

**E**NGAGING  
PHILANTHROPY  
TO PROMOTE  
GENDER  
EQUALITY AND  
WOMEN'S  
EMPOWERMENT

February 2010



Final Report





Department of Economic  
and Social Affairs



The United Nations Office  
for Partnerships



*ECOSOC SPECIAL EVENT ON ENGAGING PHILANTHROPY TO PROMOTE GENDER EQUALITY AND WOMEN'S EMPOWERMENT*

*22 February 2010, 3.00 – 6.00 pm at United Nations Headquarters, New York*

*Jointly organized by the Department for Economic and Social Affairs (DESA), the United Nations Office for Partnerships (UNOP), the United Nations Development Fund for Women (UNIFEM), in collaboration with the Committee Encouraging Corporate Philanthropy (CECP).*

*FINAL REPORT*

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# Foreword by the Co-Organizers



Fifteen years after the adoption of the Beijing Declaration and Platform for Action - considered a milestone in the advancement of women - women and girls continue to lack the same access as men to education, health care, food, jobs, property and decision-making powers in the political, social and business sectors.



Of greatest concern is the persistence of violence against women across the globe, perhaps the most pervasive human rights violation in the world. On average, at least one in three women is beaten, coerced into sex or otherwise abused by an intimate partner in the course of her lifetime. Worldwide, it is estimated that one in five women will become a victim of rape or attempted rape in her life. This widespread gross violation of human rights brings severe physical and mental health repercussions and, consequently, enormous social and economic costs.



The continuing barriers that women face to access full employment, decent work and economic assets remain a central concern, if we are to meet our internally agreed targets stipulated in the Millennium Development Goals (MDGs). Even though female participation in the labour force has increased globally and strides have been made in the formal sector, significant inequalities remain. Particularly in large informal economies, women's employment conditions are often difficult, unsafe and unhealthy. They receive low or irregular incomes, endure long working hours and lack access to information, markets, finance, training and technology. Women are also still more likely to be unemployed or engaged in jobs in the informal economies that are particularly vulnerable to economic crises.



The Economic and Social Council (ECOSOC) hosted a Special Event on 22 February 2010

- International Corporate Philanthropy Day - to address these two critical issues of gender inequality: ending violence against women and girls and promoting women's economic empowerment. Approximately 700 representatives from governments, the United Nations system, the private sector, philanthropic institutions, NGOs and academia discussed how to strengthen the fight to end violence against women and girls and how to improve the economic empowerment of women through innovative partnerships. During the free-flowing and engaging dialogue, participants showcased a number of successful initiatives that we hope will inspire new partnerships in support of achieving gender equality and women's economic empowerment. These initiatives will form part of the annual report on the activities of the United Nations Office for Partnerships.

We extend our deepest appreciation to the co-conveners and corporate sponsors who supported the event. This inspiring event would not have been possible without their generosity and commitment. We are committed to addressing women's rights and needs and to strengthen their voices - for the benefit of all.

## Event Co-Hosts

**Sha Zukang**, Under Secretary-General  
United Nations Department for Economic  
and Social Affairs

**Amir A. Dossal**, Executive Director  
United Nations Office for Partnerships

**Inés Alberdi**, Executive Director  
United Nations Development fund for Women

**Charles Moore**, Executive Director  
Committee Encouraging Corporate  
Philanthropy

# Working in partnership to achieve gender equality and empowerment of women



Introduction by the President of the Economic and Social Council H.E. Mr. Hamidon Ali

We all agree that gender equality and the empowerment of women are essential elements in building strong economies, more resilient societies and achieving all of the internationally-agreed development goals, including the Millennium Development Goals. For this reason, building partnerships with the philanthropic and private sector communities to promote these important goals has become an indispensable part of the way the Economic and Social Council works.

The Council has embraced this series of dialogues because it is increasingly clear that the goals of philanthropy are coalescing around the promotion of UN values and activities, including the eradication of extreme poverty in its many dimensions while promoting gender equality, better health and educational outcomes, and environmental sustainability. The Council is also aware that partnerships with the philanthropic and private sector communities have also allowed the United Nations to become increasingly creative and sophisticated in its attempts to leverage the skills and resources of business and civil society toward the goals of the Organization, in particular helping countries to meet their development challenges and needs.

In my view, this ongoing dialogue is an important contribution not only to theme of this year's Annual

Ministerial Review on Gender Equality and Women's Empowerment but also to the upcoming 2010 Summit on the Millennium Development Goals. Members of the Council and of the General Assembly at large benefited from the sharing of experience and ideas and hearing directly from a number of individuals and representatives of organizations who are on the frontlines of the battle to achieve gender equality and women's empowerment and who are the "implementers" of a number of innovative programmes which are producing significant results. I am also pleased that the private sector is now increasingly accepting the fact that there a strong business case for investing in women and that empowering women is a big driver of country economic growth.

Let us continue to work, hand in hand, to develop comprehensive strategies to promote gender equality and the empowerment of women building on some of the good practices and initiatives that were shared with us at the Special Event. Persistence, action and implementation should be the driving force for many more additional and larger scale collaborations with a view to achieving gender equality and the empowerment of women, particularly in the areas addressed at this Special Event, namely, ending violence against women and girls and promoting women's economic empowerment.

# Address by the United Nations Secretary-General Ban Ki-moon



“ I would like to thank the co-organizers - the Department of Economic and Social Affairs, the United Nations Office for Partnerships, the United Nations Development Fund for Women and the Committee Encouraging Corporate Philanthropy - for arranging this important event.

It is wonderful to see so many partners from foundations, the private sector, academia and civil society. Welcome.

Last year, we gathered on International Corporate Philanthropy Day to discuss global public health.

This year, our focus is Gender Equality and the Empowerment of Women.

The commitment of foundations, the brain power of research centres, the innovative spirit of the private sector, the dynamism of civil society – these are all critical to advancing women's rights.

Around the world, your engagement is already helping to transform the lives of women and societies.

But as today's programme indicates, full empowerment requires more progress in two key areas: first, expanding economic opportunity and second, ending violence against women.

The global recession has shown once again that women and children often bear the brunt of economic downturns.

A bad economy inevitably results in more girls being pulled out of school, fewer decent jobs for women—and higher rates of violence.

And yet we know that violence against women undermines development, generates instability, and sets back peace.

**Our goal – must be clear:**

No tolerance of the use of rape as a weapon of war.

No excuses for domestic violence.

No looking the other way when it comes to sex trafficking, so-called “honour” crimes or female genital mutilation.

To achieve these aims, we must widen the coalition for action.

That is why I launched the “UNiTE to End Violence against Women” campaign. UN agencies are reaching out to mobilize support.

We are building on these efforts in many ways.

First, this year—and I hope very soon—Member States will create a new, dynamic gender equality entity at the United Nations to better support women worldwide.

Second, I have launched a Network of Men Leaders—prominent global voices such as Archbishop Desmond Tutu, who are using their influence to end violence against women and girls.

Third, I have appointed Ms. Margot Wallström of Sweden as Special Representative to intensify efforts to end sexual violence against women and children in conflict areas.

Fourth, we continue to seek contributions for the UN Trust Fund to End Violence against Women that supports on-the-ground initiatives to fight violence.

And, of course, we are keen to draw from your rich experiences.

To the private sector, we look to you to exercise even more leadership for gender equality starting from the top. We need you to promote education. Support human rights and nondiscrimination. Empower women through all levels of corporate responsibility.

UNIFEM and the UN Global Compact will soon launch the Women's Empowerment Principles, Equality Means Business – seven steps to empower women from the first link of the supply chain all the way to the board room. I urge you to do your part to bring those principles to life.

To the philanthropic community, we look to you to target women with your programmes. Make sure that female beneficiaries are treated equally. Work to ensure that their communities, homes, school and workplaces are free of verbal, physical or sexual harassment.

Finally, I look to all of you to engage with us on another important event ahead that has great potential to benefit the world's women. This September, we will host a Summit on the Millennium Development Goals.

The MDGs are shorthand for the aspirations of the world's poor and vulnerable – and a blueprint for a better world for people everywhere.

Ten years ago, the global community pledged to make dramatic improvements in fighting poverty and hunger, promoting health, education and the environment, and empowering women and girls.

Progress has been made in many areas, but there is much more distance to go before the 2015 deadline. We cannot get there without a concerted effort from all.

I urge all of you to engage in the Summit process. Share your ideas and success stories. Bring your comparative advantages to bear on these challenges. Use your unique perch in society to influence your political leaders. We need your partnership.

Realizing the MDGs depends fundamentally on the empowerment of women.

That is why we are here today.

I have often said that women are the weavers of society – they are the breadwinners, they are the caretakers, the peacemakers.

Ladies and gentlemen,

Thank you for coming together to advance opportunities for them — and for society at large.

I wish you every success and look forward to our continued work ahead. ”



## United Nations Secretary-General's Campaign to End Violence Against Women

“ There is one universal truth, applicable to all countries, cultures and communities: violence against women is never acceptable, never excusable, never tolerable. ”  
*Secretary-General Ban Ki-moon*

Launched in 2008, United Nations Secretary-General Ban Ki-moon's UNiTE to End Violence against Women campaign is a multi-year effort aimed at preventing and eliminating violence against women and girls in all parts of the world. UNiTE calls on governments, civil society, women's organizations, young people, the private sector, the media and the entire UN system to join forces in addressing the global pandemic of violence against women and girls. By 2015, UNiTE aims to achieve the following five goals in all countries:

- Adopt and enforce national laws to address and punish all forms of violence against women and girls
- Adopt and implement multi-sectoral national action plans
- Strengthen data collection on the prevalence of violence against women and girls
- Increase public awareness and social mobilization
- Address sexual violence in conflict

### Further actions of the Secretary General:

- As part of the growing effort to include men as part of the solution to ending violence against women, the Secretary-General launched his Network of Men Leaders on 24 November 2009. The Network supports the work of women around the world to defy destructive stereotypes, embrace equality, and inspire men and boys everywhere to speak out against violence.
- In February 2010, the Secretary-General appointed Margot Wallström as Special Representative to intensify efforts to end sexual violence against women and children in conflict areas.
- The entire United Nations system brings strength to the campaign bringing it to the regions and also to the wider public, as in UNiTE's Say NO—UNiTE internet-based social mobilization effort.

For more information on the Campaign UNiTE To End Violence Against Women:  
<http://www.un.org/en/women/endviolence/>  
Network of Men Leaders: <http://www.un.org/en/women/endviolence/network.shtml>

# Opening Session

The opening session, chaired by the President of the Economic and Social Council, featured highest-level representatives from the private sector, the United Nations, government and civil society to introduce the topic of the event "Engaging Philanthropy to Promote Gender Equality and Women's Empowerment" to 500 participants who had gathered in the United Nations' temporary conference building.

coalition for action" to end tolerance of the use of rape as a weapon of war, excuses for domestic violence, and turning a blind eye to sex trafficking so called "honour" crimes and female genital mutilation. Four efforts in support of the Campaign "UNiTE to End Violence against Women" were especially significant - the creation of a dynamic gender equality entity; the launching of a Network of Men Leaders; the appointment of a Special Representative to intensify efforts to end sexual violence against women, and the contributions towards the UN Trust Fund to End Violence against Women. He called on the private sector and philanthropic community to engage with the UN in supporting the Summit on the MDGs to be held in September. by sharing ideas and success stories, as well as by bringing their comparative advantages to bear on the challenges that should best be faced in partnership by all, and called attention to the UNIFEM and UN Global Compact Office's Women's Empowerment Principles, a joint initiative, to help companies advance gender equality.

"In today's world, philanthropy is all the more necessary, especially philanthropy built upon multi-faceted public-private partnerships."

Ms. Sarah Ferguson, the Duchess of York, stated that it is now the time to meet the challenges and responsibilities of the 2015 target date. Fifty per cent of the world's gross domestic product (GDP) is earned by women; yet, inequalities remain with regard to entry to work, conditions at work, and upon leaving the labour market. Initiatives, such as micro loans, were crucially

important to fight those inequalities. She stressed that creative partnerships that harness the innovation of the private sector, the expertise of the organizations working on the ground, and the support of local communities are essential. These kinds of partnerships can help to change the landscape of economic, political and social issues.

"Philanthropy should be part of the shared aspirations held by women's social movements throughout the world: achieving a more just and equitable society."

