

**WOMEN'S FORUM  
AMERICAS .19**  
30-31 May 2019

**“ Taking the lead for inclusion.  
United to break the silence.**

**”**



# Edito

## **Let's raise our voice against inequalities.**

We can no longer tolerate a world where only 50% of the population shapes the future, while half of the planet is still left behind. This not only costs the global economy \$ 28 trillion in GDP, but also 240 million jobs. In Latin America and the Caribbean, women's economic participation can reduce extreme poverty by 30% in 10 years, in Canada it can add \$150 billion in incremental GDP and the United States could add \$512.6 billion to the U.S. economy by merely bridging the wage gap.

## **Let's raise our voice against under-representation.**

Less than 5% of global CEOs are women. They represent only 6.6% of global heads of state and 25 mayors of main metropolis. This is why solidarity to close the gap is core to Women's Forum Americas, where both men and women will ensure that all voices and talents are heard in constructing the continent's social, political and economic landscape, as well as a better tomorrow.

## **Let's raise our voice against violence.**

Females make up 94% of the total victims trafficked for sexual exploitation, and 35% of those trafficked for forced labor. This is why Women's Forum Americas will also be the foundation of our global appeal to end human trafficking and violence against women.

## **Let's end the silence.**

## **Let's take the lead for inclusion.**



**CHIARA CORAZZA**

Managing Director  
Women's Forum



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# Taking the lead for inclusion

United to break the silence

Across the world, women's leadership and full participation in economies and societies is critical to driving a sustainable future. As technological disruption looms and geopolitical issues cause uncertainty, the public and private sectors will need diversity of ideas and people to problem solve for the challenges ahead. The diversity of the Americas may position the region to thrive in the coming years if it can accelerate gender equality and harness the power of its ethnic and cultural differences.



**\$28 trillion**

could be added to global annual GDP by 2025 if women play an identical role in labor markets to that of men.

Leadership is needed to strengthen private and public sector efforts to drive inclusion and achieve gender equality. This includes the experiences of women whose voices are silenced by poverty, racism, violence and injustice. Women and men must unite to break this silence and free women of all backgrounds to thrive, living without fear for their safety in their workplaces and communities.



**240 million**

workers could be added to the world's labor force in 2025 by achieving gender equality.

At the same time, women's participation in the private sector is growing globally. Latin American women are expected to have the greatest increase in managerial and executive roles by 2025 compared to their peers. On the other hand, the US and Canada, which today have the highest percentage of women in such roles, will lag by 2025 if they do not act. How are women of the Americas shaping the societies, economies and environments in which they live, work and increasingly lead? They will need to foster unity and build on it: forging stronger partnerships between the public and private sector to tackle social and environmental issues facing our world, restoring trust in governments' ability to respond to humanity's challenges, and finding new ways to broker peace within and across communities and nations.

Women's Forum Americas 2019 gathered 1,500 leaders from across the region and the world to collaborate on the ways women's leadership can bring about an era of inclusion fit for the modern world. Leaders from business, government, global institutions and NGOs convened to discuss how to unlock the potential of the Americas' diversity and shape a future founded on sustainable and inclusive growth.

**180 million**

women's jobs will be at risk in the next two decades globally.

Source: IMF

**\$160 trillion**

in wealth lost by countries because of differences in lifetime earnings between women and men.

Source: The World Bank



Women's Forum Americas focused on uniting voices to break the silence, using three pathways to further explore this theme across and within sessions.

- 1 Amplifying women's voices to shape the future
- 2 Driving sustainable behaviours for sustainable growth
- 3 Forging collaboration for good

