WOMEN'S FORUM

G7 A CALL TO ACTION

7 KEY ISSUES FOR AN INCLUSIVE RECOVERY

THE WOMEN'S FORUM CALL TO THE **G7 LEADERS** TO URGENTLY TAKE ACTION

WOMEN'S FORUM
FOR THE ECONOMY & SOCIETY

Foreword

In this challenging and disruptive world and even more in the light of the COVID-19 crisis women have to be fully associated to design a more just and inclusive economy and society. Women should be the leading force to shape the new world that humanity needs.

At the Women's Forum for the Economy & Society we are convinced that the most powerful economies in the G7 countries should lead by example by mobilizing women's leadership to build inclusive societies and bring back not only an economic recovery but also dignity and justice for all. Nobody should be left behind. This is a collective responsibility, and the Women's Forum is engaged to fully take it.

We urgently call to the G7 Leaders to prioritise women's economic empowerment as a key strategy in the Agenda. Women contribute only to 34% of worldwide wealth. Gender divide is being exacerbated by this pandemic, especially through an economic lens, and we see how women are disproportionally impacted.

It is imperative to focus on how to collectively support women in the economic fields to stimulate growth and to give them the same opportunities as men to be at the heart of the economy. Indeed, it is crucial that women have the same assets, skills and expertise as men in order to design and fully benefit from the jobs of the future. Even before the crisis, 240 million jobs were expected to be created by 2025 and 28 trillion dollars were expected to be added to the world GDP if women and men were equally represented in the economic sector.

Now the Women's Forum calls to action on 7 topics where women should not be impacted, but rather impactful, leading the change, beyond the recovery, to design an inclusive world: 7 pressing topics where women's added value is essential for the whole society.

1. Business

We have to make sure that women can fully benefit from the public and private funding allocated in recovery plans.

The G7 Leaders should engage to promote women-owned and women-led businesses, including in the supply chain. They should lead by example, using public procurement as a leverage to support women entrepreneurs. They should also take into account gender dimensions in designing public procurement in all sectors and make sure that women's perspectives are integrated into consultations.

2. Future of Work

The G7 Leaders should implement a strategy to engage girls in STEM skills and education to ensure that women are at the heart of the jobs of the future and can benefit from them.

Our recommendations aim to attract girls and women in a lifelong journey in STEM, from schools to boardrooms. That is why we also propose to launch a plan of action to develop reskilling, cross-skilling and upskilling programs in STEM fields.

3. Tech4Good

Since technology matters in the jobs of the future, we call to take action to promote Tech4Good. We ask the G7 Leaders to apply a gender lens to Artificial Intelligence in order to promote a bias-free and inclusive technology. We also ask G7 Leaders to acknowledge companies that include diversity in AI conception and development, for instance by allocating a specific research tax credit.

Foreword

4. Work-Life Balance

To fully include women in economy and society, a Work-Life Balance is paramount. We call the G7 Leaders to erase the gender pay gap in the public and private sectors.

We are convinced that G7 Leaders should lead by example adopting specific measures to guarantee a fair balance between work and personal life for all. A mandatory paid paternity leave of at least one week would be a strong signal of the commitment of Governments towards gender equality.

5. Governance

The Leaders should be pioneers and lead the change worldwide, promoting women's leadership. We ask for equal representation in policy-making, starting with national Parliaments and Governments by 2030.

Moreover, the G7 Leaders should seek to achieve a full gender balance in the governance of public and private companies by 2030. Under this framework, they should also set up a powerful pipeline for women in governance, in particular in fields where they are under-represented and which are at the heart of the jobs of the future, such as STEM fields.

6. Climate

We call the G7 Leaders to acknowledge women as key actors in the fight against climate change and reinforce a gender lens in environmental strategies in light of the lessons learned from the COVID-19 crisis.

The G7 Leaders should ensure equal access to essential and productive resources, technologies and capital to fully engage women in positive and powerful climate action.

We would also like them to support and scale up successful initiatives led by women and that positively impact them. The creation of an international Women and Climate Fund to drive investments in performing sustainable projects empowering women is a key to success.

7. Health

The G7 Leaders should design a new inclusive health system to fully include women's leadership and better integrate the needs of women.

We particularly call on the G7 Leaders to guarantee healthy ageing and develop effective initiatives tailored for older women. We also ask them to address mental health issues as a critical disease and a pressing social and economic challenge.

We are confident to raise awareness to the G7 leaders to be pioneer in their countries and beyond. We are convinced that our proposals, being achievable, concrete and pragmatic, can have a decisive positive impact to shape a post COVID-19 inclusive world.

You can count on the full commitment and the strong mobilisation of the Women's Forum Community to achieve these ambitious goals.

Chiara Corazza
Managing Director of the Women's Forum for the Economy & Society

Bring together positive and innovative dynamics, designing **an inclusive world**

The Women's Forum for the Economy & Society is a global platform for action to highlight women's voices and vision and build a more inclusive economy and society.

It provides unique opportunities for business leaders and policymakers, women and men, to work together to develop solutions to the shared challenges we are facing.

It is committed to accelerating the transformation of businesses and other organisations towards inclusive progress.

We envision a world where women are equal leaders in business and policy decision-making, driving inclusive solutions not only for women disproportionately impacted by socio-economic and environmental issues, but also to build thriving economies and societies.

The Women's Forum promotes a high-level and multi-stakeholder dialogue aiming at carrying out concrete actions in favour of women's empowerment through the Daring Circles, unique and innovative cross-industry working groups comprising all its partners, on issues where women are disproportionately impacted, and where women's leadership is crucial, such as:

- **Women4Business**, led by P&G, which raises awareness on the power of procurement for women's economic empowerment and promotes women-owned and women-led businesses.

- **Women4STEM**, led by Google, which aims to increase the number of female talents in companies and to retain them, as well as to develop the leadership and impact of women with STEM skills.

- **Women4AI**, led by Microsoft, which inspires organisations to apply a gender lens to development and implementation of their artificial intelligence and avoid gender biases.

