

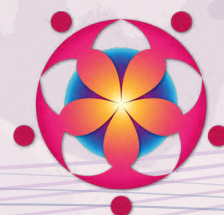
ANNUAL OVERVIEW 2019

**UNIDO AS A PLATFORM TO PROMOTE WOMEN'S
ECONOMIC EMPOWERMENT, ENTREPRENEURSHIP
AND LEADERSHIP**

*Harnessing the potential of women and girls
in the era of the Fourth Industrial Revolution*



UNITED NATIONS
INDUSTRIAL DEVELOPMENT ORGANIZATION



ACKNOWLEDGEMENTS

Dear Friends,

The UNIDO Regional Division for Europe and Central Asia has the esteemed pleasure to present its annual overview that looks back on an exciting year filled with lively discussions and achievements from the international events and capacity-building activities carried out by UNIDO in 2019, all within the framework of the project, *“UNIDO as a platform to promote women’s economic empowerment and entrepreneurship”*.

The team of the UNIDO Regional Division for Europe and Central Asia prepared and edited the publication under the guidance and supervision of Mr. Jacek Cukrowski, Chief, and Ms. Solomiya Omelyan, Programme Officer. We take this opportunity to thank Ms. Ilona Sleptsova, Ms. Mariia Pavlova, Ms. Adelina Iovanesc, Mr. Georgi Rusinov, Mr. Ivan Grischechkin, Ms. Lindsey Schafferer, Ms. Vera Tikhanovich, Ms. Marija Apostolova, Ms. Natasa Aleksic, Ms. Alina Shcherbakova, Ms. Gulshan Bashirova and Ms. Carlotta Antonelli, for their invaluable contributions and outstanding support.

The organization of the events highlighted in this document was the result of collaborative efforts between UNIDO and the Council of *the Eurasian Women’s Forum*, established under the Federation Council of the Federal Assembly of the Russian Federation. We are grateful to Ms. Veronika Peshkova, UNIDO Goodwill Ambassador, for her major contributions to the success of each event.

Organizational support was also provided by *the Roscongress Foundation*, within the framework of *the Memorandum of Understanding* signed in 2018. We would like to particularly commend Ms. Alexandra Ogneva, Deputy Director, Head of the Department of International and Regional Cooperation, and Ms. Polina Pakhomova, Deputy Head of the Department of International and Regional Cooperation, for their high professionalism and unwavering commitment that significantly contributed to the success of the events.

Financial support was provided by the Government of the Russian Federation within the framework of the project, *“UNIDO as a platform to promote women’s economic empowerment and entrepreneurship”*.

The team of the UNIDO Regional Division for Europe and Central Asia would like to express its sincere gratitude to the Ministry of Foreign Affairs of the Russian Federation and the Permanent Mission of the Russian Federation to the International Organizations in Vienna, and especially to Ms. Vera Khutorskaya, Senior Counsellor, for her overall comprehensive support and personal commitment.

We are looking forward to further expanding our collaborative ties within the network of existing and new partners in the framework of the project and thank everyone who has been contributing to the promotion of women’s economic empowerment, entrepreneurship and leadership!

Sincerely yours,

UNIDO Regional Division for Europe and Central Asia

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INTRODUCTION

The United Nations Industrial Development Organization (UNIDO) is the United Nations specialized agency mandated to promote *Inclusive and Sustainable Industrial Development (ISID)* in its 170 Member States. The relevance of UNIDO’s mandate in relation to the three pillars of sustainable development – economic, social and environmental – has been recognized under the 2030 Agenda for Sustainable Development and its Sustainable Development Goals (SDGs), namely SDG 9: *Build resilient infrastructure, promote inclusive and sustainable industrialization and foster innovation*.

For over 50 years, UNIDO has been working with governments, the private sector, business and industrial associations, financial institutions, civil society organizations and academia to address challenges and seize opportunities provided by the Fourth Industrial Revolution (4IR). The organization has earned a reputation as one of the world’s most dynamic and credible platforms for fostering ISID, as well as for being a neutral and fair broker, playing an important role in improving the well-being and promoting shared prosperity in developing countries and economies in transition. Moreover – while promoting a comprehensive approach towards ISID – UNIDO works actively in the area of *women’s economic empowerment, entrepreneurship and leadership*. As such, UNIDO remains a firm advocate for the mutual reinforcement of SDG 9 and SDG 5 in support of the Organization’s overarching objective to reduce poverty, create sustainable jobs and ensure equal opportunities for all.

UNIDO recognizes that women are key agents of change who, as economic actors, leaders and consumers, play a vital role in global efforts towards sustainable industrialization and inclusive economic growth

UNIDO’s work in the field of women’s economic empowerment, entrepreneurship and leadership primarily focuses on harnessing women’s potential in the era of the 4IR by facilitating knowledge transfer, skills acquisition and business support helping women successfully engage in productive economic activities. This is achieved through capacity building, knowledge sharing and networking aimed at equipping women with the necessary toolset allowing for their better integration in global industrial and economic processes.

UNIDO has devised and is implementing *the Policy on Gender Equality and the Empowerment of Women* and *the Gender Equality and Empowerment of Women Strategy 2020-2023*, both of which provide a clear result-oriented framework for future engagement in this domain.

“We welcome UNIDO’s role as a global platform for the promotion of women’s economic empowerment and leadership, and call for continued efforts, strengthening of international cooperation and partnerships with the public, private sector and academia in this field,” – has been reemphasized by UNIDO’s Member States in the *Abu Dhabi Declaration*, adopted at the 18th session of the UNIDO General Conference in 2019.



“As UNIDO evolves to meet the challenges of the future, we will continue to support women innovators, entrepreneurs and industry leaders to find ways where technology and innovation can remove barriers and advance gender equality.”

