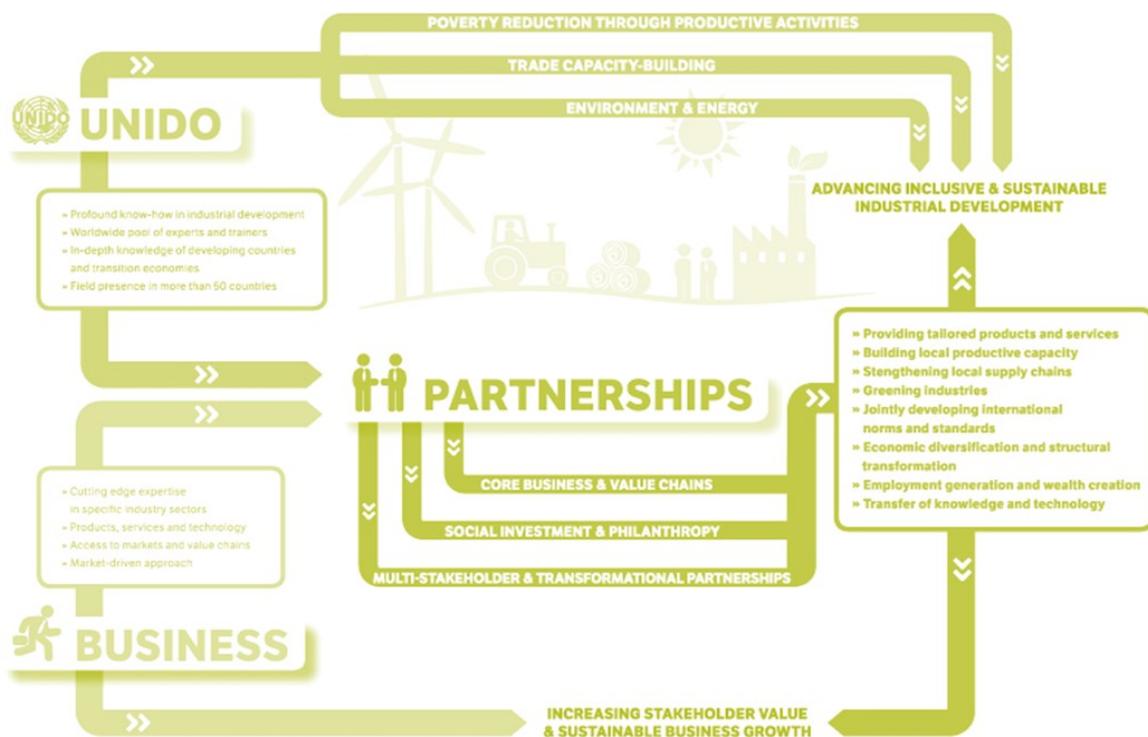


Equality Means Business:

Promoting gender equality through private sector partnerships

UNIDO actively builds partnerships with the private sector to promote inclusive and sustainable industrial development. Business partnerships are an effective way of leveraging support for initiatives that contribute to gender equality and empowerment of women and girls. If appropriately targeted, business partnerships can be successful in addressing and scaling up women’s economic opportunities, contributing to skills development, fostering entrepreneurship and increasing access to networks as well as global markets.



UNIDO collaborates with a growing number of private sector partners in order to promote gender equality and empower women and girls. In Angola, UNIDO works with [Chevron](#) to introduce entrepreneurship as a subject to girls and boys in secondary schools. A national roll-out of entrepreneurship curricula is planned for 2014 reaching 500,000 potential entrepreneurs. [The Volvo Group-UNIDO](#) project furthers skills development in advanced commercial vehicle maintenance and helps young women and men find jobs

in Ethiopia. Similarly, in Iraq, the [SCANIA](#) partnership programme challenges traditional gender roles and assists young women and men in developing relevant skills for the heavy equipment and mechanics industries. Over 300 beneficiaries are trained annually, with a 30% female participation rate. Other UNIDO business partners include Samsung, Microsoft, the Metro Group, as well as HP (below) and many more. Click here to view a variety of [UNIDO Business Partnership fact-sheets](#).

