



Taking the lead for inclusion

Accelerating impact

Insights into the 2019
Women's Forum Global Meeting



Foreword



*The 2019 Women's Forum Global Meeting, which occurred on 20 – 22 November at the Carrousel du Louvre in Paris, France, gathered global leaders from society and economy to take a stand for inclusion and discuss concrete ways to accelerate impact and equality. For 3 days, over **3,000 delegates** from **95 countries** and **800 organisations**, including over **25% men**, had the opportunity to learn and share ideas with **100 speakers** in over **80 plenary, roundtable and workshop sessions**.*

The world is at a turning point. Forces like technology, climate change and migration have the potential to divide us. Yet, there is an opportunity to turn these forces around for good: developing technology that increases access to health and eradicates bias; rallying society around finding climate solutions and transitioning to a sustainable future; and taking action that ensures economic empowerment for all. Inclusion is the nudge that tips the balance towards common goals. This was the vision of the 2019 Women's Forum Global Meeting, which brought together leaders to “take the lead for inclusion” and “accelerate impact”.

Taking the lead for inclusion means removing barriers and creating access, making it possible for people across geography, class, generation, race, ability or any other division to participate fully in social and economic life. Inclusion is essential for a just future, where gains from growth are widely shared and where no one gets left behind. Inclusion is more than improving representation of women. It involves activating women's leadership and empowering them in more prominent and substantive decision-making roles to inform strategies that address the social and environmental challenges our world faces.

Accelerating impact speaks to the urgency of the issues that face us, and the potential for technology, climate change and more to either divide us or be a force for greater inclusion.

The speakers at this 2019 Women's Forum Global Meeting focused on clear calls to action and concrete innovative solutions across five pillars, all with the common objective of having the highest impact on issues where women are disproportionately affected and where their leadership is most urgently needed.

EMPOWERED BUSINESS - #WOMEN4BUSINESS

Entrepreneurship is a privileged path towards economic empowerment: getting a foothold in major corporate or government supply chains can accelerate entrepreneurs along this path, with a multiplier effect for wider communities and economies. If women and men participated equally as entrepreneurs, global GDP could rise by up to 6%, or \$5 trillion. How can corporates and governments advance the economic empowerment and inclusion of under-represented groups through deliberate and dedicated procurement strategies and other supply chain policies?

SCALABLE CLIMATE ACTION - #WOMEN4CLIMATE

Climate change affects different groups disproportionately and differently: women make up 80% of those displaced by climate change. But women and other disadvantaged groups are not just climate victims - their actions, perspectives and leadership have the potential to drive progress on tackling climate change. And in turn, the transition to a greener economy creates opportunities to accelerate progress on equality and economic empowerment for everyone. How can we identify the levers and initiatives needed to accelerate the transition to a green economy, harness it for women's empowerment, and address the disproportionate impact that climate change has on women?

EQUAL ACCESS TO HEALTH - #WOMEN4HEALTH

Current healthcare treatments, practices, education and awareness are not available to all in an equitable manner around the world and throughout societies. For instance, women suffering heart attacks are 50% more likely to get delayed emergency care as their symptoms aren't recognised. When women face limited access to healthcare, their families and communities are affected in turn. How can we leverage technology to provide innovative and scalable solutions to equitably improve access to healthcare for all?

ETHICAL ARTIFICIAL INTELLIGENCE - #WOMEN4AI

Artificial intelligence (AI) has a growing influence on the way we work and live, but just 22% of AI professionals globally are women – meaning that existing biases, errors and inequalities can be missed and reinforced. These may affect hiring and recruiting, or even life and death in criminal justice systems. Conversely, AI will only fulfil its potential to improve our world for everyone if we all have an equal share in its development and adoption. How can we make the design and development of AI truly inclusive, and encourage organisations to take tangible action to create an environment where women empower AI to its full potential, and AI empowers women to their full potential?

LEADERSHIP THROUGH STEM - #WOMEN4STEM

Science, technology, engineering and mathematics are transforming the world in many ways. However, not all groups are represented equally in STEM education, careers and roles. Women make up less than a third of STEM researchers worldwide. Greater inclusion will strengthen innovation and advancement in STEM, leading to greater opportunities for all. How can we increase the representation, leadership and impact of women with STEM skills at all stages of the pipeline from school to boardroom?

This White Paper seeks to express the energy and creativity that came out of the Global Meeting, and also to convey the urgency needed for concrete action.

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“During this conference, I felt such a connection to you all, both here and in remote parts of the world, in a way that is utterly new to me. So thank you for having provided me with a sense of belonging, sorority, sisterhood, and hope. Ann Cairns quoted Madeleine Albright: “There’s a special place in hell for women who don’t help other women”. For what it’s worth, I think you’re all going to Heaven. And so are the men, here, by the way! We need them by our side as we realise our vision for an inclusive world.

Your work spans decades of effort across so many different areas. My own commitment to you is to find the way in which I could best contribute to these efforts and become a valued member of the team. I’m ready to be a part of it.”

Dame Kristin Scott Thomas

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Taking the lead for inclusion plenary

Fireside chat

#women4inclusion



Maurice Lévy

*Chairman of the Supervisory Board
Publicis Groupe*



Kristin Scott Thomas

*Honorary President
Women's Forum for the Economy and Society*



Kristin Scott Thomas, Maurice Lévy

Inclusive leadership

#Women4Inclusion



Leah Daughtry, Valerie Jarrett, Svetlana Lukash, Karien van Gennip, Paul van Zyl



If women and men participated equally as entrepreneurs, global GDP could rise up to **6% or \$5 trillion²**



Just **half** the world's female working-age population participate in the labor force, compared with 80% of men¹



Only 25 mayors among the 300 greatest cities are women⁴



More gender equality from now to 2025 will create **240 million jobs³**

Inclusion goes beyond diversity: inclusion means making sure there are diverse groups of people in the organisation, and they feel like they can speak up in the workplace.

Sandra Sancier-Sultan, Senior Partner at McKinsey & Co, defined the 3 characteristics of an inclusive culture as openness, equality, and belonging.

Having a truly inclusive culture ensures organisations actually get the value from diversity by accessing the ideas and ways of thinking of these diverse groups. This has been proven to increase performance, and is therefore the way companies can really realise the business benefits of diversity.

