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EQUALITY MOONSHOT REPORT

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#EQUALITYMOONSHOT

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Carolyn Kissanne, Associate Dean, Center for Global Affairs, NYU SPS

INTRODUCTION

The World Woman Foundation (WWF) is a US-based 501(c)(3) public charity with a global footprint in 20 countries, 15,000 members worldwide, and a vision to empower one million women and girls around the world by 2030. To do this, WWF launched the global moonshot initiative **#EqualityMoonshot** to reimagine an equal future using bold, innovative solutions to accelerate women's leadership globally.

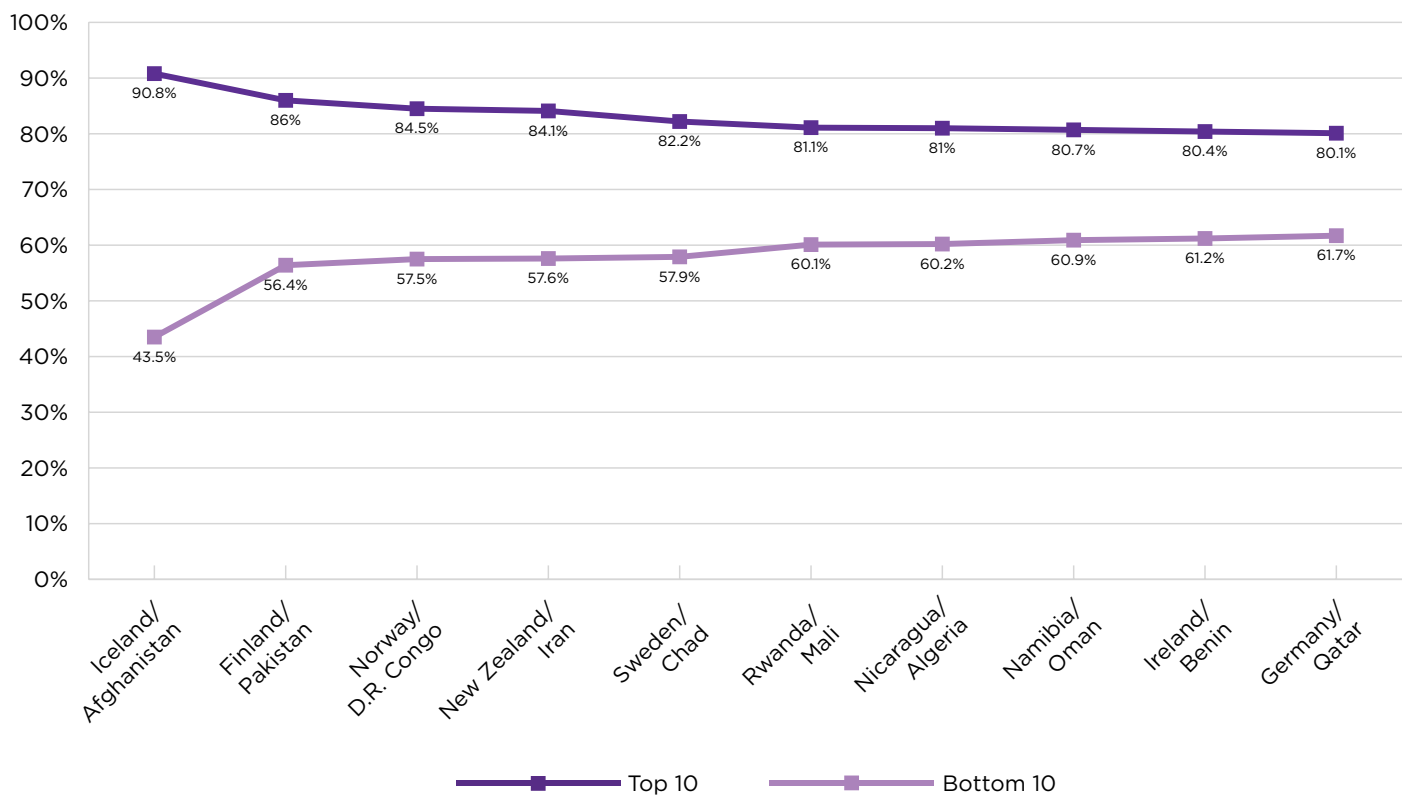
At the World Economic Forum in January 2023, the WWF, in support of **#EqualityMoonshot** initiative, hosted its inaugural World Woman Davos Agenda, with representatives from 30+ countries and 450 delegates participating in lively discussions focused on gender equality facilitated by global leaders. The discussions were driven by collaborative, multistakeholder conversations meant to redefine our global responsibility to take the equality moonshot from ideas to solutions.

