Implementing WEPs and Taking Action on SDG 5
Engage locally

Launched in 2007, Global Compact Network USA (GCNUSA) is the local network chapter of the United Nations Global Compact (UNGC). Network USA is a non-profit organization that supports U.S.-based entities in:

- Operating in alignment with the Ten Principles of the Global Compact
- Engaging with and advancing the Sustainable Development Goals
- Leveraging their association with the Global Compact and United Nations and its global resource network
- Facilitating and creating opportunities for multi-sectoral and multi-stakeholder collaboration
Upcoming events

Ring the Bell for Gender Equality

Visit: https://www.globalcompactusa.org/genderequality
Next Network event

Visit: https://www.globalcompactusa.org/meetups
Speakers

Cecily Joseph  
Vice President, Corporate Responsibility, Symantec Corporation

Deepa Purushothaman  
Managing Principal, Deloitte

Natalie Zerial  
Senior Manager, Human Rights, UN Global Compact

Adam Gordon, Engagement Director, Global Compact Network USA
Welcome and Introductions
WEPs and SDG 5: Gender Equality
U.S. Business Example: Deloitte
U.S. Business Example: Symantec Corporation
Q & A
Implementing the Women’s Empowerment Principles and taking action on SDG 5

February 21, 2018

Natalie Zerial
Senior Manager, Human Rights
Today’s Presenter

NATALIE ZERIAL
Senior Manager, Human Rights
CONTENTS

1. Where we are and where we’re heading
2. Women’s Empowerment Principles
3. The WEPs Gender Gap Analysis Tool
The Ten Principles

**Principle 1:** Businesses should support and respect the protection of internationally proclaimed human rights; and

**Principle 2:** make sure that they are not complicit in human rights abuses.

The Universal Declaration of Human Rights

Whereas the peoples of the United Nations have in the Charter reaffirmed their faith in fundamental human rights, in the dignity and worth of the human person **and in the equal rights of men and women** and have determined to promote social progress and better standards of life in larger freedom...
WHERE WE ARE GLOBALLY...

- Less than 1% of sales to MNCs are from women owned vendors
- Average representation of women in leadership is only 23% for senior management
- It could take up to 100 years to close the global gender gap

WHERE WE ARE IN THE USA...

- Women are nearly 47.8% of the labor force but hold only 23% of senior roles
- About 1 in 5 employed women in the US say they have been sexually harassed at work
- It could take up to 168 years to close the gender gap in North America
Gender Equality = Huge Economic Opportunity

- Achieving gender equality could add as much as $28 trillion in global annual GDP

- Companies with diverse workforces are 22% more productive, have 27% higher profitability and 39% higher customer satisfaction.

- Companies with three or more women corporate directors outperformed those with no women by 84% on return on sales (ROS), 60% on return on invested capital (ROIC) and 46% on return on equity (ROE).

The United States could add up to $4.3 trillion in annual GDP by 2025 if women attain full gender equality.
Without question, these principles challenge the business community to raise our game. It provides a broader, more global platform to learn from and encourage one another and, ultimately, to accelerate our leadership in this area.

- Frank Vettese, Managing Partner & Chief Executive, Deloitte Canada

The Principles

1. Leadership Promotes Gender Equality
2. Equal Opportunity, Inclusion and Nondiscrimination
3. Health, Safety and Freedom from Violence
4. Education and Training
5. Enterprise Development, Supply Chain and Marketing Practices
6. Community Leadership and Engagement
7. Transparency, Measuring and Reporting
THE WEPs Gender Gap Analysis Tool

The Women’s Empowerment Principles
Gender Gap Analysis Tool

What is your company doing to advance gender equality? Identify strengths and areas where further action can be taken!

Equality Means Business
285 participants
170 companies
40 gender and measurement experts
20 pilots
12 consultations
18 multiple choice questions spread across 4 themes:

- Leadership and Strategy
- Workplace
- Marketplace
- Community

The tool tracks depth of implementation through 4 management stages:

- Commitment
- Implementation
- Measurement
- Transparency
9. Does your company have an approach to accommodate the work/life balance of all employees?

Overall Score: 33%

Your progress by each management stage is shown below as compared the maximum possible % score within each management stage - Commitment, Implementation, Measurement, and Transparency.

<table>
<thead>
<tr>
<th>Commitment</th>
<th>Implementation</th>
<th>Measurement</th>
<th>Transparency</th>
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<tbody>
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<td>6.3%</td>
<td>8.3%</td>
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View Resources
Results, Completed on: March 13, 2017

Your Score Is

31%

Improver

You are making progress! Your company recognizes the importance of gender equality and is taking concrete steps to introduce policies and practices, but is still working on a strategic approach to implementing its commitment, and measuring and reporting progress. These resources will help integrate gender throughout business operations and support policies with practice. Refer to the implementation section of each question as well as the identified resources to help you become an Achiever.
9. Does your company have an approach to accommodate the work/life balance of all employees?