How can we all take action to accelerate inclusion and realise these benefits faster? A first short-term solution is to implement quotas. But they are not enough and need to be accompanied by a deeper cultural change which we can all participate in driving. Most importantly, the road to an inclusive society needs to involve all groups, including men, who should be actors of this change alongside women.

¹ IMF, ² BCG, ³ McKinsey, 2015, ⁴ City Mayors, 2017

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We don't like quotas from an intellectual point of view because we wish for a merit-based society but we won't achieve gender equality without quotas.

Agnès Pannier-Runacher,
Secretary of State for Economy and Finance,
French Government



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Although establishing quotas in France has been hugely beneficial to increase the share of women in management positions, a large share of them remain in support functions (CSR, HR, Communications...). We now need to enable them to access business roles to embed durable change.

Karima Silvent,
Chief HR Officer, AXA



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This distant image of our tiny world, to me, underlines our responsibility to cherish the only home we will ever have.

Ersilia Vaudo Scarpetta,
Chief Diversity Officer, ESA



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Media have a huge responsibility in the way they show society and a real role in changing minds. The way people see women in society, media can help changing it through sport, drama, info.

Gilles Pélisson,
Chairman & CEO, TF1



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If you don't do equality because it's fair,
do it because it's profitable.

Marlene Schiappa,
Minister of State for Gender Equality
and Fight Against Discrimination, French Government



“

If you want to be more efficient and focused on women
in society, and among your customers, you must have
women in your executive team, this is a key point.

Stéphane Richard,
CEO, Orange



ACTIVELY USE QUOTAS AS A TEMPORARY FIX TO ACCELERATE INCLUSION

Quotas are a dividing concept. Many speakers in the forum acknowledged that they were against the principle of quotas. On the other hand, their positive impact has been proven: the 2011 French law on quotas has been hugely successful.

Women are generally nervous about positive discrimination and are afraid about being perceived as not deserving of their position. This is a fallacy: women who are promoted are still among the best candidates. Positive discrimination is a way to accelerate the change.

However, quotas by themselves are not the solution. They are a way for organizations to acknowledge the issue and start challenging themselves on the reasons behind it. **Isabelle Kocher**, CEO at Engie, believes that we need to set ourselves “crazy targets” to make sure we start thinking differently and implement deep change. At Engie, she has set the objective to reach 50% of female managers by 2030. Publicising this kind of target also has a positive impact on recruitment of talented women, which enables a more sustainable fix.

In addition, **Anne-Gabrielle Heilbronner**, Member of the Directoire and Secretary General, at Publicis Groupe, commented that women empowerment can drive performance, and big companies have to reinvent their business models. So we need diverse talents and innovative solutions.

LEAD BY EXAMPLE: DRIVE A CHANGE OF CULTURE FROM THE TOP

Currently, despite quotas, many organisations actually have trouble retaining women. Even if women and men are equally hired, years later, there are more men in executive positions, as women choose to leave. Quotas by themselves only bring diversity, they do not bring inclusion.

In order to build an inclusive culture, leaders first need to put into place measures to promote women and be the first ones to apply them, i.e. lead by example. For example, François-Henri Pinault, CEO of Kering, explained how

he acts for gender parity through training programmes, mentoring programmes, and equal pay for all. Paulette Frank, Vice President, Global Environment Health, Safety & Sustainability at Johnson & Johnson, spoke about the company's many programmes to encourage and promote women, whether it is financial support to go into STEM fields, or a mentoring ecosystem. Jean-Claude Le Grand, Executive VP of HR at L'Oréal, explained how L'Oréal published the number of reported cases of sexual harassment and the sanctions that had resulted from these.

On top of these concrete measures, leaders need to make sure that everyone in the organisation is trained to recognise their unconscious bias and to be open-minded and receptive to different ideas. Women are still often perceived as less able than men to manage finance, less technical, less innovative, and less able to take risks. It will take a long time for this bias to disappear, but employees should learn to question the bias in their decisions.

INVITE MEN TO BE ACTORS FOR THE CHANGE, RATHER THAN JUST ALLIES

There are contrasted opinions on whether to include men, and especially white men, in the discussion around inclusion. We need to make sure women and other minorities feel comfortable in raising their opinions, which means they need a safe space to do so. Nonetheless, by excluding one group from the debate, we are reproducing the divide, and this might lead to cynicism, resentment, and slower progress.

To fight conscious and unconscious bias, we need to bring men on board to fight against the normalisation of discriminatory situations such as eye-rolling, interruptions, taking the credit for women's achievements... It is important that women react in such situations, but it is even more powerful when it comes from men. Overall, if men want to stand

for gender equality, they have to act. Children watch how their fathers treat their mothers and female coworkers and will later reproduce those behaviours. Actions speak louder than words. According to **Matt Krentz**, Managing Director and Senior Partner, Diversity & Inclusion and Leadership Chair at BCG, "in organisations, it's often the middle managers that actually determine what happens. It needs to be that day-to-day interaction."

Empowered business

#Women4Business



Cloud McDowell, Alexandra Soto, Ertharin Cousin, Dean Baquet, Michelle Bachelet



There are approximately
224 million women
entrepreneurs worldwide¹



However, on average,
less than 1%
of global corporate or government
spend is on women-owned
businesses in any country²



34%
of companies that diversified
their supplier base engaging
with women-owned
businesses report a positive
impact on their profitability³



Gender gaps cost the economy
15% of GDP
in OECD countries and 40%
of that is due to
entrepreneurship gaps⁴

It is an established fact that mixed boards make better decisions: they are more balanced, as they include a mix of risk-taking and risk-averse profiles, and overall achieve a 20% higher ROI according to **Wendy Teleki**, Head of Women Entrepreneurs Finance Initiative.

How can different industries play their role in promoting inclusion and raising the place of women in business to realise these business benefits? A first responsibility falls on the media and advertising industry, as they are responsible for the perception of women and the bias in society. A second way to increase the share of women in business is to actively promote women-owned businesses by integrating them into supply chains. Finally, companies need to adapt their internal culture and policies to attract and retain women.

¹Global Entrepreneurship Research Association, 2015, ²WeConnect International, 2017, ³Un Women, 2017, ⁴OECD, 2017



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Advertising inspires pop culture. We have a strong responsibility. Women are underrepresented & often characterised based on stereotypes. I don't understand why there is such an over-representation of men in technology.

