

European Women's Lobby



**Together
for a Feminist Europe.**

Champions
for
Gender Equality
in Europe



Funded by the
Rights, Equality and
Citizenship Programme

www.womenlobby.org

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EUROPEAN WOMEN'S
LOBBY
EUROPEEN DES FEMMES

1 / NEW PARTNERSHIPS FOR WOMEN'S RIGHTS

Building an innovative business climate and a stronger Europe

The business community is an increasingly important partner for both policy institutions and civil society organisations in addressing society's greatest needs and challenges.

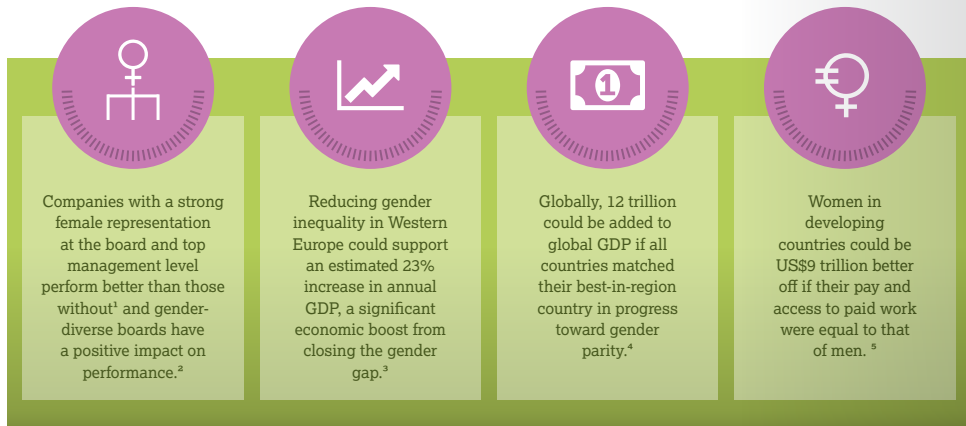
The opportunities for cross-sector collaboration are especially clear when it comes to realising gender equality. Fully achieving women's human rights in Europe is not only fundamental for women; it is essential to building a more inclusive and sustainable society and economy.

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“There is no great force for change, for peace, for justice and democracy, for inclusive economic growth than a world of empowered women.”

— Phumzile Mlambo-Ngcuka, Director UN Women

There is ample evidence demonstrating the powerful lever of empowering women for greater, more sustainable and inclusive economic development.



¹ Women Matter: Gender diversity, a corporate performance driver. McKinsey & Company, 2007

² Women Matter: Gender diversity at the top of corporations: Making it happen, McKinsey & Company, 2010

³ Power of Parity: How advancing women's equality can add \$12 trillion to global growth. McKinsey Global Institute. September, 2015.

⁴ Power of Parity: How advancing women's equality can add \$12 trillion to global growth. McKinsey Global Institute. September, 2015.

⁵ Close the gap! The cost of inequality in women's work. ActionAid, January 2015

When companies support initiatives for women and girls, they are investing in society as well as the future of their business.

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“Stereotypical assumptions continue to relegate women and men to gender rigid roles. Business has a role to play in changing mindsets.”

— Catherine Bearder, Member of the European Parliament

Recognising this opportunity, numerous companies have sought to partner with European Women's Lobby to develop women's empowerment initiatives in recent years.



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“Diversity is a key issue for us and we work hard to make sure our workplace reflects the society in which we operate. When it comes to gender diversity, the EWL was a natural partner for us in our engagement with policy makers and stakeholders in Brussels. The European Women's Lobby helped us convene an event in the European Parliament that focused on the importance of companies' gender equality agenda when considering their growth potential and reflecting political change in society.”

— Gilly Lord, Partner, PwC (Project: Changing the Game- Women in Corporate Culture in Europe)

“Men and women use Sodexo services- the only way we can be successful as a company is to ensure our staff diversity reflects our customers. This is why we invest in gender equality work: this is why we partner with the EWL.”

— Michel Croisé, President Sodexo Benelux (Project: Women on Boards)

“Empowered women change the world. Chanel is a company started by, run by and for women... when we debuted our corporate foundation in 2011, it made sense to focus on empowering women. And when it comes to promoting and fostering women's empowerment on a European level, EWL are the experts.”

