

APEC WLN 2010 / Kick-off Seminar
**Gender and Diversity in the
Economy**

24 March 2010, Tokyo

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Gender & Diversity in the Economy

- Gender & Diversity in Global Green and Knowledge Economy
- Gender Justice in the Economy: Policies & Strategies
- Towards an Inclusive Future, an Inclusive Growth

Gender & Diversity in Global Green and Knowledge Economy

- International Policy Framework: Women and Climate Change, Gender Equality
- Role of Women Entrepreneurs in Korea: Global & Green Growth
- Digital Economy related Activities of APWINC

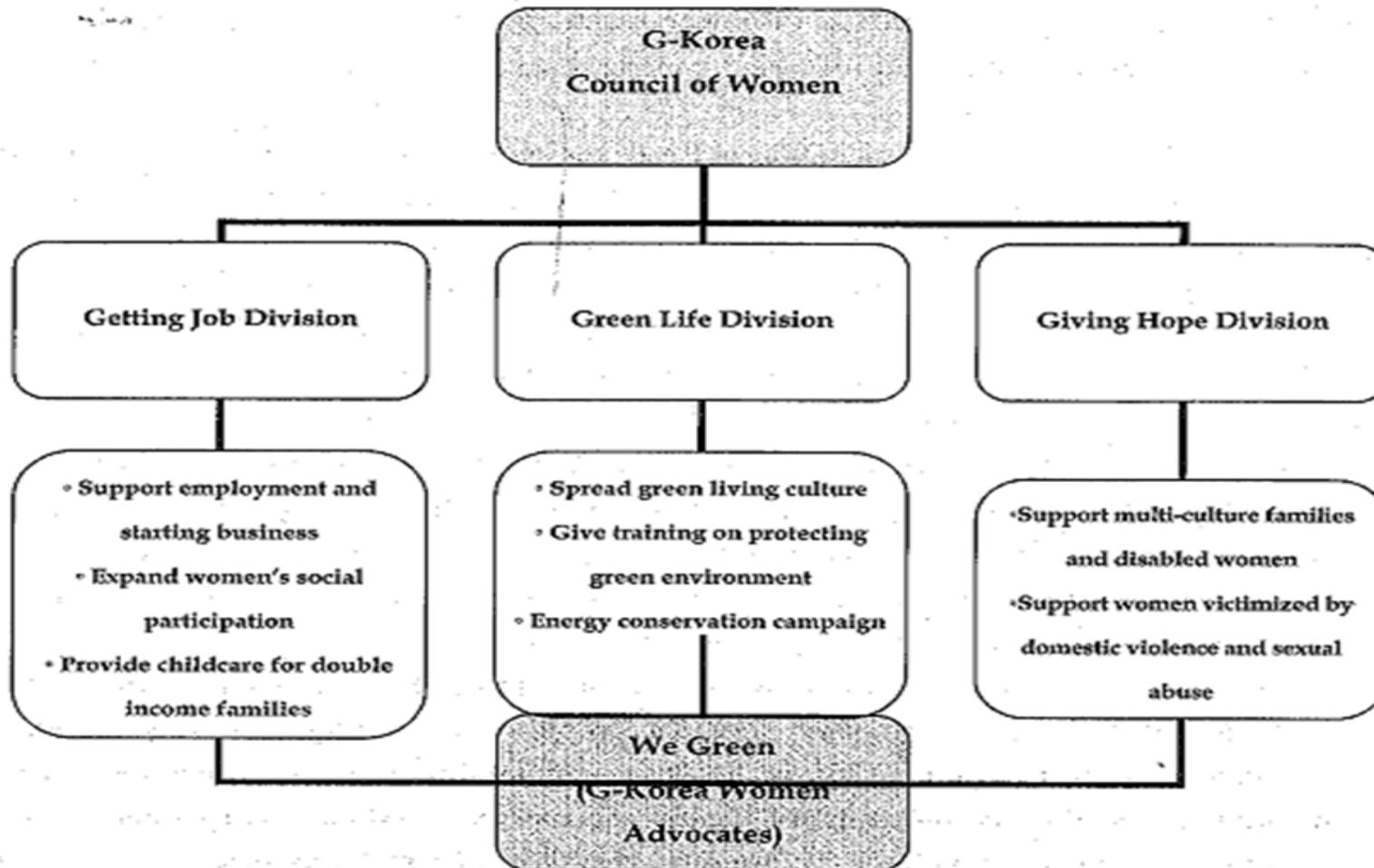
International Policy Framework

- "Women and Climate Change" related policies and agreements:
 - -Agenda 21 (UNCED, 1992), UN Framework Convention on Climate Change (UNCED, 1992)
 - -CSW49 (2005)
 - -CSW52 (2008)
 - -Millennium Development Goals: Poverty Eradication (MDG1), Gender Equality and Women's Empowerment (MDG3), Environmental Sustainability (MDG7)
- Gender Equality policies and agreements:
 - -CEDAW (1979)
 - -BPFA (Beijing, 1995)
 - -OD (UNGASS B+5, 2000)
 - -Manila Declaration for Global Action on Gender.. (2008)

Role of Women Entrepreneurs in Korea: Global and Green Growth

- Green Growth as a strategy in Korea: Key Points and Women's Role
- Global Networking through AWEC: Marketing and Partnership Development

G-Korea Council of Women Organization Chart



Digital Economy Activities of APWINC

- Digital Economy Forum and E-Biz Training in the APEC Economies (2005-2009): Documents prepared by APWINC
- Recommendations / Lessons learned

Gender Justice in the Economy: Policies & Strategies

- Equal Pay Day Awareness Campaign(BPW Initiative)*
- UNIFEM/UNGC: Women's Empowerment Principles
 - "Equality Means Business"

Equal Pay Day Awareness Campaign (bpw)

– In spite of all the improvements, “yet there are still significant gaps in the job opportunities for women and in the wages paid to women compared with their male counterparts; these gaps are even larger in most developing

Countries” (* Keynote address by HE Chan Heng Chee Singapore Ambassador to the United States at the 14th Women Leaders Network Meeting, Singapore, 4 August 2009)

– Addressing both the challenges and opportunities associated with the gender gaps in the workplace will require concerted efforts by governments, businesses and civil society organizations across the world

UNIFEM/UNGC: Women's Empowerment Principles - "Equality Means Business"

- UNIFEM/UN Global Compact initiative: The UN Global Compact and the UN Development Fund for Women (UNIFEM) launched WEPs Equality Means Business 9 March, 2010
