



UN WOMEN'S PRIVATE SECTOR ENGAGEMENT STRATEGY 2023-2025

**Executive Board
Informal Briefing
New York, 11 October 2023**

UN WOMEN'S PRIVATE SECTOR ENGAGEMENT STRATEGY

The PSES describes:

- 1.WHY → The *case for engaging* with the private sector (focusing on companies only)
- 2.WHAT → The *intended results* and *objectives* for engagement
- 3.HOW → Strategic *principles, approaches, activities* and *enablers*

UN Women's definition of the private sector

- In line with the UNSDG Common Approach, UN Women defines the private sector broadly as the **part of the economy that is run by businesses and individuals and is not generally State controlled** – noting that in some contexts, State-owned enterprises are operated for profit and therefore are included within this definition.
- UN Women's definition of the private sector also includes **philanthropies, individual supporters and givers, and high-net-worth individuals**.
 - Engaging with individual giving, philanthropy and high-net worth individuals requires a tailored approach; therefore, these engagement strategies will be developed separately.



WHY: THE CASE FOR ENGAGING THE PRIVATE SECTOR

GLOBAL CHALLENGE AND OPPORTUNITY

Challenge

- ❖ It could take almost 300 years to achieve full gender equality.
- ❖ Globally, 380 million women and girls live in extreme poverty, surviving on <USD1.90 per day.
- ❖ Private sector investment has lagged in supporting women's participation and leadership & providing services addressing the needs of women and girls.
- ❖ Finance and a focus on GEWE remain erratic and insufficient.
- ❖ Valid concerns around human rights and women's rights abuses associated with private sector entities.

Opportunity

- ❖ The United Nations recognizes the private sector as a crucial partner in achieving the SDGs.
- ❖ Private enterprises create a significant proportion of jobs – over 90 per cent in developing countries.
- ❖ Businesses are increasingly embracing goals beyond profit, including through social enterprises; impact investing; environmental, social and governance (ESG) principles; and corporate social responsibility initiatives.
- ❖ More employees, investors and customers are demanding diversity, inclusion, and equality, based on moral reasons as well as private sector research affirming the value of investing in GEWE.



WHAT: INTENDED RESULTS AND OBJECTIVES FOR ENGAGEMENT

VISION

States will develop and implement effective legislation, policies and regulations that uphold private sector responsibilities and accountability to protect, respect and enforce women's rights.

Responsible, diverse and inclusive private sector will support the full achievement of GEWE by enabling and ensuring women's equal access, participation, voice, agency and safety across all policies and practices, workplace, marketplace and community.

UN Women will **support Member States** in holding the private sector to account based on national and international legal frameworks and obligations, and provide policy, advocacy and other advice to States and the private sector to adhere to standards and obligations.

UN Women will **coordinate with United Nations entities**, including working closely with the **UN Global Compact**, and lead system-wide efforts to ensure more coherent and enhanced performance on GEWE and the private sector

UN Women will **implement strategic and impactful programmes and initiatives** with the private sector on GEWE at the national, regional and global levels that achieve sustainable results; increase support and financing for the GEWE agenda

MISSION

UN WOMEN WILL PRIORITIZE ENGAGEMENT WITH THE PRIVATE SECTOR IN 5 STRATEGIC OUTCOME AREAS SO THAT THE PRIVATE SECTOR:

