



# TARGET GENDER EQUALITY



## FREQUENTLY ASKED QUESTIONS

### CONCEPT & BACKGROUND:

#### Q: What is Target Gender Equality?

Target Gender Equality is an accelerator programme focused on supporting companies participating in the United Nations Global Compact in setting and meeting ambitious corporate targets to advance gender equality. This initiative is run in collaboration with Global Compact Local Networks.

#### Q: What theme does Target Gender Equality focus on?

The programme calls for bold action to advance gender equality at all levels and across all areas of business. The capacity-building workshops are focused on supporting companies to set targets and develop enabling action to increase women's representation and leadership. The programme takes a holistic approach and helps companies understand the various policies, practices and interventions that are needed to advance gender equality and achieve gender parity.

#### Q: What are the benefits of participating for companies?

Companies participating in Target Gender Equality will be equipped with the research, network of partners and experts, and knowledge to confidently set and meet ambitious corporate targets for women's representation and leadership in business.

Participants will have the opportunity to demonstrate their commitment to measurable progress on gender equality to their employees, investors and other stakeholders and profile women in their organization who are driving business success, sustainability, and contributions towards the SDGs. Participants will also be invited to join an exclusive Target Gender Equality LinkedIn Group.

#### Q: How will Target Gender Equality help my company meet its sustainability objectives and contribute to the achievement of the Sustainable Development Goals (SDGs)?

Through Target Gender Equality, companies participating in the UN Global Compact will be challenged to assess their gender equality performance, set ambitious corporate targets and take action to address barriers to gender equality, both within their organization and their broader sphere of influence. In doing so, participants will:

- Demonstrate commitment to and implementation of the Ten Principles of the UN Global Compact, in particular Principle 1 on human rights and Principle 6 on labour.
- Demonstrate alignment with the UN Guiding Principles on Business and Human Rights. In a recent report submitted to the Human Rights Council, the Working Group on the issue of human rights and transnational corporations and other business enterprises called for companies to set measurable targets, take measures to ensure equal representation of women in the workforce at all levels, and specifically recommended the use of the Women's Empowerment Principles Gender Gap Analysis Tool.
- Operationalize the Women's Empowerment Principles (WEPs). The WEPs are a joint initiative of the UN Global Compact and UN Women launched to provide guidance to business on how to empower women in the workplace, marketplace and community. Among other things, the WEPs call for businesses to "assure sufficient participation of women – 30% or greater – in decision-making and governance at all levels and across all business areas." Over 4,000 global business leaders have signed the CEO Statement of Support for the WEPs.

- Directly support the achievement of Goal 5 of the 2030 Agenda for Sustainable Development. Specifically, Goal 5.5 calls for women's full participation and equal opportunities for leadership at all levels of decision-making, including in economic life, by 2030.
- Create positive impact across the Sustainable Development Goals. Research shows that women's leadership and economic empowerment is a catalyst for progress on a range of goals, from education (Goal 4) and health (Goal 3) to poverty alleviation (Goal 1) and climate action (Goal 13).
- Strengthen their ESG performance. According to a meta-analysis commissioned by the International Finance Corporation, there is a positive correlation between women's representation in leadership and ESG performance.

### **Q: How is Target Gender Equality related to the Women's Empowerment Principles?**

The Women's Empowerment Principles (WEPs) were launched by the UN Global Compact and UN Women in 2010 and have been signed by 4,000+ companies. They provide a holistic framework for business on how to empower women in the workplace, marketplace and community. The WEPs CEO Statement of Support provides an opportunity for business leaders to signal their support for gender equality.

Target Gender Equality builds on and supports the objectives of the WEPs by helping companies set and meet ambitious targets for women's representation and leadership in business – a key component of the WEPs. The WEPs will inform discussions and help companies navigate potential barriers and opportunities. Among other things, participants will use the WEPs Gender Gap Analysis Tool to get a holistic understanding of their gender equality performance and to assess current policies and practices. The WEPs CEO Statement sign-on process is managed by UN Women. Learn more [here](#).