Fares Sayegh,
Vice President,
Global Supply Network and Business Services, P&G

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We know that women's empowerment drives performance. We must reinvent ourselves. We need diverse talent, innovative solutions. It's about acting for empowering women.

Anne-Gabrielle Heilbronner,
Member of the Directoire & Secretary General,
Publicis Groupe



“

I think what we have to look at is how we are going to transform and reverse the design of our buildings to deal with climate change, and the social impact of that will be tremendous.

Méka Brunel,
CEO, Gecina



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Women need to be more ambitious for other women.

Caroline Gaye,
France Country Manager,
American Express





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I strive for parity. This is solved by giving 14 weeks maternity, paternity, partner & adoption leave. There is no unconscious bias to hire men because they won't have babies!

Francois-Henri Pinault,
CEO at Kering Group

“

Inclusion of women across our value chain brings the diversity of thought, perspective and experience vital to solving some of the world's most pressing global health issues, including the health of our planet, which is inextricably linked to human health.

Paulette Frank,
VP, Global Environmental Health,
Safety and Sustainability at Johnson & Johnson



ACTIVELY PROMOTE WOMEN-OWNED BUSINESSES IN YOUR SUPPLY CHAIN

In addition to promoting women to top positions within organisations, accelerating inclusion also goes through promoting more women-owned businesses throughout the supply chain. Currently women own a third of companies worldwide but receive only 1% of public and private funding. It has been proven that increasing gender diversity in the supply chain leads to more creativity, innovation, and better supplier risk management.

Partners of the Women's Forum are committed to this cause. An example of this commitment is WEConnect International, a non-profit organisation created by 100+ large companies (e.g. Procter &

Gamble, Accenture, American Express, Google, L'Oréal, Microsoft, Johnson & Johnson) that works to identify women-owned businesses and connects them to those large companies to enable them to enter their supply chains.

Yet, despite their commitment, companies face challenges to source from women-owned businesses. In Europe, entrepreneurs are hesitant to describe themselves as "women-owned companies" in fear of positive discrimination. Women want to be chosen as suppliers because they are the best, not because they are women. This is the wrong behaviour: the best supplier will be

chosen regardless, but being identified as a woman-owned company means that you increase your visibility and reach.

Increasing the share of women-owned businesses into supply chains is also in the interest of society in general. According to **Iman Bibars**, Regional Director from Ashoka Arab World, women are very good at "scaling deep", which means changing behaviours and beliefs: they have the greatest ripple effect on diversity as they hire more women and buy from more women-owned businesses.

CHANGE PERCEPTIONS BEFORE THE BOARDROOM THROUGH MEDIA AND ADVERTISING

We discussed the importance of promoting women to leadership positions in organisations. However, we need perceptions to change in society to enable women to eventually access the boardroom. For this, the media and advertising industry has a key role to play.

The way women are represented in media is fundamental because of the huge role media and advertising play in the construction of social representation. According to Boutaina Araki, General Manager at Clear Channel France, “through media, and especially street media, we speak to everyone. This implies huge responsibilities regard-

ing the image of women that we show and how it has a massive influence on the perception of women in society”. Through media we can champion women, put them forward, make them embody powerful roles in society. With that in mind, for example, Jessica Bennett created a new position at the New York Times: “Gender Editor”, who thinks about ways women, LGBT and minorities can be better infused into every aspect of the reporting. Advertising can also be a platform to be provocative and spark a debate: this was the objective of the Gillette campaign “The Best Men Can Be”.

This messaging shift also has business benefits. Indeed, in recent years, there has been a huge change in the way people interact with brands. 70% of millennials are more likely to choose one brand over another if it promotes diversity and inclusion. Yet, there are still only 10% of female creative directors. Some companies like Publicis Groupe are taking strong actions to promote female directors with initiatives such as Free The Bid or blind CVs.

RETAIN AND GROW WOMEN WITHIN YOUR BUSINESS THROUGH FLEXIBILITY, OPENNESS AND ROLE MODELS

Thanks to quotas, women leaders are now in high demand within businesses. Companies need to implement new policies and cultural shifts to attract and retain them.

An example of this is the ability for fathers to take extended paternity leave, which creates a more equal company culture and is more attractive to women. **Marianne Pezant**, Partner at Clifford Chance, suggested to make paternity leave compulsory for fathers. According to her, as long as it is not mandatory, fathers will be afraid to take it in fear of slower career progression and financial consequences.

Another lever to retain women in to increase the use of digital tools, as this enables women to balance family life and work more effectively. **Elisabeth Medou-Badang**, Senior Vice President Africa & Indian Ocean, from Orange Middle East & Africa, presented a survey conducted in 12 Middle-East and African countries which showed that the use of digital tools influences people’s decision to apply or to stay in a company for 80% of women and 60% of men.

Women are also more likely to remain in companies where they feel like they have someone more senior acting not only as a mentor, but also as a sponsor.

This means actively creating opportunities and advocating for that person to be promoted. Women in higher positions have to show the way through their behaviour and actions, participate in creating an inclusive atmosphere, and support female talents.

Finally, women are more attracted to companies that are transparent, especially regarding gender pay gaps, and committed to fixing the issues.



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the Daring Circle
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Scalable climate action

#Women4Climate



Chiara Corazza, Maria Latella, Brune Poiron



There are only
20% women
scientists¹



Women represent
80%
of climate refugees³



Women are
14 times
more likely to die during
climate-related disasters²



In 2015, women headed
just 12%
of federal environment
ministries worldwide⁴

Women are the most impacted by climate change. To illustrate this, **Rachel Barré**, Environmental Leadership AVP at L'Oréal, shared that when water or fuelwood become rarer in places affected by flooding or droughts, women have to go longer distances to collect them, and sometimes need to bring their daughters to help, which implies that women do not have the opportunity to do business, or their daughters cannot go to school.

Overall, women are also more conscious of climate change and of the impact of their actions on the environment. It is therefore necessary to actively involve women to help tackle the global climate challenge. This section explores how women can be more engaged and how businesses can have the most impact, and also explains the importance of inclusion in the fight for climate.

¹IPC report, ²UN Women, ³Aguilar, 2004, ⁴Women 4 Climate



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We have to understand banking is about long term, and as we said we only have one planet, the way the economy is moving has to be sustainable.