Here, the NYU School of Professional Studies (NYU SPS)—the event's and foundation's academic partner—reports on the event sessions, sharing key takeaways and calls-to-action from each session.

THE CURRENT STATE OF GLOBAL GENDER EQUITY

While many countries have made impressive strides to close gender gaps, no country has achieved full gender parity. Figure 1 shows the gender gaps for the 10 best and worst countries of the 146 countries included in the report. As the figure demonstrates, Iceland is the only country to have reached 90% parity, but many countries continue to struggle with only 68% of the global gender gap closed. In fact, the World Economic Forum’s 2022 Global Gender Gap Report estimated that it will take another 132 years to reach full parity¹.

Figure 1. Global Gender Gap Rankings Top 10/ Bottom 10 Countries



1 https://www3.weforum.org/docs/WEF_GGGR_2022.pdf

Along with the Global Gender Gap Report, the United Nations' Gender Inequality Index (GII)¹ is another indicator for gender inequalities and reflects gender-based disparities in three categories: reproductive health, empowerment, and the labor market. Higher values in the GII indicate worse achievements and varies between 0—when women and men fare equally—and 1—when men or women fare poorly compared to the other in all categories². Using these three categories, countries are ranked on the Human Development Index. Switzerland ranks at the top of the HDI with a life expectancy of 85.9 years, 13.5 mean years of schooling (16.4 years expected), and an estimated gross income of \$54,597 (men earn \$79,451). Figure 2 shows the Top 5 and Bottom 5 HDI rankings for comparison.

As Figure 2 shows, the green bar signifies Gender Development Index groups. Group 1 comprises countries with high gender equality achievements, whereas Group 5 indicates low equality. As the figure shows, the developing regions demonstrate severe gaps in mortality, education, and income, which further perpetuates the challenges faced by women in these regions.



From left to right: **Bri Newland**, Academic Director Tisch Institute, NYU SPS; **Ramsey Alwin**, President & CEO, NCA; **Erin Hulme**, Director of Global Philanthropy, WHO; **Sabeen Fatima Haque**, CEO, DoctHERs; **Geralyn Ritter**, Executive VP of External Affairs & ESG, Organon

