

## Equality Means Business

### The Principles

**1** Leadership Promotes Gender Equality

**2** Equal Opportunity, Inclusion and Nondiscrimination

**3** Health, Safety and Freedom from Violence

**4** Education and Training

**5** Enterprise Development, Supply Chain and Marketing Practices

**6** Community Leadership and Engagement

**7** Transparency, Measuring and Reporting



- A set of Principles for business offering guidance on how to empower women in the workplace, marketplace and community
- Result of a collaboration between UN Women and the United Nations Global Compact
- Emphasize the business case for corporate action to promote gender equality and women's empowerment
- Seek to elaborate the gender dimension of corporate sustainability, the UN Global Compact and the role of business in sustainable development
- **Principle 5** of the WEPs encourages companies to expand relationships with women-owned enterprises and support gender-sensitive solutions to credit and lending barriers to enable women's entrepreneurship

# Women's Empowerment Principles

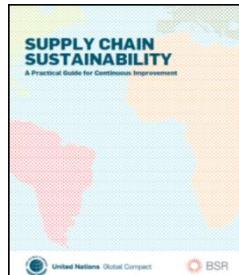
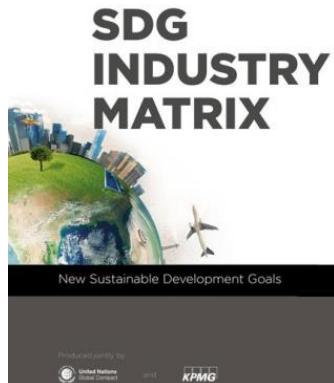
## Call to Action

### Call to Action: *Commit to Inclusive Sourcing*

- Include gender equality in supplier code of conducts
- Source from women-owned enterprises

### Helpful Resources:

- Call to Action: [www.weprinciples.org](http://www.weprinciples.org) (Tools and Resources)
- SDG Industry Matrix
- Portal of tools and resources <http://supply-chain.unglobalcompact.org/>





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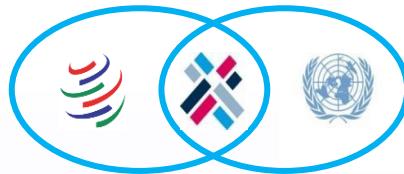
TRADE IMPACT  
FOR GOOD

# Inclusive Sourcing: A Key Pillar of Sustainable Procurement

*Mr. Juan Hoyos  
Adviser Export Value Chains  
20 July, 2016*



# About the International Trade Centre (ITC)



- The joint technical cooperation agency of the World Trade Organization (WTO) and the United Nations (UN), fully dedicated to the development of SMEs
- Only multilateral agency fully dedicated to SMEs development
- 100% Aid for Trade



# Why Inclusive Sourcing from women is Important



- According to the IFC, women-owned businesses represent 32-39% of all private businesses globally
- Women do 66% of the world's work, receive 10% of the income, and own 2% of the property
- Women represent 50% of the world's population, but they are almost invisible in global value chains as suppliers with just 1% of the spend on vendors by large corporations and governments

# About ITC's Women and Trade



The World Bank research findings show that women reinvest up to 90% of their earned income in their families and communities.

Because women are more likely than men to invest in their families particularly in their children's education and health, paid work for them means a multi-generational boost to economic growth, as those children grow up and contribute to a stronger and more skilled workforce.



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Women Entrepreneurs  
Association of Turkey



# WOMEN VENDORS EXHIBITION AND FORUM

1-2 September 2016, Istanbul, Turkey

# Women Vendors Exhibition and Forum 2016

## Objective

Connect women entrepreneurs access to international markets

## Featured sectors

- Information and Communications Technology (ICT) and Business Services
- Textiles and Garments
- Tourism

## Languages

English, French and Turkish

## WVEF provides you with the opportunity to:

- Broaden their vendor pool and access new product and service options
- Gain exposure to new ideas and cutting-edge approaches to supplier diversity management
- Identify opportunities to expand and invest in the region and globally
- Advance CSR and Supplier Diversity commitments and goals;
- Contribute to women's economic empowerment and sustainable development

## Insight to WVEF:

<https://www.youtube.com/watch?v=flxBT49uk0I>



# Partners



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Women Entrepreneurs  
Association of Turkey

## INTERNATIONAL PARTNERS



## LOCAL PARTNERS



**BPW Türkiye**  
İş ve Meslek Sahibi  
Kadınlar Federasyonu  
İstanbul Kulübü



## PRIVATE SECTOR PARTNERS



Türkiye  
Vodafone  
Vakfı

SIDLEY AUSTIN LLP  
**SIDLEY**

**PARSONS**



New partners to  
be added



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# Snapshot of previous WVEF

Previous forums in **Brazil, Rwanda, Mexico** and **China** have generated over **US\$ 50 million** worth of new business!



Attendance of global corporations



Over **60 countries** represented in WVEF



Over **2000** pre-scheduled B2B meetings organized in WVEF

Launch of the Call to Action  
**to Connect 1 million women entrepreneurs to markets by 2020**



Global Tech Challenge creates **SheTrades App** on mobile and web to connect women to markets



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# Questions?



