

GLOBAL INNOVATION COALITION FOR CHANGE

MEMBERS HANDBOOK

2017- 2019

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INTRODUCTION



The United Nations 2030 Agenda for Sustainable Development and the Sustainable Development Goals (SDGs) were founded on the principle of leaving no one behind. Yet the SDGs will not be achieved by 2030 if existing trends continue. These trends also indicate a growing gender digital divide. At the same time, innovation and technology provide unprecedented opportunities to both close the gender digital divide and accelerate the achievement of the SDGs and gender equality.

As the United Nations entity dedicated to gender equality and women's empowerment, UN Women is committed to leveraging innovation and technology to disrupt existing trends and ensure that no woman or girl is left behind. UN Women has established an Innovation Unit dedicated to making innovation and technology work for women. This Unit focuses on building market awareness, investment and industry-wide action for innovations that advance women; working with industry partners to take a gender-responsive approach to the innovation cycle; promoting women as innovators; and directly developing

innovative technology solutions that meet the needs of women and girls.

As part of this effort, UN Women is pleased to create the Global Innovation Coalition for Change (GICC) – a dynamic partnership between UN Women and key representatives from the private sector, academic and not-for-profit institutions focused on developing the innovation market to work better for women and accelerate the achievement of gender equality and women's empowerment.

Specifically, the GICC will undertake the following actions:

1. Build market awareness of the potential for innovations that meet the needs of women and innovations that are developed by women;
2. Identify the key barriers to women and girl's advancement in innovation, technology and entrepreneurship;
3. Work collaboratively to identify and select key actions to address these barriers and needs at an industry wide level; and
4. Oversee the implementation of the Coalition's actions to drive change.

The GICC will have an informal advisory role and will provide a forum for the exchange of views, ideas and experiences to guide UN Women's substantive and resource mobilization efforts related to promoting gender equality and women's empowerment through innovation, technology and entrepreneurship around the world. This Members Handbook includes the list of member organizations and representatives that have committed to joining UN Women's journey to ensure that no one is left behind.

“The 2030 Agenda for Sustainable Development is anything but business as usual. We need not incremental change, but bold change. We need an earthquake that will tilt the system altogether, because little and incremental steps will not give us the world that we want.”

***Phumzile Mlambo-Ngcuka
Executive Director, UN Women***



COMPANY OVERVIEW

Founded by artist Amy Poehler and producer Meredith Walker, Amy Poehler's Smart Girls organization is dedicated to helping young people cultivate their authentic selves. This organization emphasizes intelligence and imagination over "fitting in." They celebrate curiosity over gossip. They are a place where people can truly be their weird and wonderful selves.

GICC REPRESENTATIVES

Meredith Walker

Co-Founder and Executive Producer

Maggie Chieffo

General Manager and Editor in Chief

How does your organization demonstrate its commitment to gender equality?

"At Smart Girls, we value equal opportunity for women in all areas of life. To neglect the gifts women bring to any discipline is to diminish the very nature of that discipline. When we treat people equally, great talent rises, better things are developed, created, and learned. It is our responsibility and privilege to use our platform to amplify the stories and voices of women who came before us and the women today who are working hard to make way for future generations."

— Meredith Walker



Meredith Walker is the Co-Founder and Executive Director of Amy Poehler's Smart Girls. Walker began her television career under the mentorship of legendary journalist Linda Ellerbee at Nick News. As a producer of that show, Walker traveled the U.S.

interviewing kids for the Peabody and Emmy award-winning series. This experience became the foundation of Walker's deepening interest in the lives of young people.

Walker went on to serve as the head of the Talent Department for *Saturday Night Live*, where she met her best friend, Amy Poehler. The pair decided to combine talents to create their shared vision of an organization encouraging and celebrating everyday girls experiencing adolescence.

Now living in Austin, Texas, Meredith is leading the charge of what that shared vision became: Amy Poehler's Smart Girls. What started as an online "clubhouse" primarily for girls has evolved to become an inclusive, positive online community for anyone who identifies with its mission of positive self-identification and advocacy.

Walker travels near and far to promote the mission of Smart Girls. She served as the journalism envoy for the U.S. State Department Bureau of Culture and Education's mission to the

Al Za'atari and Emirates Refugee Camps and visited remote primary-care clinics on delegations to Haiti and Malawi.

In 2015 Meredith was named a "Profile In Power" finalist by the *Austin Business Journal* and *Austin Way* designated her "The Confidence Builder." *Tribeza Magazine* called her "unapologetically, brilliantly herself" in naming her one of their 30 "Persons of the Year." She was the September 2016 cover woman for *Austin Woman* magazine.

In 2016, Meredith was a William J. Clinton Distinguished Lecturer at the Clinton School for Public Service. She was a guest of the White House both to host the Champions of Change for Computer Science Education summit and to serve as an expert panelist for *The White House Summit: Breaking Down Gender Stereotypes in Media*. She returned to Washington, D.C. for the first summit of The United State of Women, where she and Amy Poehler served as co-panelists on the subject of "Revolutionizing Gender Norms."