- **Women4Climate**, led by BNP Paribas, which aims to enable women to lead actions against climate change and to address its disproportionate impact on women.

- **Women4Health**, led by AXA, which focuses on reducing inequalities between women and men in this area and promoting women entrepreneurs in Health Tech.

Based on the works of the five Women's Forum Daring Circles and in the context of COVID-19 crisis, The Women's Forum launches its Call to Action to the G7 Leaders on 7 key issues where women's leadership is crucial for an inclusive recovery: **Business, Future of Work, Tech4Good, Work-Life Balance, Governance, Climate, Health.**

The Women's Forum Call to Action takes fully in account the UN Sustainable Development Goals and is aligned to the one presented by UN Women, along with the European Commission and the International Labour Organization, addressing as well the G7 to recommend strategic initiatives for COVID-19 response and recovery.

The Women's Forum heartily thanks all its partners for their strong commitment in the construction of these proposals, and pays a special tribute to Shearman & Sterling, Insight Partner, for its tremendous support.

Beyond recovery: designing an inclusive world

These proposals, inspired by the Women's Empowerment Principles, are aimed to enable women to be where they can have a positive and decisive social and economic impact, bringing their added value to the post COVID-19 world.

The Women's Empowerment **Principles**

The Women's Empowerment Principles are a set of Principles for business offering guidance on how to empower women in the workplace, marketplace and community.

They are the result of a collaboration between the United Nations Women and the United Nations Global Compact.

The Principles emphasize the business case for corporate action to promote gender equality and women's empowerment in the workplace, marketplace and community.

1. Establish high-level corporate leadership for gender equality

2. Treat all women and men fairly at work - respect and support human rights and non-discrimination

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

Women's entrepreneurship in G7 countries

Self-employed women represent only a small proportion of female employment in the G7 countries:

	CAN	FR	DE	IT	JP	UK	USA
Self-employed, Women (% of female employment)	12,1%	8,3%	7,2%	16,9%	8,6%	10,9%	5,1%

Source: World Bank statistics (2019)

Indeed, women's entrepreneurship tends to face barriers including (i) the absence of a favourable cultural environment; (ii) the difficulty of reconciling business and family obligations; (iii) limited access to funding; and (iv) limited access to business networks, information, and training.

With respect to funding in particular, women entrepreneurs are widely reported to be less likely than men to indicate that they can access the financing needed to start a business, to be less likely than men to use external financing, and to invest lower amounts of funds to start a business compared to men1. Indeed, women entrepreneurs also tend to have limited access to funding (in particular bank loans and venture capital)[2], sometimes linked to market misperceptions and/or biases against women's entrepreneurship[3].

These barriers create a persistent gender gap: there are fewer women entrepreneurs and women-owned businesses than men entrepreneurs and men-owned businesses.

According to the International Labour Organization's most recent estimates, men "employers"*
outnumber women employers in all G7 countries.

	CAN	FR	DE	IT	JP	UK	USA
Total labour force	20,486,400	30,352,000	43,779,300	26,054,000	68,460,400	34,890,100	166,307,200
Estimated women employers	246,000	288,500	449,500	348,600	219,800	195,300	1,302,000
Estimated men employers	640,800	882,900	1,343,800	1,072,700	1,053,400	493,000	2,513,500
Estimated women/men ratio among employers	0.383	0.326	0.334	0.324	0.208	0.396	0.518

Source: International Labour Organization (2019), estimated women/men ratio among employers calculated by Shearman & Sterling LLP

Other figures collected by agencies and organizations working at the national level provide further
evidence of the existing gender gap in entrepreneurship. As of 2018, 15.7% of Canada's small and
medium sized enterprises ("SMEs") were women-owned businesses[4]. In 2019, women accounted
for 27.2% of France's business directors[5]. In 2019, women accounted for 15.7% of Germany's
start-up founders[6]. In 2019, women-owned businesses constituted 21.97% of Italy's enterprises[7].
In 2017, women accounted for approximately 19.3% of Japan's total entrepreneurs[8]. In 2019,
19% of the United Kingdom's SMEs were women-led businesses[9]. In the same year, women-
owned businesses accounted for 42% of total United States enterprises[10].

In addition, as of June 2019 the share of start-ups with exclusively female founders did not
exceed 7% in any of the six G7 countries: 7% in the United States, 6% in the United Kingdom,
5% in Italy, 5% in Canada, 4% in France, 3% in Germany (no data available for Japan)[11].

*The International Labour Organization's estimates are based on the International Classification of Status of Employment (ICSE) adopted
at the Fifteenth International Conference of Labour Statisticians in 1993 ("ICSE-93"), which is the most widely used by national statistical
systems. According to the ICSE-93 Classification, a person qualifies as an "employer" if (i) they are "self-employed," in the sense that
their remuneration is directly dependent upon the profits derived from the goods and services produced, and (ii) in this capacity, they
have engaged, on a continuous basis, one or more persons to work for them as employees.

Women and men entrepreneurs are distributed unequally across economic sectors. It appears that women entrepreneurs are underrepresented in more capital-intensive and/or high-technology and innovative sectors.

The example of construction is telling:

- Canada – in 2017, women-owned businesses represented only 3.9% of Canadian SMEs operating in the construction sector[12].

- France – in 2019, women entrepreneurs accounted for only 2% of company creation in this sector[13].

- Germany – in 2017, women accounted for only 1.7% of self-employed persons in the construction industry[14].

- Italy – in 2019, women-owned businesses accounted for only 6.44% of the businesses operating in the construction sector[15].

- Japan – in 2013, only 1.5% of women entrepreneurs operated in the construction sector, as opposed to 11.9% of men entrepreneurs[16].

- United Kingdom – in 2017, less than 3% of self-employed women in the United Kingdom were active in the construction sector, as opposed to over 30% of self-employed men[17].