Be part of this **unique global event!**

*For additional information*

Website <http://www.intracen.org/wgef>

Facebook <https://www.facebook.com/ITCwomenandtrade>

SheTrades <http://www.shetrades.com>

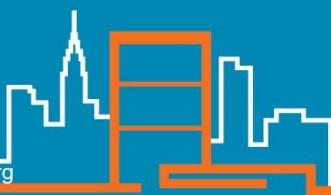
E-mail [womenandtrade@intracen.org](mailto:womenandtrade@intracen.org)



**GSC** | THE GLOBAL SOURCING COUNCIL

*Welcome to GSC's 17 Weeks / 17 SDGs  
Special UNGC Partnership Webinar:  
Inclusive Sourcing and WVEF*

*Louis Coppola, MBA – Co-Founder & EVP @ Governance & Accountability Institute (G&A),  
Board Member @ The Global Sourcing Council (GSC)*



# Global Sourcing Council GSC

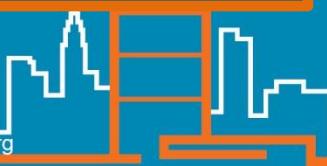
## Profit with Purpose in Global Sourcing

*Transform the World where companies pursue profit with purpose*



- ✓ Established in 2007 to advancing the cause of Sustainable and Socially Responsible Sourcing Practices
- ✓ Independent forum for business, academia, governmental organizations and NGOs
- ✓ Community of over 20,000 GSC members and app 100,000 partners from all corners of the world
- ✓ Member of the UN Global Compact

[www.gscouncil.org](http://www.gscouncil.org)



# Global Sourcing Council

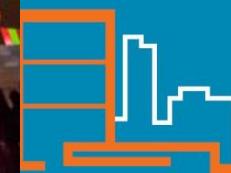
**[www.gscouncil.org](http://www.gscouncil.org)**

- ✓ Exchange of ideas and viewpoints
  - ✓ Conferences and symposia, web meetings
  - ✓ Publications , Newsletters, Social media
- ✓ Advocating best practices in 3S
  - ✓ 17/17 SDG program
  - ✓ GSC 3SAwards Program
  - ✓ Networking among like-minded professionals
- ✓ Professional Development Programs
  - ✓ SEAL boot camp – Sustainable Executive Leadership Development
- ✓ Research and publications
  - ✓ Position papers
  - ✓ Case Studies
  - ✓ Tools & Resources



# GSC's 17 Weeks / 17 SDGs Initiative

**Educating, Enabling, and Inspiring Alignment with the SDGs in Supply Chains, Sourcing, and Procurement**



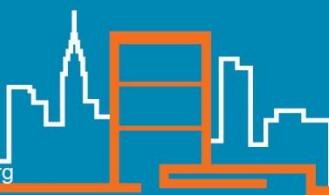
# GSC's 17 Weeks / 17 SDGs Initiative

- Each Week For 17 Weeks Focused on one SDG  
Week of March 7 (SDG 1) Thru Week of June 27 (SDG 17)
- Providing through our Newsletters, Partners, Web Pages, Social Media:
  - Tools and Resources for Aligning Business
  - Learn From Leaders Taking Action on SDGs
  - Collaborate with NGOs to Amplify SDG Efforts
  - Watch 3S Awards Participants Examples of SDG Impact in The Supply Chain
  - Attend our Webinar Series / Events



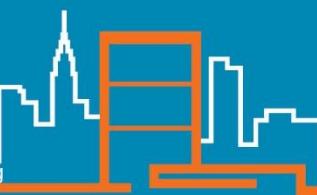


**IN 2030 THERE WILL BE NO DISCRIMINATION AGAINST WOMEN AND GIRLS, ANYWHERE IN THE WORLD.**



# GSC's 17 / 17's Week 5 / SDG 5: Gender Equality Tools and Resources for Aligning Business

- Rank countries that you operate in for key indicators of gender equality and empowerment of girls and women using the UN Human Development Reports Data (180+ Countries): [hdr.undp.org](http://hdr.undp.org)
  - UN's Gender Inequality Index (Table 5)
    - adolescent birth, maternal mortality, seats in parliament, education, labor force participation, etc.
  - Gender Development Index (Table 4)
    - schooling, income, life expectancy, income , human development (ratio to male) etc.



# GSC's 17 / 17's Week 5 / SDG 5: Gender Equality

## Learn From Leaders Taking Action!

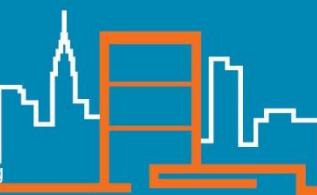
- Intel commissioned a report on the internet gender gap and its consequences for women and society: [intel.com](http://intel.com)
  - According to the “Women and the Web” report published by Intel and its partners, nearly 25 percent fewer women are online than men in developing countries in the study, and the gap was 43 percent in sub-Saharan Africa.
  - Through the Intel® She Will Connect program and other digital empowerment initiatives, Intel is empowering millions of women to connect to a range of new opportunities through technology.



# GSC's 17 / 17's Week 5 / SDG 5: Gender Equality

## Collaborate with NGOs to Amplify SDG Efforts

- **Every Women Every Child:** [everywomaneverychild.org](http://everywomaneverychild.org)
  - A global movement to mobilize and intensify action by governments, the UN, multilaterals, the private sector and civil society to address the major health challenges facing women, children and adolescents
- **L'Occitane Foundation:** [fondation.loccitane.com](http://fondation.loccitane.com)
  - Supports UN Women's efforts to improve women dairy entrepreneurs in Burkina Faso access to resources to build businesses, increase the quantity and quality of dairy production, and influence supportive national policies and practices.
- **Working Parent Support Coalition:** [bit.ly/workingparentsupport](http://bit.ly/workingparentsupport)
  - Founding members include the US-based divisions and subsidiaries of Barclays, Danone, Ernst & Young, KKR and Nestlé. Members have committed to parental workplace support practices such as longer paid parental leave and transition support training. The Coalition is supported by the American Academy of Pediatrics and Cornell University.



# Watch 3S Awards Participants Examples of SDG Impact in The Supply Chain

- 2015 Winner of Empowered Women Category Sustainable Health Enterprises (SHE): [gsc3sawards.com](http://gsc3sawards.com)

- In Rwanda, 18% of women and girls miss school and work because they can't afford pads.
- SHE makes pads locally and employing members of the community.
- SHE provides banana farmers with equipment and training.
- Farmers sell the banana fiber to SHE
- SHE processes the fiber at its community factory.
- The fiber gets cut, washed, dried, fluffed and assembled, and the pads are sold at affordable prices.