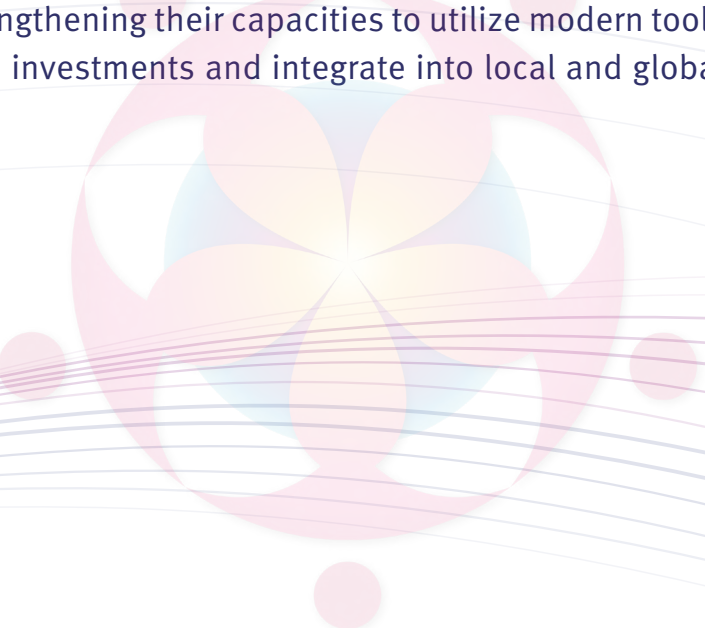
Li Yong, UNIDO Director General

Development of women’s entrepreneurship, in particular, has become a crucial field of engagement allowing the Organization’s Member States to empower women economically and employ their talents and aspirations for more inclusive and sustainable socio-economic development. Therefore, UNIDO is actively promoting participation of women and girls in entrepreneurial activities, facilitating their access to knowledge, technology and markets.

UNIDO’s integrated approach to women’s economic empowerment



On the macro-level, the Organization supports an inclusive policy dialogue between various stakeholders allowing for the creation of a conducive business environment for women entrepreneurs and leaders. On the meso-level, UNIDO cooperates with intermediate institutions (e.g. business associations) to address the specific needs of women engaged in business activities and increase their access to markets and financing. On the micro-level, UNIDO provides direct assistance to women entrepreneurs and leaders, as well as women and girls who are aspiring to build their careers in different industries, by strengthening their capacities to utilize modern tools and technologies, mobilize investments and integrate into local and global value chains.



*Potential gains from closing the economic gender gap
amount to as much as USD 12 trillion*

In the spirit of this pivotal commitment, for the past two years, UNIDO, jointly with the Government of the Russian Federation, has been implementing a *project* aiming to encourage, support and upscale the advancement of the women's economic empowerment agenda in the region of Europe and Central Asia, as well as globally. The overall objective of the project is to capitalize on and vastly promote UNIDO's networking and knowledge platforms, expertise, methodology and service packages fostering women's economic empowerment, entrepreneurship and leadership on in diverse formats, including through sharing knowledge & expertise, forging partnerships & networking and developing competencies & capacity building.

Have a look at the the June 2019 project leaflet [here](#).

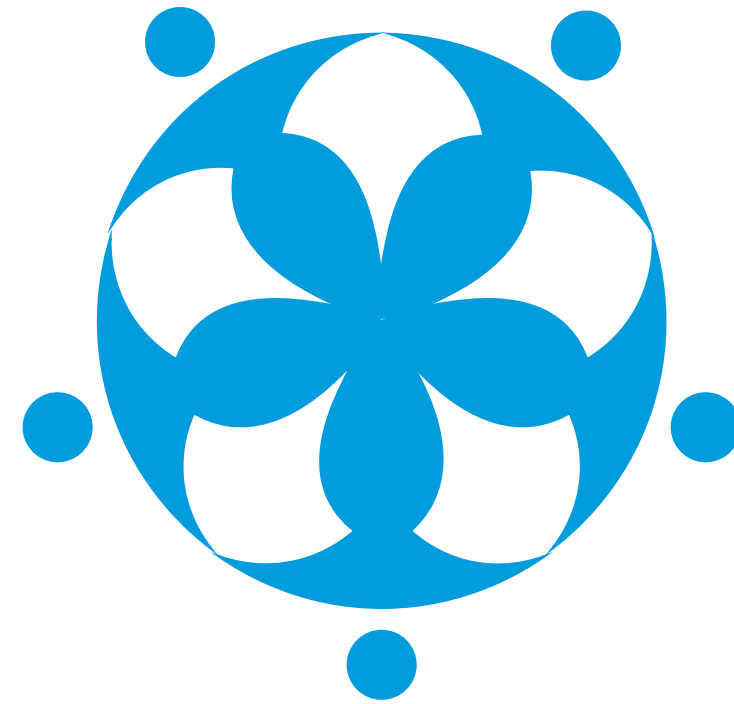
The annual overview, therefore, reflects on project activities carried out by UNIDO in cooperation with its partners throughout 2019. It provides examples of best practices and modern solutions that would allow harnessing the potential of women and furthering the role they play in ISID. Key knowledge-sharing and networking endeavors of UNIDO in the past year include:

- Promotional event *“UNIDO as a global platform for the promotion of women's economic empowerment – Initiatives in Europe and Central Asia”* held on 8 February 2019 at the UNIDO Headquarters in Vienna, Austria;
- UNIDO panel session *“Women executives in building successful business models”* held on 6 June 2019 at the Saint Petersburg International Economic Forum (SPIEF) 2019 in Saint Petersburg, Russia and;
- UNIDO panel discussion *“Industry needs women: women's entrepreneurship and economic empowerment in the context of digitalization”* held on 10 July 2019 at the Global Manufacturing and Industrialisation Summit (GMIS) 2020 in Yekaterinburg, Russia.

Moreover, as of mid-2019, UNIDO commenced the development of an online training course – as the first capacity-building component of the project – aiming to upgrade the digital skills of women entrepreneurs and those who are aspiring to start a new business. This new endeavor is expected to be widely promoted and applied with the support of Russian women's associations and policy-makers, which have been collaborating with UNIDO throughout the project's implementation. The training tool, which is currently being piloted, will be available in two languages – Russian and English. It is expected to inform the advancement of vital skills and knowledge among businesswomen when it comes to widespread digitalization and development of brand new solutions and technologies, allowing for increased efficiency and productivity of a given business activity.

During Phase 1 of the training preparation, concluded in 2019, the project developed a comprehensive approach towards the establishment of the learning platform. By the end of 2019, the first three modules covering the 1) Basics of digital technologies; 2) Digital marketing; and 3) Digital project management, had been piloted. One of the key objectives under Phase 1 was to ensure full coordination of efforts with other stakeholders in the field by conducting a market analysis, focus-group studies and surveys to define a niche where the tool proves to be value-adding and impactful.