Jean-Laurent Bonnafé,
CEO, BNP Paribas



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When we talk about actions to take for #women, we need to consider: Rights, Representation, Resources.

Oulimata Sarr,
Regional Director AI, UN Women

“

We all need to work together to fight climate change, the biggest threat to human rights.

Michelle Bachelet,
UN Human Right Chief



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We have a lot of clients and if we raise the question of sustainability with each client, on each project, it will have a major impact on raising global awareness.

Marie Guillemot,
Associate, KPMG





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In Dakar, out of 100 municipal councilors, there are 40 women thanks to the law on parity. Previously women did not dare to show up.

Soham El Wardini,
Mayor of Dakar

“

Working on sustainable agriculture without adding a diversity dimension doesn't work.

Rachel Barré,
Environmental Leadership AVP, L'Oréal



AS A BUSINESS, FIND WHERE YOU HAVE THE MOST IMPACT: FOCUS ON CHANGING CONSUMER BEHAVIOURS

Women hold 85% of the purchasing power worldwide and tend to think in a more environmental-friendly way than men. It is therefore in companies' interest to promote sustainable consumption and production, and it is where they can have the most impact. As an example, **Claire Boilley-Forestier**, CSR Director, Bouygues, explained that no matter who you are, woman or man, engineer or not, you need to dare, work hard, and have the courage to voice

your opinions and convictions. Similarly, **Laurence Pessez**, Global Head of CSR at BNP Paribas, explained that through complementary B2B and B2C strategies, they encourage citizens to consume in an environmentally-friendly way through specific consumption loans and they encourage companies to be more sustainable by designing tailor-made financing programmes for the ones that move towards more sustainability.

Companies can also have a positive impact on climate change by forming partnerships with environmental projects in developing countries to help them offset their emissions. As an example, the Women's Forum event was carbon-neutral for the first time this year and sponsored a Clean Water project in Ethiopia to offset the event's emissions.

INVOLVE WOMEN IN SCIENCE AND CLIMATE-RELATED DECISIONS TO REACH MORE ENVIRONMENTAL-FRIENDLY OUTCOMES

Women need to be more represented in science and climate-related decisions as they tend to take more environmental-friendly decisions. Heidi Sevestre, Doctor in Glaciology, talked about how the lack of female scientists creates a bias in scientific data collected, and involving more women would mean that the data would focus more on studying the human impact of climate change rather than the mechanical and technical aspects.

Involving more women in those decisions is made possible by a joint push from public institutions and companies alike.

Brune Poirson, Secretary of State for the Ecological and Inclusive Transition in the French Government, explained that the government makes especially sure to have women around the table when they design environmental policies as beyond being fair, it is also strategic – a survey by Emile Servan-Schreiber, Managing Director of Hypermind, demonstrates that environmental policies are more efficient when women worked on it. This is also valid in the private sector: Mil Niepold, President of Mara Parners, shared that companies' ESG tends to increase when more women are on the board.

In order to involve more women in climate action, Chiara Corazza, Managing Director of the Women's Forum, insisted on the fact that we also need to share success stories in order to incentivise more women to join the movement. This will help fight against the feeling of powerlessness that many have against large challenges like climate change, especially young women.

MAKE SURE TO BE INCLUSIVE: THIS IS NOT AN ISSUE JUST FOR WOMEN

A key trap we should not fall into is to take the climate issue as an issue that must be solved by women, in the same way as diversity and inclusion are being first and foremost looked at by women. On the contrary, climate change is such a large issue that we need the whole of humanity to work on it.

In his special message from space broadcast at the Women's Forum Global Meeting, **Luca Parmitano**, ESA, International Space Station Commander, summarised this need for collaboration between all: «If we are to address climate change, we need cooperation and inclusion». We need to work together

with governments, local authorities, academic institutions, corporates, private and public sectors, associations and individuals to drive inclusive climate action at scale.

This is the objective of the Charter for Engagement of Women Leading Climate Action, launched by the #Women4Climate Daring Circle. It was established around the following beliefs: first, women have an essential contribution to make in the fight against climate change. Then, climate action must recognise the different impact of our changing climate on women. Finally, the transition to a green economy

is a considerable opportunity for women's economic, social and political empowerment. The charter is a set of 5 goals and calls to action to enable inclusiveness in climate action. All delegates of the Women's Forum were encouraged to sign this charter, and **Brune Poirson** signed it on stage.

Speaking of making sure women are not alone in the fight against climate change, she warned us against "enslaving women" through some climate-conscious behaviours impacting housework and therefore women, such as making your own laundry powder or using non-disposable nappies.



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Equal access to health

#Women4Health



Dawn Laguens, Patricia Danzi, Lord Nigel Crisp, Alisa Roadcup



Women's health accounts **for only 4%** of the overall funding for Research & Development for healthcare products¹



Only 9% of health technology businesses globally today are founded by women²



The global women's health market is expected to reach **\$54.62 billion** by 2026³



90% of women are the primary healthcare decision makers for their households and are also responsible for 80% of family healthcare spending⁴

There is gender inequality around access to healthcare, education and awareness and this is having spiralling effects. For example, twice as many women are blind than men in the world, and this is because they are more likely to be around dirty water or smoky cooking conditions and are less likely to be able to access treatment. 800 women die from childbirth every day. In this section, we argue for the need to gain consciousness of this discrimination of women in health, and explore concrete actions that can be taken both in developing and developed countries to improve the health of women, and as a consequence, of their children and of their community.

¹Forbes, April 2018, ²Forbes, February 2019, ³Grand View Research, August 2019, ⁴Frost & Sullivan, January 2018

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At RB we are conscious that women play a key role in healthcare, and are the ones making healthcare decisions for their family.

Maria Castello del Palomar,
Head of Regulatory, Health Strategy and Maintenance,
Science and Innovation, RB



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You can't create a great product if half of the population isn't involved. If 50% of our users are women and we don't have any in the meeting room making decisions, the product is not going to work.

Ariel Beery,
CEO, MobileODT



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Women and disparities, both geographic, race and socioeconomic, have now become even wider. How do we use technology, how do we use the collective force of rooms like this, to make sure another generation of women is not marginalised?

Lorna Friedman,
Global Health Lead, Multinational Client Group, Mercer



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Women who have heart attacks are treated far more slowly as it is not expected, this is the same for men with breast cancer - it is due to lack of inclusion.

