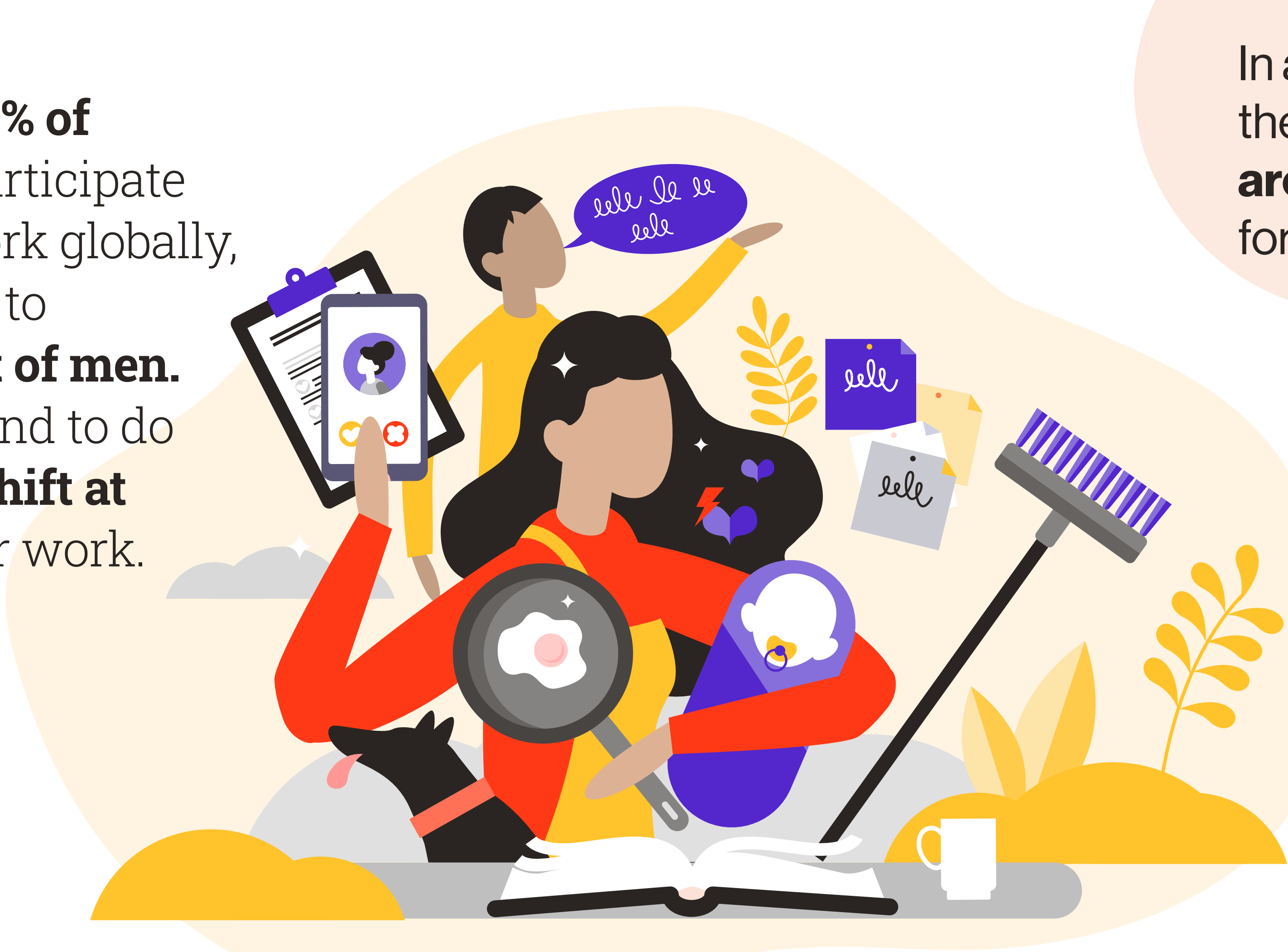


Do you want to boost the world's economy and benefit society? **Invest in women, the Win-Win approach.**

Around **50% of women** participate in paid work globally, compared to **75 percent of men**. Women tend to do a **double shift at home** after work.