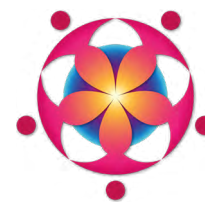
Against this backdrop, throughout 2019, significant progress in pursuing project goals and spurring spin-off initiatives has been achieved, paving the way for the continuation and scaling up of further project activities. In particular, it led to the establishment of a dynamic inter-regional network of stakeholders and gender champions promoting women's economic empowerment, entrepreneurship and leadership in the Russian Federation and globally. Since UNIDO started building this cooperative framework in 2017 up until now, the range and scope of programmatic activities have also expanded considerably. Currently, UNIDO's involvement through the project can be clustered around the following dimensions: *sharing knowledge & expertise, forging partnerships & networking and developing competencies & capacity building*. The established network includes Russian and international government officials, representatives and CEOs of private-sector organizations, as well as members of NGOs, business associations and academia. All stakeholders are eager to strengthen collaborative ties and work together with UNIDO and other development partners and to contribute to their capacity-building and knowledge-sharing work that informs the advancement of the 2030 Agenda for Sustainable Developments and its Sustainable Development Goals.



PROMOTIONAL EVENT
“UNIDO AS A GLOBAL PLATFORM FOR THE PROMOTION OF
WOMEN’S ECONOMIC EMPOWERMENT –
INITIATIVES IN EUROPE AND CENTRAL ASIA”

8 February 2019
Vienna International Centre (VIC), Austria

Press [here](#) to see the agenda of the promotional event



OVERVIEW OF THE EVENT

Evidence continues to grow, proving that empowering women in industry presents a substantial source of prosperity and a guarantee for inclusive and sustainable socio-economic growth. Therefore, international organizations, government bodies and private sector organizations should foster policies to promote it at national and global levels. Women's empowerment is deeply anchored in *the 2030 Agenda and the Sustainable Development Goals* and as such, has become an essential part of UNIDO's mandate and of a broad range of its projects.

The promotional event presented recent success stories from the Organization's work in Europe and Central Asia, including the initiatives carried out under the current project. All examples highlighted the indispensable role of women in attaining ISID and showcased many capacity-building initiatives for women entrepreneurs and leaders that can be replicated globally.

The event gathered over 180 participants, including UN staff, representatives of Permanent Missions in Vienna, the broader public and high-level officials from the Russian Federation. It also served to introduce the newly appointed UNIDO Goodwill Ambassador from the Russian Federation – *Ms. Veronika Peshkova*.

Mr. Jacek Cukrowski, Chief, UNIDO Regional Division for Europe and Central Asia, moderated the event. The welcoming remarks were delivered by Mr. Li Yong, UNIDO Director General, Ms. Galina Karelova, Deputy Chairperson of the Federation Council of the Federal Assembly of the Russian Federation and Amb. Mikhail Ulyanov, Permanent Representative of the Russian Federation to UNIDO.

Ms. Solomiya Omelyan, Programme Officer, UNIDO, made a keynote presentation highlighting key achievements and pipeline initiatives within the project implementation.

The following speakers presented diverse strategies and applicable models for encouraging women's participation in the economy:

- Ms. Gulnaz Kadyrova, Deputy Minister of Industry and Trade of the Russian Federation;
- Ms. Veronika Peshkova, UNIDO Goodwill Ambassador;
- Mr. Farrukh Alimdjanov, Industrial Development Officer, UNIDO.

Closing remarks were delivered by Mr. Ciyong Zou, Director, UNIDO Department of Programmes, Partnerships and Field Integration.



MODERATOR



MR. JACEK CUKROWSKI
Chief, UNIDO Regional Division
for Europe and Central Asia

Welcoming the participants, Mr. Cukrowski expressed his belief that the event will facilitate collaboration among UNIDO Member States, other development organizations and civil society, all towards raising awareness about the urgent need to support the women’s agenda globally.

“Women’s economic empowerment is a core aspect of UNIDO’s mandate, and – as demonstrated by the ongoing cooperation between UNIDO and the Russian Federation – it is crucial to work together to realize a common strategic vision.”

OPENING REMARKS



MR. LI YONG
UNIDO Director General

UNIDO Director General – being an International Gender Champion – emphasized that empowering women economically is without any doubt one of the most promising opportunities to lift millions out of poverty and boost economic growth internationally, especially in low- and middle-income countries. He noted that the new era of industrialization, marked by Industry 4.0, digitalization and technological innovation provide new opportunities for women’s economic empowerment and entrepreneurship.

“Gender equality is “smart economics”, as the empowering of women enhances economic efficiency and is an enabling factor for economic growth, productivity improvement and innovation.”



MS. GALINA KARELOVA
Deputy Chairperson of the Federation Council of the Federal Assembly of the Russian Federation, Chairperson of the Council of the Eurasian Women’s Forum

Ms. Karelova – a renowned gender advocate within the upper chamber of the Russian Parliament – reiterated that the Government of the Russian Federation highly values cooperation with UNIDO within the framework of the women’s economic empowerment project. She noted that such activities have potential to contribute to poverty reduction, create jobs and reduce unemployment on the global scale.

“According to the report of the World Economic Forum, it may take at least 217 years to eliminate gender inequality in the economic sphere if the current pace of progress is maintained.”



H.E. MR. MIKHAIL ULYANOV
Permanent Representative of the Russian Federation to UNIDO

H.E. Mr. Ulyanov highlighted UNIDO’s indispensable role in mobilizing international and national partners to pursue the economic empowerment of women. He emphasized that the Government of the Russian Federation is committed to expanding cooperation with UNIDO in this field and considers this work particularly relevant for addressing social challenges and strengthening the economic potential of Member States.

“We are convinced that UNIDO can become a leader in the UN system in the area of women’s economic empowerment, with our support and the support of all the Organization’s Member States.”

KEYNOTE SPEECH



MS. SOLOMIYA OMELYAN

Programme Officer, UNIDO Regional Division for Europe and Central Asia

In her *keynote presentation*, Ms. Omelyan informed the audience about the obstacles that women are consistently confronted with on their way to attaining managerial and senior positions. She highlighted that harnessing the potential of women is a macro-critical topic, and reducing gender gaps in the fields of employment and education can help economies diversify their exports, boost industrial development and support sustainable economic growth. Ms. Omelyan showcased UNIDO's holistic approach in supporting women entrepreneurs around the globe, with a special emphasis on the region of Europe and Central Asia.