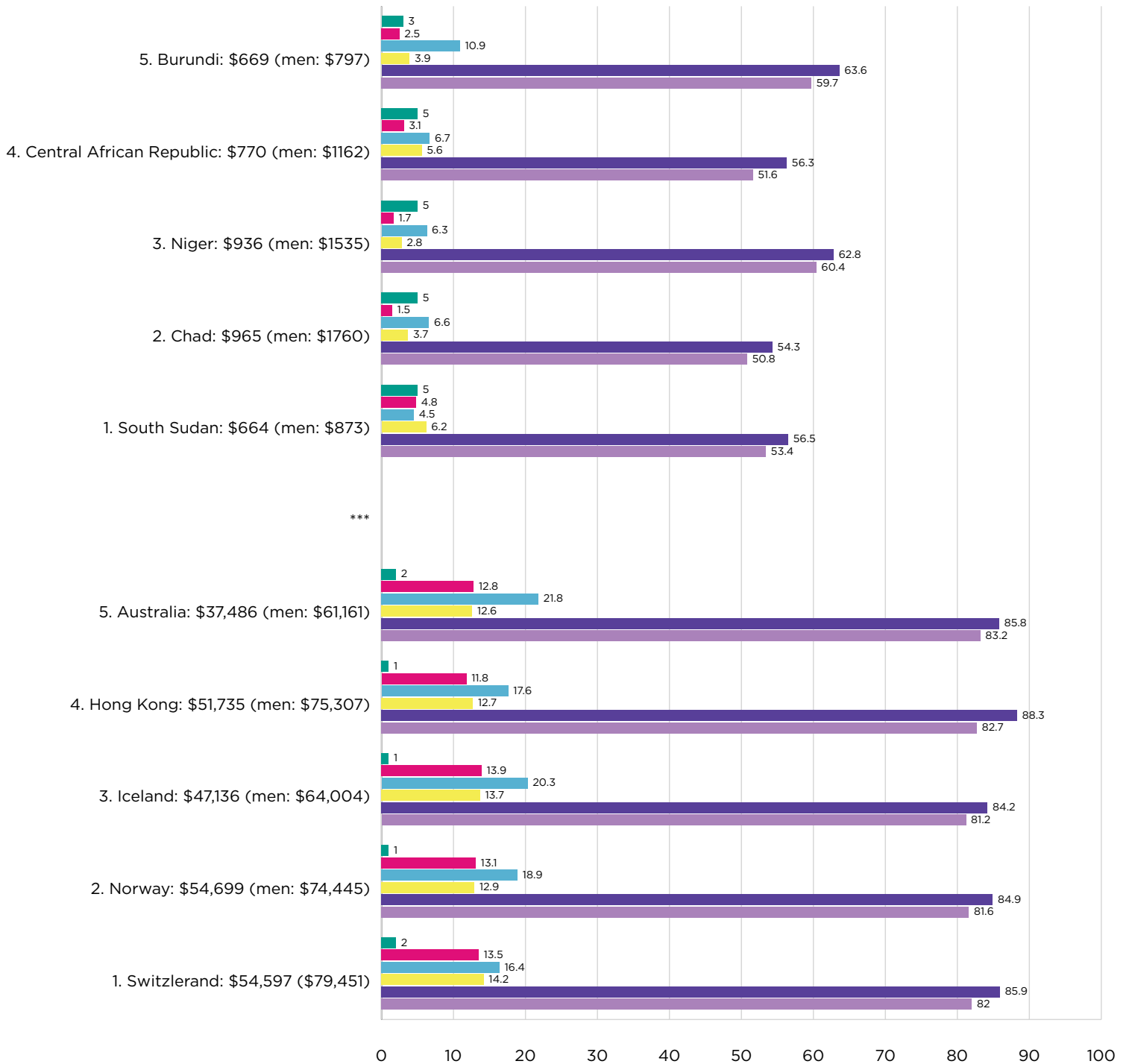
1 <https://hdr.undp.org/data-center/thematic-composite-indices/gender-inequality-index#/indicies/GII>

2 [https://www.who.int/data/nutrition/nlis/info/gender-inequality-index-\(gii\)](https://www.who.int/data/nutrition/nlis/info/gender-inequality-index-(gii))

Figure 2. HDI Rankings

Bottom 5/ Top 5

■ Group GDI ■ Years Schooling ■ Estimated Schooling
■ Men's Schooling ■ Life Expectancy ■ Men's Life Expectancy



HEALTH EQUALITY MOONSHOT

Despite many advances, very few healthcare interventions adequately address women's significant unmet health needs. According to the World Health Organization (WHO), approximately 810 women die every day from preventable causes related to pregnancy and childbirth¹. Over 311,000 have died from cervical cancer, with most deaths occurring in low and middle-income countries². More than 200 million girls and women have undergone female genital mutilation in over 30 countries—most occurred on girls between infancy and 15 years³. Adolescent pregnancy is a global challenge that limits girls' opportunities for an education, future career, and leads to serious health and social consequences. Of the over 21 million adolescent pregnancies that happen annually, over 50% were unintended and 55% end in abortion, a procedure that is often very unsafe and leads to other health complications⁴.

The Institute for Women's Policy Research has shown that access to contraception has: 1) improved higher education rates, 2) increased human capital investment in their careers, 3) amplified the proportion of women and hours worked in the workforce, 4) enhanced attainment of jobs in professional fields, and 5) effected expectations and empowerment for their future; all of which has contributed to higher earnings and personal security⁵.

Women are often the sole or primary caregivers of their children and elderly family members which often impacts their mental and physical health⁶. And, when it comes to medical research, women are largely under-represented, with 37% representation⁷. Perception of the disease, rather than sex prevalence of the disease, drives the representation (or lack thereof) of women in research. Further, there is limited medical research given to women-specific health issues like menopause, trauma, and pain.