FOCUS: HP LIFE Programme in Tunisia

The HP LIFE programme is a global online entrepreneurship training initiative that enables graduate women and men to apply innovative IT and business concepts in order to establish and grow successful businesses, ultimately creating jobs. A key component is the HP LIFE e-Learning platform, which supports young graduate women and men by promoting training in entrepreneurship and enterprise development as well as providing direct assistance to their business start-ups. In Tunisia, the UNIDO project promoting youth employment funded by USAID, the Government of Italy and HP, intertwines e-Learning with direct business coaching to assist young female and male entrepreneurs in transforming their ideas to bankable business plans.

The HP LIFE initiative demonstrates an effective gender mainstreaming approach, whereby 40% of the trainers, and 45% of the participants are women across all four regions (Le Kef, Kairouan, Kasserine and Sidi Bouzid). Preliminary evaluation surveys indicate that participants have increased their motivation, confidence, as well as IT and business development skills. This is demonstrated by the fact 65% of participants have either already set up their own businesses or are in the business set up phase after receiving training. Not only does the UNIDO project in Tunisia

offer HP LIFE e-Learning and business coaching, it also facilitates interactive open days for students in universities situated within regions where unemployment rates for young women and men are particularly high.

Success story: Najet Maamouri, 28 years old

Before carrying out the HP LIFE training, Najet worked as team-leader in a call center. She was determined to partake in the HP LIFE e-Learning training in order to meet other like-minded professionals and entrepreneurs. As a result, she gained new marketing and managerial skills that gave her confidence to start her own venture in 2011: a call centre business in Le Kef which now employs over 20 people and conducts market research for a growing number of French companies. She now seeks to use the HP LIFE global online community to tap into other international markets in Switzerland and Belgium.



Najet Maamouri

This project was such a success, it even featured on National TV – click [here to view the YouTube video](#).

Click [here](#) to see some of the e-Learning courses offered to students.

For more information, pictures of the graduation of students, as well as open day events please visit the project's [facebook page](#).

What are the UN Global Compact women's empowerment principles?

7 principles offering companies guidance on how to empower women in the workplace, marketplace and community. They are the result of collaboration between UN Women and the United Nations Global Compact.

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](#)

Private sector initiatives working towards gender equality and women's empowerment:

Many private sector actors have placed working with women as a core objective of their business and corporate social responsibilities. These private actors are vital for women's economic empowerment, and also to leverage and unlock sustainable funding.

- [The Nike Foundation](#) invests exclusively in adolescent girls, and describes them as “the most powerful force for change and poverty alleviation in the developing world.” (Maria Eitel, President and CEO of the Nike Foundation).
- [The Goldman Sachs 10,000 Women initiative](#) is a five-year investment to provide underserved female entrepreneurs around the world with business and management education.
- [The Cartier Women's initiative awards](#) where Cartier, the Women's Forum, McKinsey & Company and INSEAD business school aim to encourage and help women-owned start ups.
- [Lean In](#) a non-profit organization launched by Facebook COO Sheryl Sandberg aimed at creating a global community that encourages women to continue to be active and ambitious in their careers.

UNIDO Gender events:

As part of the capacity building initiative led by the Gender Team, a comprehensive Gender Mainstreaming training workshop for the BIT branch was conducted on Monday, 20 January 2014. The training, facilitated by former ILO director and senior gender expert - Mr. Gerry Finnegan, initiated a spirited discussion from basic gender concepts to the common challenges project managers face when trying to practically integrate gender dimensions. Gerry offered lessons learned from his own professional experience and highlighted specific gender mainstreaming practices and approaches that could be easily adopted into the branch's portfolio of work. Overall, the training workshop was well attended and well received by the branch. To provide feedback on this workshop, obtain training materials or more information please contact: gender@unido.org

This year's International Women's Day is celebrated on the 8th of March, with the theme “Equality for Women is Progress for All.” The next UNIDO Gender Newsletter will be devoted to marking the IWD. If you would like to share your thoughts or some information on your work, we would love to hear from you at gender@unido.org

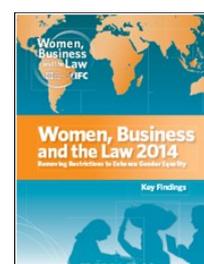
Recommended reading:



UNIDO
BIT
branch
brochure
(2013)



WEF publication:
The global gender gap report (2013)



World Bank publication:
Women, Business and the Law. Key findings (2014)