# Join Us GSC's \$500,000,000 Challenge!

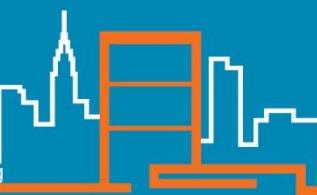
In the spirit of the SDG 17:  
Partnership for the Goals:

- ✓ Challenge to the global sourcing community to allocate **US \$500,000,000** to turn their supply chains into socially and environmentally responsible supply chains.
- ✓ Target Date: September 25, 2017, the second anniversary of the 2030 Agenda's signing
- ✓ Challenge participants will gain global visibility and recognition, provide inspiration to supply chain managers, and showcase their leadership in aligning their companies with the SDGs.

**17 PARTNERSHIPS  
FOR THE GOALS**



 GSC | THE GLOBAL SOURCING COUNCIL  
**\$500,000,000  
CHALLENGE**



# Contact Us to Join The GSC's Mission

- ✓ Learn More About 17 Weeks / 17 SDGs at [GSCouncil.org](http://GSCouncil.org) and sign up for our newsletters.
- ✓ Join the GSC's \$500,000,000 Challenge!
- ✓ Support and Participate in the 3S Awards that Empower Impact Sourcing
- ✓ Please contact  
**[angeline.judex@gscouncil.org](mailto:angeline.judex@gscouncil.org)**  
for more information on GSC and how our programs and initiatives can help your organization thrive.
- ✓ Visit [www.gscouncil.org](http://www.gscouncil.org) and [www.gsc3sawards.com](http://www.gsc3sawards.com)  
(Sign up for our newsletter, join us on social media)