Meredith's appointments include the Ann Richards School for Young Women Leaders Advisory Council, Common Sense Advisory Board for Gender Equality, The UN Women Global Innovation Coalition for Change (GICC) and the ONE Girls and Women Advisory Board. She teamed up with the Austin-American Statesman for her outdoor series POCKET ADVENTURES and has been published by POETRY and MOTTO for TIME.



Maggie Chieffo currently serves as the General Manager and Editor in Chief of Amy Poehler's Smart Girls. Prior to Smart Girls, Chieffo co-produced the documentary *Be Prepared to Stop* and

worked as an associate producer on Michael Mann's feature film *Blackhat*. Additionally, she has held various positions in casting, production, and post production on the television series *Luck* and *Witness*, as well as feature films *The Texas Killing Fields* and *Public Enemies*. Chieffo graduated Magna Cum Laude from Barnard College.

"Diversity is the catalyst for innovation and with diverse voices at the helm of innovation we design for all rather than some." - Maggie Chieffo



GENDER INCLUSION PRACTICES



Amy Poehler's Smart Girls serves as a positive online and offline community that provides young women with the encouragement and resources to be their authentic selves. As executive director, Meredith Walker leads workshops, service days, and Smart Girls' volunteer teams to ensure that the Smart Girls' motto, "change the world by being yourself" is heard through their online content and offline programming. Encouraging gender equality is integral to Amy Poehler's Smart Girls, with a focus on helping young women find their way in the world while hanging onto their own identities.

FOCUS ON ADVANCING WOMEN AND GIRLS IN INNOVATION, TECHNOLOGY AND ENTREPRENEURSHIP

Amy Poehler's Smart Girls leverages the potential of innovation, technology and entrepreneurship to further empower women and girls in all walks of

life. The site and social media channels feature articles and video interviews with smart women from all walks of life, from scientists to politicians, creating diverse and relatable role models for several young girls and women.



It provides a platform for women and girls' voices to be heard and celebrates them by creating a positive and safe community for young girls and women to prioritize authenticity, intelligence and curiosity.

BHP is a leading global resources company and among the world's top producers of major commodities, including iron ore, metallurgical coal, copper and uranium. Given the organization's long-standing ties with communities, BHP is committed to engaging in sustainable development practices within their communities of operation. With a global network of over 65,000 employees and contractors, BHP encourages a diverse workforce.

Why does your organization value women's access to equal opportunity in the stem sector?

"Equipping young people with STEM skills is becoming increasingly important in a world of disruptive change. STEM skills better equip young people to pursue opportunities to participate in the future workforce, and to play a critical role in solving many of the world's complex challenges. Harnessing the full potential of young people will remain an unfulfilled ambition as long as girls continue to remain significantly under-represented in STEM education. This is why the BHP Billiton Foundation aims to harness the potential of girls and disadvantaged young people by enabling equitable access to quality STEM education."

– Ms. Karen Wood

GICC REPRESENTATIVES

Karen Wood

Chairman, BHP Billiton Foundation

Athalie Williams

Chief People Officer, BHP Billiton

Karen Wood was appointed a director of the BHP Foundation in 2014 and as Chairman in October 2015. The BHP Foundation is a US based charity, established in 2014 which aims to make a distinctive contribution to the unprecedented sustainable development challenges facing our generation, that are directly relevant to the resources sector. The BHP Foundation's focus is on three global signature programs: Education Equity; Environmental Resilience; and Natural Resource Governance. Karen is a former executive of BHP, a leading global resources company, and held a number of global roles within the Company. She joined in 2001 as Group Company Secretary and served in that capacity until 2007 when she was appointed as Chief People Officer with global oversight of the Human Resources function and, in 2010, as President of Corporate Affairs. She was a member of the senior executive team from 2006 until her retirement in August 2014. Before joining BHP Karen had a background in education, business and the law.



Athalie Williams was appointed as a Director of the BHP Billiton Foundation in September 2015. Athalie is the Chief People Officer (CPO) for BHP and a member of the Executive Leadership Team. As CPO Athalie is responsible for delivering innovative



people and culture strategies, programs and policies to support the employment and development of BHP's employees globally and ensuring the company has the right people and capabilities to deliver its strategy. A key part of Athalie's mandate is leading the organisation in its quest for greater diversity. Athalie joined BHP's Group Human Resources team in 2007 where she was accountable for leading resourcing, talent management, leadership development and succession planning activities for the BHP Group. She subsequently filled the roles of Vice President of Human Resources for the Uranium business based in Adelaide, followed by BHP's Global Marketing function based in Singapore, which included responsibility for BHP's China, India, Japan, Korea and Singapore locations and the delivery of HR solutions and services to employees in 17 locations globally. Prior to BHP, Athalie

spent 14 years leading complex business transformation and change programs in Australia and Asia as an Organisation Strategy consultant with Accenture (formerly Andersen Consulting). In 2005 Athalie joined National Australia Bank where she was General Manager of Cultural Transformation in the Office of the CEO. Athalie is a member of the Business Council of Australia's 'Skills, Education and Flexibility Committee' and a member of the Australian Defence Force's Gender Equality Advisory Board.