H.E. Ms. Carmen Andrade, Minister Director of the National Service for Women of Chile, speaking on behalf of the President of Chile, declared that achieving gender equality was a shared responsibility of both governments and civil society. In order to achieve it, alliances between governments, private corporations and philanthropic organizations were crucial. Such alliances, in turn, could give rise to policies and programmes to promote civil, political and economical rights of women. Philanthropic actions did not only serve to provide assistance but could also play an important role by recognizing and supporting the specific capacities of women and of their communities.



"Partnerships are essential to ensuring impact."

Mr. Michael Patsalos-Fox, Vice-Chairman of McKinsey, stressed that there was a strong linkage between economic growth in developing and emerging markets and gender equality. He highlighted the example that the gender gap in education has constrained GDP growth with a 1.77 per cent loss in developing markets. To promote women's empowerment, it was important to integrate investments in women into core business strategies and to work with both men and women, in order to achieve that goal. As leadership is critical to advance this issue, CEOs played a critical role in ensuring the success of those strategies. He underlined that business cannot achieve these goals on its own and that partnerships are essential to ensuring impact. Non-profit and public sector actors have the knowhow, the relationships, and the credibility that well-intended business leaders need to succeed. And non-profit and public sector players need the corporate sector's expertise, resources, scale, and speed to develop and scale up innovative solutions.

After the opening session, the audience participated in two parallel leadership dialogues to discuss how to end violence against women and girls and to promote the economic empowerment of women.

"Partnerships are the lynchpin for advancing the Millennium Development Goals."



The President of ECOSOC, H.E. Mr. Hamidon Ali emphasized that increased progress needed to be made in order to achieve, especially, the goal of gender equality by 2015. The recent economic and financial crisis had further deepened gender inequality, as the downturn affected women and men and girls and boys differently. He underlined the importance of public-private sector partnerships for advancing the MDGs. Cooperation between the philanthropic community, the private sector, the United Nations and Member States was a creative and sophisticated mechanism for addressing priority challenges and to leverage the skills and resources of the private sector and civil society toward the development goals of the United Nations.

"Use your unique perch in society to influence your political leaders. We need your partnership."



The Secretary-General of the United Nations, Mr. Ban Ki-moon underlined the urgent need for widening "the

## "McKINSEY REPORT: THE BUSINESS OF EMPOWERING WOMEN"

In the beginning of 2010 McKinsey published a research report drawing on insights from interviews with more than 50 leaders and experts in the private and social sectors who focus on women's economic empowerment. *The business of empowering women* presents a case for why and how the private sector should intensify its engagement in the economic empowerment of women in developing countries. While many private sector organizations may see the economic empowerment of women as a worthy goal in itself, others also need a clear business case for investing in women. This research helps make that case, and offers a roadmap for companies to build a strategic investment portfolio in women's issues. The report underlines that economically empowered women can also

help private sector organizations fulfill their own aspirations for growth and profitability. Indeed, those companies that invest in women are benefiting considerably or expect they soon will. 34 percent of the survey respondents reported increased profits and 38 percent indicated the expectation that profits will increase as a result of their organizations' efforts to empower women in developing countries and emerging markets.

McKinsey is a member organization of the Global Private Sector Leaders Forum (PSLF), an initiative of the World Bank Group's Gender Action Plan to promote women's economic empowerment.

For more information visit: <http://sso.mckinsey.com>



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# Leadership Dialogues

Two parallel Leadership Dialogues were organized covering two crucial areas of gender inequality: Violence against women and girls and the economic empowerment of women. The Dialogues consisted of United Nations representatives as well as CEOs, and Heads of private sector companies, foundations or non-governmental organizations. The Leadership Dialogues were moderated by Linda Tarr-Whelan and Maria Livanos-Cattai, both longtime champions in working for advancing women's rights in the public and private sectors. The format was interactive with brief remarks by the panelists, first respondents and the audience.

## LEADERSHIP DIALOGUE I: ENDING VIOLENCE AGAINST WOMEN AND GIRLS

The numbers are alarming. At least one in three women is beaten, coerced into sex or otherwise abused by an intimate partner in the course of her lifetime. It is estimated that, worldwide, one in five women will become a victim of rape or attempted rape during the course of her life. Violence against women kills and incapacitates as many women of reproductive age as cancer does. It is the most common, yet least punished crime and poses enormous obstacles to achieve gender equality worldwide. Violence against women and girls has a far deeper impact than the immediate harm of the violent act. It affects women's social and economic equality, physical and mental health, well-being and economic security.

What can be done to curtail this phenomenon, which exists in developed and developing countries alike? How can governments, the private sector and civil society join forces to make the issue a priority that demands undivided attention? These were some of the questions that the panelists discussed with more than 200 participants in this Leadership Dialogue. They acknowledged and applauded various initiatives by governments, civil society and the private sector to eliminate violence against women in line with the Beijing Declaration and Platform for Action of 1995.

### National and international challenges

One of the greatest challenges is that, in many societies and cultures, violence against women is still understood only as domestic violence and regarded as a personal matter. The result has been that, in these contexts, there has been very limited or no intervention from state authorities. It was stressed that establishing accountability and eliminating impunity, both in the public and private sectors, are crucial to ending violence against women and girls. Such issues were commonly overlooked and strong political will is needed to address the issue openly. Participants recognized the need to strengthen international obligations, such as the Convention on the Elimination of All Forms of Discrimination against Women (CEDAW). National governments and international institutions should come forward with more serious and strictly legally binding obligations to protect, prevent and prosecute violence directed towards women and girls.

### Strengthening women's economic empowerment

Women's transition from micro-credit to macro-economics and greater economic reliance was noted as a crucial step that can help to make an immense impact towards eliminating violence against them. It would also have a positive impact on children and the wider community dependent on women-led households.

### "Empowerment vs. victimization model"

Panelists highlighted that many efforts, including, in some instances, those of United Nations-funded programmes, have adopted the "victimization model", which demeaned the dignity of women as equal citizens. Participants emphasized that the paradigm - women as victims of violence and men as perpetrators - must be changed.

### Link between Violence against Women (VAW) and health

One participant underlined the devastating public health consequences of VAW, in particular in areas with high infectious diseases prevalence. He pointed to the fact that 50% of sexual assaults are committed against girls of 15 years and younger. Girls are at an exceptional high risk of contracting HIV through sexual violence; \$1USD since their bodies are undeveloped, they are particularly vulnerable.

### Women's role in conflict prevention and peacebuilding

Peace processes can be undermined if the role of women is continuously neglected. Participants underlined that women should be included as active agents in conflict prevention, peace negotiations and peacebuilding as well as in humanitarian responses and post-conflict reconstruction.

### **UNIFEM - JOHNSON & JOHNSON PARTNERSHIP ON PREVENTING HIV INFECTIONS**

The UN Trust Fund and Johnson & Johnson have forged an innovative partnership to tackle the intersection between violence against women and girls and HIV/AIDS. A growing body of evidence is demonstrating that violence against women and girls can increase vulnerability to HIV. For example, violence against women and girls impedes the ability to negotiate safe sex and can also prevent access to necessary HIV treatment, care and prevention services. Women and girls living with HIV can be subject to an increased risk of physical, psychological and economic violence as a result of related stigma and discrimination. This UN-private sector initiative is advancing the field through the establishment of a cutting-edge learning initiative: a group of seven projects have been brought together to determine effective practices in programming to address the intersection between violence against women and girls and HIV/AIDS. The

initiative places particular emphasis on project monitoring and evaluation to generate evidence from experiences across the seven projects that can promote replication and upscaling. To this end, the seven grantees of the UN Trust Fund have received specialized technical assistance for the development of their baseline studies, selection of indicators, and development of monitoring and evaluation plans, including participation in two capacity development workshops in 2007 and 2008.

A strong focus of the partnership has been on project evaluations and common elements of promising practices to address the intersection that have emerged over the four years, including through site visits and convenings. Johnson & Johnson and the UN Trust Fund continue to discuss innovative approaches to partnership, such as expanding collaborations, bringing in new supporters, and disseminating results and lessons learned.

For more information please visit [www.unifem.org](http://www.unifem.org) or contact Adriana Quinones at [adriana.quinones@unifem.org](mailto:adriana.quinones@unifem.org)





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## Education

It was noted that, often, women were not aware of their rights as citizens and human beings. It was emphasized that men and women should both be equally informed and educated and should have equal work opportunities across different sectors.

## Additional Funding

Participants noted that both public and private initiatives required additional funds and resources, in particular at the local level, to effectively support women's empowerment programmes. Women's programmes have been historically underfunded and even while gender equality is recognized as a key Millennium Development Goal, resources still lag far behind.

One example highlighted by UNIFEM concerned the UN system-wide Trust Fund to End Violence against Women (UNTFEVAW), managed by UNIFEM, which in 2009 had received 1100 funding proposals, amounting to over \$800 million. Resources for the UNTFEVAW are raised from Member States, the private sector and individuals and in 2009 reached an all-time high of \$22 million. However, the gap between

what is raised and the demand, remains very wide. The lessons are that separate funding sources need to be earmarked for initiatives geared towards ending violence against women, rather than reallocating funds from existing women's empowerment programmes. Larger and multi-year grants were recommended to support and scale up good practices and ensure sustainability.

Overall, the importance of demonstrating results was underlined to justify additional funding and, in this context, the evaluation of projects to ensure effectiveness was critically important. But the allocation of resources should not necessarily lead to new strategies but rather build on what is already working. It was crucially important to make sure that the funding reaches the people they are meant to help.

## Advocacy and Leadership

Leadership in the private sector is equally important to generating momentum and providing direction towards ending violence against women and girls. Participants envisaged a greater role for the private sector CEOs by promoting and inculcating a culture of respect for women within the companies. There should be a zero tolerance approach towards preventing all forms of violence against women which should be reflected in the constitutions and mission statements of companies worldwide. Rather than aiming for short-term or incidental successes, the focus should be on long-term transformational and sustainable changes.

Moreover, the corporate world could also use its circle of influence to stop violence against women and girls, both within as well as outside of the work environment. The

handicaps to their protection. These women and girls live in traumatic situations of discrimination, marginalization and rejection by their communities.

In April 2010 RENADEF officially presented its "Triennial operational action plan of combating the feminization of HIV/Aids and gender-based violence in the Democratic Republic of Congo" (2010-2012). Through eight measures ranging from prevention, to strengthening of sanitary capacities to the attenuation of the socio-economic impact of HIV/Aids or gender based violence, RENADEF and its member organizations are addressing the issue of feminization of HIV/Aids.

For more information please contact the national coordinator of RENADEF Ms. Marie Nyombo Zaina at [nyombozaina@yahoo.fr](mailto:nyombozaina@yahoo.fr) or [renadef\\_kinshasa@yahoo.fr](mailto:renadef_kinshasa@yahoo.fr)

## RENADEF IS WORKING TO ADDRESS THE FEMINIZATION OF HIV/AIDS IN DRC

The NGO Network for the advancement of Women in the Democratic Republic of Congo (RENADEF) unites more than 250 NGOs that provide resources to women survivors of violence, as well as training for reintegration and economic independence. The primary goals of RENADEF are to provide legal support and training and psychological counseling to victims of violence, gender sensitivity training to police, security, and public administration, and prevent violence against women as well as the spread of HIV/AIDS among women. Through rape and other forms of sexual violence committed during the armed conflict in the eastern part of the country, the HIV epidemic has progressed. The lack of information for women and girls about preventive measures and their rights poses one of



Linda Tarr-Whelan



Marilyn Carlson Nelson



Jennifer Buffett



Rashida Manjoo



Sharon D'Agostino



Marie Nyombo Zaina

Carlson Hotels' policy of refusing business contact with any individual or group dealing in child trafficking or sexual exploitation of children was shared as a good example about the possible role for the private sector. It was also proposed that private sector efforts could begin "locally", market by market and be scaled up as evidence demonstrates results.

## Public-private Partnerships

Collaborative action comprising efforts by governments, civil society and the media helped to reinforce these important solution-oriented strategies. Nevertheless, the importance of strengthening partnerships between the public and private sectors was echoed throughout the panel discussion, with some participants noting initiatives towards that end. For example, UNIFEM highlighted its partnership with Johnson & Johnson, aimed at preventing HIV/AIDS among women and girls through addressing the links between violence against women and the spread of the disease. Another example highlighted the "La Pietra Coalition" to advance women's rights and status in society, which was recently launched by the international NGO Vital Voices Global Partnership. This initiative integrates members from civil society, the private sector and the government to safeguard women's human rights through a multi-stakeholder approach.