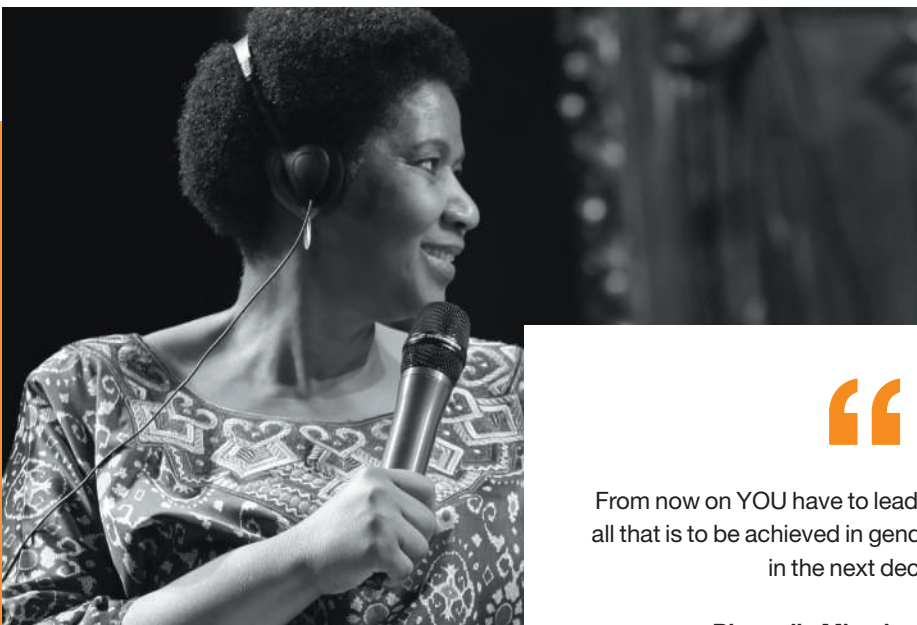
# Youth & Leaders Forum

## Empowering Tomorrow's Change-Makers

**What kind of future do today's generations and tomorrow's leaders envision? How can we create equal opportunities and incorporate their needs both locally and globally? How can they be empowered to act, lead and deliver? How can we leverage creativity for social good?**

The Youth & Leaders Forum convened Mexican youth to explore how their participation in economies and societies is crucial. Under the theme "Break the Silence: Today's Youth, Tomorrow's Leaders" the youth learnt how to aspire, thrive and lead by addressing topics such as the future of work, closing the gender gap, youth leadership in education and the impact of STEM.

The interactive sessions allowed students to pose questions and address pressing concerns. Insights were shared by speakers including *Phumzile Mlambo-Ngcuka, United Nations Under Secretary-General and Executive Director of UN Women; Paula Santilli, CEO Latin America PepsiCo; Olga Segura, Former Rising Talent and Producer & Actress; Lydia Maria Cacho Ribeiro, Journalist, Writer & Human Rights Activist and Xochilt Balzola-Widmann, Country Managing Director, Facebook Mexico.*



“

From now on YOU have to lead - you have to ensure all that is to be achieved in gender equality is a reality in the next decade.

**Phumzile Mlambo-Ngcuka,**  
United Nations Under-Secretary-General  
and Executive Director, UN Women



“

The barrier we have is called fear - and it's in the head.  
If you exceed it, the sky is the limit.

**Tatiana Clouthier,**  
Congresswoman, Mexico Chamber of Deputies



“

It's very important for you to get rid of prejudices  
and be ambitious - it can be an engine that  
will drive you forward.

**Paula Santilli,**  
CEO Latin America, PepsiCo



Women's Forum Americas used the following three pathways to explore the theme of

“Taking  
the lead for  
inclusion:  
United to  
break the  
silence.”







WOMEN'S FORUM  
FOR THE ECONOMY & SOCIETY

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1

### **Amplifying women's voices to shape the future:**

Inclusion – across gender, class, generation – is essential for a just future where the gains from progress are widely shared. How can we ensure that no one gets left behind? This pillar will explore why empowering women in economy and society is not only the ethical, but the smart thing to do.

2

### **Driving sustainable behaviours for sustainable growth**

The planet is the ultimate stakeholder: as climate changes, all of humanity will be affected. This pillar explores how we can collectively and individually mitigate risks brought on by development and growth while harnessing technology to create a sustainable and inclusive tomorrow.

3

### **Forging collaboration for good**

This pillar will discuss how policymakers and businesses might work together to shape the future of work, ensure citizens have the necessary tools and skill-sets to benefit from disruptive innovation, and temper technology's potential to exacerbate social, gender and economic divides.

All sessions from  
Women's Forum Americas  
are available on Youtube



# Amplifying women's voices to shape the future

## Closing the gap for an inclusive world



The energy industry will increase to

**25% by 2025**

– creating an opportunity for women to design green solutions



Women comprise only

**23.4%**

of global parliaments, according to the UN.