In the Health Equality Moonshot session, panelists discussed how to combat gender-related disparities in health. Below are key actions for how to shape the future of women's health.

1 [https://www.who.int/data/nutrition/nlis/info/gender-inequality-index-\(gii\)](https://www.who.int/data/nutrition/nlis/info/gender-inequality-index-(gii))

2 <https://www.who.int/health-topics/women-s-health>

3 <https://www.who.int/news-room/fact-sheets/detail/female-genital-mutilation>

4 <https://www.who.int/news-room/fact-sheets/detail/adolescent-pregnancy>

5 <https://iwpr.org/iwpr-issues/reproductive-health/the-economic-effects-of-contraceptive-access-a-review-of-the-evidence/>

6 <https://www.womenshealth.gov/mental-health>

7 <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC8812498/#:~:text=Several%20studies%20determined%20that%20women,limitations%20of%20lack%20of%20diversity>

HEALTH EQUALITY MOONSHOT KEY TAKEAWAYS

Fund Research and Clinical Trials Specific to Women's Healthcare Needs

Scientific funding is often perceived as gender-neutral rather than considering how the genders experience disease or respond to medicine differently. Of the 37 new drugs approved by the USDA last year, two were for conditions unique to women.

“There are conditions that cause women tremendous suffering and really impact their lives—endometriosis, polycystic ovary syndrome, menopause symptoms, preterm labor—the list goes on and on. Why do women suffer? Why do we have nothing in the pipeline? Women’s and girls’ pain are still dismissed and undertreated, and not regarded with the same seriousness and sensitivity as men’s pain. The ramifications are tremendous.”

Geralyn Ritter, Executive VP of External Affairs & ESG, Organon

“Those responsible for investing in R&D claim, ‘That [gendered disease outcomes] don’t apply to us because we are gender neutral, we are investing in science.’ Philanthropy should be about asking the hard questions of the people making decisions about where the funding is going and advocating for a gendered lens.”

Erin Hulme, Director of Global Philanthropy, WHO Foundation

“And, sadly, men in those decision-making positions don’t know what to ask about women’s health, so they shy away from it, even when making or having made decisions to invest.”

Geralyn Ritter, Executive VP of External Affairs & ESG, Organon

"We need to make sure the gift of longevity is given to women around the globe; a healthcare system that ensures the quality of years, not just the quantity of years."

Ramsey Alwin, President & CEO of the National Council on Aging

Contraception Leads to Empowerment and Opportunity

For women to be educated, earn a living, and feel empowered, the ability to choose when and if they want a family is paramount. Access to contraception is critical.

"Contraception is widely available in many countries, but we continue to be challenged by cultural, social, and financial barriers, but those are often not primary. We know that teens aren't ready for children—physically, emotionally, and financially—yet many have multiple children before age twenty, which compromises any hope for higher education. Contraception access is the great equalizer for women's potential to learn, earn, and lead a healthy life. And, it has a ripple effect on her entire family."

Geralyn Ritter, Executive VP of External Affairs & ESG, Organon

"Women don't have a say in matters of their own health, especially in South Asian markets. I work in Pakistan and women cannot receive internal exams from doctors until they are married, and contraception cannot be prescribed unless married and with a husband's consent. So, there is no awareness or education for reproductive health or contraception for girls, and no access to female hygiene. I'm on the ground and that is something that is always missed. We need to provide women access to hygiene products."

Sabeen Fatima Haque, CEO, doctHERS

Lifespan Representation at the Table

Women account for 67% of the global health and social care workforce, yet an estimated 75% of leadership roles in health are held by men. Women provide essential health services for over 5 billion people globally, yet their contributions are undervalued, and in some cases ignored.

“Did you know that the United Nations Sustainable Development Goals (SDG), until recently, only tracked women through childbearing years? This left out vital data collection on post-childbearing women for incidences of violence, poverty, education, and health needs. The National Council on Aging and the Litchfield Group brought this to the forefront stressing how problematic it is to not look at women throughout our entire life course. Also, 80% of those over 60 have two or more chronic conditions, yet they don’t get the preventative care necessary. There is zero intentionality in terms of a woman’s lived experience.”