“Raising the female labor force participation rate to country specific male levels could raise GDP by 26% globally and by 23% in Eastern Europe and Central Asia.”

PRESENTATIONS



MS. GULNAZ KADYROVA

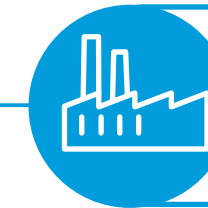
Deputy Minister of Industry and Trade of the Russian Federation

Ms. Kadyrova *presented* potential steps to be taken jointly by UNIDO and the Ministry of Industry and Trade of the Russian Federation, aimed at supporting women's economic empowerment and entrepreneurship in support of the implementation of *the Joint Declaration on Cooperation*, signed between the two parties in September 2018. She introduced an initiative of a project fostering the development and preservation of creative industries and clusters in the Russian Federation. By capitalizing on the best international practices and models piloted by UNIDO, the project continually supports women entrepreneurs engaged in the sector.

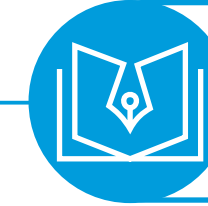
“Unified efforts of UNIDO and the Ministry of Industry and Trade of the Russian Federation led to more comprehensive inclusion of women in the economy.”



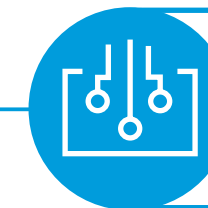
AREAS OF COOPERATION



Supporting women's leadership and mentoring projects in sustainable industrial development



Implementation of the project in the field of creative industries (including folk arts and crafts, and tourism services based on them)



Digitalisation of industry and initiatives aimed at the creation and development of electronic trading platforms



Sustainable industrialisation and “green” technologies

PRESENTATIONS



MR. FARRUKH ALIMDJANOV

Industrial Development Officer, UNIDO Business Environment, Cluster and Innovation Division

Mr. Alimdjano – who has been managing multiple successful UNIDO projects supported by the Russian Federation – presented selected cases from UNIDO’s work in *Armenia* and *Tajikistan*. While striving to increase the productivity and competitiveness of local light industries, the projects contributed to women’s economic empowerment and entrepreneurship in beneficiary Member States. In his *presentation*, Mr. Alimdjano showcased how UNIDO’s *Industrial Upgrading and Modernization Programmes* fostered immediate growth, facilitated access to new markets and attracted investment in the textile sector through equipping women with education and employment tools.

“More than 500 Tajik citizens – mostly women, including female refugees from Afghanistan – were trained on the production and market access cycle in carpet weaving, embroidery and textile sectors.”



MS. VERONIKA PESHKOVA

UNIDO Goodwill Ambassador

The newly appointed *UNIDO Goodwill Ambassador*, Ms. Veronika Peshkova – a prominent Russian gender activist – shared her personal success story, insights and vision on promoting women’s economic empowerment, entrepreneurship and leadership. She introduced an innovative *holistic development model for women and the economic ecosystem*, stemming from the Russian best practices regarding effective cooperation between public agencies, NGOs, private banks and financial institutions. Ms. Peshkova noted that over the past two years, the number of women entrepreneurs in the country increased by 20% and expressed hope that this successful example can be replicated on a global level.

“In 2018, financial support of women-owned business through structures of the Federal Corporation for SMEs Development exceeded USD 650 million.”

CLOSING REMARKS



MR. CIYONG ZOU

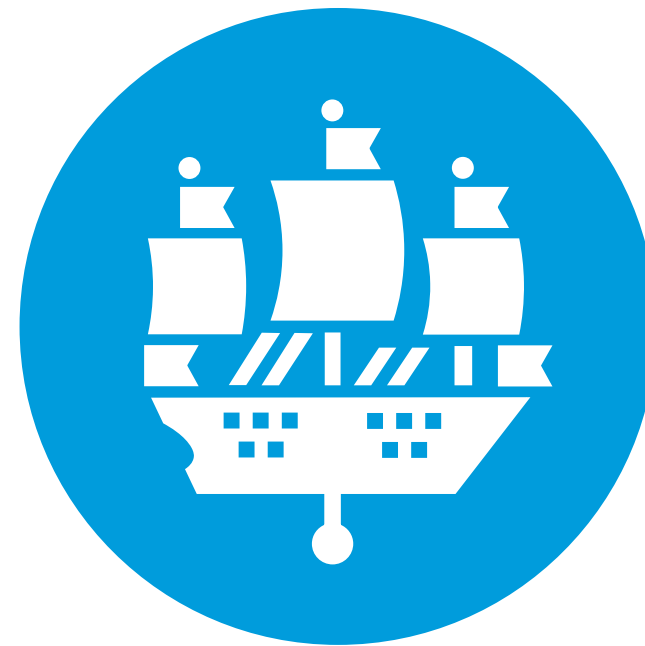
Director, UNIDO Department of Programmes,
Partnerships and Field Integration

Mr. Zou summarized the impactful actions to be undertaken and tools to be utilized, that were highlighted during the event. Such a comprehensive approach would make success stories in the field of women’s economic empowerment, entrepreneurship and leadership a common practice. He once again thanked UNIDO’s counterparts from the Russian Federation – the Federation Council of the Federal Assembly, the Ministry of Industry and Trade and the business association OPORA RUSSIA – for their concerted actions and invaluable contribution to mainstreaming the women’s agenda in the region and beyond.

“It falls in the area of responsibility of international organizations – such as UNIDO – national governments, as well as the private sector to intensify efforts and adopt action-oriented approaches to foster women’s economic empowerment in industries where women remain underrepresented.”



Watch the event’s wrap-up video [here](#).
Read the press release [here](#).
Have a look at the event’s Flickr album [here](#).



SPIEF

UNIDO PANEL SESSION

**“WOMEN EXECUTIVES IN BUILDING SUCCESSFUL
BUSINESS MODELS”**

Saint Petersburg International Economic Forum (SPIEF) 2019

6 June 2019

Saint Petersburg, Russian Federation

Agenda of the UNIDO panel session can be found under the following links:

[Agenda in English](#)

[Agenda in Russian](#)



SPIEF
ST. PETERSBURG
INTERNATIONAL
ECONOMIC
FORUM



OVERVIEW OF THE EVENT

In recent years, women's economic empowerment has been high on the global development agenda, constituting an important driving force of economic development and growth. However, despite the fact that women all over the world are increasingly launching their own businesses and gaining more economic independence, they are still notably underrepresented in leadership and managerial positions in both the public and the private sector. Improving women's economic empowerment in their pursuit of senior management positions in large companies is becoming considerably more relevant. However, for this to continue, there is the need to consolidate efforts on all levels and develop a set of business practices and standards to enhance the contribution of women executives to ISID.