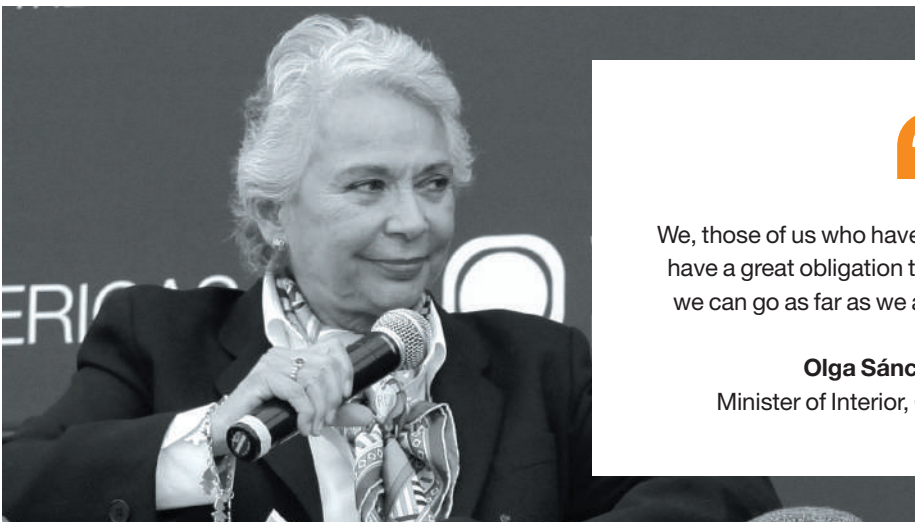
Companies with women on their boards were found to be greener and more innovative- investing in renewable power generation, low-carbon products, and energy efficiency while bringing in 20% more patents. Diverse boards are also found to promote environmental protection and address economic damages due to climate change, that are predicted to reach around \$100 billion by 2050.

Governments should also prioritize budget specifically to STEM education with a gendered lens. Growing the number of women in **STEM fields**, as well as their access to opportunities and finance at the same rate as men, would unlock women entrepreneurs' potential to drive critical mitigation and adaptation efforts across multiple industries.

The role of quotas was also seen as a temporary yet important solution for accelerating women's participation in the labour force and leadership. In order to amplify women's voices effectively in the long run, quotas must be followed by public and private efforts to bridge the gap such as training for leadership, inclusive legislation, budgeting and honing **skills of the future**.

14 of the 25 most violent countries in the world are in Latin America. One in two children face violence in their own home, and the region has the highest incidence of teenage pregnancy after sub-Saharan Africa. 1,100,000 girls a year are victims of sexual violence in a culture of inequality, privilege and machismo where 7/10 men think that women are raped because they deserve it. This, like other problems such as corruption and migration due to climate change generate high levels of inequality. Women are needed in **governments and law** to support litigation for safety and security of women.

Women are also needed in policy-making and governments, alongside social institutions in order to confront and address the issues women are facing, such as those of access to health, disparity in education, enhanced poverty and access to finance.



We, those of us who have reached relevant positions, have a great obligation to share with all women that we can go as far as we are going to propose in life.

**Olga Sánchez Cordero,**  
Minister of Interior, Government of Mexico

“

We need a holistic approach of negotiating skills, career development programs and inclusive environments, avoid bias and address privilege - don't shy away from tough conversations.

**Maria Teresa Arnal,**  
Managing Director, Google Mexico



Women who control  
**\$11.2 trillion**

of today's investable assets, are having a profound impact on how businesses view their role and responsibility in the world.

“

The responsibility of the media is to be conscious of how indigenous people, not only women, are portrayed.

**Larissa Crawford,**  
Anti-Racism Consultant, Larissa Crawford Speaks



# Driving sustainable behaviours for sustainable growth

## Taking action today for tomorrow's generations

The first challenge is that of ensuring inclusive cities of the future. A gendered vision in conception, planning and development of smart cities to change historical paradigms and achieve a true urban space of equity is crucial.

**Migration** as an urban phenomenon is also impacting gender disparity. In many cases it has its origin in economic need and results in precariousness and degradation of the potential of women according to their profession. This diminishes their confidence, limits their development, and generates a feeling of personal insecurity to take a next step. Governments must therefore ensure better rehabilitation for immigrants, with a gendered lens.

A sustainable future also entails **green power and energy**. Carbon emissions continue to rise. Meanwhile, 50 million people in LATAM do not have access to energy, directly impacting the quality of life and posing challenges to provide sources of energy in households. Governments must support technology to make renewable energy accessible. While costs of green energy are falling, awareness and education on the benefits must be pushed to shift cultural narratives. Programs based on education can also make this project appealing to kids and encourage girls to participate in energy related activities such as development and implementation.