# GOOD FOR BUSINESS

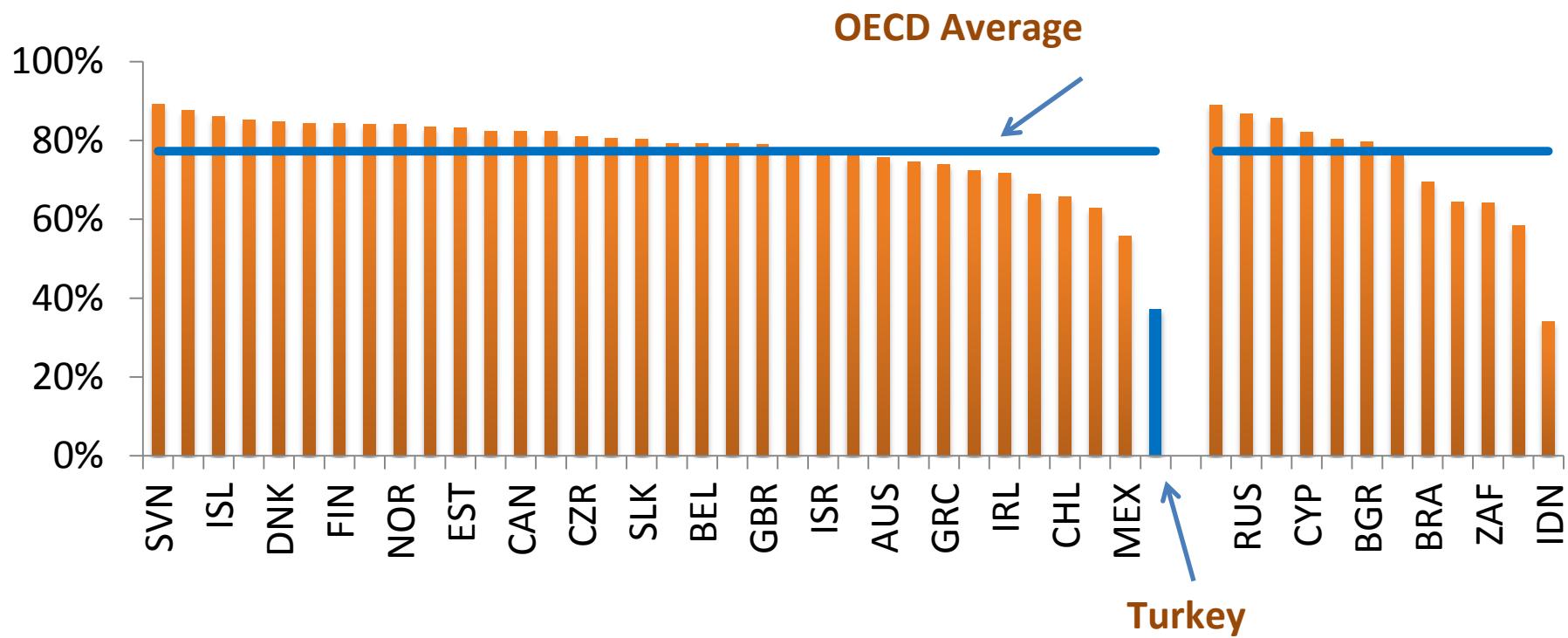
BOYNER GROUP SUPPLY CHAIN  
WOMEN ENTREPRENEURS  
EMPOWERMENT PROGRAM



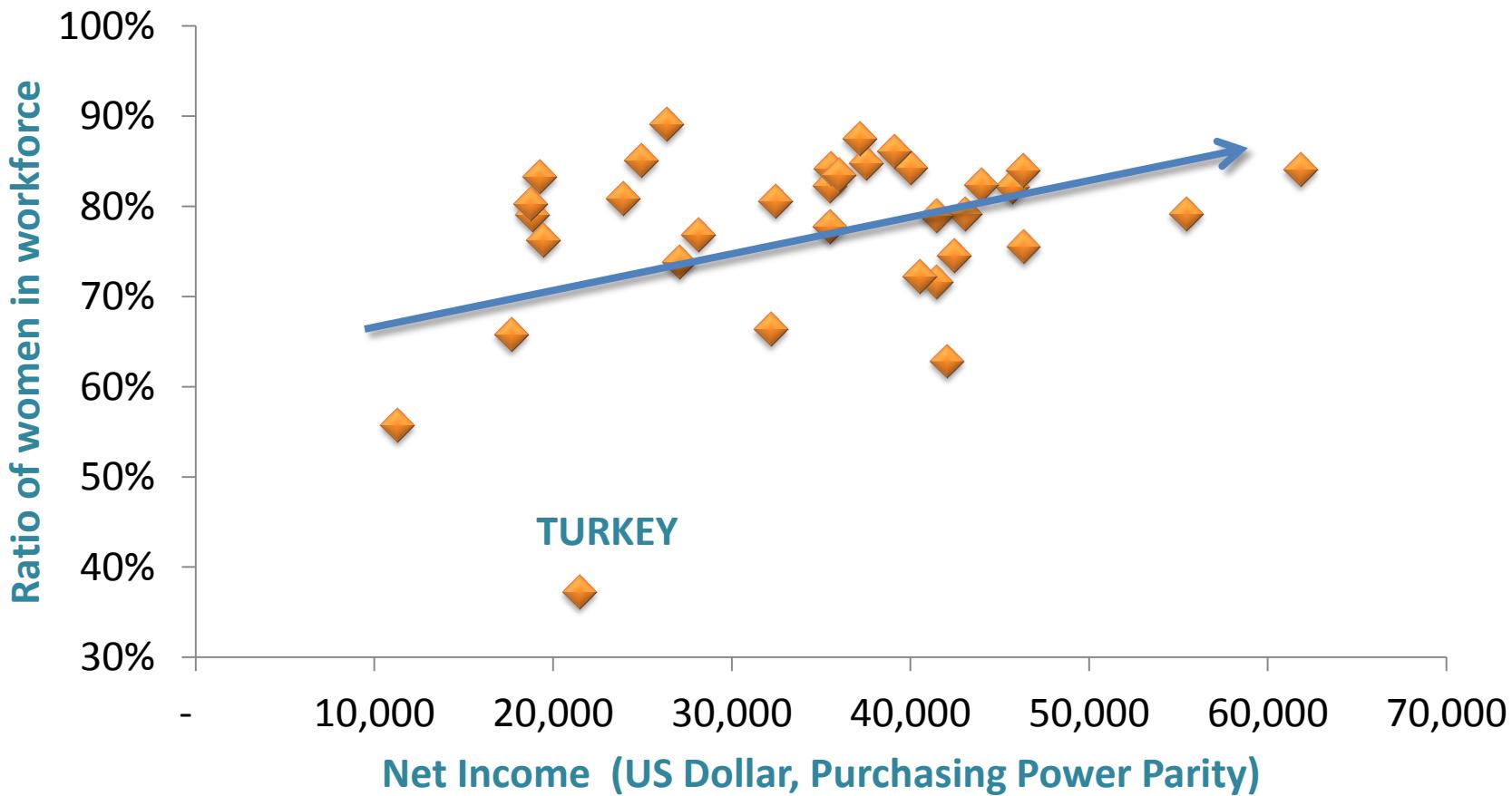
BOYNERGRUP



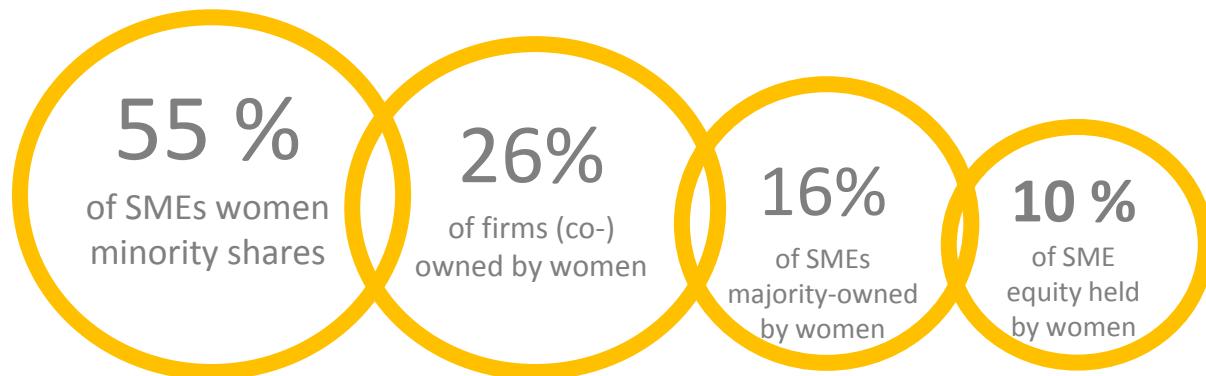
- Turkey employment / population ratio by sex: F:27,8% M: 69,3%
- The lowest among OECD countries