- United States – in 2017, women were only 4% likely to start a construction or manufacturing business, compared to men at 12%[18]. The United States Small Business Administration lists over 100 qualifying North American Industry Classification System codes[19] in the construction and manufacturing sectors as eligible for the Women-Owned Small Business Federal Contracting programme, meaning that these fields are considered underrepresented by women-owned businesses in federal procurement[20].

G7 Governments and women's entrepreneurship

The G7 Governments are aware that bridging the gender gap in entrepreneurship would not only be positive from a societal standpoint, but would also benefit the economy of each. This has been acknowledged by G7 Governments, both individually and collectively. By way of example, at the 2017 G7 Summit in Taormina, the G7 Leaders acknowledged that *"[i]ncreasing women's involvement in the economy – such as by closing the gender gaps in credit and entrepreneurship and by enhancing women's access to capital, networks and markets – can have dramatically positive economic impacts."*[21]

The G7 Governments have therefore implemented many different measures in order to bridge the gender gap, such as (i) setting up networking, training and business support initiatives; (ii) putting in place work-family reconciliation policies; (iii) adopting gender-responsive budgeting; and (iv) facilitating access to funding.

Despite the implementation of numerous policies aimed at closing the gender gap, unfortunately, at present there are no detailed, exhaustive sociological and/or economic studies that provide a complete inventory of the specific difficulties faced by women entrepreneurs in the G7 countries, and allow for direct and systematic comparisons of different countries.

Besides, even if numerous public and private entities have collected and analysed data on "women's entrepreneurship" or "women-owned businesses", the studies produced so far do not use a consistent definition of these terms and may focus on self-employment, management and ownership, or a combination of those. At the moment, only two G7 countries have a legal definition with respect to women-owned businesses: Italy[22] and the United States[23].

This lack of consistency complicates the assessment of women's entrepreneurship in each country and limits the comparative analysis of women entrepreneurship. Additionally, as the World Bank noted in 2017, *"due to insufficient standardized and country-comparable data, the diagnostics of gender gaps in entrepreneurship are limited"* and this lack of comprehensive sex-disaggregated data on business entry and ownership presents a significant obstacle to the global and diversified analysis of female entrepreneurship[24].

Women entrepreneurs in supply chain and in public procurement

Most of the existing measures do not appear to focus on procurement, even if some G7 Governments have already taken actions in this direction. This state of affairs is ripe for change, since public procurement represents a significant proportion of each of the G7 economies, ranging from 9.3% of GDP in the United States to 16.1% of that of Japan in 2017[25]. We believe that procurement practices of private entities should also be incentivized to diversify private supply chains.

With respect to access to public supply chains, some direct barriers are particularly acute. Women entrepreneurs frequently declare that they lack awareness of and do not know how to access public procurement opportunities[26]. In particular, SMEs have reported that often complex, burdensome and expensive public procurement procedures can dissuade them from participating in tenders, as these procedures require more time and resources than their business can afford[27]. This disproportionately affects women-owned businesses, which tend to be smaller than men-owned businesses in G7 countries. Entrepreneurs' growth expectations, especially in the early stages of entrepreneurial activity, consistently vary between women entrepreneurs and men entrepreneurs[28].

1. The G7 Leaders should engage publicly and proactively to promote women-owned and women-led businesses, including in the supply chain, through raising awareness, data disclosure and measurement of progress

- Agree on a common definition of women entrepreneurship to ensure data comparability and establish a comprehensive and systematic monitoring program to track the evolution of women's entrepreneurship.

- Dedicate and monitor annual public budget spending for the development of women-owned and women-led businesses.

- Introduce laws requiring enterprises to ensure gender parity or diversity in their supply chains, with a reporting obligation.

- Reassure public and private entities as to the legality of the use of commonly recognized platforms for the identification of women-owned and women-led businesses, and promote transnational certifications for women-owned and women-led businesses.

- Exclude from public and private supply chains enterprises that do not respect gender equality laws and refuse to ensure gender parity or diversity in their supply chain.

2. The G7 Leaders should lead by example, using public procurement as a leverage to support women entrepreneurs

- Take into account gender dimensions in designing public procurement in all sectors and make sure that women's perspectives are integrated into consultations.

- Define clear and targeted measures to encourage the participation of women-owned and women-led businesses in public procurement.

- Ensure that public authorities do not use price as the only award criterion for public contracts, but utilize, all the available tools to promote gender equality in public procurement*. Progress in the implementation of these measures should be tracked and published on a yearly basis.

- Ensure that public procurement authorities carry out information and training campaigns aimed at increasing the participation of women-owned and women-led businesses in public procurement tenders.

- Set up a favourable environment to encourage women-owned and women-led businesses to participate in private tenders.

*Such tools, which vary from jurisdiction to jurisdiction, may include: minimum targets for contracts awarded to women-owned businesses; granting extra points to tenderers who commit to engaging a certain number of women in managerial posts related to the execution of the public contract; or accompanying public contracts with performance conditions requiring successful tenderers to execute the public contract through a gender-diverse supply chain.

3. The G7 Leaders should develop innovative policies to provide equal access to public and private financing for women entrepreneurs

- Address gender discrimination in business financing through, inter alia, specialized agencies, specific incentives and tax policies.

- Prioritize gender-balanced investment teams for public and private funds to ensure the deconstruction of stereotypes and the making objective decisions.

- Implement specific training for investors' team members in order to eliminate biased decisions in both the public and private sectors.

- Develop a "code of good behaviour" in G7 countries for the financing of women entrepreneurs, drawing guidelines from existing best practices.

- Create a ranking of the funds that best implement this "code of good behaviour

4. The G7 Leaders should create a tracking working group comprised of women business networks among the G7 economies

- Monitor the progress of women's entrepreneurship.

- Assess the implementation of G7 commitments toward those goals.

- Formulate dedicated proposals for further actions.

- Mobilize public and private key stakeholders to implement G7 policies in each country.

- Scale up best practices beyond G7 countries.

Procter & Gamble is a champion for economic equality and inclusion

P&G's Supplier Diversity Program was established in the 1970's in the US, leading to an approximately $2.2 Billion USD spend per year with diverse-owned companies including $1.1 billion USD with women-owned enterprises.