### **PRE-REQUISITES & KNOWLEDGE LEVEL:**

---

#### **Q: My company is not part of the UN Global Compact. Can we join Target Gender Equality?**

Target Gender Equality is an accelerator programme for companies of the UN Global Compact. If your company has not yet joined the UN Global Compact, please learn how to do so [here](#).

#### **Q: My company has signed the CEO Statement of Support for the WEPs. Can we join Target Gender Equality?**

Yes. Target Gender Equality supports you in translating your existing commitment to women's empowerment into concrete action.

#### **Q: My company has not signed the Women's Empowerment Principles – can I join regardless?**

Yes. While Target Gender Equality builds on and advances the Women's Empowerment Principles, signing the WEPs is encouraged but not mandatory.

#### **Q: My company is just getting started on our journey to advance gender equality. Is Target Gender Equality an appropriate programme for us to participate in?**

Absolutely. The Target Gender Equality programme starts by helping companies understand their current gender equality performance through facilitated use of the WEPs Gender Gap Analysis Tool, identifying strengths and areas for improvement. Participants will also be introduced to the latest research supporting the business case for women's representation and leadership. A series of three in-country workshops will then help participating companies generate concrete action plans to set and meet corporate targets for women's representation and leadership in business, unique to their company context and performance status. While participating companies are encouraged to be ambitious, the programme emphasizes continuous progress. Participating companies will also expand their network of UN partners, peers and experts that can further assist them in meeting their gender equality goals.

#### **Q: I already participated in Target Gender Equality in 2020 – can I join again?**

It depends. If you missed various workshops and would like to catch up together with a new group of peer companies, or if your team fully restructured, requiring you to start over, you are welcome to sign up for Target Gender Equality 2021. If you completed the full programme in 2020, we encourage you to start implementing your plans and stay engaged through further accountability, engagement and learning opportunities.

## TARGET SETTING:

---

### **Q: My company does not currently have a corporate target in place to advance women's representation and leadership. Can we participate without having a target in place?**

Yes. The purpose of Target Gender Equality is to help companies set and meet ambitious targets for women's representation and leadership in business. Companies need not have targets in place in order to participate. Through Target Gender Equality, we aim to provide participating companies with the research, knowledge and network of partners needed to confidently set and meet corporate targets for women's representation and leadership in business.

### **Q: My company already has targets in place to advance women's representation and leadership in business. Is Target Gender Equality an appropriate programme for us to participate in?**

Yes. Companies that already have targets in place will benefit from engaging with experts and engaging in peer-to-peer learning. In addition to uncovering strategies to fast-track progress toward existing targets, companies may be inspired to raise the ambition of their targets to better align with the Global Goals and stakeholder expectations or improve their target through additional tracking and accountability mechanisms. Participating in Target Gender Equality also provides a platform for leading companies to share their experiences and showcase progress made.

### **Q: Is my company obligated to announce a public target at the end of the programme?**

No. While we encourage transparency and external reporting, your company is under no obligation to publicly communicate a specific target after the programme. We recognize that each gender equality journey depends on the company's specific context. While some are ready to announce new targets upon the completion of the programme, for others it might take longer to formulate their next steps.

### **Q: Where and how will programmatic outcomes including targets be featured?**

We encourage you to share your targets and forward-looking actions with the UN Global Compact Team to track collective outcomes, as well as include them in your Communication on Progress (CoP) submitted annually as part of your participation in the UN Global Compact. There are further communication opportunities to showcase your actions in the Target Gender Equality newsletter and webpage as well as at UN Global Compact events.

## REGISTRATION & PARTICIPATION CRITERIA:

---

### **Q: Is any company participating in the UN Global Compact eligible to take part in the programme?**

All companies participating in the UN Global Compact are eligible to take part in the programme as long as they are based in a country where the Global Compact Local Network is participating. Please see the current list [here](#).

### **Q: Is there a restriction on the number of companies that can participate in Target Gender Equality?**

While there is no restriction on the total number of Target Gender Equality participants, Global Compact Local Networks may limit the programme size at the country-level in order to maximize the learning experience for participating companies. Interested companies are encouraged to register early.