Ramsey Alwin, President & CEO, National Council on Aging

“Women account for 70% of our global health workforce, and I think it’s more, yet only 25% are in senior leadership positions. This is where they can affect policy, programming, and design of healthcare. There are no women at that table so who’s designing healthcare for women?”

Sabeen Fatima Haque, CEO, doctHERS

“One group that is near and dear to my heart is the disability community and they are almost completely ignored in terms of sexual and reproductive health needs. We tend to think of the disabled as asexual beings, and that’s so unfair.”

Geralyn Ritter, Executive VP of External Affairs & ESG, Organon

5 Ways to Reach Women’s Health Equality Moonshot

The Health Equity Moonshot panelists at the World Women Davos Agenda during the World Economic Forum week defined five calls to action to achieve global gender equality sooner than the 132-year estimates.

- 1** There must be a paradigm shift in thinking to the overall “health of a woman”, not “women’s health.”
- 2** Destigmatize women’s physical and mental health, especially by discussing it in the workplace.
- 3** Invest in women’s medical research, invest in women in the health workplace, invest in women leadership.
- 4** Women at all levels of their lifespans must be at the table—raising their voices; deserving to be there, not grateful for being there.
- 5** Access to contraception and choice, which leads to education, career, and financial stability.

INDIA MOONSHOT: WOMEN LEADING THE FUTURE OF INDIA

According to the 2022 WEF Global Gender Gap report¹, India ranks 135 out of 146 countries, while the country's Gender Inequality Index (GII) HDI rank is 132, or medium human development². India's Gender Development Index rating puts them in Group 5, or countries with low equality in education (6.3 years actual/11.9 years expected), life expectancy (68.9 years), and income (\$2,277). According to the GII, women in India hold 13.4% of parliament seats and 19.2% are participating in the labor force². India's strategic plan, *Transforming Our India: The 2030 Agenda for Sustainable Development*³, prioritizes gender equality and the empowerment of all women and girls.

To attain gender equality, India proposes to provide equal access to quality education, economic resources, political opportunities, and leadership and decision-making at all levels. This is to be supported by creating policy frameworks that ensure gender-sensitive strategies to support accelerated investments and help to curb all forms of discrimination, violence, and harmful practices like early/forced marriage and genital mutilation of women and girls. India also pledges to provide universal access to sexual and reproductive health, undertake reforms to give women equal rights to economic resources, and access to property ownership.

In the Future of India Moonshot session, the panelists discussed solutions to gender-related disparities in India. Below are three key takeaways for how to shape the future for women in India.



From left to right: **Anita Bhatia**, Deputy Executive Director for UN Coordination, Partnerships, Resources, and Sustainability, UN Women; **Sonia Singh**, NDTV's Editorial Director; **Divya Gokulnath**, Co-Founder, BYJU's; **Reshma Ramachandran**, Board Member, WWF and World Women Davos Agenda Chair

1 https://www3.weforum.org/docs/WEF_GGGR_2022.pdf

2 <https://hdr.undp.org/data-center/thematic-composite-indices/gender-inequality-index#/indicies/GII>

3 <https://unacc.org/transforming-our-india/>

Policies and Resources That Go Directly to Women

Women are on the ground, building small grassroots businesses that support the local and national economy. Women need direct access to education and resources that support and empower their work.

“We need an easily navigable fund for women’s collective enterprises. There has been progress with financial inclusion, but it’s very difficult for poor women to access loans with favorable terms. These are tiny nano-businesses, but they are bottom up, strengthening the local economy and therefore, our national economy. We also need recognition of the care economy. The government and private sector need to invest more in case services infrastructure to enable women to go into the workforce.”

Mirai Chatterjee, Chairperson, Sewa

“Many of our welfare schemes now go to the woman head of household because the belief is if you give it to the man, you may educate the man, but if you give it to the woman, you educate the family, and that becomes a generational impact.”

Sonia Singh, Editorial Director, NDTV

Research, Policies, and Innovation from the Perspective of the Global South

Development and change must be inspired from the Global South perspective rather than modifying or configuring frameworks or policies from the Global North.

“We need to do a much better job in disseminating what works in the Global South, and particularly, in India because it is a wonderful laboratory of innovation and things that work at scale. It’s easy in development to find interventions that work for a small group, but it’s harder to find things that are scalable.”