A core business strategy for P&G, focusing on diversity in the value chain fuels innovation, market competition and supply chain resilience while also stimulating local economies through job creation, increased wages and GDP. As such, P&G strives to offer access and opportunities to diverse, women-owned and women-led companies through a holistic and intentional approach which is vital in the context of the deep economic impact of the COVID-19 pandemic.

Beyond inclusive sourcing, P&G supports capability building of women entrepreneurs (350 women entrepreneurs trained to date in more than 13 countries) and partners with multiple civil society organizations and other like-minded companies to help address common cultural barriers to women through its advertising and advocacy activities. [Ariel's Share the load Campaign and Buy Women-Owned and Equal Pay campaigns from Secret are great testimonials to these efforts.]

In partnership with Women's Forum and other collaborators, P&G is highlighting the need for new gender economic measures and looking at women's economic empowerment through broader definitions such as spending with women-led companies or those which empower women in their workforce to help limit further widening of the economic gender gap as we emerge from the initial phase of the COVID-19.

WEConnect International (WEConnect)

WEConnect International is a global network that connects women-owned businesses to member buyers around the world in support of women-owned businesses' success in international supply chains.

WEConnect International identifies, educates, registers, and certifies women's business enterprises based outside of the U.S. that are at least 51% owned, as well as managed and controlled by one or more women, and then connects them with multinational corporate buyers.

#ConnectHers by BNP Paribas

#ConnectHers is an ambitious program that aims to inspire boldness and ambition for women entrepreneurs that start, manage, or grow their business by connecting them with their ecosystem locally and internationally, and by providing customized banking and non banking solutions in every step of their journey :

1. **Supporting women entrepreneurs by training hundreds of employees** to advise and coach women in the process of starting, managing or financing a business.

2. **Forming strong partnerships** with networks or incubators dedicated to supporting women led small and medium-sized enterprises (SME) and connecting women entrepreneurs with them: Les Prem1eres, FBA, WIF, Bouge Ta Boite, Femmes chefs d'Entreprises etc.

3. **Informing, connecting and guiding women entrepreneurs through educational workshops** (such as how to pitch, how to present a financing file to a bank…).

4. **Financing their projects :** Over **€ 3.3 billions in credit facilities** were arranged to finance women led companies over 2018 and 2019, and a proportion of **10,5% of the overall BNPP Développement equity investments** was granted to women led or owned companies in 2019.

Today, the low representation of women in STEM professions creates a huge gap in terms of economic growth, innovation, diversity of content and creativity.

STEM (Science, Technology, Engineering, Mathematics), and not just digital fields, are at the heart of the profound transformation our world is facing. However only 24% of employees in the technology sector worldwide are women[29].

STEM skills are a source of innovation and creativity that happen to be radically changing the labour market: 85% of the jobs of 2030 do not exist yet[30].

Acquiring STEM skills is a lifelong learning journey, to ensure women's empowerment within the labour market. Therefore, it is paramount to combat STEM stereotypes, ideological beliefs and unconscious biases of judgement.

The most important aspects to building the scientific identity of young girls starts at an early age, from primary school onwards. It has been shown that at this age the structure of the brain and the lifelong aptitudes towards science are shaped[31].

Later in adolescence, STEM fields should be made more attractive, humane and purposeful, because, even if fifteen-year-old girls tend to get good grades in science or mathematics, they represent a small proportion of those who are expecting to have a career in STEM fields in G7 countries presently:

	CAN	FR	DE	IT	JP	UK	USA
Girls as top performers in science or mathematics, who expect to work as science and engineering professionals when they are 30 (in %)	14,1%	16,9%	12,4%	12,5%	3,4%	20,0%	10,4%

OECD PISA 2018

(https://www.oecd-ilibrary.org/docserver/b5fd1b8f-enpdf?expires=1589627537&id=id&accname=guest&checksum=661D5258CC3B724010548D0FDADB9ECE)

The absence of women in STEM curricula is also evident at the university level, and that applies for all the G7 countries:

		CAN	FR	DE	IT	JP	UK	USA
Share of women graduates in Engineering, Manufacturing and Construction (Bachelor and Master)	BSc	22%	30%	19%	29%	14%	20%	22%
	MSc	29%	32%	25%	35%	12%	33%	28%
Share of women graduates in ICT (Bachelor and Master)	BSc	21%	15%	20%	13%	NA	15%	20%
	MSc	45%	21%	19%	17%	NA	29%	31%

Source: OECD 2017 [https://stats.oecd.org/Index.aspx?DataSetCode=EAG_GRAD_ENTR_FIELD

Access to the labour market and equal career opportunities are also needed, since at present only a small proportion of women works in STEM fields. The example of women engineers is relevant:

	CAN	FR	DE	IT	JP	UK	USA
Share of women working in engineering	16%	11%	15%	19%	NA	14%	23%

Source: World Economic Forum (2020)

Also, STEM account for 70% of the rapidly growing skills and the automation of jobs directly Also, STEM account for 70% of the rapidly growing skills and the automation of jobs directly related to these fields will be largely responsible for the transformation of work in the future[32].

Moreover, 50% of companies expect automation to significantly reduce their workforce by 2022: 5% of jobs could be fully automated and 60% will be partially automated[33]. It is estimated that 9% of men and 11% of women are at risk of losing their jobs due to automation, representing 180 million jobs held by women[34].

It is vital to tackle the risk of a decrease in the representation of women in the labour market: women's involvement and added value at all levels of society should always be a priority to avoid such a negative scenario.

02 Future of Work

1. The G7 Leaders should implement a strategy to engage girls in STEM studies and professions so that women can be at the heart of the jobs of the future and benefit from them

- Provide mandatory STEM activities to build the scientific identity of young girls from primary school onwards. Raise parents and teachers' awareness of the importance of STEM for the jobs of the future.

- Give learning tools to girls from an early age to strengthen their STEM identity and therefore develop recreational activities to demystify mathematics and science.