— Miren Bengoa, Director of Fondation CHANEL (Project- WEstart: Mapping women-led social enterprise in Europe)

2/ POWER IN PARTNERSHIPS

Enhancing social impact and opportunities for inclusive economic development: benefits of partnering with the European Women's Lobby

Designing an effective route to women's empowerment requires a deep understanding of the issues affecting women in girls in different countries and contexts, as well as the policies available to support them. Without addressing underlying structural barriers such as education, stereotypes, financial and digital inclusion, and legal protection, sustainable change for women and girls is not possible.

Businesses often don't have the connections and expertise to design effective interventions for change. This is not a criticism, but a recognition that women's empowerment is not their core business.

Operating at the nexus of grassroots organisations and EU institutions, European Women's Lobby has an extensive knowledge and understanding of the root causes of gender inequality and solutions for empowering women in local communities across Europe, as well as the myriad of policy levers in place to support them.

For companies interested in developing or expanding social impact programs for women, the European Women's Lobby is a strategic partner. We have worked with businesses across different industries to define and execute their social change mandate. European Women's Lobby can partner with companies to hold events, produce research, manage projects or develop joint strategic programmes and expand CSR initiatives.

Partnerships

Women Social Entrepreneurs

FONDATION
D'ENTREPRISE
CHANEL

European Women's Lobby and the **CHANEL Corporate Foundation** recently partnered to launch **WEstart**, an innovative programme to support and foster women social entrepreneurs in Europe.

With several members working on and interested in social entrepreneurship, EWL was well positioned to design and launch the WEstart programme. The project included cutting-edge research, the creation of a database, as well as advocacy measures to effectively disseminate research findings.

In partnering with EWL, Chanel Foundation was able to reach a broader spectrum of women led social enterprises from across Europe and deepen the impact and reach of its advocacy efforts for advancing women's economic empowerment in Europe.

More information about this project can be found at:
www.westarteuropa.org

Women on Boards

pwc

In October 2015 EWL and **PwC** partnered to co-host a conference on *Gender Equality in Business* at the **European Parliament**. The issue of gender equality in business has received much attention over the past years with a number of initiatives proposed by the European Commission. The European Women's Lobby has deep expertise on gender parity initiatives, and has produced two progress reports on Women on Boards since 2012.

This conference brought together experts from the business, policy and women's rights communities to consider key questions and discuss options that the EU, national policy makers as well as businesses could take to ensure that the EU meets its gender diversity targets for 2020.

More information about this project can be found at:
www.womenlobby.org

3 / EUROPEAN WOMEN'S LOBBY

Who we are

European Women's Lobby (EWL) is the largest umbrella organisation of women's associations in the European Union, directly representing more than 2000 organisations dedicated to empowering women and advancing their rights. EWL members include organisations in all EU member states and candidate countries as well as European and International associations.

A SNAPSHOT OF THE EWL NETWORK:



From our **headquarters in Brussels**, EWL works with members to ensure that the voices and perspectives of women and girls from across Europe are represented in the EU arena.

In addition to social entrepreneurship and women's economic decision-making, our work includes strategies around violence against women, sexism and stereotypes, diversity, migration, asylum and intersectionality.

How we work

For more than 25 years the European Women's Lobby has operated on the principle that gender equality is key to building a stronger Europe.

We are dedicated to supporting our members to realise the change they want to see. But we also recognise that in order to ensure lasting progress for women and girls, broader structural transformations are needed.

There are three ways that EWL works to create structural societal change:

Strengthening



EWL provides its members with research, resources and tools to more effectively do their work, and raise resources. Strong members = greater impact.

Connecting



EWL offers a platform for its members to connect with each other at the local, national, European and international level in order to build consensus and mobilise for collective impact.

Leading Change



EWL advocates and campaigns on critical policy issues affecting women and girls to ensure European policy-makers and institutions take action to uphold and deepen progress on gender equality.

Connect with us

To achieve women's rights, partnerships of actors from across all sectors are needed. Public institutions, civil society and the private sector can find new ways of working together to address the unique challenges facing our world today.

European Women's Lobby seeks to partner with companies and company foundations to design social change programmes that will enable lasting change for women and girls, for stronger business and Europe.

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