# National income rise considerably as women enter the workforce

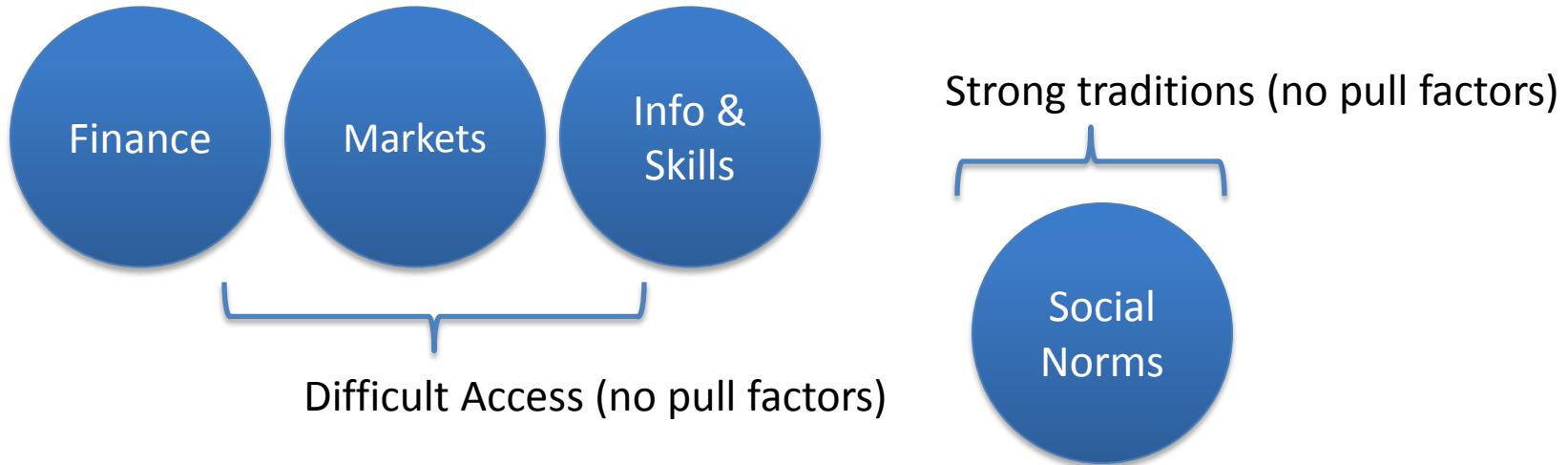


# Women's Economic Participation in Turkey: low but with great potential

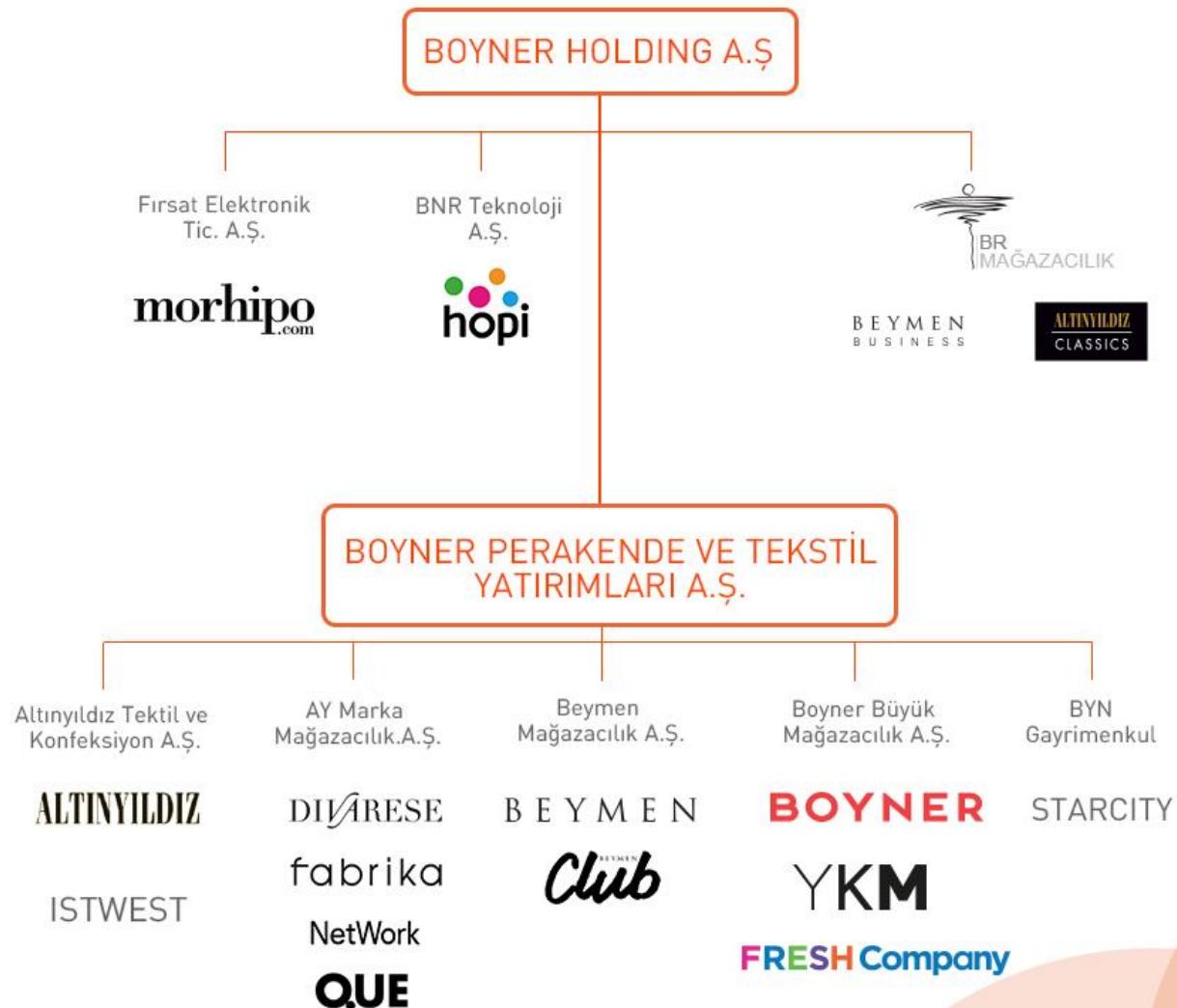


Turkey's Gross National Income could increase by 22% if gender gaps in economic participation were closed.

# Barriers Hinder Women In Turkey From Starting A Business And Growing



Business culture among Turkey's women is weak. There are **few role models** and little promotion by media. There is a **strong emphasis on family responsibility** due to traditional social norms.

