

# Global Agenda Council on Women's Empowerment 2012-2014



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## Understanding/Context

Countries that invest in girls and integrate women into the workforce tend to be more competitive. Thus, many governments are considering or already implementing policies to promote opportunities for women. Mounting research and anecdotal evidence show that closing the gender gap is good for companies, too. Those that successfully engage women can reap a rich diversity dividend. With talent shortages projected to become more severe in much of the developed and developing world, it is imperative for business to have access to female talent.

## Shaping the Agenda

The Council on Women's Empowerment has worked to raise awareness and share best practice on gender issues. It helped to conceive the idea of an open area on the Forum's website where companies can share examples of the action they have taken to address the gender gap. It has also developed a compendium outlining how the advancement of women could help to address global challenges related to demography, conflict, leadership, food security, agriculture, sustainability and resource scarcity. This year, the Council continued to serve as a key pillar of the Forum's Women Leaders and Gender Parity Programme. It acted as an advisory body to task forces from three countries – Mexico, Turkey and Japan – that aim to close their economic gender gap by up to 10% in three years. The Council helped task force representatives by highlighting relevant research and knowledge. It also disseminated their work through various Forum events, a series of blog posts and a video on role models.

**“Mounting research and anecdotal evidence show that closing the gender gap is good for companies, too. Those that successfully engage women can reap a rich diversity dividend. With talent shortages projected to become more severe in much of the developed and developing world, it is imperative for business to have access to female talent.”**

Over the next 12 months, the Council will analyse and share public and private sector actions that have successfully narrowed the gender gap. The Council will then integrate the lessons and experiences into a toolkit that other countries can use.

## Contact Information

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