The **travel industry** must also be redefined for a sustainable future. Have companies thought ways to still grow but without harming the planet? Have governments thought of measures that will foster society inclusion through tourism measures? Have we thought as tourists that besides the positive impacts that we could bring to the destination's society, we could be affecting the environmental footprint? Leveraging technology and a commitment on the private and public level is integral to offset the impact of travel on climate.



“

Supporting companies that are green to be greener is amazing. But helping companies that are «grey» transform to be «green,» is really important.

**Florence Pourchet,**  
Head of Hispanic Latam, BNP Paribas





Consumers are increasingly demanding information about the impact of the carbon footprint they generate and seek initiatives that can counter that environmental impact.

**Si-Yeon Kim Chief,**  
Risk and Compliance Officer and Executive Chair,  
Responsible Business, American Express  
Global Business Travel

In the US last year,  
emissions rose  
**3.4%,**  
the largest rise in 8 years.

The share of urban dwellers  
is expected to rise to  
**70% by 2050,**  
and urban poverty and other  
challenges are more likely to impact  
women and girls, according to the UN.

The travel industry is planned  
**to double**  
in Latin America in the following 10  
years, and for the rest of the world  
in 15 years which can leave a huge  
footprint on the environment.



79% of company still don't have a clear business priority to bring women at the top : in other words, this is not formal priority.  
What are the real reasons behind this lack?

**Claudia Herreramoro,**  
Director, Communications Latin America, P&G

# Forging collaboration for good

## Uniting to unlock potential

Public and private collaborations are necessary not only at the local but the global level to address and resolve the inequalities that exist.



Out of the 189 countries with membership of the IMF,

**150**

have in their legal system some sort of discrimination towards women



Only

**10-12%**

of investment goes to women entrepreneurs

According to Christine Lagarde and Marlène Schiappa, governments have the major role:

- 1 To increase size of economy mathematically: For instance in Jamaica, providing fiscal stability and debt restructure helped improve the economic situation and create more jobs. This not only reduced crime, but also instances of domestic violence
- 2 To reduce inequality in leadership, leading to a cycle that empowers not only women but also communities
- 3 To impose legislation such as that passed by France recently against the gender pay gap to hold businesses accountable and provide women the financial means for alleviation
- 4 To fight sexual and gender-based violence (forced marriage, sexual mutilations)
- 5 To support women's education (two thirds of the world's illiterates are women)

Simultaneously, our CEO Champions report found that businesses must:

- Support introduction of women networks with involvement from senior leaders
- Roll out flexibility programs (e.g., maternity leaves, part-time schedules, work from home)
- Have Compensation transparency to identify salary gaps between men and women
- Include unconscious bias training across the organization
- Remove gender stereotypes from marketing and communication campaigns not only within but also outside the organization

Both governments and businesses must also take an inclusive approach to disrupting technologies and A.I to ensure that they mitigate the risks of bias from construction to implementation. This must be done through ethical and diverse co-creation of technologies and laws that benefit people and the planet by driving inclusive growth, sustainable development and well-being.

Fully closing the gender gap is an illusion, however institutions working together with governments can have an impact in reducing this gap. This is why Women's Forum Americas also saw the signing of the Charter against Human Trafficking between hotels in Mexico City and the government for the safety and security of humanity.

“

Culture, leadership and innovation are key axes of any company to make it much more inclusive.

**Gabriella Fitzgerald,**  
Executive Vice President & General Manager,  
U.S. Large Market & Global Commercial Clients,  
American Express



“

In Mexico, primary care does not exist. The public and private sectors can and should contribute to true primary care and be able to prevent a large number of diseases.

**Daniel Bandle,**  
CEO Mexico, AXA



“

Is it possible to generate an ethic for the city even though it is in a space of inequalities? Women and girls have an important role to play in constructing tomorrow.