1

RESPECT: Fulfils duties and responsibilities to protect & respect women's rights

2

INVEST: Provides financing, resources & long-term investment in GEWE

3

ENABLE: Enables women's leadership & decision-making role at all levels

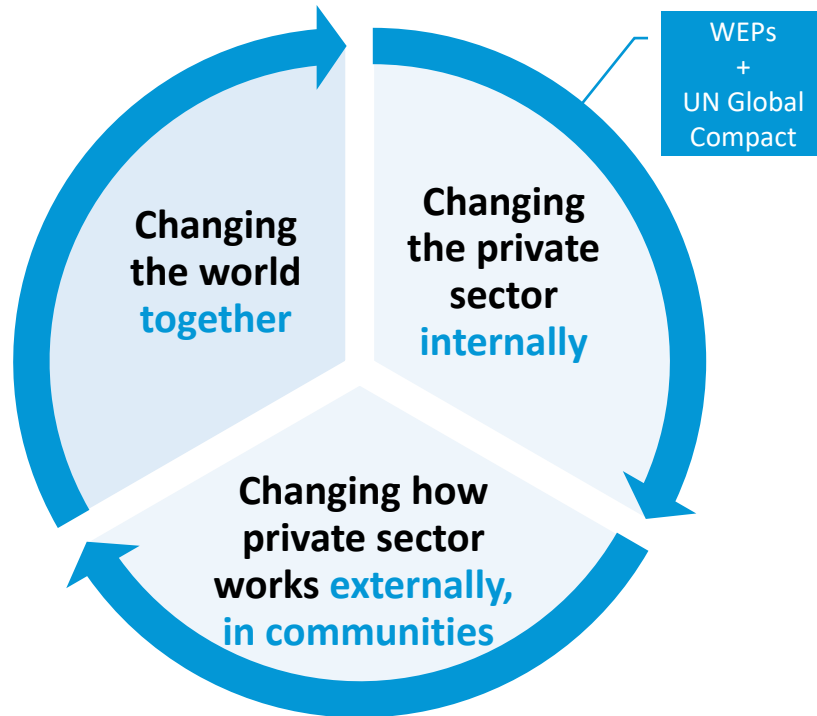
4

EMPOWER: Contributes to women's economic empowerment, income security & autonomy

5

PROTECT: Prevention protection against violence & discrimination in and through the world of work.

UN WOMEN WILL INFLUENCE PRIVATE SECTOR ENTITIES TO BECOME CATALYSERS FOR TRANSFORMATIVE CHANGE, BY:



Example: UN Women and India

UN Women works closely with the Government of India to set and implement national standards for achieving gender equality including, for instance the Government's Sexual Harassment of Women at the Workplace Act. With UN Women's support, the state of Madhya Pradesh committed to making the state a safe tourism destination for women workers and tourists in 2021. Together with State Departments, NGOs, hoteliers and travel associations it aims to make tourist sites safe and violence-free for all women and girls.



HOW: STRATEGIC PRINCIPLES, APPROACHES AND ENABLERS

Strategic Approaches

- ✓ The **Women's Empowerment Principles (WEPs)** Journey
- ✓ Integrating PSE within normative, coordination and programmatic planning that is aligned with national priorities
- ✓ Intersectional engagement design

Enablers

1. Policy development, advocacy and coordination
2. Programme and project design and implementation
3. Partnership management, resource mobilization, communications and prospecting
4. Risk management, due diligence, management of internal policies and procedures
5. Knowledge management, data, research and evidence

HARNESSING KEY RESULTS, PERFORMANCE INDICATORS AND KNOWLEDGE

Utilizing existing Sustainable Development Goal indicators

UN Secretary-General's annual SDG Progress report;
UN Women's Flagship *Gender Snapshot* Report

Drawing upon a variety of studies assessing the private sector's contributions to GEWE