Against this backdrop, the objective of the UNIDO panel session, "Women executives in building successful business models", at *the St. Petersburg International Economic Forum (SPIEF) 2019*, was to facilitate the global dialogue on women's economic empowerment from the standpoint of women managers in large companies. In addition, building on the extensive experience, insights and expertise of invited speakers – who showcased concrete action-oriented approaches, practical strategies and innovative corporate and public solutions helping women attain leading positions in industry and business – the event helped identify concrete policy proposals relevant to UNIDO and its counterparts.

The UNIDO panel session brought together around 100 participants representing the international business community and large companies from different countries, federal and regional governmental bodies and international organizations. It facilitated a dynamic discussion, highlighting the important role that global networking and knowledge-sharing platforms play in elimination of existing impediments to the economic independence of women. It was emphasized that coordinated multi-stakeholder efforts of governments, corporations and international organizations are required for creating an enabling environment that favors women's leadership.

The session built on the success of previous international events organized by UNIDO at SPIEF, namely the interregional forum, "*Women's Entrepreneurship – Challenges and Solutions for Europe and the Arab Region*", in 2017, and the international forum, "*Increasing the contribution of women to economic growth and prosperity: Creating an enabling environment*", in 2018.

Mr. Jacek Cukrowski, Chief, UNIDO Regional Division for Europe and Central Asia, moderated the session. Mr. LI Yong, UNIDO Director General, and Ms. Galina Karelova, Deputy Chairperson of the Federation Council of the Federal Assembly of the Russian Federation, delivered welcoming addresses.

To ensure the comprehensive overview of the topic, the following speakers were invited to address the panel:

- Ms. Irina Gayda, Partner, Strategy & (PwC network);
- Ms. Erika Lindauerova, Managing Director for Czech Republic and Slovakia, HP Inc.;
- Ms. Doris Lippert, Head of Digital Advisory Services, Microsoft Austria;
- Ms. Veronika Peshkova, UNIDO Goodwill Ambassador;
- Ms. Julia Solovieva, Director for Business Operations on EMEA Emerging Markets, Google Russia;
- Ms. Anastasia Kalinina, Head for Eurasia, World Economic Forum

Ms. Gulnaz Kadyrova, Deputy Minister of Industry and Trade of the Russian Federation delivered closing remarks.

You can see the biographies of the speakers [here](#).

MODERATOR



MR. JACEK CUKROWSKI

Chief, UNIDO Regional Division
for Europe and Central Asia

Mr. Cukrowski began with the need for a comprehensive response to the challenges faced by aspiring female entrepreneurs and leaders and expressed confidence that the event will reinvigorate the global dialogue on women's economic empowerment and leadership. Mr. Cukrowski commended the Government of the Russian Federation for its continuous support and for making the promotion of ISID and women's economic empowerment a crucial component of its cooperative agenda.

"Our event is aimed at advancing a global dialogue on women's economic empowerment from a new important angle – women executives in large companies."

WELCOMING REMARKS



MR. LI YONG

UNIDO Director General

UNIDO Director General reiterated that gender equality is firmly embedded in UNIDO's mandate, and, working together with its Russian counterparts, the Organization has already implemented many successful initiatives aimed at mainstreaming women's economic empowerment and leadership in the region of Europe and Central Asia, as well as globally. Mr. LI underscored that the Fourth Industrial Revolution provides new evolving opportunities for women pursuing professional growth. He noted that UNIDO is striving to help women and girls acquire necessary knowledge and skills demanded by the new technological environment to further strengthen their competitive advantage on the global market.

"We are here to explore action-oriented approaches, best practices and solutions on how to foster women's leadership in industries, thus achieving better outputs and contributing to the overall economic growth."



MS. GALINA KARELOVA

Deputy Chairperson of the Federation Council of the
Federal Assembly of the Russian Federation,
Chairperson of the Council of
the Eurasian Women's Forum

Ms. Karelova emphasized that the Federation Council has been developing strong, efficient and trustworthy relations with UNIDO. She noted that the increasing dialogue on the role of women executives testifies to the emerging public demand for best international practices, approaches and techniques that support women in attaining executive-level positions. Ms. Karelova further highlighted that economies, societies and women themselves extensively benefit from the growing number of women leaders, and expressed the desire to continually collaborate together in mainstreaming the women's agenda globally.

"It is very important to analyze and dispel stereotypes behind global and deep-seated problems that do not allow women to fully harness their economic potential."

ADDRESSES



MS. IRINA GAIDA

Partner, Strategy& (PwC network)

Ms. Gaida highlighted that there are at least three main reasons to promote women’s leadership in the private sector – clients, investors and labor markets. She noted that the number of women executives is growing, which calls for new gender-sensitive business practices. Exploring the role of investors, Ms. Gaida noted that many current investment companies advance gender-based assessment criteria that stipulate the need for a certain proportion of women in the executive bodies, based on the proven positive effect of gender diversity on the financial profitability of a company. She highlighted that the studies, recently completed in Russia, showed that companies with women in executive boards performed better both in terms of the capitalization and profitability.

“Competitiveness nowadays is defined by the ability to attract and maintain the most talented pool of employees. In this regard, women, as a major part of the workforce, represent the crucial source of diverse skills and knowledge.”



MS. ERIKA LINDAUEROVA

Managing Director for Czech Republic and Slovakia, HP Inc.

Ms. Lindauerova highlighted the importance of corporate cultures based on inclusion, diversity, tolerance and openness. She showcased best practices aimed at supporting women and creating business impact networks, including mentorship initiatives. Ms. Lindauerova also underlined the profound role that large international corporations play in advancing gender mainstreaming and enacting transformative changes across industries. She explained that HP Inc. managed to significantly influence the number of female directors employed to produce commercial films by adding gender and diversity criteria to their contracts with external partners.

“Not only is the young workforce increasingly drawn to businesses with open and inclusive cultures, but more diverse companies also perform, on average, 15% higher than the market average.”