- Launch a major national campaign to promote the attractiveness of STEM skills for girls and the interconnections between girls and women active in STEM fields, underlining the positive impact that girls can have in society through STEM jobs.

- Establish quantified objectives of girls in public and private STEM-related universities and schools by 2025 and make financial incentives conditional upon progress achieved.

- Highlight successful experiences and achievements of women in STEM fields in order for girls to become drivers of change within the complex transformations our world is facing including the fight against climate change, the design of the cities of the future, and the Covid-19 crisis.

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STEM·KEY
#UNLOCKYOURSELF

The STEMKEY initiative

With this project, the Women's Forum for the Economy & Society aims to attract girls between 12-16 years old to STEM, motivating them in particular thanks to a community of women committed to STEM, the STEMSISTERS.

The STEMKEY initiative is being developed with the Women4STEM Daring Circle partners, including Google, Publicis Group, Microsoft, BCG, BNP Paribas, L'Oréal, P&G, Shearman & Sterling, Orange, Lenovo, ESA and Politecnico di Milano, and in collaboration with Inspiring Girls International.

2. The G7 Leaders should launch a plan of action to develop lifelong reskilling, cross-skilling and upskilling programs for women in STEM fields

- Acknowledge the necessity to fully engage women within the jobs of the future to reduce the negative effect of massive automation.

- Design specific programmes addressed to women who risk to lose their jobs or who are willing to return to the labor market to be prepared for the ongoing transition towards the jobs of the future.

- Create training sessions addressed only to women in order for them to learn in a dedicated environment.

- Foster partnerships between the public and private sectors to reach a higher number of women and ensure their future integration within the labor market.

- Scale up and support, including by tax policies, best initiatives that have already been put in place by the private sector, associations and NGOs.

In today's world, technology is in continuous transformation and is producing impressive effects in every day's life for all. However the current lack of diversity in technology design is leading to the acceleration of gender bias in society. This comes up especially in the conception of algorithms in the field of Artificial Intelligence. For example, facial recognition is reliable for 99% of men but, due to the absence of women among professionals in this field, these algorithms lead to a 35% rate of error when it comes to recognising dark-skinned women. [10. MIT (2018), Gender Shades: Intersectional Accuracy Disparities in Commercial Gender Classification]

We observe thatonly 22% of women work in AI designing positions [52. World Economic Forum (2018), Assessing Gender Gaps in Artificial Intelligence] and that they are not very present in the cybersecurity sector (11%). [53. Forbes (2018), Cybersécurité et Numérique : Où sont les femmes ?]

In G7 countries this lack of diversity in such professions is quite striking:

	CAN	FR	DE	IT	JP	UK	USA
Share of women working in data and AI	30%	29%	24%	21%	NA	22%	32%
Share of women working in cloud computing	12%	9%	8%	17%	NA	9%	14%

Source: World Economic Forum (2020)

The risk is that 85% of the results derived from Artificial Intelligence will be biased by 2022 due to distortions in the collected data, in the algorithms, and especially in the male dominated teams designing them[38].

It has been proven, however, that the use of neutral algorithms can lead to a 16% increase in diversity in recruitment[39].

Thus, better integration of women in the field of technological innovation is not only beneficial for themselves, but also indispensable for the advancement of new technologies and economic growth. Inventions made by gender-balanced teams, or only by women, are found to have a wider technological impact and therefore lead to greater economic gains[40]. This is an absolute priority in the context of the COVID-19 pandemic.

1. The G7 Leaders should establish the most favourable collaborative framework to apply a gender lens to Artificial Intelligence in order to promote a bias-free and inclusive technology

- Agree on the use of a suitable framework to ensure that AI applications are developed with the inclusion of women and other diverse viewpoints.

- Ask that AI stakeholders include and be accountable for gender-disaggregated data in the data sets underlying AI technologies, so that they are adequately representative and reflect a gender balance in AI.

- Prioritise coding courses for children, specifically curated to engage young girls, based on playful pedagogy, to encourage tech learning starting from an early age, in the same way as foreign languages.

- Adopt a human-centred and inclusive approach in AI applications to foster women's empowerment, including by finding sustainable solutions to address the current COVID-19 pandemic.

- Commit to engaging in global partnerships with key AI stakeholders to anticipate and limit any gaps between developed and developing countries in furthering the above.

2. The G7 Leaders should acknowledge companies that include diversity in AI conception and development

- Allocate a research tax credit to the companies that promote gender diversity and women's participation in AI conception and development teams.

- Encourage investments in AI research focused on a gender lens, as well as in responsible and Tech4Good applications empowering women by providing dedicated incentives.

- Agree on guidelines for gender-considerate AI design and create a record of best practices by the most gender equal companies in the design of AI. A ranking of the most gender-equal companies could be established.

- Highlight and reward companies that apply an inclusive approach to AI technologies.

- Promote AI technologies that take into account all key social, economic and cultural dimensions, particularly in the context of the COVID-19 pandemic

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The Call to Action Women4AI

With this project, the Women's Forum for the Economy & Society aims to attract girls between The Women's Forum for the Economy & Society launched a call to action for companies and public institutions to apply a gender lens to Artificial Intelligence.

The objectives are to increase women's participation in AI systems for the benefit of society at large, to mitigate the challenges of gender bias and to address barriers for women's empowerment.

Microsoft, leading partner in the Women4AI Daring Circle, and AXA, L'Oréal, Publicis Groupe, FTI Consulting and UNESCO already signed the call to action.

Employed women represent 47.1% of the total female population worldwide, a share that happens to be significantly lower if compared to the men's labour force participation rate (75.9%)[41]. In fact, such important employment gender gap has negative consequences such as the gender pay gap. This is evident in all G7 countries, where women earn systematically less than men:

	CAN	FR	DE	IT	JP	UK	USA
Gender wage gap (year of reference)	18.5% (2018)	13.0% (2015)	16.2% (2017)	5.6% (2016)	24.5% (2017)	24.5% (2017)	24.5% (2017)

Source: OECD statistics (2015-2018)

A large part of the total gender pay gap may be explained in light of the underrepresentation of women in better-paid sectors, such as science, technology, engineering and mathematics (STEM), which are traditionally male-dominated. On the contrary, women are more employed in relatively low-paying sectors, such as care and education and spend three times as many hours than men in unpaid care and domestic work, limiting even more their access to decent work[42].