Lord Nigel Crisp,
Member of the House of Lords; Co-Chair
of Nursing Now



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First we need to include more women in venture capital boards, and second we need to fund more women-led start-ups (in healthcare).

Guillaume Borie,
CEO AXA Next and Group Chief Innovation Officer



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The very first step to empower Young Women's sexual health decisions is to ensure that every woman and girl knows her rights.

Catherine Giboin,
Vice President of Médecins du Monde France



GAIN CONSCIOUSNESS OF THE DISCRIMINATION AGAINST WOMEN IN HEALTH

There are many ways in which women suffer from exclusion in healthcare globally. This can occur in the form of diagnosis, treatment and discrimination against women working in healthcare.

Discrimination in diagnosis occurs because most of the medical research is done on men. As a consequence, women's diseases and symptoms are less well known, which can lead to unconscious bias and mis-diagnosis. For example, women suffering from heart attacks are 50% more likely to get delayed emergency care as their symptoms are not recognised. There are mul-

iple other examples of diseases which affect women more than men: 65% of those with Alzheimer's are women; depression occurs in twice as many women than men and lasts longer; twice as many women over the age of 80 have a chronic disease; women under 25 are 50% more likely to contract HIV than men, to list just a few.

Discrimination can also occur in treatment since in a lot of countries, women need their husband's authorisation to receive medical treatment, which they do not always get as their health issues are not perceived as serious.

Finally, there is an issue with the perception of nurses, who are not always recognised justly for the job that they do. This is a particularly big issue for women as 80% of nurses are women and make up 24 million people globally.

By raising awareness of these different sources of discrimination in health, we will promote investment in technology, research and training focused on women. A way to accelerate this is to increase the share of women in boards of venture capital funds to reduce the bias in investment decisions.

IN DEVELOPING COUNTRIES, LEVERAGE TECHNOLOGY TO MAKE HEALTH BREAKTHROUGHS BUT KEEP INVESTING IN SIMPLE EDUCATION WHICH ALSO WORKS

There are multiple examples of successful women entrepreneurs who have in recent years achieved health breakthroughs for women through technology, particularly in developing countries where hospitals and doctors are scarcely located. For example, Mobile ODT developed a cervical cancer screening device powered by smartphones, which enables cervical screening and treatment to be done at the same time, which means women do not have to wait for weeks before the results come back from the laboratory and do not have to travel to be treated. As another

example, Jasmine Samantar, founder and CEO of Samawat Energy, wanted to tackle the issue of vast spaces without electricity in Sub-Saharan Africa, and created connected backpacks powered by solar energy containing basic healthcare equipment, which measures patients' health data and uploads it to the cloud while they are on their way to the hospital.

Easier to achieve than technology, simple education and awareness can also have a huge impact and should not be overlooked. Edna Adan, Foun-

der and Director, Edna Adan University Hospital, explained that in Somaliland, a country which had one of the highest maternal mortality rates in the world, she managed to reduce maternal mortality to a quarter of the national average through basic minimum training of midwives. In addition, Maria Castello del Palomar, Head of Regulatory, Health Strategy and Maintenance, Science and Innovation at RB, insisted on the importance of awareness to prevent HIV in Africa, as it is still a large issue: 6,000 girls get infected by the virus every week.

IN DEVELOPED COUNTRIES, FOCUS ON MOTHERS TO IMPROVE HEALTH ACROSS THE POPULATION

Women make 80% of healthcare spending decisions at home. Making sure we raise awareness of health issues amongst mothers will therefore have a huge impact on health throughout the population.

In developed countries, one of the key health issues of the century is obesity, which causes diseases such as diabetes, cancers and blindness. This is caused by a change in the way we eat: we eat faster, we consume more saturated fats and sodium but less vegetables and fiber, and we do not take the time to cook. Women are more touched by obesity, as they are on average poorer than men, and thus more frequent consumers of cheap ready-to-eat junk food. Beside the harmful effects on their health,

Céline Soubranne, AXA Group Chief CR Officer, emphasised that poor eating habits also have an impact on women's psychological state as it causes more isolation and depression. To tackle this issue, it is extremely important to raise awareness on the fact that obesity is a major public health issue today and causes many diseases. It is critical to publicise concrete ways we can change our behaviours to tackle the issue, such as eating healthier food and exercise. This can be done through public campaigns on the radio, social media, and influencers. In those messages, we should target mothers as a priority, as they should avoid creating bad food habits in their babies. Overweight issues indeed generally start at an early age.



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Ethical artificial intelligence

#Women4AI



Inès Leonarduzzi, Denis Guibard, Kimberly Lein Mathisen, Diana van Maasdijk, Victoria Budson



Only 22%
of Artificial Intelligence
professionals globally
are female¹



By 2022, 85%
of AI projects will deliver
erroneous outcomes due to bias
in data, algorithms or the teams
responsible for managing them²



Facial recognition: it works
for 99% of white men but makes
35% more mistakes
when recognising dark face women³

The adoption of Artificial intelligence (AI) has been growing exponentially these past few years, and AI is being used across organisations to offer better customer experience online and increase value through a better understanding of behaviours. According to **Raphaëlle Abitbol**, Head of Data Science at Publicis, “the digital transformation is a data revolution”. Indeed, the impact on companies is vast, as they need to transform the way they take and legitimise decisions, relying on data scientists more than ever, who are responsible for the quality of the data produced. However, only 22% of AI professionals globally are female, which means that existing biases, errors and inequalities can be missed, reflected and reinforced through AI. We must acknowledge these existing biases and take action now for a more responsible and ethical AI together with the public and private sectors.

¹WEF Gender Gap Report 2019, ²Garther Feb 2018, ³MIT, 2018



“

We must continue to advocate for change. We have to be activists. What we do as humans will materialise in the artificial world. We need to take the time to understand and break down the barriers.

Fiona O'Brien,
Chief Channel Officer & Head of Operations,
EMEA, Lenovo

“

We will have the AI we deserve. If AI discriminates against women, it is because humans fed the machine with biased data.

Maud Bailly,
Chief Digital Officer at Accor



“

We have to narrow the gap between the rise of senior women in management, and those doing the jobs which will be most impacted by AI and Machine Learning.

Julia Hobsbawm,
Founder, Editorial Intelligence



“

AI is a revolution, but it is also political, societal and economical. It is very complex and although some countries are very advanced (like the UK, France and Singapore), many are not. And in order to have effective regulation, you need to have a vision.