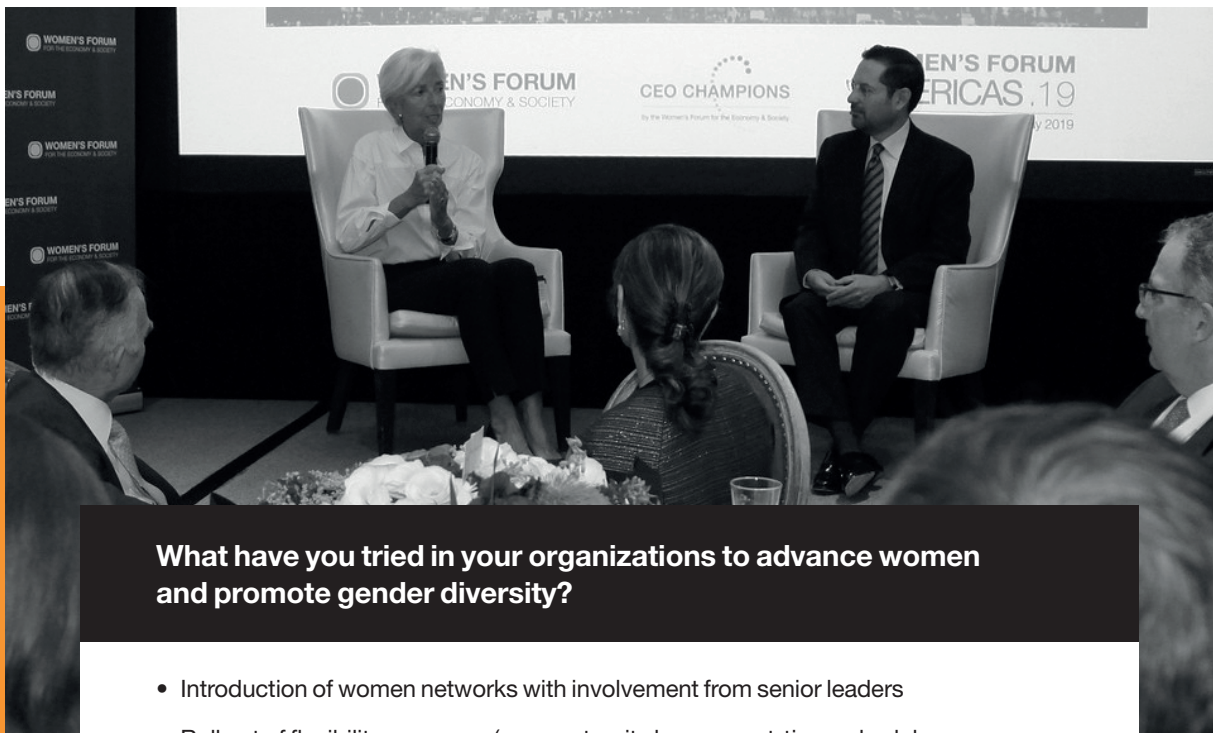
**Saskia Sassen,**  
Ralph Lewis Professor of Sociology,  
Columbia University



# CEO Champions

## Taking the lead to address gender imbalances

Alongside Christine Lagarde, Managing Director, IMF and Afronso Romo Garza, Chief of Office to Mexico's Presidency, 50 global and regional CEOs across the Americas gathered at CEO Champions workshop in the framework of Women's Forum Americas in May 2019 to learn best practices in both the public and private sectors and act to reach greater gender parity. Drawing on the research "One aspiration, Two realities" of McKinsey & Company, the CEOs identified challenges hindering the advancement of women to the top and engaged in formulating concrete policies and initiatives to address gender imbalances in their own organisations.



### What have you tried in your organizations to advance women and promote gender diversity?

- Introduction of women networks with involvement from senior leaders
- Roll out of flexibility programs (e.g., maternity leaves, part-time schedules, work from home)
- Compensation transparency to identify salary gaps between men and women
- Unconscious bias training across the organization
- Removal of gender stereotypes from marketing and communication campaigns in the organization
- Development of clear career paths for recruited women in the medium and long terms (i.e., potential roles for promotion in the next 2-5 years)
- Setting gender targets in key processes like recruiting and promotion
- External recruiting of women to fill in C-Suite positions when talent pool is limited or nonexistent in the organization



## What has not worked well / been more challenging?

- Coaching and mentoring can be a challenge from the mentee and mentor perspective, where not enough women enroll in the program as mentees and there is a limited pool of high-level women executives to act as mentors
- Large scale programs without consideration of all dimensions in CLIMB framework derives in effort fragmentation and lack of clarity on what is working and what is not
- Introduction of flexibility initiatives without adaptation of the ecosystem in the organization can lead to poor results (i.e., not adapting evaluation process or policies)
- Early/premature promotion of women to senior leadership positions can be counterproductive

## What can you do as CEOs to advance this topic in and out of your organizations?

- Take an active role as a coach and sponsor for women in the organization
- Directly supervise coaching and leadership development of women
- Implement pay transparency and employment equity policies to close the pay gap
- Role model a sustainable lifestyle with a life-work balance
- Be a visible spokesman of the importance of boosting gender diversity in the organization
- Be a promoter of women initiatives and take the lead in communication campaigns across junior, medium, and senior levels
- Be an active leader of programs launched to increase women representation and role model participation along with other senior leaders



Numbers are not only boring statistics, they are moving tears, they are screams who compromised, they are the suffering that can't be silent. One of every two children in Latin America and the Caribbean is a victim of violence.