In G7 countries, evidence confirms this imbalance in all kinds of unpaid work:

	CAN	FR	DE	IT	JP	UK	USA
Women to men ratio of average time spent on unpaid domestic, care and volunteer work in a 24-hour period	1,51	1,61	1,51	2,82	4,76	1,83	1,59

Source: OECD statistics (2019)

Even if in the last decades there have been relevant advances in closing the gender pay gap, the risk of regression is high due to the spread of the COVID-19 crisis, precisely because women take more time off work to care for others and because the low-paid sectors they dominate cut back hours and staff[43].

More generally, there is an urgent need to ensure that women can reconcile their professional career and personal life, and to guarantee families an adequate public provision of childcare services.

This is vital in the context of childbirth and in the first years of a child's life, in order to empower women during such an important moments. In this sense, we observe that not every country, even at the G7 level, have established a mandatory paid maternity leave yet:

	CAN	FR	DE	IT	JP	UK	USA
Paid maternity leave (in weeks)	16,0	16,0	14,0	21,7	14,0	39,0	0,0

Source: Parental leave systems, OECD (2019)

Additionally, a more balanced share of all domestic services, including childcare and eldercare, between women and men should be achieved in family units. That is particularly true if we consider the case of parenthood, especially in its earliest stages.

Excluding all categories of share of parental leaves reserved to fathers, at present only a few G7 countries have established a paid paternity leave:

	CAN	FR	DE	IT	JP	UK	USA
Non-mandatory paid paternity leave (in weeks)	0	2	0	0,8	0	2	0

Source: Parental leave systems, OECD (2019)

Fathers should be given the opportunity to be more involved in family life, also allowing a smooth return of mothers to work after maternity leave.

Proposals

Work-Life Balance

1. The G7 Leaders should develop a comprehensive gender equality policy to erase the gender pay gap in the public and private sectors

- Institute gender balance indicators to make available, in full transparency, figures on gender diversity in companies and public institutions for publication on a yearly basis.

- Create a gender equality index in order to encourage equal pay and fair career opportunities for all.

- Track yearly progress and implement measures aimed at erasing the gender pay gap.

- Publish white papers on existing best practices, laws and regulations aiming at advancing women's careers.

- Establish appropriate sanctions for companies and public institutions that do not reach the expected level of gender equality, which is all the more important in the context of the COVID-19 crisis.

04 Work-Life Balance

2. The G7 Leaders should adopt specific measures to guarantee a fair balance between work and personal life for all

- Generalize increased flexibility at work to create the right conditions that permit women to pursue their careers.

- Provide essential infrastructure, including childcare and eldercare services, which would enable women to shape their careers and achieve an appropriate work-life balance.

- Guarantee mandatory paid maternity leave in all countries.

- Establish mandatory paid paternity leave of one week, including 2 days prior to the birth of the child, in all countries.

- Encourage, through a national campaign, better sharing of household management and unpaid work between men and women, to tackle to the gaps put in evidence by the COVID-19 crisis.

05 Governance

Political empowerment is a necessary condition to ensure that women's voices, ideas and visions are heard to shape a more inclusive world for all.

Nevertheless, women's political representation in national Parliaments, where laws are designed and voted, still remains low. Despite the constant progression in the last decades, in 2019 on average only 24.6% of the seats in national parliaments worldwide were held by women[44]. In particular, in G7 countries – among whom we observe that only France and Italy implemented election list quotas for women at national level[45] – equality is also a long way off:

	CAN	FR	DE	IT	JP	UK	USA
Share of women in Parliament* (As of 1st September 2019)	27%	39.7%	30.9%	35.7%	10.1%	32%	23.6%

Source: Global Gender Gap Report, World Economic Forum (2020

The nomination of women to governing bodies, in charge of policy-making, allows to ensure a positive impact on the entire society. However, we observe that in 2019, on average only 20.7% of Ministers were women worldwide[46]. An equal representation should still be sought in most of the G7 countries:

	CAN	FR	DE	IT	JP	UK	USA
Share of women in Ministerial positions (As of 1st September 2019)	50%	50%	40%	27,8%	5,3%	21,7%	21,7%

Source: Global Gender Gap Report, World Economic Forum (2020)

*Percentage of women holding parliamentary seats as a share of total parliamentary seats. In instances where a parliamentary system is bicameral, the figure used is the one for the lower house

05 Governance

Achieving a gender equal representation should become a priority at all levels of governance in public and private companies, where the role of women in crucial. Some countries have adopted laws to ensure a balanced gender ratio in boards of directors of listed companies. Even so, in G7 countries women are not sufficiently represented in boards:

	CAN	FR	DE	IT	JP	UK	USA
Share of women board members in boards of listed companies	25.80%	43.40%	31.90%	34%	5.30%	21.7%	21.7%

Source: Global Gender Gap Report, World Economic Forum (2020)

More generally, in terms of career development opportunities, gender-based discrimination and barriers in public and private companies should be addressed in order to erase the glass ceiling and ensure a complete career path to the highest levels. Indeed, in G7 countries women remain underrepresented in senior positions:

	CAN	FR	DE	IT	JP	UK	USA
Share of Women in senior management	35.5%	33.8%	29.2%	26.6%	14.8%	36%	39.8%

Source: OECD statistics (2018)

05 Governance

1.The G7 Leader should provide equal opportunities for women's leadership and ensure equal representation in decision-making processes by 2030

- Acknowledge the necessity to empower women as key leaders of change.

- Enact a law to implement gender parity in all national Parliaments by 2030.

- Ensure that ministerial positions are equally attributed to women and men by 2030.