Yas Banifatemi,
Partner & Co-Head of the International Arbitration
practice, Shearman & Sterling





“

We need to ensure my daughter, your daughters, the future female CEOs, scientists and activists will not be talking in 20 years about the impact of AI on gender, but about how women are leading the way harnessing AI to create a more equitable, a more just, a more fair world for women and for humanity.

Merisa Heu-Weller,
Chief of Staff, Technology & Corporate
Responsibility, Microsoft

“

AI has to change to inclusion by design in the way algorithms and datasets are built.

Laurent Stefani,
Managing Director, Artificial Intelligence, Accenture



ACKNOWLEDGE THE ISSUE: THERE IS A GENDER BIAS IN AI

The rapid adoption of Artificial Intelligence is having different impacts on men and women.

Firstly, it has a social impact: the growth of AI means less employment for women. 70% of jobs that could be replaced by AI are indeed held by women today, according to a 2019 study on the UK economy.

Secondly, applying AI to make a decision can lead to accidental discrimination from companies. **Agnès Pannier-Runacher**, Secretary of State for Economy and Finance within the French government, stated that «90% of the algorithms that

are shaping the world of tomorrow are made by men». These algorithms are based on biased data and patterns and are therefore intrinsically discriminating against women as they are repeating the existing biases. As an example, at Apple Pay, two credit limit applications processed by AI, where the only difference between the applicants was gender, led to a credit limit allowance that was 20 times higher for the man than for the woman.

Finally, the use of AI in advertising can be perceived as discrimination by the consumers. For example, in retail, women tend to spend more than men.

Some brands take this into account on e-commerce websites to display more expensive products to them. This can have a negative impact on the brand reputation.

Companies need to acknowledge these biases and put social and organisational processes in place to reduce them. They need to constantly challenge their algorithms and check they are doing what they were designed to do.

PUSH THE PUBLIC SECTOR TO PLAY THEIR ROLE IN FIXING THE BIAS

One way to fix the issue in the short term is to introduce regulation. There is a push for regulation around AI from two ends: from the consumers' point of view, who are concerned about privacy violation and how their data is used, and from companies who want to push for a more ethical use of AI. This regulation can come from governments and international institutions like the European Union.

In the longer term, the public sector should promote diversity and inclusion within the AI field through incentives for women to learn and build careers on AI topics. Inès Leonarduzzi, CEO and Co-Founder of IA For My People initiative, Digital For The Planet, emphasised the need for education of the wider population, and especially children, about the potential biases within AI.

PUSH COMPANIES TO DRIVE THE SHIFT TO ETHICAL AI AND PROMOTE INCLUSION

For **Mojolaoluwa Aderemi-Makinde**, Head of Brand and Reputation for Sub-Saharan Africa at Google, «powerful technology brings a strong sense of responsibility». Large tech giants driving the adoption of AI have begun acting in favour of a positive change. For example, Google has developed key AI principles available for all on their website. Similarly, Microsoft has created a cross-domain

group to look at the bias in AI data, which has published a framework to guide AI usage and is proactively pushing for regulation in the field. However, principles and frameworks are not enough. To bring real change, these companies need to bring more women into those positions to remove the bias from the top. This goes through educating and empowering women in STEM fields.



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Leadership through STEM

#Women4STEM



Nadjia Yousif, Andreas Schleicher, Christiane Feral Schul, Beverly Crair, Mariam Abdullahi



Only 28%
of women have education
in the science and
technological sectors¹



72% of girls 5-12
surveyed in Europe felt it was
important to have jobs that
directly helped the world, but
only 37% thought of STEM careers
as making the world better²



Women represent
only 24%
of the workforce in
the technology sector, and
their representation in senior
roles falls to 11%³



Across 35 European
countries, fewer than
1 in 5
computer science
graduates are women⁴

Europe may face a shortage of up to one million skilled ICT workers by 2020. There is a job to do to encourage young people into the profession, to ensure this projection does not become reality.

Today, the proportion of women in STEM jobs is very low. Only 25% of people who hold STEM positions are women and 9% have CEO positions in STEM companies. In addition to this, 53% of women who join STEM fields then leave the profession. By the age of 15, many girls lose interest in STEM subjects, as they don't feel confident in their skills in STEM and have a hard time imagining themselves in STEM roles. Therefore, there is a huge task at hand to firstly attract young girls into the profession and secondly, to keep them in the profession.

¹UNESCO, 2017, ²Microsoft, March 2018, ³World Economic Forum, 2016, ⁴Microsoft, 2017



“

We need to be part of the transformation and mentor younger girls, share our competences, we are 70 #STEMsisters, we want to be 200.

Chiara Corazza,
Managing Director, the Women's Forum



“

Technologies are key to address the dual challenge: we need to keep innovating and we need all the forces we have to create those technologies. We need to have the power of girls and women educated in STEM.

Nikolaas Baeckelmans,
VP of EU Affairs at ExxonMobil

“

We need strong partnerships between companies and universities to have special moments in the year to present our company and our model, to get more women in our companies.

Salma Bennani,
Director, Wavestone Morocco



“

Through technology, we can change real outcomes for women, they don't need to move from their rural areas, they can interact with the global economy from home.

Nunu Ntshingila,
Head of Africa, Facebook





“

We need to think about a new law to get more women in the economy as entrepreneurs and in STEM: we want women to run France in the very next future.

Bruno Le Maire,
Minister of the Economy, France

“

We want to work together with schools to start spreading the message that STEM is cool, it's not just for geeks: STEM is for everybody to succeed in our digital environment. It will be the future of our children.

Paola Scarpa,
Women@EMEA Lead, Director Client Solutions,
Data & Insights, Google



INSPIRE GIRLS AS THEY GROW UP

Girls need exposure to STEM, role models, awareness of career possibilities and societal benefits that a career in this sector can achieve. A way to facilitate this exposure is to connect STEM companies and primary schools to show children to these jobs in the early age and make them feel it is accessible. This should not stop after primary school: raising awareness at university is also very important. For example, **Monica Hauser**, Lenovo

Foundation Director, presented Lenovo's "Global Future Leaders Program" which provides high-achieving future graduates with opportunities to be immersed in the company environment.