**Marita Perceval,**  
Regional Director Latin America and the Caribbean,  
UNICEF



Our gre  
peace.  
Talking ab



We can't get comfortable, things are changing because we're angry, things are changing because we want change and we have to continue that momentum. We can't get tired with what's happening, we have to continue to fight.

**Eva Longoria**  
Actor, Director, Producer and Activist



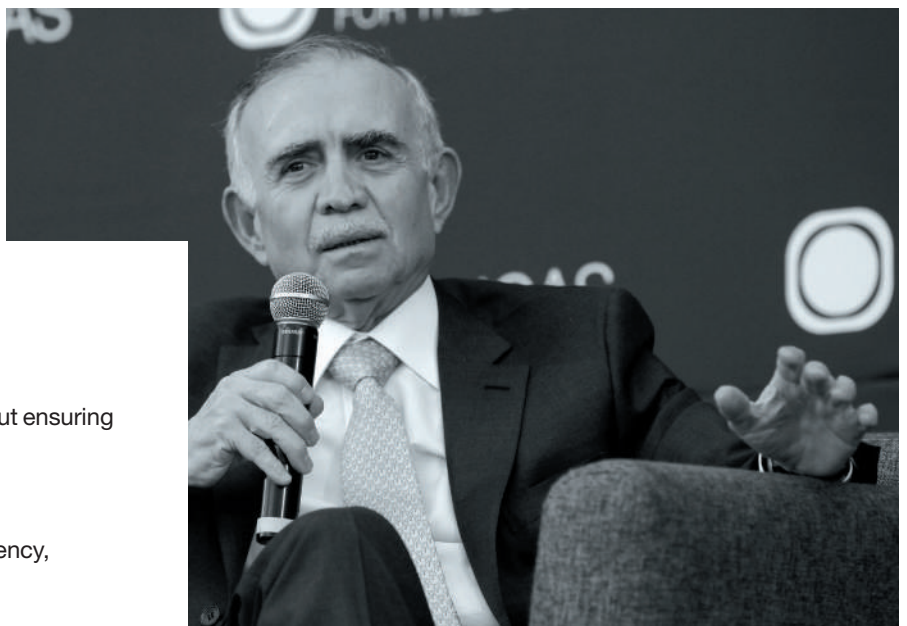
greatest challenges still are to replace war with  
Chaos with stability. Needs with prosperity.  
about the complementarity of men and women.

**Christine Lagarde,**  
Managing Director, IMF



In France, quotas have worked. There is no reason  
to leave quotas at 30 or 40% when women make up  
52% of humanity. 50% is already a compromise.  
We have three priorities: fighting violence against  
women, supporting women's education and support  
economic empowerment of women.

**Marlène Schiappa,**  
Minister of State of Gender Equality and Fight against  
Discrimination, Government of France



We cannot have economic growth without ensuring  
social responsibility.

**Alfonso Romo Garza,**  
Chief of Office to Mexico's Presidency,  
Government of Mexico

# Additional Experiences at Women's Forum Americas



## Facebook

As part of our collaboration with Facebook, we organised a special training for youth at the Facebook Singapore headquarters, as well as a virtual reality experience to raise awareness on bullying in school.



## L'Oréal

The L'Oréal booth showed how their brand Lancôme is changing the way consumers interact with beauty through their next generation of products, accessories and digital tools.



## Lenovo

How can technology be a catalyst for diversity? Lenovo showed us how their innovations are leading to "Intelligent Transformation" and making an inclusive future a reality.



## Nestlé

The Nestlé Day Care centre gave the delegates the opportunity to attend the panels while providing a homelike environment to their children.

# Partners

## STRATEGIC COMMITTEE MEMBERS



BNP PARIBAS



L'ORÉAL



## WOMEN'S FORUM AMERICAS THANKS ITS

### Gold partners



HEALTH • HYGIENE • HOME

### Silver partners



GLOBAL BUSINESS TRAVEL



Llega Más Lejos



PEPSICO Latin America



### Knowledge and Insight partners



McKinsey & Company



### Institutional partners



### Media partners



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## Upcoming Meetings

**Women's Forum Asia**  
18-20 September 2019  
Singapore

**Women's Forum Global Meeting**  
20-22 November 2019  
Paris, France