

# Stronger Women, Stronger Business

Empowering Women in Supply Chains to Maximize Business Growth



“How many women currently contribute to our supply chain?”

“How can women become good suppliers to our company?”

“What are the business benefits of empowering women in our supply chain?”

**Businesses have a lot of questions about how to work with women in their supply chains.** Customers are demanding ever-higher standards around gender and sustainability. And businesses are increasingly recognizing the tremendous potential of women in emerging markets as owners, managers, workers, suppliers and consumers. Recent research supports this, showing that **complete gender parity would increase the global GDP by an incredible 26 percent** — adding \$28 trillion to the world economy.

Many businesses struggle to take advantage of the operational and marketing benefits that empowering women can provide. Some may see women-centered programs as too expensive or difficult. Others may not realize where, or how many, women are already in their supply chain.

At the same time, women in developing countries face steep obstacles to maximizing their economic potential and participating in corporate supply chains. These challenges include:

- **Barriers to productivity:** Many women lack access to the land, water, credit and inputs that could improve their economic productivity.
- **Competing time demands:** Responsible for most household duties, women have less time and energy for paid work.
- **Lack of control over finances:** Even when women do obtain income from business activities, they lack decision-making power over household finances.
- **Limited leadership opportunities:** Women are less likely than men to hold leadership positions in decision-making bodies such as farmer cooperatives, reinforcing the dynamics above.



*Working with Coca-Cola, USAID and other partners, TechnoServe promoted women's participation across the entire mango value chain through the Haiti Hope Project.*

## THE PATH FORWARD

TechnoServe addresses these challenges by working with women and businesses in the developing world to:

- Improve women's business and/or agronomic skills
- Improve women's access to credit and other productive resources
- Diversify household income towards women-dominated revenue sources
- Increase women's access to leadership and employment opportunities
- Create an enabling environment for sustainable partnerships benefiting both women and corporations
- Identify and promote the business case for women's economic empowerment

Using a time-tested “MOVER” approach, TechnoServe has worked with companies across the corporate spectrum to integrate and empower women in corporate supply chains, with results that benefit both the women and the business. In 2015 alone, TechnoServe helped increase the incomes of 110,000 women in developing countries around the world.

## 5 STEPS TO ECONOMICALLY EMPOWER WOMEN IN YOUR SUPPLY CHAIN

<b>M</b> apping	<ul style="list-style-type: none"> <li>Assess number of women at each stage of the supply chain</li> <li>Identify gender roles and risks along the supply chain</li> </ul>
<b>O</b> bjectives	<ul style="list-style-type: none"> <li>Set company-specific objectives and targets to support women in the supply chain and link to other company sustainability goals</li> </ul>
<b>V</b> ision Strategy	<ul style="list-style-type: none"> <li>Develop action plan to materialize vision</li> <li>Identify key partners and allocate internal and external resources</li> </ul>
<b>E</b> xecution	<ul style="list-style-type: none"> <li>Implement action plans with key partners</li> </ul>
<b>R</b> esults	<ul style="list-style-type: none"> <li>Evaluate performance of initiatives</li> <li>Measure impact in terms of number of women and impact per household</li> <li>Identify opportunities to incorporate learnings into future plans</li> </ul>

### “FIRST MOVER” SPOTLIGHT: COCA-COLA



The Coca-Cola Company aims to economically empower 5 million women entrepreneurs across its global supply chain by 2020. TechnoServe has helped Coca-Cola identify the number of smallholder women farmers in its juice supply chains, assess farmer needs and develop innovative programs to boost women smallholder incomes in a way that supports both Coca-Cola's business objectives and the economic empowerment of women. As a result, the initiatives achieved proof of concept, laying the foundation for potential replication and scale-up, trained 75,000 farmers, and increased farmer incomes. More than 30 percent of participating farmers were women — far surpassing women's average participation in agricultural training programs — and many were connected to a formal supply chain for the first time.

#### HEADQUARTERS

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