MS. DORIS LIPPERT

Head of Digital Advisory Services, Microsoft Austria

Ms. Lippert outlined actions that large STEM corporations can take to stimulate female employment and promotion of women to managerial positions. One example included establishing a dedicated talent sourcing team that aims to reinforce diversity in hiring processes and to identify prospective female candidates at early stages. Ms. Lippert spoke about deeply rooted gender stereotypes and biases, and highlighted the need to proactively address those through inducing profound behavioral changes. In the corporate context, this can be achieved first through reforming corporate culture, symbols and rituals, and then reinforced by popularizing positive female role models and success stories that show the public that women’s success is real and tangible.

“Education is vital in instilling interest in technology in girls and young women, and equipping them with competitive skills needed for the successful employment in the context of the Fourth Industrial Revolution.”

ADDRESSES



MS. VERONIKA PESHKOVA
UNIDO Goodwill Ambassador

Ms. Peshkova highlighted the immense economic potential resulting from the full inclusion of women in economic activities in the era of the 4IR. She showed that the outcomes of women’s empowerment directly translate into the well-being and higher competitiveness of the future generations. Ms. Peshkova noted a growing necessity to build public-private partnerships and bring together representatives of public authorities, corporations and civil society. In this regard, she proposed to establish an international advisory board comprising experts from the public and the private sector. Under the aegis of UNIDO, this board would be tasked with developing sustainable women’s leadership models, disseminating best practices and establishing international networks for knowledge sharing.

“Increasing women’s economic activity is the natural reaction to the opportunities and challenges of the Fourth Industrial Revolution. Full-fledged involvement of women has the potential to add up to USD 28 trillion to global GDP by 2025.”



MS. JULIA SOLOVIEVA
Director for Business Operations on EMEA
Emerging Markets, Google Russia

Ms. Solovieva devoted her speech to inclusivity and gender stereotypes. On the basis of data from external surveys, she showed that a lack of self-confidence often precludes women from seeking promotions to managerial positions. Furthermore, in the Russian digital economy, women remain at lower level positions that require less skills and knowledge for longer, than their male counterparts. From her perspective, gender disparities are rooted in the way children are brought up, with technology being more often promoted amongst boys than girls. By explaining that STEM historically remained a male-dominated field, she emphasized the need for modern international corporations to create inclusive products and solutions that mainstream gender equality in talent development strategies.

“To combat gender inequality, large companies need to promote mentorship programmes and female confidence building, invest in education and openly speak about the need to address gender disparities to eradicate stereotypes.”



MS. ANASTASIA KALININA
Head for Eurasia, World Economic Forum

Ms. Kalinina briefed the audience on how the World Economic Forum (WEF) is mapping and eliminating existing gender gaps by increasing participation of women in the labor force, closing differences in remuneration and investment, and promoting women to leadership positions. Ms. Kalinina talked extensively on the challenges associated with the 4IR and the promise it holds for women – especially in the area of artificial intelligence. She noted that policy-makers and other stakeholders could close the gender gap more quickly by setting common goals and taking stronger actions. There is a strong imperative to do so, not only in terms of justice and greater social equality, but as well as the economic returns of a broader base of diverse human capital.

“It will take 108 years to close the gender gap and 202 years to achieve gender parity in the labor force. In the era when human skills are increasingly important and complementary to technology, we need a greater sense of urgency, more action and faster results.”

DISCUSSION

The discussion featured interventions from the following prominent women:

- H.E. Ms. Renée Jones-Bos, Ambassador of the Kingdom of the Netherlands to the Russian Federation;
- Ms. Nadiya Cherkasova, Chairman, Committee for the Development of Women's Entrepreneurship "OPORA RUSSIA";
- Ms. Valeriya Seledkova, General Manager, GEFCO Russia;
- Ms. Olga Sorokina, Managing Partner, O2Consulting;
- Ms. Tatiana Terentieva, Head of Human Resources, State Atomic Energy Corporation Rosatom;
- Ms. Anna-Maria Treneva, Head, Facebook, Instagram & Messenger in Russia;
- Ms. Evgenia Tyurikova, Head, Sberbank Private Banking; and
- Ms. Anna Tsivileva, CEO, KSL AG.



The discussants agreed that setting up concrete targets for women's employment in the business sector is a powerful tool to achieve the gender parity in the workforce. Therefore, hiring processes should be conducive to the uptake of qualified female candidates, allowing them to equally compete in the selection process. Moreover, gender-based stereotypes related to the types of employment and the notion that men are inherently better suited for certain jobs should be eradicated through extensive education and international knowledge-sharing efforts.

The discussants also concluded that family units and education systems are vital in developing female self-confidence and instilling values of equality. The need to increasingly encourage men to engage – as colleagues and partners – in women's economic empowerment activities was also emphasized as one of the key prerequisites for change in societal attitudes and the elimination of stereotypes.



CLOSING REMARKS



MS. GULNAZ KADYROVA

Deputy Minister of Industry and Trade of the Russian Federation

Ms. Kadyrova – being the first female Deputy Minister of Industry and Trade in the Russian Federation – wrapped up the discussion and reiterated the need for broader coordination efforts across all sectors. Ms. Kadyrova underscored the importance of raising awareness among girls and young women on the changing nature of industry in the context of the 4IR. She concluded with the positive impact of UNIDO and the Russian Federation’s continual constructive cooperation in the field of women’s economic empowerment, entrepreneurship and leadership.

“More mentors, gender champions and bright personal examples are needed to increase women’s participation in the industrial sector and to help them take full advantage of new technologies in the era of the Fourth Industrial Revolution.”



Watch the event’s wrap-up video [here](#).
Watch the recorded livestream of the UNIDO session (in English and in Russian) [here](#).
Have a look at the event’s Flickr album [here](#).



UNIDO PANEL DISCUSSION

“INDUSTRY NEEDS WOMEN: WOMEN’S ENTREPRENEURSHIP AND ECONOMIC
EMPOWERMENT IN THE CONTEXT OF DIGITALIZATION”

Global Manufacturing and Industrialisation Summit (GMIS) 2019

10 July 2019

Yekaterinburg, Russian Federation



OVERVIEW OF THE EVENT

Women and girls account for half of the world's population, yet 250 million fewer women than men are online. This makes the economic empowerment of women within the context of the digital era a prerequisite in achieving sustainable economic growth and increasing prosperity. Industry 4.0 is expected to accelerate over the next years, and it will drastically transform manufacturing processes, making supply chains and production more interconnected, efficient and flexible, allowing for mass-customization and virtual production. It is more than just technological advancement. The opportunity lies beyond technology with the need for inclusion of the greatest number of all people, and particularly women. While women around the world are increasingly participating in e-commerce, STEM-areas and digital innovations, a gender-based gap persists caused by a lack of access, affordability and technological literacy.