- Encourage the development of feminist diplomacy and the participation of women in national and international negotiating tables.

- Include women's skills and vision in policy conception, deployment and assessment at all levels of society and in each sector, particularly with a view to preparing the post COVID-19 world.

2. The G7 Leaders should seek to achieve a full gender balance in the governance of public and private companies by 2030

- Create the appropriate framework to permit an equal participation of women and men in boards positions by 2030.

- Put in place concrete measures to promote women's careers at the highest levels of governance, such as non-discriminatory HR processes (systematically include female candidates, ensure respect for equal pay and promotion).

- Track in full transparency the achievements of all the companies.

- Set up a powerful pipeline for women in governance, in particular in fields where they are under-represented and which are at the heart of the jobs of the future, such as STEM fields.

- Guarantee women equal access to strategic positions in senior management, and more than ever in the context of the COVID-19 crisis.

Combining women's empowerment and the preservation of the planet is an essential challenge to meet to create a sustainable world, since women and men must be equal partners in such relevant fight.

Women are disproportionately impacted by climate change: 80% of those who are displaced by climate change are women, and women are 14 times more likely to die than men during climate-related disasters[47]. Women can have a positive impact on climate actions because they are critical positive players, leaders, designers and implementers of solutions.

There is an urgent need for more women to join the fight and to create the conditions where all women can contribute equally to men. A greener economy is an opportunity for women's economic empowerment, as 18 million jobs will be created in the renewable energy sector until 2030 whereas women currently represent only 25% of the workforce in this sector[48].

Such impact is linked to women's unequal access to land and property rights. Women represent only 20% of landowners worldwide[49], which leaves them especially vulnerable in the event of crop failure, flooding and other climate-related disasters. Women continue indeed to have unequal and insecure rights to land and property while agricultural work remains the top employment sector for women in many countries (70% in South Asia, 60% in sub-Saharan Africa)[50]. In some areas of the world, like sub-Saharan Africa, women in collectively spend 40 billion hours a year collecting water[51]. However, giving the same access to resources for women and men in the agricultural field may increase the productivity of farms by 20 to 30%[52].

Although girls and boys now have equal access to primary level education in most countries, women comprise two thirds of the world's illiterate population. In Cambodia, 48 per cent of rural women are illiterate compared to 14 percent of rural men[53].

In spite of these depressing statistics, progress towards women's equality and empowerment is undeniable and there is strong commitment from both private and public sectors to continue to advance Goal 5 of the SDGs.

It is paramount to underline that climate actions that lack a gendered lens risk maintaining the disproportionate impact of climate change on women and creating new inequalities. A critical way to make this a reality is to ensure that women are involved in all levels of decision-making and are at the table of negotiation in both public and private sectors. Women should take the lead on climate action at a global, corporate and entrepreneurial level.

However, as of 2015, only 12% of environment ministries were led by women worldwide[54]. It is therefore imperative to include women at the highest levels of climate decision-making, including locally: as of 2019, only 21% of C40 mayors were women[55].

In the current crisis of COVID-19, it is even more crucial to involve women as key actors in order to effectively mitigate climate change issues on a large scale, and to and build a sustainable future for all of humanity.

06 Climate

Proposals

1. The G7 Leaders should acknowledge women as key actors in the fight against climate change and mainstream gender in all policies to achieve a sustainable transition

- Act together with Governments, local authorities, companies, NGOs, academics and individuals to establish a coordinated, impactful response to the climate challenges affecting women.

- Highlight the gender and climate nexus among all citizens and decision-makers, starting with schools programmes.

- Enable girls and women to have access to climate-related education and employment opportunities, including in STEM fields, to strengthen their active role in the green economy.

- Include gender-disaggregated data to develop more effective climate strategies.

- Reinforce a gender lens in environmental strategies in light of the lessons learned from the COVID-19 crisis.

2. The G7 leaders should ensure equal access to essential and productive resources, technologies and capital to fully engage women in positive and powerful climate action

- Secure equal rights by law to natural resources, property, as well as social, economic and financial assets.
- Encourage the creation of an international Women and Climate Fund to drive investments in performing sustainable projects empowering women.
- Link public funding on climate-related projects to initiatives respecting gender equality and having a positive impact on women.
- Promote new technologies, including AI applications, to foster gender-responsive climate solutions.
- Support and scale up successful initiatives led by women and that positively impact them.

WOMEN'S FORUM
FOR THE ECONOMY & SOCIETY

Charter for Engagement: Women leading climate action

At the eve of the G20 summit in Osaka in 2019, the Women's Forum for the Economy & Society gathered in Kyoto to launch the Charter for Engagement on climate, demonstrating the impact of women's leadership in the fight against climate change.

An initiative by the Women4Climate Daring Circle, led by BNP Paribas, this Charter highlights promotes equal access of women and men to leadership, education, means of actions, representation and opportunities as key levers to accelerate the sustainability transition at the pace required by the challenges ahead.

Geoffroy Roux de Bézieux, President of the Medef, signed the Women's Forum Charter for Engagement during the annual Meeting of the Medef in August 2019 and Brune Poirson, French Minister of State attached to the Minister for the Ecological and Inclusive Transition, signed the Charter for Engagement during the Women's Forum Global Meeting in November 2019.

The coronavirus crisis has highlighted the vulnerability of older people in the wake of global pandemics, and the challenges that our health systems face in caring for them. Indeed, official data sources signal that the risk of serious complication or death from Covid-19 sharply rises with age, largely because older populations are more likely to have complicating health issues such as chronic diseases.

As nearly every national healthcare system has struggled with meeting the needs of seriously ill Covid-19 patients, the evidence shows that most are underprepared to serve older patients at scale. This bias in healthcare systems doubly impacts older women, who face ageism even as healthy older adults.

This crisis that is challenging global health systems has also underlined how much populations have aged. Today, the majority of the population of the world can expect to live beyond their sixties and women can expect to live just over five years longer than men. The number of women age 60 and over will increase from about 336 million in 2000 to just over 1 billion in 2050[56].