## Integrative Approach

Participants stressed the need for adopting a holistic approach and extending comprehensive support to eradicating violence against women. In this connection, support for multifunctional centers for women was stressed, where a range of issues affecting women could be addressed. Such an approach required an engagement of all stakeholders at different levels. It was vital that global, national and local leadership should have the vision and dedication to address the challenges faced in tackling this issue.

## Game changers: role of men and boys

Violence against women should not be solely an issue of concern to women; rather, it was a development issue that affected both women and men equally. There was a need for closer collaboration between women and men through sensitization campaigns and by engaging UN organizations, such as UNIFEM, UNDP, UNICEF, UNFPA or IFAD. The work done by the White Ribbon Campaign to engage men in working towards the goal of ending violence against women in any form was highlighted as an example that could be scaled up and replicated.

## Moderator:

**Hon. Linda Tarr-Whelan**, Distinguished Senior Fellow, Demos

## Lead Discussants:

**Ms. Rashida Manjoo**, United Nations Special Rapporteur on Violence against Women

**Ms. Marilyn Carlson Nelson**, Chairman, Carlson

**Ms. Jennifer Buffett**, President and Co-Chair, NoVo Foundation

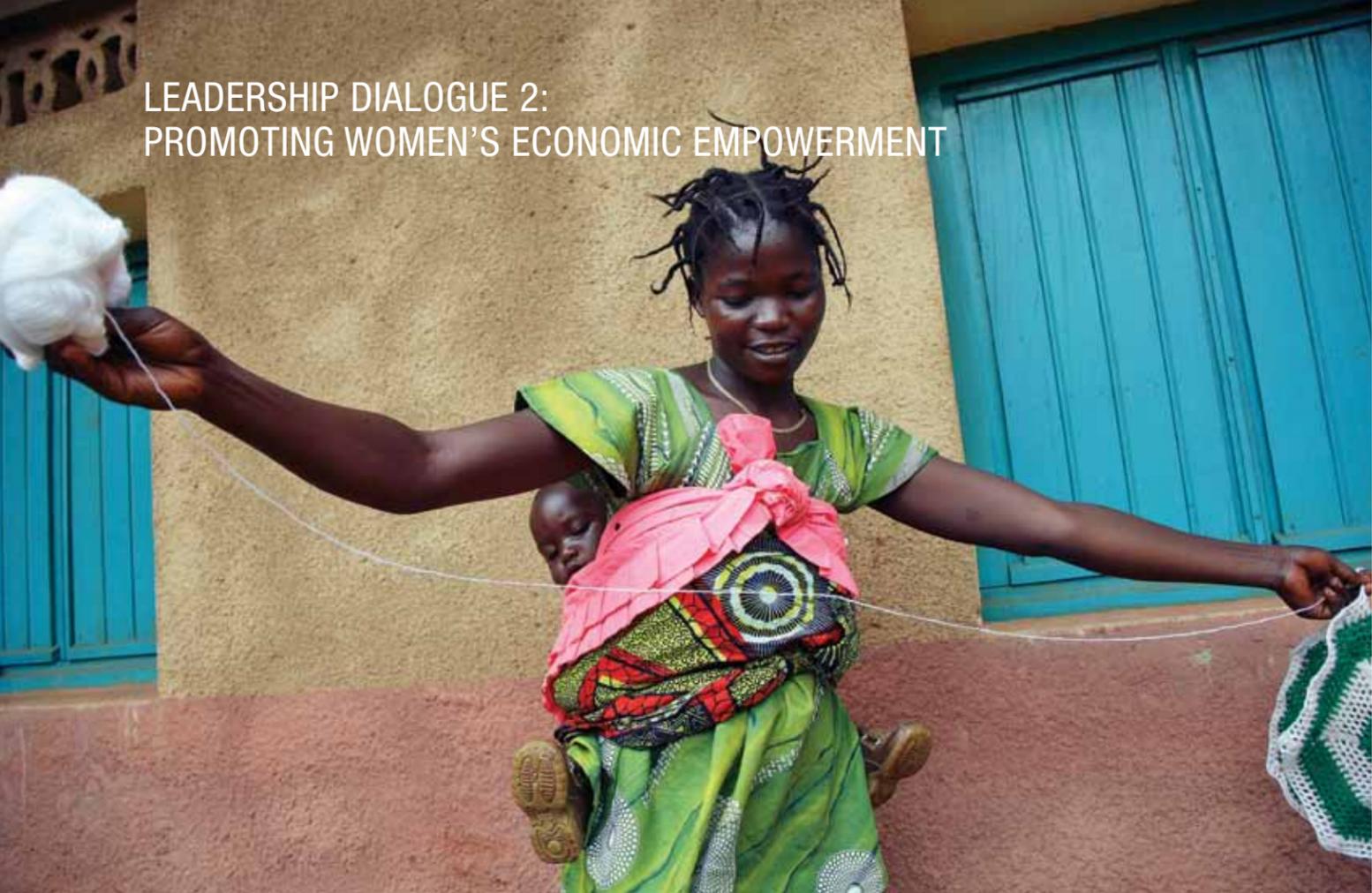
**Ms. Sharon D'Agostino**, Vice-President, Worldwide Corporate Contributions and Community Relations, Johnson & Johnson

**Ms. Marie Nyombo Zaina**, Coordinator of the National NGO Network for Women and Development in the Democratic Republic of the Congo

*The panel discussion has been webcast and can be watched at [www.un.org/en/ecosoc/phlntrpy/philanthropy10.shtml](http://www.un.org/en/ecosoc/phlntrpy/philanthropy10.shtml)  
The bios of the speakers can be found at [www.un.org/en/ecosoc/phlntrpy/docs/bios\\_2010](http://www.un.org/en/ecosoc/phlntrpy/docs/bios_2010)*



## LEADERSHIP DIALOGUE 2: PROMOTING WOMEN'S ECONOMIC EMPOWERMENT



Approximately 2 – 2.4 billion women around the world are living in relative poverty, many of them in extreme poverty, among which the situation of African women is particularly worrying. Furthermore, lack of access to, and control over economic resources, such as land, personal property, wages and credit can put women at a greater risk of violence. Women's employment conditions are often difficult, particularly in countries with large informal economies. These women have undefined workplaces, unsafe and unhealthy working conditions and often low levels of skills and productivity. They receive low or irregular incomes, have long working hours and lack access to information, markets, finance, training and technology.

Economic empowerment of women is widely seen as an effective mechanism to help break the cycle of discrimination and vulnerability. Women's empowerment, through improved access to health, education, earning opportunities, rights and political participation can help accelerate a country's development. Conversely, development can also help reduce inequality between men

and women. There are already effective mechanisms in place to support women's economic and social empowerment, but much more needs to be done.

During the leadership dialogue panelists and participants underlined the importance of forging new partnerships to provide greater opportunities for women in the global economy. They stressed the need for a compelling and quantifiable vision of the goal to be achieved, an accountability framework, and a campaign to reach the goal.

### Education and training

There was agreement among panelists and participants that education was among the most important means to achieve gender equality and empower women. Education could enhance economic productivity but also protect girls from HIV/AIDS, abuse and exploitation. Participants argued that, empowering women would offer them a pathway out of extreme poverty, eliminating illiteracy, developing better self confidence and providing skills for income generation. Access to technology,

including the latest information technologies as well as simple labour-saving and food processing technologies, also has the potential in transforming women's daily lives and freeing them to participating in the labour market.

### Decent jobs

For those women who were not interested in being entrepreneurs, participants underscored the importance of helping women to get better jobs by investing in strategies to improve wages, working conditions, labor standards and training opportunities for women workers.

### Rural women and agriculture

One participant stressed that the renewed global attention to agriculture needs to focus very heavily on women. The strengthening of women's roles in rural producer's organizations was considered vital in order to allow them to leverage access to markets, knowledge and economies of scale and influencing policy decisions. Three actions had to be taken: significant new resources were needed to support the economic empowerment of women in agriculture; within the context of affirmative action, projects should earmark resources for women and quotas for participation in leadership should be included in those projects; and capacity-building must be strengthened through support for education and training particularly for negotiating skills.

To strengthen rural women's access to economic assets and financial markets, another participant proposed that, in building networks for rural service provision, public-private partnerships could promote cell phone technology to help women to determine "spot" and "future" prices for their crops. It was also suggested that access to extension services as well as financial services, including insurance was critical in this regard. Philanthropists were encouraged to ensure that the organizations they support have at least one-third women in their memberships or on their Boards to develop the skills they need to lead.

“ Economic empowerment of women is widely seen as an effective mechanism to help break the cycle of discrimination and vulnerability. ”

## WOMEN'S EMPOWERMENT PRINCIPLES—EQUALITY MEANS BUSINESS

The Women's Empowerment Principles offer practical guidance to business and the private sector on how to empower women in the workplace, marketplace and community. Developed through a partnership between UNIFEM and the United Nations Global Compact, the Principles are designed to support companies in reviewing existing policies and practices — or establishing new ones — to realize women's empowerment.

The private sector is a key partner in efforts to advance gender equality and empower women. Current research demonstrating that gender diversity helps business perform better signals that self-interest and common interest can come together. Yet, ensuring the inclusion of women's talents, skills and energies — from executive offices to the factory floor and the supply chain — requires intentional actions and deliberate policies.

In brief, the Principles are:

1. Establish high-level corporate leadership for gender equality.
2. Treat all women and men fairly at work — respect and support human rights and nondiscrimination.
3. Ensure the health, safety and well-being of all women and men workers.
4. Promote education, training and professional development for women.
5. Implement enterprise development, supply chain and marketing practices that empower women.
6. Promote equality through community initiatives and advocacy.
7. Measure and publicly report on progress to achieve gender equality.

Empowering women to participate fully in economic life across all sectors is essential to build stronger economies, achieve internationally agreed goals for development and sustainability, and improve the quality of life for women, men, families and communities.

For more information please contact Laraine Mills at [laraine.mills@unifem.org](mailto:laraine.mills@unifem.org) or Lauren Gula at [gula@un.org](mailto:gula@un.org)

## HER PROJECT: CHANGING HEALTH BEHAVIOR

From health awareness to health behavior change, leadership skills development to worker-management relations, and global company collaboration to local-level partnerships, Business for Social Responsibility's (BSR) HERproject is showing the value of investing in women's health along supply chains worldwide.

In focus groups in one factory in Karachi, Pakistan, female factory workers shared that they were missing up to three days of work a month during their menstrual cycles. Women reported monthly pain, infections, and embarrassment due to a lack of knowledge about proper hygiene and limited access to sanitary napkins. Nearly three-quarters of women interviewed also reported that they had never seen a condom and they expressed extremely limited knowledge of sexually transmitted infections and prevention.

In addition to feminine hygiene, peer educators also raised sensitive issues like family planning and sexually transmitted diseases. The method was effective, and workers began asking for contraceptives. To meet the demand, the Aga

Khan University worked with the local government and Marie Stopes International to enroll the nurse in a certification program to dispense contraception. The Population Welfare Department, government of Sindh, donated family-planning products, including condoms, oral contraceptive pills, injections, and intrauterine devices to the factory.



The health awareness and behavior changes in the factory have also had positive business impacts. Because of changes specific to menstrual health, women reported a 25 percent reduction in poor concentration in work, 28 percent less absenteeism related to menstruation, and 33 percent less difficulty in meeting production targets. Overall, reported absenteeism was 11 percent lower, with a 24 percent reduction in the mean number of days absent.

For more information visit: [www.bsr.org](http://www.bsr.org).