- World Economic Forum's Corporate Gender Gap Report 2010

Women in Business Leadership

- The BBC reports that only **10%** of directors of UK's FTSE 100 firms are women.
- Women account for less than **1%** of directors on corporate boards in Japan.
- Of the top 10 Asian companies -- drawn from the latest Fortune Global 500 listing -- only one woman sits on an executive committee of these major global enterprises.
- According to the 10th-year Cranfield Female FTSE Report, the share of women on FTSE 100 corporate boards rose by only five percentage points in the 10 years since the first report. The total number of women on FTSE 100 corporate boards is **131**, or **12%** of the total, up from 79, or 7% in 2008. 22 FTSE 100 companies still do not have a single woman on their boards. Female directors expect that women will hold only **14%** of FTSE 100 directorships after the next 5 years.
- A September 2007 survey by Calvert of 636 large U.S. companies reported that only **7%** made public the detailed demographic data the government requires of such companies, and only a bit over half of companies had at least one family-friendly benefit like flexible schedules, adoption benefits or subsidized wellness programs.

[Source: [http:// www.women-omics.com](http://www.women-omics.com)]

Towards an Inclusive Future, an Inclusive Growth

- Economic Crisis: Rethinking Growth
- Participation in Decision Making
- Green & Sustainable Development
- Global Community, Multi-Cultural Community
- New Values, New Life Styles

Thank You

Project Introduction

Initiative for APEC Women's Participation in the Digital Economy

(endorsed at the 10th ECSG, SOM in October 2004)



Ministry of
Knowledge
Economy



- To contribute to expand women's participation in the digital economy
- To strengthen e-Business capacity, and to provide e-Business

Research

**Capacity Building Programs
(APEC WeBiz Training)**

**Forum
(APEC DEW)**

**E-Community
(APEC WeBiz World)**

Progress in 2009 (August ~ December)

Forum

APEC Digital Economy Forum for Women (DEW) 2009

Biz matching

Asian Women Entrepreneurs Conference (AWEC) 2009

Research

The Role of ICT in Women HRD

Progress in 2009 - Forum

Introduction

- **Title:** APEC Digital Economy Forum for Women (DEW) 2009
- **Subject:** Sustaining the Successful Leadership Role of Women in ICTs
- **Date:** August 3, 2009
- **Venue:** Raffles City Convention Centre, Singapore
- **Hosts:** MKE, MCYS, SMU
- **Organizers:** APWINC, MCYS, FBPW
- **Participants:** Over 250 women and men, representing public and private sectors, civil society, academia, urban, indigenous and rural women