Your progress by each management stage is shown below as compared to the maximum possible score within each management stage: Commitment, Implementation, Measurement, and Transparency.

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City of San Francisco Gender Equality Principles Tool

City of San Francisco, Calvert, Verite

This tool provides a platform to dig deeper into: employee compensation; Work/Life Balance; violence, harassment, and sexual exploitation; recruitment; supplier performance on gender equality, CSR, Philanthropy, Advocacy, and Partnerships to Support Gender Equality.

Consulting with employees

Australian Government Workplace Gender Equality Agency
The United Nations Global Compact is a call to companies everywhere to align their operations and strategies with ten universally accepted principles in the areas of human rights, labour, environment and anti-corruption, and to take action in support of UN goals and issues embodied in the Sustainable Development Goals. The UN Global Compact is a leadership platform for the development, implementation and disclosure of responsible corporate practices. Launched in 2000, it is the largest corporate sustainability initiative in the world, with more than 9,500 companies and 3,000 non-business signatories based in over 160 countries, and more than 70 Local Networks.

www.unglobalcompact.org

Contact Us

Natalie Zerial
Senior Manager, Human Rights
zerial@unglobalcompact.org

For more information on the WEPs Tool, please visit this site.
For more information on the 2018 WEPs Annual Forum and to register, please visit this site.
Global Compact Network USA: Women’s Empowerment Principles
Deepa Purushothaman
February 21, 2018
Inclusion metrics are maturing and the business case is getting wider

- **42%** increase in team collaboration when employees believe their firm is committed to inclusion\(^1\)

- **80%** uplift in business performance when levels of both diversity and inclusion are high\(^1\)

- **20%** increase in innovation with diversity of thought, and 30% reduction in risks\(^2\)

- **15x** more revenue with high levels of racial diversity, as compared to low levels\(^3\)

- **34%** increase in profit for Fortune 500 firms that promote women\(^4\)

- **49%** of employees who feel they have to cover aspects of their identity feel less committed\(^5\)

- **Companies that make diversity and inclusion a key part of their business strategy realize better bottom lines and have a lower percentage of disengaged workers**\(^7\)

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The workforce is evolving and inclusion conversations are becoming more complex

1 The workforce is more diverse than ever before

While millennials are the largest, there are five generations, many with very different styles and expectations, in today’s workforce

2 Workers are retiring later, meaning the workforce is aging

Many workers expect opportunities within their organizations to pursue their purpose either through day-to-day work or in work-related extracurricular activities

3 Inclusion is a priority. Workers desire inclusive cultures where they can be their authentic selves

4 Flexibility in how and where work gets done is expected

5 Today’s professionals want opportunities to grow professionally and personally

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Women are 46.8% of the labor force (47.2% by 2024)¹⁸

Minorities make up 40% of the labor force⁸

Millenials, representing the largest labor market share of any of the five generations⁹, will be 75% of the workforce by 2025¹⁰

The 55 and over age group is the only age group expected to grow through 2024⁸

61% of millennials feel personally responsible to make a difference in the world¹¹

2 out of 3 of state their organization’s purpose is why they chose to work there¹²

72% of surveyed respondents would consider leaving an organization for a more inclusive one¹³

75% of those surveyed want their coworkers to share more about their true selves¹⁴

61% of surveyed respondents report covering at work⁵

Millenials identified flexibility as the No. 1 way to improve retention.¹²

80% of millennials prefer feedback in realtime¹⁵

89% of millennials agree that it’s important to be constantly learning in their jobs¹⁶

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⁴CONE. 2006 Millennial Cause Study. 2006.
The evolving workforce is shifting the way we think about inclusion

<table>
<thead>
<tr>
<th>Where the Conversation Was:</th>
<th>Where the Conversation Is Today</th>
</tr>
</thead>
<tbody>
<tr>
<td>Diversity</td>
<td>Inclusion</td>
</tr>
<tr>
<td>Leadership</td>
<td>Inclusive leadership</td>
</tr>
<tr>
<td>Operationalize by cohort</td>
<td>Align to the talent lifecycle</td>
</tr>
<tr>
<td>Focus on subgroups</td>
<td>Inclusion for and by everyone</td>
</tr>
<tr>
<td>Helping people ‘fit in’</td>
<td>Encouraging authenticity</td>
</tr>
<tr>
<td>Programs by cohort</td>
<td>Integrated programs based on career level</td>
</tr>
<tr>
<td>Business Resource Groups</td>
<td>Inclusion Councils</td>
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<tr>
<td>Flexible work arrangements</td>
<td>Empowered Well-Being</td>
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<tr>
<td>Maternity leave</td>
<td>Paid family leave</td>
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<tr>
<td>Career driven</td>
<td>Purpose driven</td>
</tr>
<tr>
<td>Annual reviews</td>
<td>Reinventing performance management</td>
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</table>
Deloitte’s inclusion journey

Focus on cohorts
With the launch of our Women’s Initiative followed by our Diversity Initiative, our efforts focused on helping women and minorities ‘fit’ into corporate America and on solutions to make the workplace work for them.