### From microcredit to the macro-economy

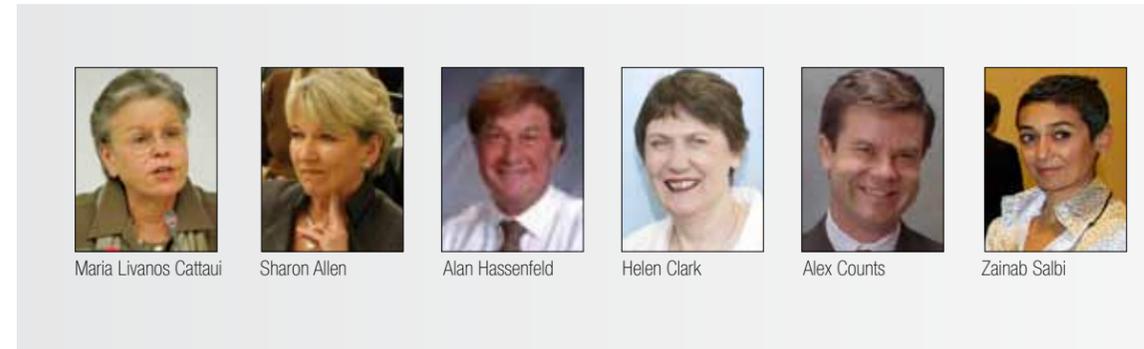
Participants underscored the importance of moving women from small loans and small business into the larger economy. In this respect, they emphasized the need to get their products into the global value chain. In order to do so, it was also strongly recommended that supply side constraints be addressed by helping women to meet global standards. Other suggestions included the use of "aid for trade" by the private sector to support women's access to markets. Working with Governments, the private sector could also support the scaling up of women-run businesses through national export strategies. Procurement strategies could also be used for the purposes of targeting women providers of goods and services. Training women on how to secure patents for their "inventions" was also suggested as an important aspect of capacity building.

### Public-private partnerships

Public-private partnerships are important to scale up good practices and proven interventions. Partnerships in the areas of education, science and technology,

### Supporting women's entrepreneurship

The role of the private sector in supporting women entrepreneurship, especially in rural areas, was also highlighted. Participants stressed the importance of the microcredit/microfinance model that has brought good success. Financing raised through philanthropy could be leveraged to increase the capital available at local level to invest in expanding women's access to credit. This can help to scale up and grow existing microcredit/microfinance schemes. Even though it was emphasized that empowering women should be part of core business strategies as opposed to philanthropy, it was noted that the success of the microcredit model had led many of the companies involved in providing microcredit going public leading to windfall profits for many of the private investors and raising challenging ethical questions. An oversaturation of the market for microcredit/microfinance was also considered to be one of the negative consequences of the model's success.



health and agriculture are particularly needed. Participants suggested that it was critical for the private sector and philanthropic community to work closely with governments and identify gaps to fill. Participants encouraged such partnerships to invest in activities generating income for women, particularly those geared towards improving access to land and credit. Leadership, particularly from within the country, must be present and fully engaged. Buy-in from the community leaders and local grass-roots NGOs is also important so that when external assistance is withdrawn, activities can continue in a sustainable manner.

### Examples of existing partnerships

Participants used the opportunity to refer to existing successful partnerships. Hindustan Unilever's initiative was highlighted as a practical and sustainable example of the corporate sector's engagement in promoting women's economic empowerment. It managed to employ 45,000 women through micro-finance and rural marketing, which led to over 100,000 products being sold in rural villages. Hasbro, Inc. spoke of its engagement with local NGOs in Afghanistan to create increased opportunities for women and girls in the local economy. The key factor to the success of partnerships is the direct collaboration of all actors with multilateral agencies and governments.

### Intersectoral approaches

Intersectoral approaches were considered to be central to empowering women. It was suggested that women resource centers that bring the social and economic components together (for example, health services, education/training, counseling, with skills and job training) was a useful approach to ensure sustainability. The business case for investing in women's health in the workplace was also stressed with an example provided

of how \$1USD invested in women's health care translated into savings of \$3USD.

### Game Changers: role of men and boys

Engaging men and boys as partners for women's economic empowerment is key to success once they understand the benefits for themselves, the family and for the economic development of communities. Participants referred to studies which showed that increasing women's economic and social status in the household and the community helps to decrease their chances of experiencing gender-based violence.

### Advocacy and Leadership

It was stressed that the corporate sector should utilize its marketing prowess to influence public opinion for creating public policies that promote economic independence of women and gender equality.

### Moderator:

**Ms. Maria Livanos Cattai**, Board Member, Petroplus Holdings

### Lead Discussants:

**Miss Helen Clark**, Administrator, United Nations Development Programme

**Ms. Sharon Allen**, Chairman of the Board, Deloitte

**Mr. Alan Hassenfeld**, Chairman of the Executive Committee of Hasbro, Inc.

**Mr. Alex Counts**, Founder and CEO, Grameen Foundation

**Ms. Zainab Salbi**, Founder and CEO, Women for Women International

*The bios of the speakers can be found at [www.un.org/en/ecosoc/phlntrpy/docs/bios\\_2010](http://www.un.org/en/ecosoc/phlntrpy/docs/bios_2010)*

# Conclusions

After the conclusion of the two leadership dialogues that were running in parallel sessions, participants gathered together for the closing session, moderated by the Under-Secretary-General of the Department of Economic and Social Affairs, Mr. Sha Zukang, and the Executive Director of the Office for Partnerships, Mr. Amir Dossal. The moderators of both panels, Ms. Tarr-Whelan and Ms. Livanos Cattai, reported the main messages back to the audience.



## KEY RECOMMENDATIONS ON ENDING VIOLENCE AGAINST WOMEN AND GIRLS

**Demonstrating** commitment and accountability through leadership to generate momentum and provide direction towards ending violence against women and girls in the public and private sectors

**Including** all stakeholders in the process - public, private, and civil society

**Engaging** men in the debate and activities is a critical element to end all forms of violence against women and girls.

**Ensuring** additional financial and human resources in support of measures to prevent and prosecute acts of violence against women and girls

**Developing** more focused policies at the national and international level in the quest for the elimination of violence against women and girls

**Striving** towards a broader outlook and holistic approach on the issue of violence against women and girls

**Synchronizing** global initiatives with the local realities to end violence against women and girls

**Scaling up** good practices to end violence against women and girls at the local, regional and international levels

**Supporting** the creation and strengthening "multifunctional centers" for women and girls to foster an integrated

approach to gender equality to i.a. provide training, consulting, and basic health services to women including sexual and reproductive health care, and age-appropriate integrated health services for girls

**Enforcing** national and international legislation to prevent and prosecute violence directed towards women and girls

**Documenting** good practices and sharing them through different platforms

**Adding** a target linked to ending violence against women and girls in MDG 3 on gender equality and the empowerment of women

**Developing** national systems to collect and analyze sex and age disaggregated data on violence against women and girls

**Engaging** girls, boys and their communities in challenging violence and rigid discriminatory gender norms, and empower girls as agents for social change

## KEY RECOMMENDATIONS ON PROMOTING ECONOMIC EMPOWERMENT OF WOMEN

**Involving** women fully in the macro economy and not solely in the so-called "survival economy"

**Supporting** women's entrepreneurship, especially in rural areas, through improved access to property and economic assets, microfinance and also agricultural inputs, such as seeds and fertilizers

**Lobbying** for women's land and property rights through legal reform

**Improving** support of local governments was crucial for a successful change in multiple ways, including

- to facilitate access to markets and to address existing supply-side constraints and other stumbling blocks
- to scale up successful local initiatives, together with NGOs and private sector corporations

**Finding** innovative ways of empowering women and matching them through partnerships between NGOs and private sector companies

**Promoting** the issue of economic empowerment of women in public by, i.a. sensitizing men to the potential of women in economic life and the benefits that the whole society can draw from women's economic empowerment

**Investing** in strategies to improve wages, working conditions, labor standards and training opportunities for women workers

**Enhancing** education and training for women and girls, including vocational and skills training, literacy programmes, including financial literacy and business training

**Stepping-up** efforts to implement decent work principles, such as social protection and freedom from harassment



# Closing Keynote Address by Geena Davis



The Academy-award winning actor and advocate Geena Davis delivered the keynote address, talking about her work on change the way media represents women and girls, to encourage media to present and investigate issues of grave importance to women and to use a “gender” lens when reporting. As the founder of the non-profit Geena Davis Institute on Gender in Media and its programming arm, See Jane, Ms. Davis brings her media expertise to advocate for gender equality and women’s empowerment.

“ I am honored to be with you at The United Nations this afternoon, joining with such distinguished colleagues to help achieve the Millennium Development Goal of promoting gender equality and empowering women. I am here to spotlight the importance of positive gender representations in media from an early age.

I have spent most of my adult life advocating for women and girls, in part by seeking roles I believed were constructive for women. I have partnered for many years with the Women’s Sports Foundation, including ten years as a trustee, advocating for girls’ rights and equal participation in sports. I am on the board of the White House Project, a nonpartisan and nonprofit organization where we work to advance women’s leadership in business, politics, and media.

And five years ago, I launched the Geena Davis Institute on Gender in Media and its programming arm, called “See Jane.” It first came about from watching children’s preschool programs, videos, and G-rated movies with my then two-year-old daughter, Alizeh. I was stunned to see that there seemed to be far more male characters than female characters in these entertainments aimed at the youngest of children.



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Media images are a powerful force in shaping how women are viewed around the world. The stark gender inequality in media aimed at children is of significant importance to our discussion of MDG 3, as TV and movies can wield enormous influence on young children as they are developing a sense of their role in the world. And because children tend to watch the same TV shows and movies again and again, negative stereotypes are repeatedly imprinted on them from a vulnerable age.

It occurred to me, that it was high time for our kids to see boys and girls sharing the sandbox equally.

In partnership with the Annenberg School for Communication at the University of Southern California, See Jane sponsored the largest research analysis ever done into the content of movies and children’s television programs.

The results were stunning – even though I knew in my heart what they would likely be: at the dawn of a new millennium – in a world that is over 50 percent female – the message the media send is that women and girls have far less value than men and boys.

We found that for every one female character there are three male characters. That sorry statistic applies across all

ratings, including G-rated films. In group scenes, less than one out of five characters are female. These imbalances saw no improvement over the 17 years that we studied.

Our research also revealed that when female characters do exist in media, the vast majority are highly stereotyped and/or hyper-sexualized. Consider this: the female characters in G-rated films wear virtually the same amount of sexually revealing clothing as female characters in R-rated films.

With such disempowering images, what message are girls absorbing about their value to society?

What message are boys absorbing about the worth and importance of girls, if media doesn’t show girls taking up space equal to their numbers; if the world-view reflected to them is that boys are the ones who do important, difficult, exciting, challenging, and wonderful things in life.

Clearly, gender equality is an idea whose time has come. Which begs the question, why hasn't it?

In many areas of society, there's a common belief that progress happens naturally. On its own. That as time goes by, things change, and change for the better. Or perhaps we believe that the necessary change has already taken place.

“I want the day to come soon, when I can share with my daughter the story I most want to tell her: Once upon a time, women held a lesser position in the world than men. And because, she will be living in a world where all girls and women are seen as important, respected, and fully-valued citizens of the world, she'll turn to me and say, “Mom, that's just a fairy tale.””

That's why I launched the Institute. Armed with our research, we partner with the decision makers of children's entertainment to encourage and foster a dramatic improvement in the gender balance our youngest children see.

The images most promoted today codify negative beliefs about self-worth and communicate to both girls and boys that women are not as important as men. In fact, studies have shown that the more girls watch stereotypical portrayals on TV, the more limited they think their options are in life, the more boys watch, the more sexist their views become.

Of course, the antidote is positive media images, where children would see an abundance of female characters of every kind, occupying the space that is rightfully theirs.

Girls shown engaging in unstereotyped activities in the media can heighten the suitability of women's achievement, confidence, and employment in nontraditional vocations. If they see it, they can be it.

This is certainly true in my industry, where it is periodically announced that things are better now for women actors. Sadly, that is just not true. The fact is the dismal ratio of female to male characters has remained stagnant since 1946.

The invisibility, hyper-sexualization, and disempowerment of women and girls in media cry out for change; but as we know, change doesn't happen easily. In fact, where gender equality is concerned, the tendency has been for progress to utterly stall.

But like Bill and Melinda Gates -- and no doubt all of you -- I am an “impatient optimist.”

The time for change is now, and the powerful agents of change -- are in this room today, non-profits, private foundations, corporations, community leaders, and the United Nations itself -- must and will leverage their influence by partnering and advocating for gender equality.

We will embrace what Martin Luther King called “the fierce urgency of now.”