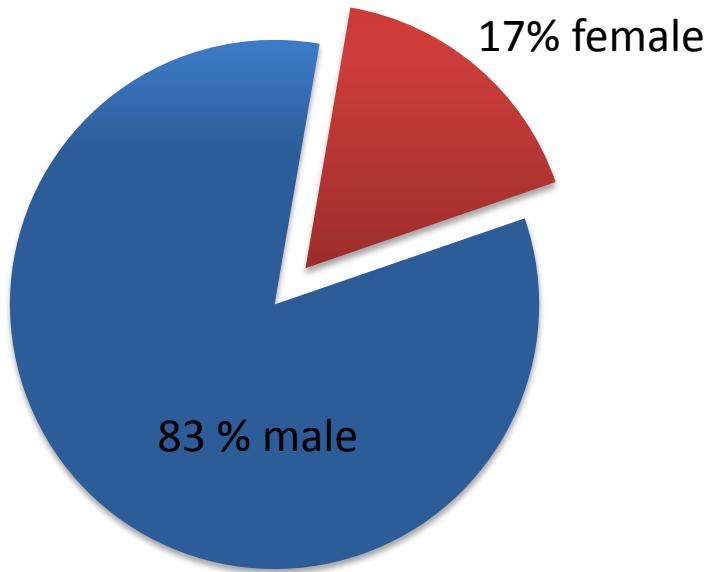


BOYNERGRUP

# Only 17% of all Direct Supplier Companies are Owned by Women

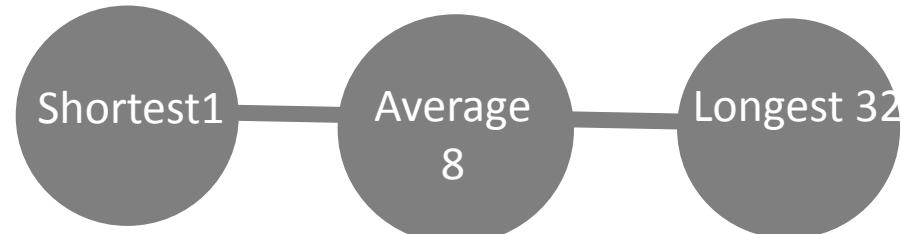
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**Gender Ratio of Boyner Groups direct supplier's Owners**



# The Academy's first cohort comprised 20 firms with the following profiles

Firms' length of relationship with Boyner by years

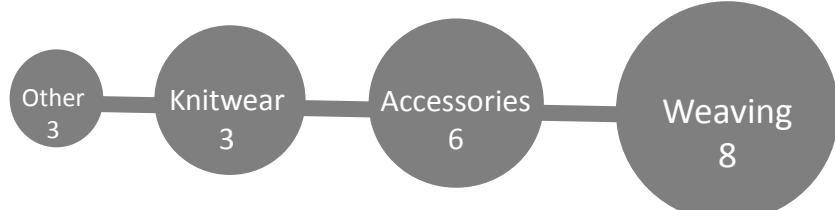


Yearly revenue was between less than 350.000 USD to more than 30 millions USD (a million TRY to 90 million TRY).