Creating communities of women in STEM areas can also help stimulate interest from a young age and offer young girls the opportunity to be inspired.

CREATE ROLE MODELS IN STEM

An underrepresentation of women in the STEM areas makes it difficult for girls to have a role model to follow and be inspired by. Therefore, it is even more important for the few women in these positions to showcase their success and become mentors and role models.

Young girls need role models to guide them and mentors to support their decisions, so that they can visualise what a career in STEM can look like. The role of parents and teachers is extremely important during this period.

Increasing parents' awareness regarding the market opportunities and high paid jobs in STEM is key.

Google's STEM Sisters programme provides girls with the opportunity to be mentored by a woman working in these areas, with whom they share similar traits of character. Throughout the Women's Forum, women working in STEM fields were encouraged to sign up to the programme and take concrete action to inspire your girls.

CHANGE THE DYNAMIC AND BUILD A DIVERSE STEM WORKFORCE

The key objective is to offer equal opportunities to everyone. In order to reduce injustice, it is necessary to provide the same assets, tools and expertise to all.

New opportunities and job creation will come from technology. This highlights the importance of ensuring a diverse, inclusive workforce in STEM even

more, so that we are set up for success in the future. This is the only way to fix issues like the bias in AI and to create a more inclusive future around technology. According to **Camille Vaziaga**, Government Affairs Manager at Microsoft, as employee of tech companies, as women, as citizens you can't separate things. It's not only about tech but also about our life.



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Women4AI Hub



Women4Health Hub

Women's Forum Hubs



Women4Climate Hub



Women4STEM Hub



Women4Business Hub

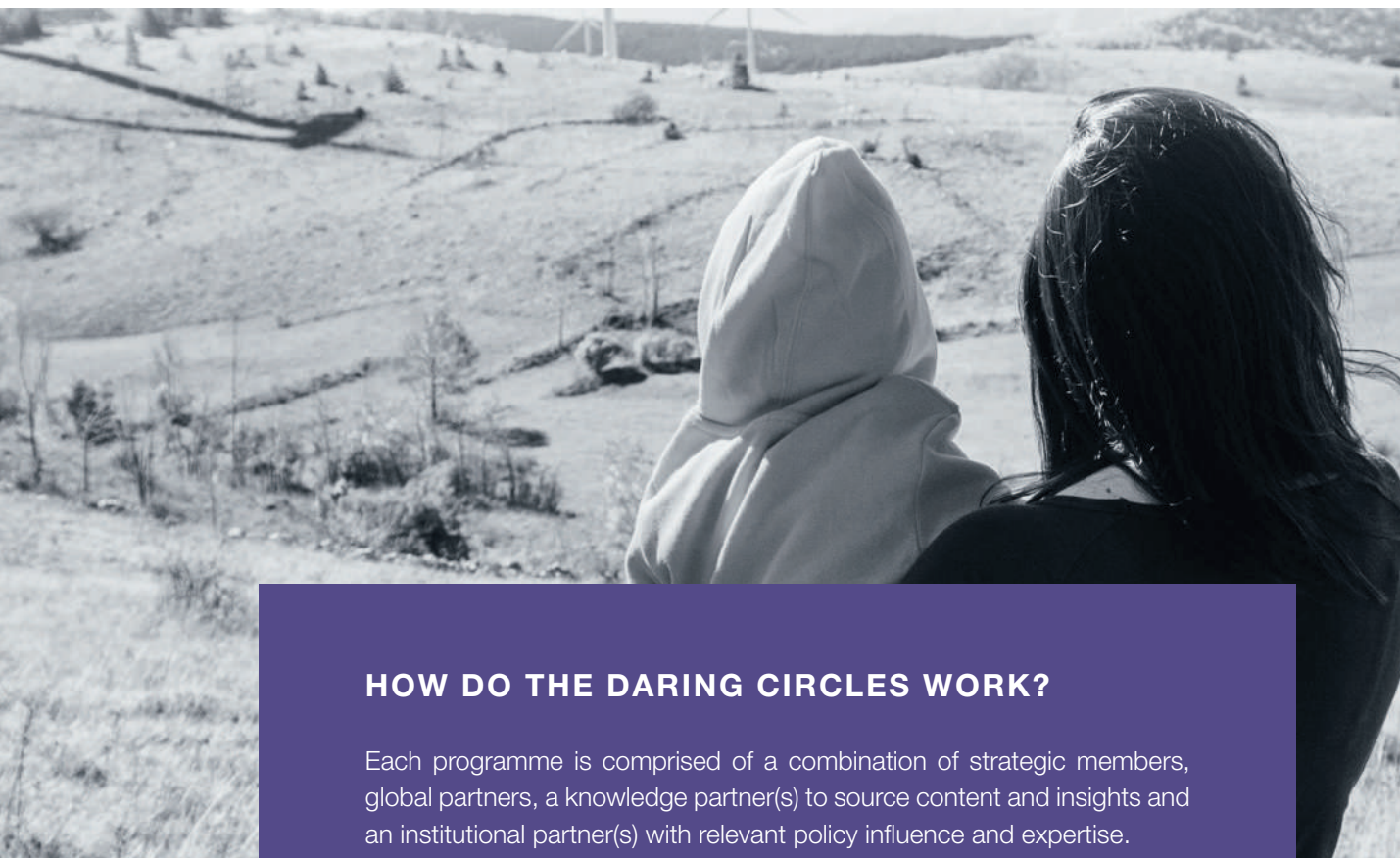


Claudie Haigneré

The Daring Circles

Originally built on the theme of the 2017 Global Meeting – Daring to lead in a disrupted world – the Daring Circles invite leaders to question their assumptions, and to re-engage for the impact they want to create in their organisations and their communities. These cross-industry working groups have the ambition of translating the rich agenda of the Women’s Forum Meetings into permanent conversations to deliver tangible positive societal and economic outcomes for women and society.

The Daring Circles invite select business leaders, experts and influencers to engage for long-term positive impact on issues where women are disproportionately impacted and where the leadership of women is paramount. Together, the Daring Circles inform and shape the debate on selected issues and promote collaborative ways of working among our institutions in the face of continuing global challenges.



HOW DO THE DARING CIRCLES WORK?

Each programme is comprised of a combination of strategic members, global partners, a knowledge partner(s) to source content and insights and an institutional partner(s) with relevant policy influence and expertise.