We will not wait to see if real gender equality happens in the natural course of time, when all evidence tells us it won't. The lives of too many girls are at stake. As the Nobel Prize-winning economist Professor Amartya Sen tells us, every year at least 2 million girls die worldwide because of inequality and neglect. Women and girls are missing -- not merely as fictional characters, but in the cold light of day.

Now is the time to achieve a critical mass of women in positions of leadership and authority.

What we need -- across all sectors of society -- is to add women.

More women in media, both in front of the camera and behind the cameras in the realms of academia, business, non-profit, the military -- add women.

From the people reporting the news, to the people making the news.

To the ranks of policy makers, corporate boards, justices, presidents and prime ministers add women, include women, encourage women, vote for women, hire women.

I want the day to come soon, when I can share with my daughter the story I most want to tell her: Once upon a time, women held a lesser position in the world than men. And because, she will be living in a world where all girls and women are seen as important, respected, and fully-valued citizens of the world, she'll turn to me and say, “Mom, that's just a fairy tale.”

Let us all continue working together to turn our current reality into just a story from the past.

Thank you very much. ”

## GEENA DAVIS AND UNIFEM WORKING FOR GENDER EQUALITY IN THE MEDIA

The United Nations Development Fund for Women (UNIFEM) welcomes Academy Award-winning actor Geena Davis as a partner in the effort to change the way media represents women and girls, to encourage media to present and investigate issues of grave importance to women and to use a “gender” lens when reporting. As the founder of the non-profit Geena Davis Institute on Gender in Media (GDIGM) and its programming arm, See Jane, Ms. Davis brings her media expertise to advocate for gender equality and women's empowerment.

In line with the Beijing Platform for Action, advancing gender equality in the media is one of UNIFEM's key strategic goals. The organization works actively with the media to make the voices of women advocates on key issues heard and to encourage more coverage of women's issues globally. Through

the years, UNIFEM has been successful in increasing the coverage that mainstream news outlets and innovative social media networks have provided to women's rights issues including at recent landmark events such as the Copenhagen Climate Change Conference (December 2009) and the London Afghanistan Conference (January 2010).

Ms. Davis launched The Geena Davis Institute on Gender in Media and its programming arm, See Jane, in 2007. The Institute works with entertainment creators and companies, educates the next generation of content-creators, and informs the public about the need to increase the number of girls and women in media aimed at kids and to reduce stereotyping of both males and females. Working in partnership with UNIFEM, will extend the reach internationally of the Institute and See Jane.

For more information, visit:  
<http://www.thegeenadavisinstitute.org/>

# Announcements of initiatives in support of gender equality and women's empowerment



A session on “Announcements of initiatives in support of gender equality and women’s empowerment” was facilitated by Mr. Amir Dossal, Executive Director of the United Nations Office for Partnerships. A number of organizations and companies highlighted how they intend to contribute to the achievement of the gender-related MDGs.

Sarah Ferguson, the Duchess of York, announced her “Mothers’ Army Initiative”, an initiative “to harness the collective power of mothers through a technological platform where mothers around the world will be convened to share, learn, support, and empower each other”.

Pro Mujer, an organization operating in Latin-America, plans to give 350,000 women an integrated set of resources, including loans, savings, business training and

health education to allow them to take control over their own lives and become agents of change in their families and communities.

The Arab Foundations Forum (AFF) has identified gender equality as a key theme in its programs, including health, education, culture and human rights. AFF will work with its member foundations to adopt joint gender based cross country initiatives in their programs.

The Education for Employment Foundation announced an initiative which will create job opportunities for unemployed youth, with a special emphasis on girls, in the Middle East and North Africa by providing world-class training that leads directly to career-building jobs.

The Georges Malaika Foundation announced a project that will provide primary and secondary school curriculums, as well as vocational training, to 150 girls per year in the

Democratic Republic of Congo. The goal of this initiative is the advancement of Congolese communities and the creation of women leaders.

Hand in Hand International announced their “10 Million Jobs among the Poor” initiative. This initiative is committed to the creation of 10 million jobs among poor, rural and marginalized women through the establishment of micro-enterprises across Asia, sub-Saharan Africa and South America.

IDP Foundation announced their “Rising Schools” project, which will enable access to education for disadvantaged children in Ghana and highlighted the importance of gender equality regarding education as well as job opportunities related to the project.

Kids Parliament announced the launch of an online educational project which aims for equal involvement of both girls and boys of all ages. This initiative will support Millennium Development Goals 2 and 3, achieving universal primary education and promoting gender equality.

“Same Sky” committed to doubling its investment in empowering women in Rwanda, as well as seeking out op-

portunities in other countries. Through Same Sky’s trade-not-aid initiative Rwandan women are trained to crochet and make bracelets, giving them a marketable skill and consistent employment.

The World Congress of Muslim Philanthropists announced the launch of the “Empowerment through Enlightenment” initiative, which will raise awareness about gender equality among men in the Muslim community, as well as offer skill-building opportunities to women. The campaign will work closely with mosques, schools and other community-based organizations.

## Further announcements were made by the following organizations:

- The Anglican Communion
- Muslimat Al-Nisaa Organization
- Roots of Peace
- The Sheikha Manal Art Exchange Program
- The United States Burn Support Organization

## MICROSOFT HELPS EMPOWERING WOMEN THROUGH ICT

Microsoft helps women in all segments of society gain access to technology and is working to encourage more young girls and women to pursue education and careers in ICT. The company collaborates with local governments, schools and nonprofit organizations in more than 100 countries to expand ICT access, provide basic computer skills training, and encourage students to pursue advanced technology degrees and careers.

At the Visayan Forum Foundation (VFF) in the Philippines, a nonprofit organization that works to prevent human trafficking and aid victims of this brutal practice, computer courses have helped hundreds of young women to become more

employable and build self-confidence. Two young women in Manila who, after being rescued from their abductors in Africa, used the Microsoft Office skills they learned at VFF to start a small business designing letterheads and business cards for local companies. Success stories like this can be found at more than 1,000 nonprofit organizations around the world that are supported by our Unlimited Potential Community Technology Skills Program.

Another Microsoft program, DigiGirlz, helps encourage high school girls in many countries to explore technology careers through participation in computer workshops and by connecting with Microsoft employees who serve as mentors.

For more information please visit [www.microsoft.com](http://www.microsoft.com) or contact Andrea L. Taylor at [antaylor@microsoft.com](mailto:antaylor@microsoft.com)

# PRESS COVERAGE

The ECOSOC Special Event on the theme of Engaging Philanthropy to Promote Gender Equality and Women's Empowerment, received world wide media attention. Coinciding with International Corporate Philanthropy Day, the event was covered by more than 500 press articles, from well-known media agencies such as Associated Press, the Herald Tribune, Forbes and Eye Witness News. The special event was also covered by the United Nations Department of Public Information, in particular, the radio station, television, webcast and the news center.



## UN NEWS CENTER

"UN seeks aid of private sector, philanthropies in empowering women"  
<http://www.un.org/apps/news/story.asp?NewsID=33856>

## UN RADIO

"UN Secretary-General calls for empowerment of women"  
<http://www.unmultimedia.org/radio/english/detail/91229.html>

## SHORT FILM

"Ending Violence Against Women and Girls and the Economic Empowerment of Women" (DVD attached to inside back cover). The short film can also be watched on ECOSOC You Tube (<http://www.un.org/en/ecosoc/youtube>); and Facebook (<http://www.un.org/en/ecosoc/facebook>)

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A Duchess, an Oscar winner, a diplomat and a senior Manager of a corporate foundation joined two United Nations officials at a United Nations Headquarters press conference on 22 February 2010 to urge philanthropists to focus on women's empowerment as an effective way to boost socio-economic conditions around the world.

"It is well recognized that women and women's leadership are essential to build strong economies, more stable societies and achieve internationally agreed goals for human rights and development," Inés Alberdi, Executive Director of United Nations Development Fund for Women (UNIFEM) said as she opened the press conference.

"Today's event is both a celebration of current and emerging partnerships and a call to action for many larger scale collaborations. It is through such partnerships that we will be able to achieve equality, inclusion and a more just and stable world for women -- and for men and children," she added.

She pointed to a project helping Maasai women in Kenya gain economic rights and another one encouraging businesses in Egypt to participate in a certification process in order to be awarded a "gender equity seal" as examples of the benefits such partnerships had already provided.

Ms. Alberdi said that in the coming weeks, partnership between UNIFEM and the United Nations Global Compact would bring the effort to a whole new level, with an all-day 9 March symposium called "Equality Means Business", which will launch the Women's Empowerment Principles -- seven steps companies could take to empower women "from the boardroom to each link on the supply chain".

Geena Davis, Academy Award-winning Actor and Founder, See Jane, regretted that in the new millennium, stereotyped portrayals of women and girls in the media remained rife. In addition, for every female character in films, she said, there were three male characters, a ratio that had remained constant since 1946.

Sexually revealing clothing for women and girls was as common in G-rated movies as R-rated movies, she add-

ed. She urged all sectors to work together to change the situation. "Real change happens when you reach the tipping point, and it will take all of us together to get there", she said.

Sarah Ferguson, Duchess of York said that she speaks as a mother when she stressed that "education, education, education is key". She related the story of a young woman from Ethiopia who had been raped by four men, one of whom wanted to coerce her into marriage. She was able to gain her freedom and go on to help other women in her country avoid a similar fate. Education, she said, was the key to advancing her cause.

Ambassador Morten Wetland of Norway, Vice-President of ECOSOC, said it was important to see the empowerment of women as not just a human rights issue, but also as a development issue. The fact that Norway had 80 per cent of its women participating in the workplace and one of the world's healthiest economies showed the benefits of women fully participating in society. "If you do not promote women's advancement, you undermine the prospects for growth and prosperity," he said.

## **AVON GRANTS US\$ 250,000 TO UN TRUST FUND TO END VIOLENCE AGAINST WOMEN**

At the Philanthropy event, Mary P. Quinn, Senior Manager of the Avon Foundation for Women announced a grant of US\$250,000 to the UN Trust Fund to End Violence against Women administered by UNIFEM. In 2008, UNIFEM and Avon entered into a partnership to promote women's empowerment and end violence against women. Following an initial grant of US\$1 million, the new grant will support the development of a model to prevent gender-based violence in local communities in Mexico. "The model will target girls, boys and adolescents at an age when their gender identities are being developed, which also is an ideal time to address the root causes of gender-based violence," Ms. Quinn said.

# Other events on International Corporate Philanthropy Day



Ken Powell of General Mills, exploring a more clear vision of what corporate leaders can do now to stay ahead of increasingly complex social issues and rising stakeholder expectations. Participating CEOs joined the discussion through real-time, interactive opinion polls and small group discussions.

Many of CECP member companies launched philanthropic initiatives around ICPD. For example, Bloomberg proudly kicked off its 2010 Employee Matching and Dollars for Your Hours programs, and The Credit Suisse Americas Foundation announced a new Education program. ITT hosted a luncheon on the situation in Haiti for all head-quartered employees with Randy Martin, Mercy Corps's Director of Global Emergency Operations.

Following the afternoon programs on February 22, 2010, the Committee Encouraging Corporate Philanthropy (CECP) and Microsoft co-sponsored an evening reception at the United Nations to cap off International Corporate Philanthropy Day (ICPD). The reception gathered together more than 200 philanthropy leaders from the business community, the nonprofit sector, and government organizations to build awareness of the power that corporate-community partnerships can have in promoting gender equality and to celebrate the events that took place on ICPD, an international advocacy day for corporate philanthropy.

CECP kicked off ICPD at the New York Stock Exchange, where senior giving officers from member companies rang the Opening Bell. Concurrently, the fifth annual Board or Boards CEO Conference was held at The McGraw-Hill Companies in midtown. The conference convened leading global CEOs to discuss corporate philanthropy, peer to peer. ABC News' National Correspondent Chris Bury moderated an exclusive conversation with Klaus Kleinfeld of Alcoa and

Partner organizations of CECP around the world celebrated ICPD with media outreach, communications to their members, events, and more. The Slovak Donors' Forum held a special breakfast with CEOs and the media, while the Entrepreneurs Foundation announced a 2010 Global Health Initiative. A real-time Twitter conversation was held throughout the day, with partner organizations, nonprofits, and CECP members engaging on the subject of the role of business in society.