Anita Bhatia, Deputy Executive Director for UN Coordination, Partnerships, Resources and Sustainability, UN Women

“I don’t think there is a monolithic thing called “Indian women”; and there are very paradoxical aspects to thinking about the status of Indian women. Is the setting formal or informal, is it rural or urban—or a tribal community? Are we discussing a well-educated woman in an urban environment? Those lived experiences are completely different, which is why I really struggle with some of these indexes and these benchmarking studies. Frankly it’s impossible to capture the nuances of these different lived experiences in an index that shows India’s number 4.”

Mirai Chatterjee, Chairperson, Sewa

Social Norms and Expectations Must Change; Representation Must Improve

India is challenged by patriarchal norms, attitudes, and behaviors which serve as barriers to change. Women can play a role by changing mindsets at home by modeling behavior and attitudes that support and empower girls and women with children and other family members.

“India has the largest growing economy and is taking the center stage. Yet, it’s tangled in a lot of social complexities, and this is where women—where I—feel victimized. Social change cannot happen only by organizations having an agenda, or a nation having an agenda, or by putting money into it. We always talk about money, but social change comes from us. Families are where first social change happens, societies second, and organizations third.”

Reshma Ramachandran, Board Member & Chair, World Women Davos Agenda

“Pew Research did this phenomenal study where it showed that despite all the progress that’s been made, men believe that they still are the head of the household; and they somehow have a little bit more of a dominant role. Even though they believed in equality, gender parity, and all of that, they still believe that they just had that slight edge in being the head of the household. What was most fascinating was all the Indian women who were surveyed also believed the same thing.

South Asian women—women from India, Pakistan, and other South Asian countries, are in incredible leadership positions in many different industries and not always the traditional Indian professions like doctors and engineers, but many other professions. There is a lot to be said about the progress that’s being made, but it’s invisible.”

Seema Kumar, CEO, Cure

94% of India's women are in the informal economy. They are active, contributing to more than 50% of India's GDP; what they need is an enabling environment.

Mirai Chatterjee, Chairperson Sewa

"I really feel that the women who are on top today, the women who are driving change today, the women in leadership roles are not enough, but they are driving change; they are creating impact. I'm not a believer in tokenism, but I do believe that quotas can get us somewhere, it can improve the numbers, but beyond that, it must be about merit. Tech is solving problems at scale; and when you're trying to solve a problem at scale, unless you take in half the ideas from half the community, you cannot impact the entire community. You need a multi-dimensional approach to both problem-solving and solution creation."