Against this backdrop, UNIDO organized the panel discussion, "Industry needs women: women's entrepreneurship and economic empowerment in the context of digitalization", on the margins of the second edition of the *Global Manufacturing and Industrialisation Summit (GMIS)* that took place from 9 to 11 July 2019, in the city of Yekaterinburg, the Russian Federation. Building on the key outcomes achieved at *GMIS 2017*, GMIS 2019 drew attention to the impact of innovation and 4IR technologies on the global manufacturing sector through the worldwide dissemination of knowledge, best practices and standards.

Modalities for leveraging the full creative capital of women and girls were at the core of the panel discussion. This included the necessary steps required to build global networking, capacity-building and knowledge-sharing platforms that provide greater numbers of women with access to international markets, investments and modern high-tech industries.

Over 250 representatives from international organizations, government institutions, the private sector and advocacy groups in the field of women's economic empowerment engaged in a robust and insightful discussion on opportunities and challenges for women stemming from the new modalities of the Fourth Industrial Revolution. The relevance of the discussion was then reiterated by the UAE Minister of Energy and Industry, Mr. Suhail bin Mohammed Faraj Faris Al Mazrouei, during his rousing closing remarks.

The panel was comprised of the following prominent gender advocates and policymakers:

- Mr. Ismail Ali Abdulla, Chief Executive Officer, Strata Manufacturing PJSC;
- Ms. Fatou Haidara, Managing Director, UNIDO;
- Ms. Gulnaz Kadyrova, Deputy Minister of Industry and Trade of the Russian Federation;
- Ms. Salma Nims, Secretary General, National Commission for Women of Jordan;
- Ms. Veronika Peshkova, UNIDO Goodwill Ambassador.

Ms. Selma Prodanovic, Founder & CEO, *1MillionStartups* (Austria), moderated the discussion.

The panelists discussed the future of manufacturing and transformational ideas that allow for the adoption of inclusive and sustainable industrial strategies, as well as multifaceted policy challenges on the path to women's full inclusion in the digital economy and new technological environment. The panelists agreed that a holistic, cross-policy approach is instrumental in supporting women entrepreneurs in modern economies.

Have a look at the event's photo album [here](#).

MODERATOR



MS. SELMA PRODANOVIC
Founder & CEO, 1 MillionStartups

Ms. Prodanovic stimulated an insightful dialogue on opportunities and challenges for women stemming from the 4IR. She expressed confidence that the diverse expertise of prominent and highly experienced panelists will help identify poignant examples and practical steps for building effective networking, capacity-building and knowledge-sharing platforms that provide women with greater access to international markets, investment opportunities and modern high-tech industries.

“Harnessing converging technologies provided by the Fourth Industrial Revolution in an effort to create a more inclusive and human-centered future definitely cannot be done without the full and equal engagement of women.”

DISCUSSION



MR. ISMAIL ALI ABDULLA
Chief Executive Officer,
Strata Manufacturing PJSC

Mr. Ali Abdulla made clear that a gender-balanced workforce is one of the most crucial components of successful business sustainability. He stressed that the 4IR represents a unique opportunity to bridge the gender gap and specifically addressed the topic of increased women’s inclusion in the fields of STEM. Mr. Ali Abdulla also recalled the experience of Strata in developing a talent acquisition roadmap that seeks to eliminate gender and race discrimination. Concluding, he stated that it is the responsibility of governments, international organizations and business leaders to create a level playing field for everyone, providing them with equal opportunities.

“Sustainability means a balanced workforce and equality in the workplace. Strata really values the great potential of female employees, and that is why 52% of the current Strata staff are women.”



MS. FATOU HAIDARA
Managing Director, UNIDO

Ms. Haidara reiterated that no progress towards achieving the SDGs is possible without including women. She noted that while participation of women in e-commerce, STEM-areas and digital innovations increases, a gender-based gap persists. She underlined that apart from skills development, partnerships are vital for the success of efforts in women’s economic empowerment. Ms. Haidara specifically highlighted that sustainable energy is a prerequisite for inclusive industrialization. She drew participant attention to the fact that energy policies should be designed to be conducive to women’s economic empowerment, sharing a strong link with other productive activities.

“UNIDO believes that women can enable greater economic growth if they have greater access to the digital economy through capacity-building and training programmes, as well as networking and knowledge-sharing platforms.”

DISCUSSION



MS. GULNAZ KADYROVA

Deputy Minister of Industry and Trade
of the Russian Federation

Ms. Kadyrova emphasized the need to include women in high-tech industries. To her, it is paramount to create an ecosystem conducive to the development of women’s leadership, mentorship and economic empowerment. Ms. Kadyrova shared success stories of a textile factory that engages with apparel designers remotely, providing job opportunities for aspiring women all over the country. She also elaborated on the importance of partnership-building between stakeholders across modern industrial sectors, encouraging cooperation at all levels, including the public and the private sector, citing an online platform that helps women entrepreneurs sell their products from creative industries as an example.



MS. SALMA NIMS

Secretary General, National
Commission for Women of Jordan

Because the job market is highly dynamic, Ms. Nims argued that international coordination efforts – involving the great number of stakeholders – should be focused on giving women new skills and knowledge, thus closing the learning gap. Providing easier access to new technologies will not only facilitate gender equality, but also equality more broadly. Therefore, she insisted on the value of skills and knowledge transfer programs for all professions and occupations. Ms. Nims closed by stressing the invaluable role of governments to ensure the alignment of state policies with the changing nature of the digital economy, and to equip women with all of the necessary social protection mechanisms.



MS. VERONIKA PESHKOVA

UNIDO Goodwill Ambassador

Ms. Peshkova noted that the 4IR provides women with great economic opportunities, and in order to seize them, women need to consider positive female role models and acquire the necessary financial and non-financial resources and instruments. Ms. Peshkova stressed that a greater cohesion between public and private stakeholders is vital to enhance women’s participation in the industry-related learning. She informed that UNIDO – in cooperation with the Russian Federation – is developing an online training course “Digital Skills for Women Entrepreneurs”, aimed to help women receive access to modern digital technologies and benefit directly from new market opportunities.