	CAN	FR	DE	IT	JP	UK	USA
Life Expectancy of female at Birth	84 years	85,6 years	83,4 years	85,2 years	87,3 years	83,1 years	81,1 years
Life Expectancy of male at Birth	79,9 years	79,6 years	78,7 years	80,8 years	81,1 years	79,5 years	79,1 years

The structure of our population has therefore changed. Combating ageism and adapting health systems to meet the needs of this group - especially older women - is an essential question for our economies and societies. At any age, men have higher rates of mortality, but the evidence shows that women get older with poorer health[57]. This is known as the "male-female, health-survival paradox"[58].

The health needs of older women can be - in some cases - more complex than those of younger groups. For example, between the ages of sixty and ninety years, the incidence of osteoarthritis rises twenty-fold in women as compared to ten-fold in men[59].

UN Women points out that even where there is increased focus on long-term care, the discussion is rarely on the specific impact on women[60]. With an ageing population globally, more women living longer with chronic illness and disability means that their need for long-term care will undoubtedly grow. "Long-term care" is public or private care that helps people live independently and safely as they age.

	CAN	FR	DE	IT	JP	UK	USA
Percentage of female deaths due to Alzeihmer (Deaths per 100 000 female) 2015	18%	22,6%	6%	12,8%	4,2%	22,9%	39,3%

This unprecedented crisis raised awareness of the deficiencies and lack of compliances of retirement homes and the importance to develop strong regulations to combat any form of mistreatments and make sure and that they provide high-qualified medical skills to better serve this vulnerable population.

	CAN	DE	USA
Long-term care recipients at home (females, percentages of total recipients aged 65 years old and over)	66,1%	63,8%	65,2%

	CAN	DE	USA
Long-term care recipients in institutions (females, percentages of total recipients aged 65 years old and over)	69,1%	74%	69,2%

Those who generally take care of parents are also women[61]. Indeed, the majority of unpaid caregivers in the long-term care system are currently family members and many of them are, themselves, older women. Efforts will be needed to ensure that all these caregivers have access to the resources, information, and training they need to have the capacity for carrying out this crucial task. If the woman that is taking care of one member of her family leaves the workforce, she often puts a pause on her career. This could lead her, at a later age, to serious financial problems, poverty and economic exclusion. Therefore, the pension system should be reformed to ensure that pension contributions of unpaid caregivers are maintained.

In addition, many older adults are at risk of developing mental and neurological disorders. Indeed, mental and neurological disorders among older adults account for 6.6% of the total disability (DALYs) for this age group and approximately 15% of adults aged 60 and over suffer from a mental disorder[62]. Depression and anxiety lead to significant economic consequences and result into an estimated loss of US$1 trillion in productivity annually around the world. However, most companies have failed to acknowledge and address mental health issues though a gender lens, particularly the needs of women. Women are disproportionately impacted when it comes to mental health issues and thus require a unique system of support.

	CAN	FR	DE	IT	JP	UK	USA
Causes of mortality: Mental and Behavioural disorders (Deaths per 100 000 females – standardised rates)	48%	23,3%	35,3%	21,5%	5,4%	70,2%	42,8%

The differences in gender ratio are particularly evident in the occurrence of common mental disorders such as depression or anxiety. Mental health problems, which are different from psychiatric disorders, vary across genders: women suffer from higher rates of depression and anxiety, and men have higher rates of substance abuse and antisocial disorders63. These disparities of mental health issues between men and women lead to direct impacts on workplace; they affect the rates of disclosure of mental health issues, as well as the number of sick days taken due to stress and anxiety. Due to a variety of factors, primarily concerning different gender roles and gender inequalities, depression is approximately twice as prevalent among women as men. Therefore, it is essential to raise awareness and build an open culture around this burning issue.

1. The G7 Leaders should design a new inclusive health system to fully integrate women's leadership, including in allocating financial ressources, in the post COVID-19 world

- Establish a sustainable and equitable system acknowledging the key role of caregivers and support them.

- Ensure that unpaid caregivers have access to the resources, information, and training they need to carry out this crucial task.

- Reform the pension system to ensure that pension contributions for unpaid caregivers are maintained.

- Give caregivers priority access to public housing for reducing time of commuting and enhance quality of assistance.

- Meet the needs of women, who drop out of the formal workforce to care for a relative, in getting new employment.

2. The G7 Leaders should fully integrate the needs of women in this new inclusive health system

- Promote the researches, innovations and publications of women scientists to ensure accurate diagnostics and treatments for women and men.

- Provide reliable data on specific female diseases.

- Assess how their impacts are exacerbated when combined with emerging infectious diseases.

- Tailor the new health care system to take into account gender-specific non-communicable long term diseases and cover the related expenses.

- Set up access to prevention policies within the healthcare system.

3. The G7 leaders should create a friendly environment to guarantee healthy ageing and develop effective initiatives tailored for older women

- Measure, monitor and research on ageing to prioritise the necessary actions for ensuring a healthy ageing.

- Reshape the health systems taking into account the specific needs of older women, providing adequate long-term care.

- Tackle ageism segregation through diverse actions including legislation, shifting social norms, and education.

- Secure affordable access to quality and integrated clinical care focused on older women, where health workforce is appropriately trained, deployed, and managed.

- Put in place a regulation to avoid any mistreatment and make sure that the governance of retirement homes includes highly qualified medical skills to better serve this population, fully learning lessons from the COVID-19 crisis.

4. The G7 Leaders should lead by example acknowledging mental health issues as a critical disease and a pressing social and economic challenge

- Collect accurate gender-disaggregated data to refine the understanding of a global audience on this issue.

- Build an open culture to ensure that mental health is fully taken into account as it should.

- Develop effective instruments to recognise, diagnose and treat mental health problems.

- Enact a legal framework within companies and public institutions to better entrust empathy and support employees in their feeling of distress.

- Allocate the necessary financial resources to cover the expenses related to mental health to the same extent to other diseases.

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