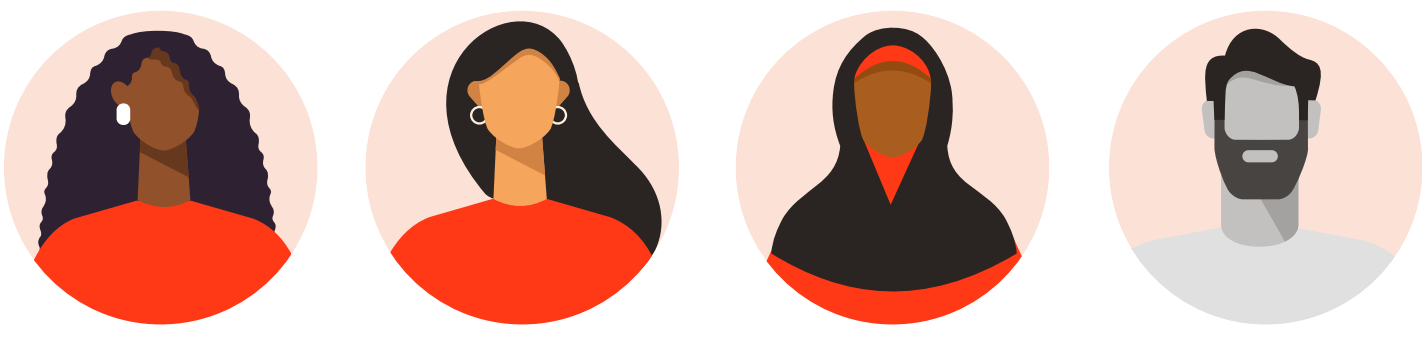
In a **crisis**, the **challenges** are much greater for women.



During the COVID-19 pandemic, **women** made up 39% of global employment but accounted for **54% of overall job losses** as of May 2020.

Globally, **women carry out 76%** of unpaid care work

3.2 times more than men



Women workers are over-represented in **part-time and informal work** characterised by **low and variable earnings, poor working conditions, and limited advancement opportunities.**

\$1 trillion

If **no action** is taken to counter the **gender-regressive** impacts of COVID-19, it is estimated that the global **GDP** growth could be **\$1 trillion lower** by 2030.

Women's Economic Empowerment, what does it mean?

... combined with **increased agency to voice and influence** important decisions in their homes and communities; make their **own strategic life choices**; and **retain control** over resources.



Women are considered economically empowered when they **gain greater access to economic resources and opportunities...**

Why it pays to **invest in women**

Where **women** made up **at least 15% of senior managers**, companies had more than **50% higher profitability.**



Improving gender diversity and equity at senior management levels is associated with **better business and investment performance.**

Tackling the global gender gap will **boost global GDP.**

Research found that if all countries would **match the performance** of the country in their region that has made the **most progress toward gender equality:**

\$12 trillion a year could be added to GDP in **2025.**

12.5 billion hours

of care work are **completed for free by women and girls** every day, representing at least

\$10.8 trillion

of value to the economy **every year.**



The Sustainable Development Goal #5 is to **achieve gender equality and empower all women and girls.**

- 5.1** – End **all forms of discrimination** against all women and girls everywhere
- 5.2** – Eliminate **all forms of violence** against all women and girls
- 5.3** – Eliminate all **harmful practices**
- 5.4** – Recognize and value **unpaid care and domestic work**
- 5.5** – Ensure women's **full and effective participation and equal opportunities** in leadership and decision-making
- 5.6** – Ensure universal access to **sexual and reproductive health and reproductive rights**



Next to this, **SDG 8 for decent work and economic growth** holds target **8.5 aiming** to achieve **full and productive employment and decent work for all women and men**, including for young people and **persons with disabilities, and equal pay for work of equal value.**



Women rights are human rights. Since the founding of the United Nations in 1945, **equality between the genders** has been among the most **fundamental** guarantees of **human rights.**

The multiplier effect of **empowering women**

Every pay check to a woman is an investment in the human capital of the next generation. When women earn an income, this has a direct effect on the **health, education and well-being of their families and communities..**



Infographic Sources

Key Facts in Women's Economic Empowerment (2019)
Unpaid and unrecognised: How business can realise the benefits of tackling women's invisible labour (2021)
Delivering through Diversity - McKinsey (2019)
Ten things to know about gender equality - McKinsey (2020)
Not all gaps are created equal: the true value of care work - Oxfam
The business for empowering women - McKinsey