“Young women and girls account for only 24% of the overall enrollment in the industry-related educational programmes. This leads to the false perception that industrial opportunities for women are lacking. To combat this, we are encouraging cooperation at all levels to create an ecosystem for women’s empowerment.”

“There is a need to foster equality at large, but not only on the level of infrastructure. We must take a comprehensive approach to all policies and build public-private partnerships to facilitate women’s access to technologies and resources.”

“Up to 47% of existing jobs can be automated in the process of economic digitalization. We need to think creatively and break down the barriers that prevent women and girls of all ages from accessing these new digital markets.”

KEY MESSAGES



FULL-FLEDGED ECONOMIC EMPOWERMENT OF WOMEN WILL PROVIDE AN OPPORTUNITY TO ADD UP TO USD 28 TRILLION TO GLOBAL GDP BY 2025




34%
GLOBALLY, ONLY 34% OF MANAGERS ARE WOMEN



RAISING THE FEMALE LABOR FORCE PARTICIPATION RATE COULD RAISE GDP BY 26% GLOBALLY (BY 23% IN EASTERN EUROPE AND CENTRAL ASIA)



41%
GLOBALLY, "ECONOMIC PARTICIPATION AND OPPORTUNITY" GENDER GAP IS 41%



24%
YOUNG WOMEN AND GIRLS ACCOUNT FOR ONLY 24% OF THE OVERALL ENROLLMENT IN INDUSTRY-RELATED EDUCATIONAL PROGRAMMES



Promotion of women's economic empowerment and gender equality not only facilitates the implementation of the 2030 Agenda for Sustainable Development, but it also allows for significant increases in economic growth. It has a compounding effect on families, communities, businesses and sustainable economies at large.



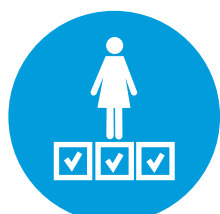
Women's economic empowerment has been high on the global development agenda in recent years, which manifested, among others, in many events and initiatives jointly carried out by UNIDO and the Government of the Russian Federation. Nevertheless, a continued consolidation of efforts at all levels is still an ongoing requirement.



Gender diversity at the executive level is highly beneficial, leading to improved decision-making, higher efficiency and greater outputs, all of which support increased sustainability in the private sector. Women contribute to the establishment of broader talent pools, a better understanding of customers' needs and greater coherence within any given company.



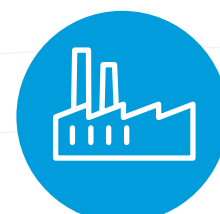
Gender inequality in senior management can be addressed through increased self-esteem fostered by robust mentorship programmes, international networks and guidelines applied by governments and commercial entities. It is crucial to continue supporting educational efforts, enabling initiatives and open dialogue on the importance of eradicating gender stereotypes.



The new modalities of the Fourth Industrial Revolution provide new evolving opportunities for women. There is a growing necessity to support women and girls in acquiring skills and knowledge needed to take full advantage of the changing global processes and developing markets.



Cooperation among governments, the private sector and technology providers is the key to successful integration of women into the 4IR. A strengthened dialogue in the current economic environment has the potential to facilitate the transition and enhance effectiveness. If governments and businesses double the pace at which women are becoming digitally fluent, gender equality will be attainable in the workplace by 2040 in developed countries and by 2060 in developing countries.



UNIDO will continue to help women and girls develop in the directions established by the new technological environment to further strengthen their competitive advantage on the global market. By empowering women in all industries, new precedents are set in society and future generations benefit from the resultant diversity, inclusiveness and prosperity.



OUTLOOK FOR 2020



OUTLOOK FOR 2020

Global forums, organized within the project in previous years, contributed to the creation of a vast network of stakeholders promoting and supporting women's economic empowerment, entrepreneurship and leadership on a global scale.

Throughout 2020, it is planned to further engage in global forum activities focusing on the topic of women's economic empowerment. One of the key new endeavors – a panel session at the second International Congress of Women of the Shanghai Cooperation Organization (SCO) and Brazil, Russia, India, China and South Africa (BRICS), to be held in July 2020 in Novosibirsk, Russia – will enhance the project's impact beyond the borders of the region of Europe and Central Asia. Moreover, to facilitate cross-cutting interventions, it is planned that the project will contribute to such prestigious international formats as the Global Manufacturing and Industrialisation Summit (GMIS), to be held on the sidelines of the Hannover Messe in April 2020; the Saint Petersburg International Economic Forum (SPIEF) in June 2020; "BRIDGE for Cities" in autumn 2020; the Dubai EXPO; as well as other global forum events that create synergies with UNIDO's work in this domain.

In 2020, development of a targeted training course on digital tools for women entrepreneurs within the framework of the project will also continue and upscale. The online training tool aims at helping women acquire the necessary knowledge and skills in the area of modern digital technologies. Digital skills, defined by UNESCO (2018) as the "ability to use digital devices and technologies to access and manage information", present a crucial precondition for social and economic inclusion of women and girls. The eLearning course will, therefore, support women entrepreneurs or those who are aspiring to start a business, to bridge the existing skills gap while contributing to greater gender diversity in the workforce.

Furthermore, utilizing the established broad pool of women leaders and role models would allow developing a programme where women all over the world could learn how to capitalize on their talents and aspirations.

The planned programme for women-leaders will embrace several components. First, it is planned to conduct a contest among employers in business and industry, calling for submission of corporate examples, innovative approaches and models supporting women's leadership to be then summarized in a set of best practices and success stories, presented in a comprehensible and accessible format. This will be made available free of charge at UNIDO's and counterparts' online platforms. Second, a pilot face-to-face experiential training session at the UNIDO Headquarters in Vienna is planned to be carried out. It would aim to provide women participants with a better understanding of different leadership approaches and the associated gender-related challenges and opportunities. Finally, it is envisaged to develop a mentoring platform to be piloted in 2020. Mentoring presents a powerful, yet quite unexplored tool for career development through a collaborative and knowledge-sharing relationship with another person who has already acquired some experience and recognition within their respective field.

To ensure comprehensive and impactful implementation, the project will continue cooperating closely with various women's associations and specialized institutions, as well as its long-standing partners.



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