Firm size of participating suppliers by employees



Firm type of participating suppliers by product



# Good for Business, Empowering Women in the Supply Chain

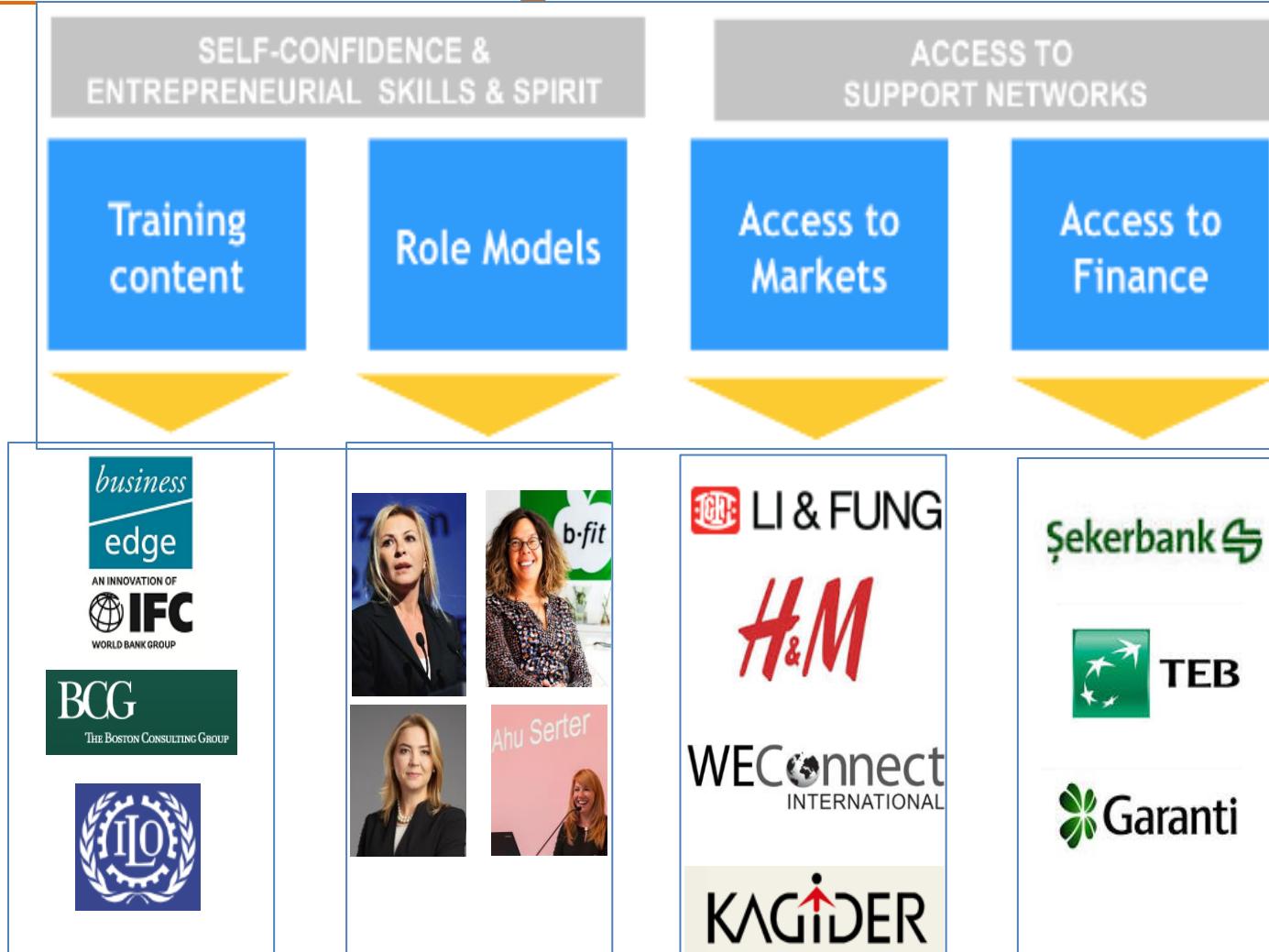


## Motivation for the Program

- encourage women led businesses in our supply chain
- develop high-potential strategic suppliers
- strengthen 'gender-inclusive sourcing strategies'

Investing in a diverse pool of the most strategic suppliers with potential for a competitive offering, top performance & compliance – including women-led businesses– is at the heart of BOYNER GROUP'S SUPPLY CHAIN STRATEGY!

# The 12-week Program featured capacity building through classroom training, coaching, guest lectures, networking events and vendor fair.



23 women from 20 SME supplier companies participated in this first cohort.



“if not for the Program I would not know that men and children knitwear is actually sold more than womens.”



- Detect market trends and opportunities
- Being able to articulate motivation, visioning and positioning
- Being able to use the knowledge to gain more responsibilities within the companies



Engaging activities at the workshops

“We were taken out of the anonymity of dealing with the Boyner Group”



Boynier Group Companies  
Supply Chain Managers

- Get to know Boyner Group as their client better
- Establish contacts with Procurement and Accounting Departments
- Boyner Group standing behind them, supporting them, encouraging them.

“A simple thing: I have 23 professionals at my phone now ”



WhatsApp

- Being proud of being selected
- Feeling to belong to this group of women managers in the ready wear sector
- Peer-Group Network
- Sharing of information, contacts and clients

“It was exiting to present my products to Li &Fung buyers ...  
and to see each others products”



- Matching of buyers - participants
- Providing space for presentations
- Access to markets through brand contacts beyond Boyner Group



Vendor Fair impressions

# We really got to know the participating women well businesswise ...

## WOMEN'S GOALS

To enter and be **competitive** on the international market/network with more buyers

To be a **market leader**

Higher **quality** products

Establishing a **brand** name in the market / developing branded products

New and **innovative products**  
– more diversity

Increase the annual **sales**

Acquire better **negotiating power**

**75% made between 1-4 Mio TRY revenue in 2014.**

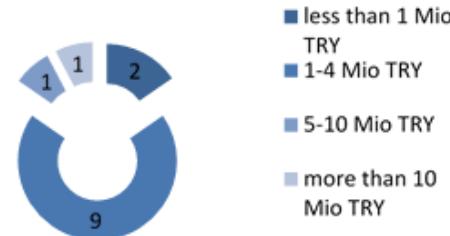


Figure 1: Annual Revenue 2014 of the Participants. (Source Participants data)

**Boyner Groups provides more than 50% of yearly revenue for almost half of the participants.**

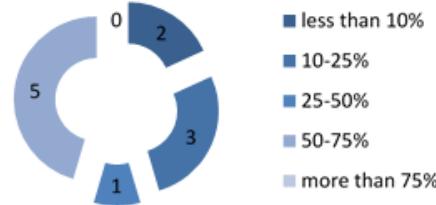


Figure 1: % of Boyner Group annual revenue as share of total annual revenue of the participants 2014 (Source: Participants data)

# ... and personally

## WOMEN'S STRATEGIES

Crossing gender boundaries to reconcile managing home and business

A certain attitude towards finance and monetary issues

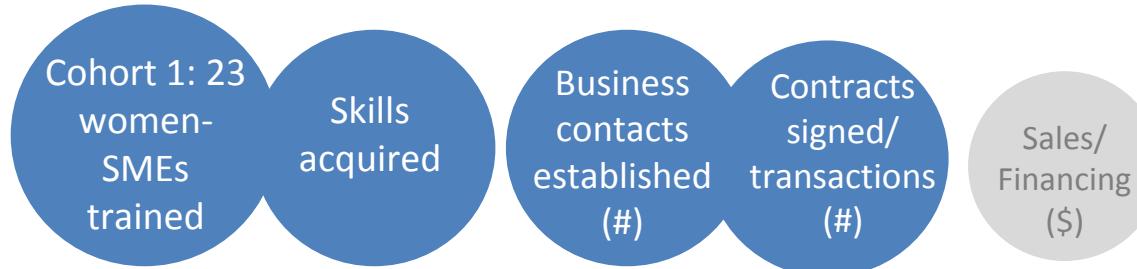
Emphasizing the role of being a manager over the role of being a woman

## What the women whished for

- Better planning collaboration, to decrease down times in production
- A partner at their side
- Supply chain finance facilities: Using Boyner Group's procurement strength to negotiate banking offers that address their cash flow issues.
- Banking products that are based on client-relationships, e.g. on-bonds
- 20% increase in orders
- Easier access to international trade for SMEs, trustable information on international clients



# At the end ... Good for Business!



- **8** new business connections outside the peer group were established
- **3** production transactions within the peer group were conducted.
- **2** cases of collaboration in production were initiated but failed due to different quality perceptions and production facilities.