GENDER INCLUSION PRACTICES

BHP has set an ambitious, aspirational goal to achieve gender balance across the business globally by FY2025.

By continuing to increase female representation among employees, reduce female turnover, increase the number of female leaders, embed flexibility and work with our suppliers, all parts of the business are working to achieve this goal. Investments in encouraging women and girls to take STEM subjects and removing potential bias from systems and recruitment processes have

continued to improve gender balance and acceptance of gender inclusion. There have been strong results to date as the business shifts its culture.

In 2017, there was a 2.9% increase in female representation, bringing the composition of women in the workforce to more than 20%.

BHP also continues to provide practical support services for employees experiencing family or domestic violence.

FOCUS ON ADVANCING WOMEN AND GIRLS IN INNOVATION, TECHNOLOGY AND ENTREPRENEURSHIP

The BHP Billiton Foundation enables people to realise the power that education provides to improve their life choices, fulfil their potential and contribute to society.



The Choose Maths program, an initiative that aims to increase the participation of young Australian women and girls in STEM careers has received a \$22M investment from BHP Billiton Foundation which takes the organization's commitment to engendering STEM careers to AUD \$55M over the next five years. Choose Maths is changing girls' perceptions of studying mathematics and

increasing the number of girls and young women studying mathematics.

BHP has also worked previously in Pakistan's Sindh province to provide quality education to girls by tackling infrastructural barriers and supporting changes in community attitudes to education, particularly for girls. Since the project's inception, the student body has grown from zero to 60 per cent female and over 105 members of the local community have been hired in teaching and administrative roles.

"In Australia, the BHP Billiton Foundation has developed innovative partnerships to improve STEM outcomes for girls and Indigenous Peoples in particular, with A\$55 million committed to projects which aim to increase interest and academic achievement in STEM subjects and related professions."

—Ms. Karen Wood

COMPANY OVERVIEW

Businesspros was founded in 2010 by Antoinia Norman. Starting as SalesPros, a model designed to support big business to upskill and develop sales personnel for optimum results. The model proved to be very effective and soon thereafter the business evolved to Businesspros Leadervision in order to be a catalyst for effective business strategy as a whole. Businesspros is an international management consultancy, designed to support human capital and businesses with intended efforts to build Micro, Small and Medium enterprises to Multinationals across the Globe. The Businesspros vision is to build people for a lifetime, whose purpose is intended to be a force for good in serving communities through individuals in order to effect social change.

The model thrives on core alliances and strong Partnerships to enable growth in Youth Employability, Entrepreneurship, Women in Leadership and Business and Enterprise Supplier Development for Corporate Companies. The business has a strong social impact that accelerates jobs and build social economic

GICC REPRESENTATIVE

Antoinia Norman

CEO of The Branson Centre of Entrepreneurship South Africa

Using BusinessPROS as a force for good was a vision that ignited **Antoinia Norman's** entrepreneurial journey. Faith, purpose and action positioned Antoinia to harnessing the Virgin and Branson brand in the forefront of entrepreneurial enablement in South Africa. Antoinia has championed the message of building people for a lifetime and linking commercial to cause with the advocacy that entrepreneurship is a key driver on a global scale as an enabler to mitigate some of society's issues like unemployment, poverty and economic instability. Antoinia's executive leadership of Sir Richard Branson and the Virgin Group Branson Centre of Entrepreneurship South Africa has been a pivotal enabler of entrepreneur skill development actively geared in building entrepreneurs to scale up in South Africa, Africa and other parts of the world, with her core focus on the business model and strategy. Antoinia's background includes taking the lead on strategic work in building people and business whilst holding executive roles in Corporate Companies both in South Africa and Internationally as head of sales, business acquisition and strategy, as well



forums, Enterprise Development Programs that are both locally and internationally led.

GENDER INCLUSION PRACTICES

The Branson Centre has helped countless women learn the language of business, understand the importance of a business model and believe it is possible to build a business that can be a force of good. Branson Centre South Africa has developed the support of a wonderful community, and are committed to continuing to support entrepreneurs in sub-Saharan Africa. In addition to reviewing new opportunities, they are also continuing partner programs in Zimbabwe, Tanzania, Malawi and Zambia, all with the aim of changing lives for good. By supporting women's business ideas, the Branson Centre enables women from various walks of life overcome systemic challenges and lead communities. It also provides women with a platform to implement and scale-up ideas that enable them to further build communities and empower women.

FOCUS ON ADVANCING WOMEN AND GIRLS IN INNOVATION, TECHNOLOGY AND ENTREPRENEURSHIP

The Branson Centre of Entrepreneurship, South Africa has demonstrated a focus on advancing women as entrepreneurs by supporting a range of women-owned enterprises. One such enterprise is the A'Dare Women's Wellness Centre, founded by Kgomotso Mogapi, a doctor from Cape Town University, which offers preventative healthcare.

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