The Daring Circles are designed to generate evidence-based insights and drive tangible action among Daring Circle members and beyond.

This year at the Global Meeting, we published several reports gathering the results of each Daring Circle’s work. Download our reports and learn more about the Daring Circle initiative [HERE](#).



OUR DARING CIRCLES

WOMEN4CLIMATE

The Circle seeks to identify the levers and initiatives needed to accelerate the transition to a green economy and harness it for women's empowerment, enable women to lead actions against climate change and address the disproportionate impact that climate change has on women.

WOMEN4AI

The objective of the Daring Circle is to inspire organisations to apply a gender lens to their AI development and implementation, and pledge their commitment to inclusive AI. The Circle focuses on two pillars: women empowering AI and driving it forward, and the potential of AI to redress women's status in society and contribute to a better world for all.

WOMEN4STEM

The objective of the Daring Circle is to increase the representation, leadership and impact of women with STEM skills at all stages of the pipeline from school to boardroom. The Circle highlights the link between STEM skills, access to jobs and the potential for positive societal impact.

WOMEN4ACCESS TO HEALTH

The Women & Access to Health Daring Circle helps improve women's access to health. It addresses gender gaps, ensures women lead in healthtech, and makes sure these issues are on the agenda of companies and governments.

WOMEN4BUSINESS

The Circle brings together an ecosystem of partners to raise awareness on the power of procurement for women's economic empowerment and promote women-owned, -led and -empowered businesses.

OUR PARTNERS

MEMBERS OF THE STRATEGIC COMMITTEE AND LEAD ON THE DARING CIRCLES

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The CEO Champions Initiative

The Women's Forum Global Meeting 2019, in partnership with McKinsey, gathered more than 60 high-level leaders from the Women's Forum community for a luncheon to discuss concrete commitments they could each take back to their own organisations.

SOME KEY CALLS TO ACTION FROM OUR CEO CHAMPIONS

- Capitalise on leadership in unlikely places, not just from the top.
- Have challenging conversations, both ourselves, internally and peer-to-peer.
- Believe in quotas: they trigger and accelerate the pace of change.
- Turn our diversity conversations into inclusion conversations, and do it in a way that doesn't detract from the progress we've already made on gender equality, but instead builds on it.
- Watch our language: words like charisma and gravitas are wonderful, and important leadership qualities; but they can lead to superficial decision-making if we're led by our biases.
- Support the male feminists in our organisations.
- Improve on the performance of our existing senior people, building on balanced representation with compulsory bias training and participation in Diversity & Inclusion initiatives for management.

CONCRETE EXAMPLES OF WHERE OUR CEO CHAMPIONS TOOK CONCRETE ACTION FOR INCLUSION

- "Always ensuring one woman, or two women out of three is part of each and every conversation about promotion at senior levels. It's important to ask ourselves the question – "Why not Jane?" even if we don't ask that question about Jack."
- "Enforcing an empty chair if women are not hired for senior positions. The result? No empty chairs and more capable, impactful women leading in the organisation."
- "Linking compensation to criteria on diversity and inclusion in supply chains, but also for bonuses within our own organisations."





Geraldine Amiel, Sandra Sancier-Sultan, Elisabeth Morene, Isabelle Kocher, Maurice Lévy

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WOMEN'S FORUM
FOR THE ECONOMY & SOCIETY

TAKING THE LEAD
FOR INCLUSION
ACCELERATING
IMPACT

WOMEN'S
GLOBAL
MEETING
Paris, France | 2019

FORUM
19
October 2019



The Rising Talents Initiative



Nicole Buttner, Jennifer Mbaluto, Gloria Canales, Evelina Vagesjo, Dominique Potiron, Caroline Hadrbolec, Chiara Corazza, Isabelle Xoual, Mirabelle Ordinaire, Cathryn Chen, Upasana Makati, Dorothee Roch, Martina Cusano, Morgane Weill

This year marked the 12th meeting of Rising Talents, an initiative aimed at empowering the community and spreading the vision of rising generations of women. The initiative is sponsored by Eurazeo, Lazard and Spencer Stuart, who consider the promotion of gender balance, diversity, and inclusion essential in enabling companies to perform well. This year, 12 inspiring women under 40 were nominated from among 200 candidates. Applicants came from around the globe and represented a diversity of sectors, from healthcare and biotechnologies to sustainable development and business innovation. Nominees were selected on the basis of having demonstrated outstanding skills, leadership, open-mindedness, an international mindset, and bravery in their personal and professional lives. All have had a highly positive impact in their spheres of influence.

Their presence at the forum, during discussions on the theme “Taking the lead for inclusion: Accelerating Impact,” helped promote the vision and ideas of rising generations of female leaders. Their stories – such as accelerating education instruction and policy reform in Africa, developing a leading AI solutions firm in Germany, and improving gender diversity in computer science and the digital world in France – can inspire women and men around the world to make a difference.



THE OUTSTANDING 2019 RISING TALENTS ARE

- **Nicole Buttner**, CEO, MerantixLABS – Germany
- **Gloria Canales**, General Manager Softlines Business, Amazon – Mexico
- **Cathryn Chen**, Founder & CEO, MarketX Ventures - USA
- **Martina Cusano**, CEO & Co-founder, Mukako – Italy
- **Nicole Karam**, Associate Professor, European Hospital Georges Pompidou – Lebanon & France
- **Upasana Makati**, Founder, White Print – India
- **Jennifer Mbaluto**, Partner, Clifford Chance LLP – Kenya & UK
- **Amanda Nguyen**, Founder & CEO, Rise Inc. – USA
- **Mirabelle Ordinaire**, Metropolitan Opera, Stage Director – France / USA
- **Dorothee Roch**, Founder & Director, Becomtech – France
- **Evelina Vagesjo**, CEO & Co-founder, Ilya Pharma – Sweden
- **Morgane Weill**, Executive Director Strategy and Transformation, Carrefour Group – France

WOMEN'S FORUM GLOBAL MEETING 19

Paris, France | 20-22 November 2019

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UPCOMING MEETINGS

Women's Forum Middle East
7-8 March 2020, Abu Dhabi

Women's Forum Americas
26-27 May 2020, Chicago

Women's Forum Asia
17-18 September 2020, Singapore

Women's Forum Global Meeting
18-20 November 2020, Paris

www.womens-forum.com