### **Q: Where does the programme take place?**

The programme is currently being offered by Global Compact Local Networks in the following 45 countries: Austria, Bangladesh, Bolivia, Brazil, Canada, Chile, Colombia, Costa Rica, Croatia, Denmark, Ecuador, El Salvador, Georgia, Germany, Ghana, Greece, Guatemala, India, Indonesia, Japan, Jordan, Kenya, Lebanon, Mexico, Morocco, the Netherlands, Nigeria, Paraguay, Peru, Poland, Portugal, Republic of Korea, Russia, Serbia, South Africa, Spain, Sri Lanka, Tanzania, Thailand, Tunisia, Turkey, Ukraine, United Arab Emirates, United Kingdom, United States of America

### **Q: My company has offices and operations in several countries – does it make sense to join the programme in various countries at the same time?**

Yes. To maximize their learning experience and ensure that target setting practices reflect local context, companies are encouraged to join the programme in several countries of operations where Target Gender Equality is offered. The WEPs Gender Gap Analysis Tool which is used at the beginning of the programme to assess performance can aggregate results for multi-national companies.

## **Q: Can non-business Global Compact participants join Target Gender Equality?**

While the programme is designed for business, non-business participants with expertise and knowledge relevant to Target Gender Equality are encouraged to discuss opportunities to support Target Gender Equality with their Global Compact Local Network representative.

## **Q: How can I find out which other companies in my country or industry are participating?**

While we will not be publicly sharing the list of participating companies before the end of the sign up period, you can browse the [UN Global Compact database](#) to see who participated in Target Gender Equality Round I in 2020. In total, over 300 companies participated across sizes, sectors and industries.

## **Q: My company is not based in a country where there is a participating Global Compact Local Network. How can we take part in the programme?**

Unfortunately, as this is a country-level programme, only companies based in countries where the Global Compact Local Network is running the programme can participate. However, select Target Gender Equality programming will be made available through the UN Global Compact Academy and flagship events.

## **Q: How do I register to participate?**

Companies interested in joining the programme can fill out the registration form or connect directly with their participating Global Compact Local Network.

## **Q: I have technical difficulties or clarifying questions when completing the form. Who should I contact?**

Please email Elisabeth Resch at [resch@unglobalcompact.org](mailto:resch@unglobalcompact.org).

## **REPRESENTATIVES, TIME COMMITMENT & COSTS:**

---

### **Q: What is the time commitment to participate?**

The mandatory part of the programme includes completing the WEPs Gender Gap Analysis Tool, which is estimated to take maximum one working day and will take place between July-September. From October to March, three capacity-building workshops will take place requiring around half a day each. In between workshops, representatives are asked to reflect on the information shared and apply learnings to their company context using an Action Planning Guide. Additional voluntary engagement opportunities will be organized for representatives that would like to dive deeper into thematic areas and connect with their Target Gender Equality peers.

### **Q: Who from our company should participate in the programme? Are there eligibility criteria that we should be aware of?**

All participating companies are asked to nominate two representatives to actively participate in the programme on behalf of the company. This includes attending Target Gender Equality meetings/events and coordinating with colleagues across the organization to advance Target Gender Equality objectives. Participating companies are strongly encouraged to consider diversity of perspective in terms of personal profiles (e.g. male/female), corporate function and level within the organization when nominating Target Gender Equality representatives. In Round I, many representatives were part of sustainability, diversity & inclusion, human resources or communications teams.

In addition to the Target Gender Equality representatives, all participating companies are requested to nominate a top-level "Ambassador" to follow Target Gender Equality developments, provide support to the company representatives as needed, and represent the company at high-level events that are part of or related to Target Gender Equality. The Target Gender Equality Ambassador should have a direct line of communication to the CEO (e.g. Member of the C-Suite or Board). The company's CEO may also decide to take on the role of Target Gender Equality Ambassador.

### **Q: Is there an extra cost for my company to participate?**

Beyond existing fees to participate in the UN Global Compact and Global Compact Local Networks, there is no additional fee to participate in Target Gender Equality globally. Select Global Compact Local Networks may charge a nominal fee for local Target Gender Equality participation. Please contact your Global Compact Local Network to learn more.