Providing preferential business terms - either in price or in fast production and business referrals (recommending each other) were the most common mode of business collaboration

# New Partnership

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6 Women from the program came together and create their brands.

We support them,

A- Mentoring

B- Sales point: september, morhio.com.

C- Marketing and Communication support

# Measuring success in three steps

- Need Analysis
  - Training evaluation
  - Ethnographic empowerment study & 1:1 interviews
  - Base line elaboration & Capacity building

Baseline elaboration and Capacity building 2014/15

Question
<b>General</b>
My motivation to participate in this program was ... My motivation was fulfilled Overall, my satisfaction rate with the program is (very unsatisfied...very satisfied) Three topics I liked most about the program Three topics I liked least about the program Topics I felt was missing at the program
<b>Personal skills (self-assessment of improvement and impact of skills acquired)</b>
My communication skills improved through the program My management skills improved through the program My personal skills improved through the program I can use the skills training in my working life The impact of these skills can be seen in my daily work as ...
<b>Networking and business contacts</b>
Through this program I was able to establish new business relationships and improve my network I am / was involved in joint collaborations /projects/ partnerships within this network. <b>IF ALREADY STARTED:</b> I am collaborating with ... (other suppliers, new buyers, banks, etc.) I found / I am planning to find new clients within this network. <b>IF ALREADY FOUND:</b> I found new clients I intensified / planning to intensify already existing client relations within this network Having the possibility to increase my network supports me in ... Connecting with peer suppliers in the network (the weekly sessions, the whatsapp group etc.) supported me in terms of ...
<b>Access to finance</b>
I increased my knowledge about accessing finance services specifically designed for women entrepreneurs I increased my knowledge about available banks and their financial services I contacted / am planning to contact one of the banks to request a loan/financial service/product in the future <b>IF ALREADY CONTACTED:</b> I requested from the bank ... (a loan, ... opened account, became a member of their banking program) With these financial alternatives that I may obtain, I am planning to ... The program helped me improve my financial management The program helped me solve some of my financial / cash flow challenges Having attended training about financial concepts and statements supports me in ...
<b>Market</b>
My knowledge of the market I am working in has improved My knowledge of trends and the future direction of the market has improved The improvement of market knowledge has an impact on my work How did the program help you to improve your market knowledge in terms of ... I implemented / plan to implement a change or initiative in my business as a result of what I learned <b>IF ALREADY IMPLEMENTED:</b> I did the following in my business: (launched a new product, line , changed something in my production process, etc.)
<b>Strategy</b>
The program helped me to define my company's profile Learning the "the basics of the market" helped me to establish a business strategy for my company

## Questionnaire and production site visits

# What's next?

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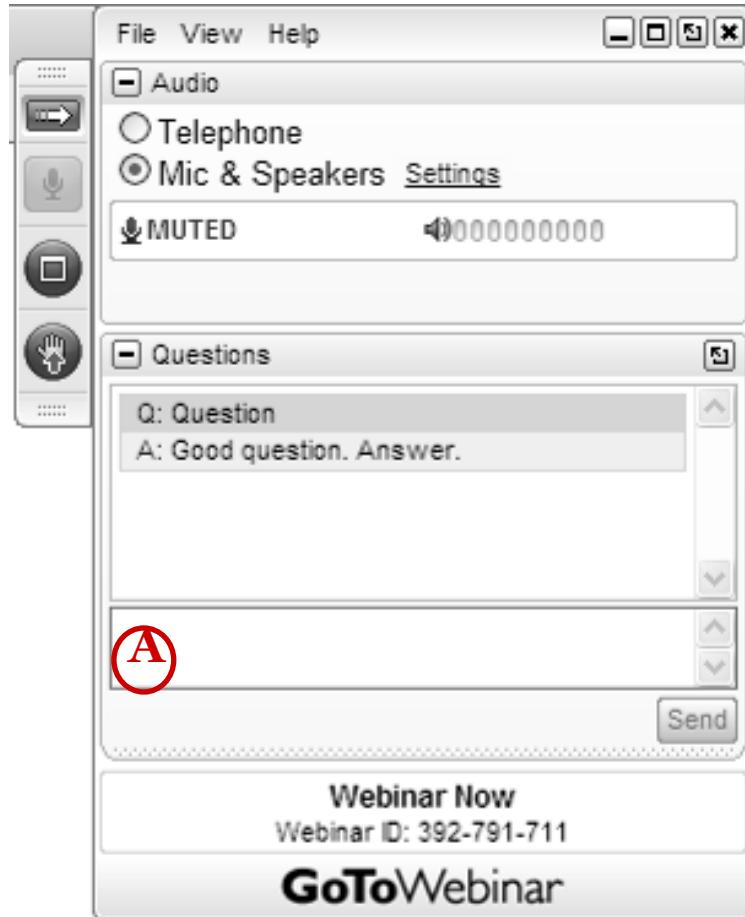
- New cohort of 2016-17 – currently in preparation (1<sup>st</sup> and 2<sup>nd</sup> tier suppliers)
- First Turkish buyer company becoming a member of WeConnect



# Q&A

**Q&A:** You can submit a question by using the Questions pane (**A**). Please specify to whom the question should be directed.

**Example:** Question for John Doe: What are the Women's Empowerment Principles?



# Thank You for joining us today.

Presentation slides and a recording of the webinar will be available on the UN Global Compact and WEPs websites.



**United Nations**  
Global Compact

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[www.unglobalcompact.org](http://www.unglobalcompact.org)



**Katie Rolfs**  
*Women's Empowerment Principles*  
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[www.weprinciples.org](http://www.weprinciples.org)



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