As the evening reception began winding down and the events of ICPD came to an end, the Empire State Building in New York and the clock tower of the Wrigley Building in Chicago were lit in blue and green to illuminate the importance of this day.



# United Nations System Activities in the areas of Ending Violence against Women and Girls and Economic Empowerment of Women

## THE INTERNATIONAL LABOUR ORGANIZATION (ILO)



ILO's most contemporary and comprehensive contribution to the advancement of gender equality and the economic empowerment of women is the International Labour Conference Resolution on Gender Equality at the Heart of Decent Work, unanimously adopted by representatives of governments, employers and workers in June 2009. The Resolution contains wide-ranging measures that the ILO tripartite constituents should implement to achieve gender equality in the world of work. These measures include, among others, fostering small and medium sized enterprises and women's entrepreneurship as a key means of generating employment and the social and economic empowerment of women. The Cairo Platform of Action for the development of women entrepreneurship in Africa, adopted by representatives of governments, workers' and employers' organizations, educational and research institutions, associations of women entrepreneurs, women entrepreneurs' support agencies, funding agencies and bilateral and multilateral organizations on 29 October 2009, is an important milestone in this effort especially as it takes into account the impact of the financial and economic crisis on Africa's poverty rates and puts forward strategies at the national, regional and international level for the achievement of the Millennium Development Goals. For more information, please visit [www.ilo.org/gender](http://www.ilo.org/gender).



## THE INTERNATIONAL FUND FOR AGRICULTURAL DEVELOPMENT (IFAD)—MDG3 Torch Initiative

On 7 March 2008, the Global MDG3 Champion Torch campaign was launched in Copenhagen. On 4 October 2009, Kanayo F. Nwanze, President of IFAD, received the Torch from Danish Minister for Development Cooperation, Ulla Tornaes, committing IFAD "to do something extra" to promote gender equality and women's empowerment. By that date more than

100 representatives of government, the private sector, civil society, media and international organizations had taken up the Torch. To strengthen IFAD's contribution to equality, increased prosperity, and the enhanced well-being of rural women, IFAD commits to:

- Improve the results on the ground by continuing to better integrate gender equality and women's empowerment into the strategic framework, country programmes, and monitoring and evaluation systems
- Strengthen women's leadership and decision-making influence in agriculture and natural resource management at all levels
- Lend IFAD's voice through the strategic communications and advocacy in favour of increased investment in rural women, for sustainable agricultural development and food security
- Increase IFAD's own investment in technology development and capacity strengthening for gender equality and rural women's empowerment through IFAD's grants programme.

For more information please visit: [www.ifad.org](http://www.ifad.org)

## THE PARTNERSHIP FOR MATERNAL, NEWBORN & CHILD HEALTH (PMNCH)



The Partnership for Maternal, Newborn & Child Health wages an advocacy campaign for an increased investment in women's health. One key argument underlying this campaign is the recognition that investing in women has high economic returns. Every year the world loses \$15 billion in productivity because of maternal and newborn mortality. Health as a factor of empowerment is key. Good health enables choice and provides the autonomy required to generate revenue. Investment in health is also promoted on the

basis that health is a human right. As referenced in the United Nations Charter, the Universal Declaration of Human Rights, the International Covenant on Economic, Social and Cultural rights, and in the Convention for the Elimination of all forms of Discrimination against Women, health is an intrinsic entitlement. In this light the Partnership with its partners has developed an investment case in maternal, newborn and child health for the Asia Pacific Region and is currently working under the Harmonization for Health in Africa to develop an investment case for health in Africa. The Partnership has also been involved in the development of High Level Taskforce recommendations on international innovative financing for health. For more information please visit:

Print version: [www.who.int/pmnch](http://www.who.int/pmnch)

Online version: [http://www.who.int/pmnch/media/press\\_materials/pr/2009/20090501\\_apic\\_pr/en/](http://www.who.int/pmnch/media/press_materials/pr/2009/20090501_apic_pr/en/)

<http://www.who.int/pmnch/media/membernews/2008/financinghealthsystems/en/>

## THE UNITED NATIONS POPULATIONS FUND (UNFPA)



UNFPA supports country efforts to eliminate violence against women and girls, and to advance women's empowerment and gender equality and reproductive health and rights. UNFPA believes that women's health and rights are important ends in themselves and also the building blocks of stable societies and growing economies. The right to sexual and reproductive health is fundamental to women's empowerment, gender equality and the achievement of the Millennium Development Goals.

Gender discrimination restricts the personal development of both men and women and holds back progress towards poverty reduction and development. When these barriers are removed - families, communities and entire countries benefit. Improving women's access to, and control over, economic resources at all levels and using strategies such as gender responsive budgeting and micro-credit is critical to pulling families and communities out of poverty.

For example, a UNFPA-supported programme in Ethiopia that targets girls at risk of child marriage, focused on Amhara Province, promotes functional literacy, life skills, reproductive health education and opportunities for saving money for both married girls and girls at risk of child marriage. It also addresses the economic motives for the practice of child marriage and includes incentives to encourage families to allow their daughters to remain in school. An evaluation of the programme found significantly fewer girls in the experimental area had been married during early adolescence compared to girls who hadn't participated in the programme.

For more information visit: <https://www.unfpa.org/webdav/site/global/shared/documents/publications/2010/beijing15.pdf>

## unicef UNITED NATIONS CHILDREN'S FUND (UNICEF)

Consistent with the UNICEF Child Protection Strategy, UNICEF supports the strengthening of laws, policies and services for women and girls' victims of different forms of gender based violence. Furthermore, through the United Nations Girls' Education Initiative (UNGEI), UNICEF champions the rights of girls and helps countries achieve gender equality in education, with basic education and gender equality being one of UNICEF's five global priorities.

Sexual Violence against Girls Initiative: UNICEF is actively working with partners who include UNIFEM, UNFPA, UNAIDS, WHO, the Centers for Disease Control and Prevention and the private sector. UNICEF and partners serving in an advisory capacity are aiming to generate a global movement to address sexual violence against girls. Through this initiative, UNICEF is supporting countries in the generation of credible evidence on the problem and the development of comprehensive prevention and response strategies to sexual violence against girls.

The UNFPA-UNICEF Joint Programme Female Genital Mutilation/Cutting: Accelerating Change works to address gender based violence. In collaboration with civil society and through the programme, support is provided to the development and implementation of national programs to accelerate the abandonment of FGM/C and child marriage in 12 countries in Africa. As a result, in 2009, the first ever declarations of abandonment of FGM/C took place in Gambia and Somalia.

For more information, please visit: [www.unicef.org](http://www.unicef.org)

UN Joint Framework: <http://www.unicef.org/adolescence/files/FINAL-UNJointFramework.pdf>

The New School University's website on Equity for Children: <http://www.equityforchildren.org/>



The World Bank

## THE WORLD BANK

In 2007, the World Bank Group launched a \$63 million action plan to improve women's economic opportunity. The four year plan, Gender Equality as Smart Economics, invests in the improvement of women's access to jobs, land rights, financial services, agricultural inputs and infrastructure. While women's and girls' education and health levels have improved in most poor countries, progress is lagging on improving their economic opportunities. This is inefficient, since increased women's labor force participation and earnings are associated with reduced poverty and faster growth. This is also why the GAP concentrates on facilitating girls' transition from school to work. Women will benefit from their economic empowerment, and so will men, children and society as a whole."

For more information please visit [www.worldbank.org](http://www.worldbank.org)

# Event Agenda

## 3.00-3:40 P.M. OPENING SESSION:

Welcome address by *H.E. Mr. Hamidon Ali*, President of ECOSOC Opening address by *Mr. Ban Ki-moon*, Secretary-General of the United Nations

Keynote address by *Ms. Sarah Ferguson*, Duchess of York

Statement by *H.E. Ms. Carmen Andrade*, Minister Director of the National Service for Women of Chile, on behalf of *H.E. Ms. Michelle Bachelet*, President of Chile

Setting the stage for the Leadership Dialogues: *Mr. Michael Patsalos-Fox*, Vice-Chairman, McKinsey

## 3.45-5:30 P.M. PARALLEL LEADERSHIP DIALOGUES ONE AND TWO

### DIALOGUE ONE: ENDING VIOLENCE AGAINST WOMEN AND GIRLS

#### **MODERATOR:**

*Hon. Linda Tarr-Whelan*, Distinguished Senior Fellow, Demos

#### **LEAD DISCUSSANTS:**

*Ms. Rashida Manjoo*, United Nations Special Rapporteur on Violence against Women

*Ms. Marilyn Carlson Nelson*, Chairman, Carlson

*Ms. Jennifer Buffett*, President and Co-Chair, NoVo Foundation

*Ms. Sharon D'Agostino*, Vice-President, Worldwide Corporate Contributions and Community Relations, Johnson & Johnson

*Ms. Marie Nyombo Zaina*, Coordinator of the National NG O Network for Women and Development in the Democratic Republic of the Congo

#### **RESPONDENTS:**

*Ms. Kathy Bushkin Calvin*, CEO, United Nations Foundation

*Mr. Gary Cohen*, Executive Vice-President, Becton Dickinson

*Mr. Todd Minerson*, Executive Director, White Ribbon Campaign, Member of the Secretary-General's Network of Men Leaders to end violence against women

*Ms. Joanne Sandler*, Deputy Executive Director, UNIFEM

### DIALOGUE TWO: PROMOTING WOMEN'S ECONOMIC EMPOWERMENT

#### **MODERATOR:**

*Ms. Maria Livanos Cattai*, Board Member, Petroplus Holdings

#### **LEAD DISCUSSANTS:**

*Miss Helen Clark*, Administrator, United Nations Development Programme

*Ms. Sharon Allen*, Chairman of the Board, Deloitte

*Mr. Alan Hassenfeld*, Chairman of the Executive Committee of Hasbro, Inc.

*Mr. Alex Counts*, Founder and CEO, Grameen Foundation

*Ms. Zainab Salbi*, Founder and CEO, Women for Women International

#### **RESPONDENTS:**

*Ms. Edith Grace Ssempala*, Senior Advisor for International Affairs and Director of Civil Society Programmes, World Bank

*Mr. Chad Bolick*, Director, Business for Social Responsibility

*Mr. Bruce Jackson*, Senior Attorney, Microsoft Corporation

## 5.30-6:00 P.M. CONCLUSIONS AND NEXT STEPS

#### **MODERATOR 1 :**

*Mr. Sha Zukang*, Under-Secretary-General, United Nations Department of Economic and Social Affairs

*Reporting back of key messages from parallel Leadership Dialogues One and Two*

#### **CLOSING KEYNOTE ADDRESS:**

by *Ms. Geena Davis*, Academy Award-winning actor and Founder, See Jane

#### **MODERATOR 2 :**

*Mr. Amir Dossal*, Executive Director, United Nations Office for Partnerships

*Announcements of initiatives in support of gender equality and women's empowerment*

#### **REMARKS:**

*Ms. Sarah Ferguson*, Duchess of York, "Mothers' Army Initiative"

*Ms. Maria Borelius*, CEO, Hand in Hand, "10 Million Jobs among the Poor"

*Dr. Tariq Cheema*, CEO, World Congress of Muslim Philanthropists

*Ms. Heidi Kühn*, Founder, Roots of Peace

*Ms. Mona Kali*, Executive Director, Dubai Women's Establishment

*Ms. Francine LeFrak*, Founder, Same Sky (Will also announce a commitment on behalf of *Ms. Cherie Blair*, Founder of the Cherie Blair Foundation for Women)

*Ms. Cheryl Morden*, Director, North American Office, IFAD

*Ms. Irene D. Pritzker*, President, IDP Foundation

*Ms. Mary Quinn*, Senior Manager, Operations, Avon Foundation for Women

*Mr. Erol User*, Founder, Kids Parliament

*Mr. Andrew Whitley*, Director, UNWRA Representative Office in New York

#### **CLOSING REMARKS:**

by *H.E. Mr. Hamidon Ali*, President of ECOSOC

*Reception sponsored by CECP and Microsoft on the Ground Floor of the New Conference Building from 6:15 -7:45 p.m.*

# On-The-Spot Interviews

*Event Interviews directed, produced and videotaped by pattiedesign.com.  
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## VIDEO INTERVIEWS

All video interviews are available on: You Tube (<http://www.un.org/en/ecosoc/youtube>); and Facebook (<http://www.fun.org/en/ecosoc/facebook>)

## Member States

**Ambassador Hamidon Ali, President of ECOSOC and Permanent Representative of Malaysia to the United Nations**

"WE NEED TO DO A LOT MORE TO EMPOWER WOMEN IN ALL ASPECTS OF LIFE FROM THE POLITICAL, TO THE ECONOMIC, TO THE SOCIAL, AND WE HOPE THIS MESSAGE WILL CARRY THROUGH".