Outcome

- **4 Sessions** on research, supporting policy, capacity building program, and best practices
- **Participation** of the largest number of people including Singaporean ministers, ambassadors of APEC member economies, etc.
- **Providing policy suggestion** by the forum recommendation for empowerment of women in the digital economy
- **Agreement to continue DEW** to foster inclusive and sustainable growth through the High-Level Meeting

Progress in 2009 – Biz matching

Introduction

- **Title:** Biz matching Program, Asian Women Entrepreneurs Conference (AWEC) 2009
- **Subject:** Green in Blue Ocean by Asian Women
- **Date:** September 17~19, 2009
- **Venue:** Millennium Seoul Hilton Hotel, Korea
- **Participants:** Over 300 women entrepreneurs (144 from 30 countries)
- **Hosted by:** Small and Medium Business Administration (SMBA), Korea
- **Sponsor:** MKE, SMBA, FKI, Kbiz, KTO, Seoul CVB, SMU
- **Organized by:** KWEA, APWINC (Biz matching program co-organizer)

Outcome

- Programs of 'Global CEO's Special Speech & Country Forum', 'Seminar', 'Biz Matching Program', etc.
- Expanding business opportunities for women-owned corporations
- Providing forum for cooperation among ministries, government agencies of national industry and SMEs
- Building a global biz matching website

Progress in 2009 - Research

Overview

- **Subject: The Role of ICT in Women HRD – Report on the Initiative for APEC Women’s Participation in the Digital Economy**
- **Authors: Dr. Patrice Braun (Deputy Director, CRIC, Australia)
Mr. Cheongsoo Nam (Deputy Director, CGHRD, Korea)**

Contents

Ch.	Title	Key Discussion
1	Introduction	Background & purpose of the Initiative
2	Methodology	Methods of analysis and case selection
3	Description of the Initiative	Project’s outputs in quantity and quality
4	Future Sustainability of the Initiative	Evaluation of the Initiative’s sub-projects and its improvement
5	Conclusion	Comprehensive examination and implications of the Initiative

Outcome

- **Production of a compendium including whole process of the Initiative**
- **Finding relevance between the Initiative and current discussions on ICT4D**
- **Establishment of a foundation for sharing the Initiative’s implications among actors in ICT4D and gender**

Project Review (2005~2009)

Quantitative Achievement

Research

- 3 white papers
- 8 booklets
- 1 report

Capacity Building Programs (APEC WeBiz Training)

- 13 trainings
- 5 economies
(Korea, Viet Nam, Philippines,
Indonesia, Singapore)
- 477 trainees

Forum (APEC DEW)

- 14 forums
- 10 economies
(Korea, Indonesia,
Viet Nam, China,
Philippines,
Chinese Taipei,
Thailand, Australia,
Peru, Singapore)
- 1,920
participants

E-Community (APEC WeBiz World)

- 542 members
- 124 clubs
- 235 homepage
- 16 e-learning
- 33 e-newsletter
(Korean, English)

Project Review (2005~2009)

Qualitative Achievement

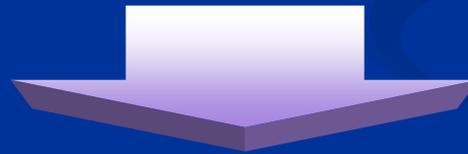
- Development of ICT and e-commerce indicators of women enterprises
- Promotion of e-commerce capacity building of women to start, manage, and expand e-business
- Building a network among policy makers, CEOs and representatives from various women's business associations

Expanded women's participation in the digital economy in the APEC region

Suggestion

New Framework for Change

- **Public-Private Partnership (PPP)**
- **Building an enabling environments**
- **Regional cooperation and knowledge transfer**



Effective future policy and program development

Suggestion

Dissemination of APWINC Model in the APEC Region

**Academic
Support**

**Raising
project
efficiency by
researching
local needs**

Tailored Tool

**Developing
applicable tool to
meet community
needs and activate
local economy**

Financial Resource

**Promoting fund from
governments,
international
organizations and
global enterprises**

Self-Sustainability