Focus on culture
We have shifted to addressing the unique needs and expectations of each individual, enhancing an inclusive culture for all of our people.

Broadened focus
Our efforts continued to focus on specific cohorts, but we started to see that some of those efforts could also benefit all of our people.

Outcomes

1992
Taskforce for the retention and advancement of women

1993
Women’s Initiative (WIN)

1994
WIN External Advisory Council

1995
First Business Resource Groups (BRGs)

1996
Diversity Initiative

1997
First flexible work arrangements and paid maternity leave

1998
Women’s leadership program

1999
First organization-wide mandatory diversity training

2000
First of 18 years on the Fortune 100 Best Companies to Work for List

2001
Diversity External Advisory Council

2002
Professional development program predominately for minority junior staff

2003
Leadership development program primarily for minority managers and senior managers

2004
All inclusive strategy

2005
Mass Career Customization

2006
Parental leave expanded

2007
First of 11 years on the Human Rights Campaign Corporate Equality Index

2008
First of 15 years on the DiversityInc Top 50 Companies for Diversity

2009
First of 12 years on the Working Mother Best Companies for Multicultural Women list

2010
First of 6 years as presenting sponsor of Warrior Games

2011
Sponsorship of U.S. Paralympics

2012
“Collectively disconnecting”

2013
Published “Intersectionality” paper

2014
Deloitte University Leadership Center for Inclusion

2015
Career Opportunity Redefinition & Exploration program (CORE) for armed forces members and veterans

2016
Published “Uncovering Talent”

2017
Inclusion Council Pilots

Initiatives

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Appendix
Endnotes

Symantec and Gender Equality: SDG 5

Cecily Joseph
VP, Corporate Responsibility

February 21, 2018
About Symantec Corporation—global cyber security software company

Fast Facts

- Founded in 1982; World’s fourth-largest independent software company; FY17 revenue 4 billion
- More than 12,000 global employees
- Headquartered in Silicon Valley, California
- Flagship products include Norton and Lifelock
- #400 on the Fortune 500
Why gender equality matters-how it fits in

Diversity and Inclusion-talent and culture
Social Responsibility-equity in technology industry/women’s empowerment

Corporate Responsibility Goal

By 2020, our goal is to increase by 15% the percentage of women globally and underrepresented minorities in the United States using FY14 as a baseline year.

A Focus: Tackling unconscious bias in the workplace.

- Our CEO signed the CEO Action for Diversity & Inclusion pledge along with more than 300 other CEOs.
- We piloted Mitigating Bias Training to employees globally and delivered unconscious bias training to Symantec’s executive leadership team.

SDG | SDG Target | Symantec Highlights
--- | --- | ---
5.1 | End all forms of discrimination against women and girls everywhere. | • Supported UN Women’s Empowerment Principles and the Anita Borg Institute.
• Funded NCWIT Study: How men and women in tech discuss career advancement.
• Awarded 2016 grant to Global Fund for Women supporting LGBTQ equality in India.

Global Gender Diversity

| Female | Male |
| 26% | 74% |

Leadership

| Female | Male |
| 23% | 77% |

Technical

| Female | Male |
| 16% | 84% |

Non-Technical

| Female | Male |
| 45% | 55% |
Our gender equality journey

2007
Adopted Calvert Women’s Principles

2009-2011
Published high level gender data & first goal

2012-2014
Established WEP stakeholder committee

2015-present
Launched Symantec C3

Communicating our progress
• CR Report
• Blogs
• Other social
• Conferences, webinars
• Articles & other publications

San Francisco Gender Equality Challenge-to help develop and share gender best practices

2008-present Corporate Responsibility Report
Symantec Cyber Career Connection:

Addressing diversity & the Global Cybersecurity Workforce Gap
A Successful Program

1. **EXCITE**
   - 6800 students reached

2. **RECRUIT, TRAIN, CERTIFY**
   - 81% graduation rate

3. **PREPARE FOR JOBS**
   - 63% are people of color
   - 25% are female

4. **LAUNCH CAREERS**
   - 72% of graduates employed in cybersecurity and IT jobs, or pursuing additional degrees within 6 months of graduating

Connect with us on Twitter @SymantecC3
Thank You!
Questions?

- **Adam Gordon**, Engagement Director, Global Compact Network USA
- **Cecily Joseph**, Vice President, Corporate Responsibility, Symantec Corporation
- **Deepa Purushothaman**, Managing Principal, Deloitte
- **Natalie Zerial**, Senior Manager, Human Rights, UN Global Compact
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Thank you!

Please visit [GlobalCompactUSA.org](http://GlobalCompactUSA.org) for more info.

Contact us

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