### **Q: Will the whole programme take place virtually?**

Yes. Given current circumstances, all mandatory parts of the Target Gender Equality programme will be taking place online. As the health situation improves around the world, select Global Compact Local Networks may opt to offer voluntary in-person engagement opportunities.

## Q: Which language will the programme be facilitated in?

To enable you to share your experiences and engage actively and openly with peers, experts and partners, the majority of the Target Gender Equality programme is facilitated in local languages by Global Compact Local Networks. To allow for contributions by global experts, some pieces and additional engagement opportunities might be offered in English only.

## PROGRAMME DURATION & CONTENT:

---

### Q: What is the duration of the programme?

The company registration period begins in March 2021 and concludes in June 2021. Programmatic activities and engagement opportunities will start in July 2021 and conclude in March 2022. Please consult your Global Compact Local Network for a detailed schedule of activities in your country.

### Q: What activities does Target Gender Equality include?

The programme consists of:

**Performance Analysis (June-September):** Tailored facilitation of the WEPs Gender Gap Analysis Tool, a free, user-friendly, and confidential online platform that helps companies to assess current policies and programmes, highlight areas for improvement, and identify opportunities to set future corporate goals and targets. Aggregate in-country results will be presented and discussed.

**Capacity Building:** Three in-country workshops with peers and experts to help companies set and meet ambitious targets for women's representation and leadership. Workshops are designed to recognize and respond to different country contexts and will assist companies in generating unique action plans for consideration by company leadership. The themes of the workshops are "Defining Ambition & Setting Targets", "Strategies for Success" and "Measuring & Communicating Progress". In-between workshops, companies are asked to reflect on learnings based on their company's context supported by an Action Planning Guide document.

**Multi-Stakeholder Action Dialogues:** Organization of high-level dialogues with business, government, investors and other stakeholders focused on identifying concrete actions and generating tangible commitments to remove barriers to gender equality, strengthen drivers, and unlock the full potential of women's business leadership to advance the SDGs.

**Advocacy:** Participants will be invited to join the UN Global Compact in calling for urgent business action to increase women's representation and leadership in business. A range of communication channels will be leveraged, including web, newsletters and social media.

**Events:** UN Global Compact high-profile gatherings, including events held during UN General Assembly Week (September), TARGET GENDER EQUALITY LIVE during the Commission on the Status of Women (March), the UN Global Compact Leaders Summit (June) and regional events held throughout the year around the world will be leveraged to promote Target Gender Equality messaging and outcomes.

### Q: What is the WEPs Gender Gap Analysis Tool?

The Women's Empowerment Principles Gender Gap Analysis Tool is a free, user-friendly, and strictly confidential online platform that helps companies to assess current policies and programmes, highlight areas for improvement, and identify opportunities to set future corporate goals and targets. The Tool is managed by the UN Global Compact and was developed in collaboration with UN Women, the Multilateral Investment Fund of the IDB, and IDB Invest. During the Target Gender Equality programme, aggregate in-country results will be discussed but individual company results are strictly confidential and will never be disclosed. The Tool can be accessed [here](#).

### Q: Who will be facilitating the workshops?

Target Gender Equality is facilitated at the country level by Global Compact Local Network staff and external facilitation support, varying in each country. Target Gender Equality also counts on the support of a Global Coalition, comprised of more than 30 organizations with gender equality expertise. These experts regularly join and support global, regional and local Target Gender Equality offerings.

### Q: What happens once the programme is over?

We recognize that to successfully build and implement a holistic gender equality strategy, long-term opportunities for exchange and continuous learning are necessary. You will receive the bi-monthly Target Gender Equality Newsletter and will be invited to join an exclusive Target Gender Equality LinkedIn group to connect with your peers. You will also receive invitations to additional engagement opportunities to foster accountability and support implementation. We also encourage you to connect with your relevant Local Network to identify country-specific opportunities for continued learning and engagement. Lastly, all Target Gender Equality participating companies are encouraged to take the WEPs Gender Gap Analysis Tool on an annual basis, enabling you to track your performance.