

The Benefits of Full Gender Equality in Corporate Decision Making

**Maribor
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We addressed Gender equality in both corporate and MSME's

The benefits of DIVERSITY in
Sustainable Economic
Development

Participants

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Diversity

Research has established that diverse groups of people tend to outperform homogeneous groups if both groups' members have equal abilities.

Research shows that under the right conditions, a group of intelligent problem solvers chosen completely at random will likely outperform a homogeneous group of even the best problem solvers.

Why?

- Economic disparities occur even when women are better educated than men
- Powerful evidence proves that having more women in top roles improves financial performance
- There is a statistical correlation between gender equality and economic development

Why?

- much of the talent – women represent up to 60% of university graduates in Europe
- much of the market – women make up to 80% of consumer goods purchasing decisions, including on “traditionally male” goods such as cars
- an ingredient for profitability – companies with higher gender balance in leadership outperform those with fewer women at the top
- crucial to demographic challenges – countries with policies that support women’s work tend to have higher birth rates and higher growth

What do we need?

An Entrepreneurial response

- Action
- Innovation
- Creative thinking
- Embrace change
- Calculated risks
- Self confidence
- Good stakeholder relationship management
- Use Norway as an example
- Balance – how will these measures impact on men and young boys?

However!

- Any action to support women and girls must be balanced in terms of its impact on men and boys
- Who is asking the questions of policy makers in Europe – European Commission for Gender Equality?
- What about the ‘time bomb’ of elder care?

How do we develop the competencies and values for sustainable knowledge based competitiveness?

- Gender schooling and proofing– primary, secondary to lifelong learning
- If I can, you can – appropriate role models at board level
- Link human capital to social capital through networking (developing bridging and linking social capital)
- Mentoring women in business programmes
- Proper support and training for women to be on boards

KEN 2012

- Gender proofing assessment on all themes
- Workshop/presentation in main plenary
- Prior to this a 'dynamic 'workshop hosted in Brussels about women in corporate decision making Jan 2012
- Transnational research study by KEN participants on this topic