**Ambassador Heraldo Munoz of Chile, Vice-President of ECOSOC and Permanent Representative of Chile to the United Nations**

"THE PARTNERSHIP BETWEEN FOUNDATIONS AND THE PRIVATE SECTOR AND GOVERNMENT IN MY VIEW IS ABSOLUTELY NECESSARY IN ORDER TO ENABLE GENDER EQUALITY AND EMPOWERMENT WOMEN. GOVERNMENTS ALONE CANNOT DO IT".



**Ambassador Somduth Soborun, Vice-President of ECOSOC and Permanent Representative of Mauritius to the United Nations**

"YOU CANNOT HAVE GENDER EQUALITY; YOU CANNOT HAVE WOMEN'S EMPOWERMENT IN ISOLATION. GENDER EQUALITY AND EMPOWERMENT CANNOT BE DISASSOCIATED FROM ECONOMIC DEVELOPMENT".



**Ambassador Alexandru Cujba, Vice-President of ECOSOC and Permanent Representative of the Republic of Moldova to the United Nations**

"TODAY'S EVENT HAS SHOWED US A VERY STRONG COMMITMENT ON BEHALF OF INTERNATIONAL CORPORATIONS IN PARTNERSHIP TO HELP THE ACHIEVEMENT OF THE MILLENNIUM DEVELOPMENT GOALS (MDGs), AND WE CONSIDER THAT ONLY THROUGH THIS GENUINE PARTNERSHIP WITH THE BUSINESS COMMUNITY, WITH THE CORPORATIONS, AND FOUNDATIONS WE WILL BE ABLE TO ACHIEVE THE MDGs".



**Ambassador Morten Wetland, Vice-President of ECOSOC and Permanent Representative of Norway to the United Nations**

"I WOULD LIKE TO SEE US ALL ENERGIZE TO REALLY MOVE TOWARDS A WORLD WHERE MEN AND WOMEN ARE MORE EQUALLY EMPOWERED".



## Additional Interviews

**Sharon Allen, Chairman of Deloitte**

"I THINK THAT THE UN IS IN A VERY GOOD POSITION, WORKING TOGETHER WITH THESE CORPORATE AND OTHER PARTNERS, TO IDENTIFY THE WAYS FOR WOMEN TO BE DEVELOPED, FOR WOMEN TO BE SUPPORTED AND FOR WOMEN REALLY TO HAVE THE CHANCE TO PROVE THEIR LEADERSHIP SKILLS IN ALL LEVELS OF THE ECONOMY".



**Sharon D'Agostino, Vice-President World Wide contribution and community relations, J & J**

"WHAT WE WANT TO SEE AS THE OUTCOME OF TODAY'S MEETING IS REALLY A STRONGER SERIES OF PARTNERSHIPS BETWEEN THE UN AND THE PRIVATE SECTOR. WE BELIEVE THAT EACH GROUPS BRING THEIR OWN AREAS OF EXPERTISE AND WE AT JOHNSON AND JOHNSON ARE LOOKING FORWARD TO CONTINUE OUR PARTNERSHIPS WITH THE UN".



**Cathy Calvin, Chief Executive Officer,  
United Nations Foundation**

"WE NEED TO GIVE PEOPLE REAL IDEAS OF WHAT THEY CAN DO, BOTH AS PHILANTHROPY OR AS AN ORGANIZATION THAT IS HIRING AND MOVING WOMEN FORWARD".



**Alex Counts, Founder and Chief Executive Officer, Grameen Foundation**



"THERE HAS BEEN MANY EFFORTS GOING FROM THE CORPORATE

SECTOR IN THE DEVELOPED WORLD TO MICROFINANCE IN THE THIRD WORLD TO TRY TO ELEVATE THE STATUS OF WOMEN, AND THESE PRODUCE SIGNIFICANT RESULTS, BUT STILL THERE IS A LONG WAY TO GO. WOMEN ARE OFTEN PAID LESS FOR THE SAME WORK OR DENIED BASIC OPPORTUNITIES IN THE WORKPLACE AND IN THE MARKET PLACE"

**Kristen Dalton, Miss USA 2009**

"IN THE WORK PLACE, I WOULD LIKE TO SEE MORE WOMEN TAKING LEADERSHIP



POSITIONS. WOMEN TYPICALLY ARE IN POSITIONS SUCH AS ADMINISTRATIVE AND CLERICAL POSITIONS AND I THINK IT WILL BE REALLY INSPIRING, AND SOMETHING VERY IDEAL FOR WOMEN TO BE IN MORE LEADERSHIP AND EXECUTIVE POSITIONS".

**Geena Davis, Academy Award-winning actor and Founder, See Jane**



"I THINK IT IS IMPORTANT FOR ALL OF US TO EMBRACE THE PACE THAT WE NEED TO

TAKE IN IMPROVING THE STATUS OF WOMEN AROUND THE WORLD, THAT IT IS AN URGENT, URGENT PROBLEM. AS MARTIN LUTHER KING SAID: "WE MUST NOT TAKE THE TRANQUILIZING DRUG OF GRADUALISM. WE HAVE TO GET THERE; WE HAVE TO JUMP TO THE NEXT LEVEL".

**Amir Dossal, Director, United Nations Office for Partnerships**

"ECOSOC ACTUALLY HAS BEEN DRIVING THE NEW AGENDA FOR WOMEN'S



EMPOWERMENT, EQUALITY OF WOMEN AND I THINK THAT AS SOMEBODY JUST SAID RECENTLY: "WOMEN ARE EVERYTHING TO THE DEVELOPMENT PROCESS AND WE NEED TO FOCUS NOT JUST ON SUSTAINABILITY BUT TO ENABLE THEM TO ACTUALLY LIVE BETTER, EARN BETTER, SO THAT THEY CAN BECOME EQUAL CITIZENS IN SOCIETY".

**Sarah Ferguson, Duchess of York**

"I WOULD LIKE WOMEN FIRST TO BE LISTENED TO, AND WOMEN HAVE THE RIGHT TO A VOICE".



**Todd Minerson, Executive Director of the White Ribbon Campaign, and Member of the Secretary-General network of men leaders on violence against women**

"I WOULD LIKE TO SEE MEN UNDERSTAND THAT WOMEN FULL PARTICIPATION IN



CORPORATE LIFE AND IN HIGHEST LEVEL OF BUSINESS ACTUALLY BENEFITS US ALL. IT DOES NOT COME AT THE COST OF MEN. IT DOES NOT COME AT THE PLACE WHERE WE ARE GOING TO LOSE PRIVILEGE. BUT IT IS SOMETHING THAT WILL IN FACT BENEFIT ALL OF US".

## "STUDIO" INTERVIEWS

*Assistant Director, Co-Producer and Video Production by Home Front Communications. Courtesy of the Committee Encouraging Corporate Philanthropy. Copyright © 2010. All rights reserved.*

**Allan Hassenfeld, Chair of the Executive Committee of Hasbro**

"WOMEN ARE THE CENTER OF THE FAMILY, AND IF YOU CAN EMPOWER



WOMEN ECONOMICALLY, THEY HAVE WAYS OF MAKING SURE THAT CHILDREN GET EDUCATED PROPERLY, CHILDREN EAT PROPERLY, AND THEY ARE HEALTHY... SO IF YOU EMPOWER WOMEN ECONOMICALLY, I THINK YOU CHANGE THE DYNAMIC OF LOT OF THINGS GOING ON TODAY".

**Michael Patsalos-Fox, Vice-Chairman McKinsey Company**



"I THINK IN A LOT OF CORPORATIONS, WOMEN

REPRESENT AN OPPORTUNITY TO BUILD BUSINESSES, AS WELL AS DO GOOD. GOVERNMENTS AND COMPANIES THEMSELVES CAN ENCOURAGE SUCH DEVELOPMENT".

# Participating Organizations

- A** American College of Clinical Pharmacy (ACCP)  
Acumen Fund  
Addressing Sexual Violence Against Girls Initiative  
Aegis Foundation  
Aetna Foundation  
Afghan Connection  
Africa Centre for HIV/AIDS  
African Women's Development and Communication Network (FEMNET)  
African Women's Development Fund  
International Association of Economic and Social Councils and Similar Institutions (AICESIS)  
Alcatel-Lucent  
All India Association for Christian Higher Education  
Alwaleed Bin Talal Foundation  
American Friends of Swisscontact  
American Human Development Project  
American Muslim Health Professionals  
African Medical and Research Foundation (AMREF) USA  
"Anti-Defamation League, New York Region"  
Apco Worldwide  
Arab Science and Technology Foundation  
Association of Corporate Contributions Professionals (ACCP)  
Association of Physicians of Pakistani Descent of North America  
Avon Foundation for Women
- B** Baker and McKenzie International  
Barclays Capital  
Bill and Melinda Gates Foundation  
Black Tie International Magazine  
Bloomberg Family Foundation  
Breakthrough  
Business for Social Responsibility (BSR)  
Business Council for the UN-United Nations Association of the USA
- C** "CA, Inc."  
Cadbury  
Calvert Investments  
Calvet Asset Management  
Campbell Soup Company
- C** Cargill  
Carlson  
Cason Family Foundation  
"Cathedral of St. John the Divine, New York"  
Committee Encouraging Corporate Philanthropy (CECP)  
Center for International Virtual Schooling  
Center for Women's Global Leadership  
Centre for an Urban Future  
Centre for Interfaith Action on Global Poverty  
Changing our World  
Charles Simon Centre for Adult Life and Learning  
Childhood Foundation  
Citi  
Citi – Global Community Relations  
Citi Habitats  
City College of New York  
"CITYArts, Inc."  
Clinton Foundation  
Clinton Global Initiative  
Collège universitaire de St-Boniface  
Columbia University  
Commonwealth Broadcasting Association  
Connect the Dots Entertainment Group  
Consultative Group to Assist the Poor  
Council on Foreign Relations  
Count Me In for Women's Economic Independence  
Crescent Petroleum  
CUSO – VSO
- D** DDCF  
"Deloitte, LP"  
Demos  
Demos Women's Leadership Initiative  
Development Partnerships  
Director of Development  
Dorothy G. Bender Foundation  
Dover Corporation  
Dubai Ladies Club  
Dubai Women's Establishment  
Duke University Medical School  
Edelman  
Education for Employment Foundation
- E** Entrepreneurs Foundation  
Equality Now  
Ernst and Young LLP  
Estee Lauder Companies  
Exxon Mobil
- F** Family Care International  
Food and Agriculture Organization of the United Nations (FAO)  
Fentan Communications  
First Lady's Save our Youths Campaign  
Four Corners Consulting
- G** Gaston White  
GDN Holdings  
George Washington University  
Georges Malaika Foundation  
Georgetown University  
Gerstner Family Foundation  
GF  
GICDF/NGO  
Giosetta Consultants Inc.  
Girl Scouts of the USA  
Global Alliance for Women's Health  
"Global Business Coalition on HIV/AIDS, TB and Malaria"  
Global Fund For Women  
Global Health Council  
"Global Network for Neglected Tropical Diseases, Sabin Vaccinie Institute"  
GMAC Financial Services  
Goldman Sachs  
Goodwin Consulting  
Grameen Foundation  
Gucci
- H** Hand in Hand International  
Hasbro  
Hashem Brothers for Essential Oils and Aromatic Products  
HEED Foundation  
Her Highness Manal Al Maktoum Art Exchange Program  
Hess Corporation  
Heuristic Management LLC  
"Hosei University, Faculty of Law"  
Human Rights Commission Illinois  
Hunger Project  
"Hunter College, New York"
- I** International Atomic Energy Agency (IAEA)  
ICT4Peace Foundation  
IDP Foundation  
International Labour Organization (ILO)  
iMentor  
International Monetary Fund (IMF)  
Instantstream.com.Inc.
- J** Jhpiego  
Johnson & Johnson  
JPMorgan Chase & Co.
- K** Kids Parliament  
Konbit Sante Haitian Health Partnership  
Korn/Ferry International  
KPMG  
Kreab Gavin Anderson
- L** Landmark Ventures  
League of Women Voters  
London School of Hygiene and Tropical Medicine
- M** "M-A-C AIDS Fund, New York"  
Man Up Campaign  
Maplecroft  
MasterCard Worldwide  
Mata Amritanandamayi Math  
McKinsey  
Merck Company Foundation  
MICROSOFT Corporation  
Mitsubishi International Corporation  
Ms. Foundation for Women  
Muslim Youth of North America  
Muslimat Al-Nisaa
- N** National Commission for Human Development  
National Grid  
National NGO Network for Women and Development  
Negucci Nigeria Women in Construction and Technology  
New Field Foundation  
Newman's Own Foundation  
Nokia  
Non-profit Empowerment Group
- O** Institute for Human Right and Business  
Institute for Resource and Security Studies  
INTEL Corporation  
International AIDS Vaccine Initiative  
"International Architects, Designers, Planners for Social Responsibility"  
International Business Leaders Forum  
International Chamber of Commerce  
International Federation of Gynecology and Obstetrics  
International Federation of University Women  
International Gender and Trade Network  
International Labor Rights Forum  
International Trade Centre  
International Women's Health Coalition  
IOSSC  
Iraqi Women's Fellowship Foundation  
Islamic Centre of Old Bridge  
Islamic Society of North America