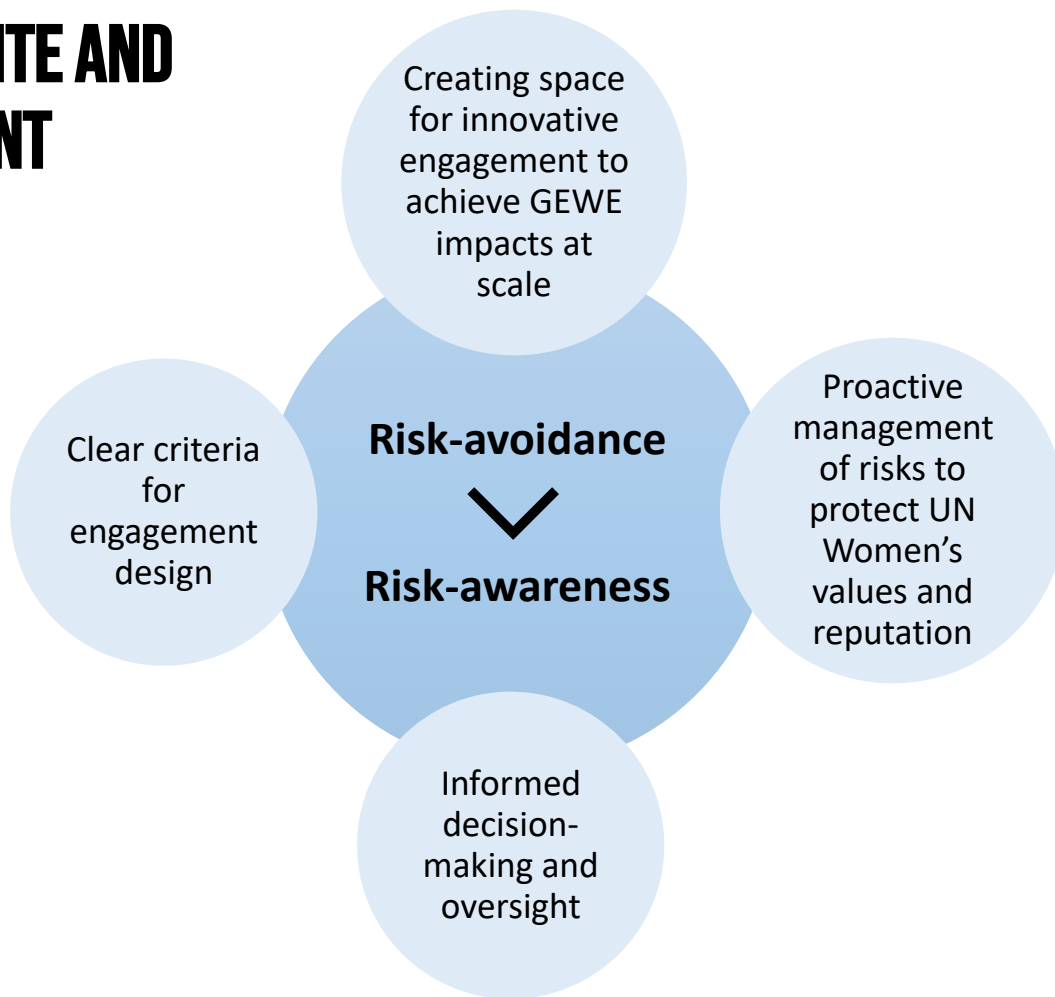
WEPs case studies;
Unstereotype Alliance (UA) research

Leveraging and adapting existing organizational and existing development output indicators, disaggregated by private sector

UN Women Strategic Plan IRRF 2022-2025

Example: In 2021 the **Unstereotype Metric** assessed more than 14,000 advertisements across 70 countries, 3,300 brands and 251 product categories. Findings showed that advertising made by Unstereotype Alliance members was consistently more progressive in its portrayals of female and male characters than non-Unstereotype Alliance members (by more than 4 percentage points), against all market norms.

RISK APPETITE AND MANAGEMENT



UN WOMEN'S IMPLEMENTATION OF THE STRATEGY

ACCOUNTABILITY AND ALIGNMENT WITH EXISTING STRATEGIC FRAMEWORKS



Results Framework 2023-2025

Defining measurable results and monitoring progress



Internal implementation plan

Delegated roles and responsibilities for specific actions to deliver the PSES across UN Women



Mobilizing resources for the strategy

Securing adequate resources for the implementation of the strategy – *from public and private sector*



Integration in UN Women strategic planning processes

Inclusion in national, regional and HQ Strategic Notes and biennial workplans



Internal Private Sector Engagement Policy and Procedure

Partner Engagement Assessment and strengthened Risk Management



Monitoring and reporting

Internal annual review and brief report on progress with an evaluation planned in the final year of implementation

THANK YOU