**N** Nordic Business and Development  
Novartis Foundation for Sustainable Development  
NoVo Foundation  
NYSE Euronext/ WNBC 4  
New York University  
NYU-POLY

**O** "Office for the Coordination of Humanitarian Affairs,  
United Nations (UNOCHA)"  
Office of Russell Simons  
Office of the Commissioner for Human Rights  
Open Society Institute  
Orphans International Worldwide  
Oxford Analytica

**P** PANE  
Peace Cause-Metics  
Peacekeeper Cause-Metics  
Peer Gynt  
PepsiCo  
Petropius Holdings  
Pfizer Inc.  
Philantropia  
Pro Mujer

**Q** Quest Diagnostics

**R** Rapid Results Institute  
Realizing Rights: The Ethical Globalization Initiative  
"Religions for Peace, New York (NGO accredited  
to the UN)"  
Renova Group of Companies  
Rethink Haiti  
Richardson Rogers & Associates  
Roots of Peace  
Rutgers University

**S** Sabin Vaccine Institute  
Salesforce.com Foundation  
Salzburg Global Seminar  
Same Sky  
Sempra Energy  
St. John's University  
Starwood Hotels and Resorts  
State Street Corporation  
Sun Microsystems  
Symantec Corporation

**T** Telecom Development Company Afghanistan Ltd.  
"Texas Tech University, College of Education"  
The Bridgespan Group  
The Coca-Cola Company  
The Estee Lauder Companies  
The Ford Foundation  
The Hewlett Foundation

**T** The Humpty Dumpty Institute  
The Institute of Chartered Accountants in England and Wales  
The Praxis Project  
The Prudential foundation  
The Study Group  
The US Fund for UNICEF  
The White House Project  
The World Bank  
"Toys iRi Us, Inc."

**U** United Nations Global Compact  
United Nations Office of the Special Adviser on Africa  
United Nations Development Programme (UNDP)  
United Nations Population Fund (UNFPA)  
United Nations Children's Fund (UNICEF)  
United Nations Industrial Development Organization (UNIDO)  
United Nations Development Fund for Women (UNIFEM)  
United Nations  
United Nations Foundation  
United Nations Millennium Campaign  
United Nations Office for Partnerships (UNOP)  
United Nations Relief and Works Agency for Palestine Refugees  
in the Near East (UNRWA) Representative Office  
United Nations University (UNU)  
United States Department of Justice  
United States Federation for Middle East Peace  
United States Fund for UNICEF  
United States National Committee for UNIFEM

**V** VeritÈ  
Virginia Gildersleeve International Fund  
Vital Voices Global Practices

**W** WalMart  
"WEConnect International, ITC"  
White Ribbon Campaign  
WLPPFP and LAWA Fellowship Programme  
Women for Women International  
Women Leaders Intercultural Forum Realizing Rights  
Women Thrive Worldwide  
Women Win  
Womenis eNews  
Womenis Funding Network  
Women's Environment & Development Organization  
Women's Foreign Policy Group  
World Childhood Foundation  
World Congress of Muslim Philanthropists  
World Food Programme (WFP)  
World Health Organization (WHO)  
"Worldwide Solutions Group, Inc."

**Y** Yale School of Management  
Youth Interactive Portal for Enterprise  
4Girls Glocal Leadership

# About ECOSOC



## THE ECONOMIC AND SOCIAL COUNCIL

The Economic and Social Council (ECOSOC) was established under the United Nations Charter as the principal organ to coordinate economic, social, and related work of the 14 UN specialized agencies, functional commissions and five regional commissions. ECOSOC serves as the central forum for discussing international economic and social issues, and for formulating policy recommendations addressed to Member States and the United Nations system. Under the chairmanship of its president it is responsible for:

- Promoting higher standards of living, full employment, and economic and social progress;
- Identifying solutions to international economic, social and health problems;
- Facilitating international cultural and educational cooperation; and
- Encouraging universal respect for human rights and fundamental freedoms.

ECOSOC has 54 members elected for three-year terms by the General Assembly. The council holds several short sessions, ad hoc meetings, round tables and panel discussions with the participation of non governmental stakeholders throughout the year, to prepare for its four week substantive session on July. The July session is held annually in alternative years

in New York and Geneva. The substantive session is organized in five segments:

- The four day High-level segment with ministerial participation, which is devoted to a thematic debate on major economic, social and environment policy issues. The theme of the 2009 session is "Global Public Health".
- The Coordination segment aims at ensuring that policies, program operational work and country frameworks of all United Nations system organizations are consistent with key development goals.
- The Operational Activities segment provides the United Nations system with overall guidance on priorities and strategies for implementing the policies formulated by the General Assembly in the field of operational activities.
- The Humanitarian Affairs segment provides an important forum for review of the humanitarian affairs activities of the system and for their coordination.
- The General Segment is the venue for the management and oversight function of the Council.

In 2005, Heads of the State and Government mandated the Council to hold Annual Ministerial Reviews (AMR) for advancement and assessment of the progress made in the implementation of the United Nations development agenda, and a biennial Development Cooperation Forum (DCF) for the enhancement of the coherence and effectiveness of activities of different development partners.

<http://www.un.org/ecosoc/>

# About the Organizers

## THE UNITED NATIONS DEPARTMENT OF ECONOMIC AND SOCIAL AFFAIRS (DESA)

The United Nations Department of Economic and Social Affairs (DESA) serves as secretariat to ECOSOC and supports its deliberations and consensus-building. This demands high-level engagement on many global development issues and consultation with international financial institutions, the private sector and civil society. The Department is headed by the Under Secretary-General Mr. Sha Zukang.

For more than 50 years, DESA and its predecessors have been providing countries around the world meet their economic, social and environmental challenges. DESA operates within a framework of internationally agreed upon goals known as the United Nations development agenda: a shared vision of human progress rooted in the values of freedom, equality, solidarity, tolerance, respect for nature and mutual responsibility.

DESA plays a central role in monitoring and implementing global commitments to economic and social progress, including the MDGs. DESA also oversees the global statistical system and produces authoritative population estimates and projections that are used worldwide. DESA also manages the Development Account, a fund established by the General Assembly to help countries meet their development challenges.

<http://www.un.org/esa/desa/>



## THE UNITED NATIONS OFFICE FOR PARTNER- SHIPS (UNOP)

The United Nations Office for Partnerships serves as a gateway for public-private partnerships with the United Nations system, in furtherance of the Millennium Development Goals (MDGs). The Office oversees three areas:

**1 Partnership Advisory Services and Outreach** to a variety of entities, including academic institutions, companies, foundations, government agencies, and civil society organizations. Investment in high-impact initiatives is encouraged by:

- Advising on UN procedures and best practices;
- Assisting in the design of programmes and projects;
- Advising on the conversion of Global Compact principles into practice;
- Helping establish and, in some cases, manage global and regional networks;
- Advocating use of the MDGs as a framework for action.

**2 The United Nations Fund for International Partnerships (UNFIP)** established by the Secretary-General in March 1998 to serve as the interface for the partnership between the UN system and the UN Foundation - the public charity responsible for administering Ted Turner's \$1 billion contribution in support of UN causes. The United Nations Partnership with Ted Turner's Philanthropy has enabled the UN family to find creative solutions to global problems.

**3 The United Nations Democracy Fund (UNDEF)** established by the Secretary-General in July 2005 to support democratization throughout the world focuses on supporting democratic institutions, promoting human rights, and ensuring the participation of all groups in democratic processes.

Based at the United Nations Headquarters in New York, the United Nations Office for Partnerships works under the leadership of Dr. Asha-Rose Migiro, Deputy Secretary-General of the United Nations, and is headed by Amir Dossal, Executive Director.

UNOP aims to help the underprivileged by harnessing the interest, competencies, and resources across sectors. Working with leaders in business and civil society, the Partnership Office provides a platform for strategic policy dialogue and engages financial, technical, and management expertise to achieve the 8 Millennium Development Goals.

[www.un.org/partnerships](http://www.un.org/partnerships)

## THE UNITED NATIONS FUND FOR WOMEN (UNIFEM)



UNIFEM is the women's fund at the United Nations, dedicated to advancing women's rights and achieving gender equality. It provides financial and technical assistance to innovative programmes and strategies that foster women's empowerment. UNIFEM works on the premise that it is the fundamental right of every woman to live a life free from discrimination and violence, and that gender equality is essential to achieving development and to building just societies.

UNIFEM focuses its activities on one overarching goal: to support the implementation at the national level of existing international commitments to advance gender equality. In support of this goal, UNIFEM works in the following thematic areas: enhancing women's economic security and rights, ending violence against women, reducing the prevalence of HIV and AIDS among women and girls, and advancing gender justice in democratic governance in stable and fragile states.

Active in all regions and at different levels, UNIFEM works with countries to formulate and implement laws and policies to eliminate discrimination and promote gender equality in such areas as land and inheritance rights, decent work for women, and ending violence against women. UNIFEM also aims to transform institutions to make them more accountable to gender equality and women's rights, to strengthen the capacity and voice of women's rights advocates, and to change harmful and discriminatory practices in society.

## THE COMMITTEE ENCOURAGING CORPORATE PHILANTHROPY (CECP)



The Committee Encouraging Corporate Philanthropy is the only international forum of business CEOs and chairpersons focused exclusively on corporate philanthropy. CECP's mission is to lead the business community in raising the level and quality of corporate philanthropy. CECP offers members essential resources, including a proprietary online benchmarking tool, networking programs, research, and opportunities for best-practice sharing.

CECP believes that discipline applies to philanthropy, like any other business function. When companies demonstrate programmatic effectiveness, fiscal accountability, and good stewardship in their philanthropic programs, society and business both stand to benefit greatly. Through innovative programs like those aimed at eradicating disease or raising childhood literacy rates, companies can also improve employee retention and heighten brand recognition. CECP is intently focused on three guiding principles: representing the CEO voice incorporate philanthropy, encouraging business discipline in the field, and setting the standards for effective philanthropy practice and measurement.

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

# Co-Convenors



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*The report was designed by the Graphic Design Unit (Ursula Damm) of the United Nations Department of Public Information.*

# ENDING VIOLENCE AGAINST WOMEN AND GIRLS AND THE ECONOMIC EMPOWERMENT OF WOMEN

Featuring Geena Davis, Academy Award-Winning Actress; Government Officials; and Ban Ki-moon, Secretary-General of the United Nations, this short film brings into focus the startling statistics of worldwide violence against women and girls, and how the empowerment of women can help break this cycle.

Leaders from the private sector and civil society discuss with government



representatives the challenges of ending violence against women and girls, the economic empowerment of women, and join forces to bring together governments with private and philanthropic organizations at the Special United Nations ECOSOC Event “Engaging Philanthropy to Promote Gender Equality & the Economic Empowerment of Women”.

*Produced, Directed and Edited by pattiedesign.  
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