Divya Gokulnath, Co-founder and Director of Byju's

5 Ways to Reach India's Equality Moonshot

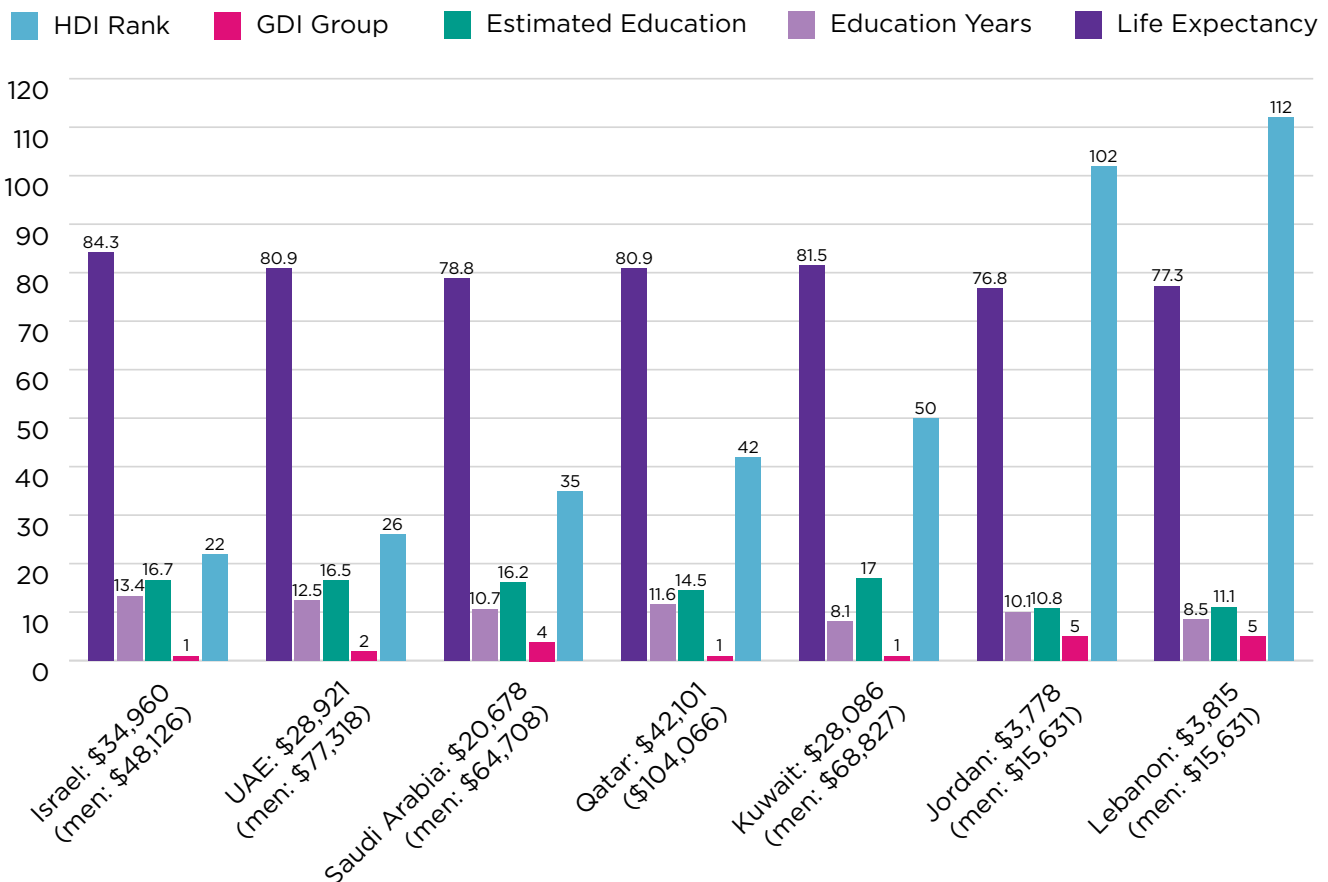
The Indian Equity Moonshot panelists at the World Women Davos Agenda during the World Economic Forum week defined five calls to action to achieve global gender equality sooner than the 132-year estimates.

- 1** India's sisterhood network (currently 2.1 million/18 states and growing) can transform and inspire from the ground up with women working shoulder to shoulder for financial, work, and food security. They need visibility.
- 2** Flexibility is critical—women want the ability to choose when and how to work. We must offer flexible options like remote work to better empower and support women.
- 3** Women are already achieving great work. India must better communicate globally the successes of Indian women both nationally and internationally.
- 4** Education is the strongest bedrock for a secure future. Educate a woman and you educate a generation.
- 5** Change your own mindset to effect change. Change starts within us.

MIDDLE EAST EQUALITY MOONSHOT

The 2022 WEF Global Gender Gap report ranks the following Middle Eastern countries as: Israel 60/146 countries, UAE 68/146, Lebanon 119/146, Jordan 122/146, Saudi Arabia 127/146, and Qatar 137/146¹. Figure 3 shows these countries' Gender Inequality Index (GII) HDI ranks². The WEF Global Gender Gap report calculated it will take 115 years for the Middle East and North Africa (MENA) region to reach gender parity. As Figure 3 indicates, there have been advances in some countries, more work is needed to accelerate progress in this region. Within the region, laws, policies and programming focused on women and girls are expanding and more are represented in government. In the UAE, 50% of the seats in parliament are held by women. In other countries, women's representation is growing, but more work is needed: Israel 28.3%, Jordan 11.8%, Lebanon 4.7%, Saudi Arabia 19.9%, Qatar 4.4%. Despite some positive gains, global and regional events such as economic and political disruption, conflict, occupation, human rights violations, and the pandemic put any recent progress at risk³.

Figure 3. GII Outcomes Middle East Countries



1 https://www3.weforum.org/docs/WEF_GGGR_2022.pdf

2 <https://hdr.undp.org/data-center/thematic-composite-indices/gender-inequality-index#/indicies/GII>

3 <https://www.unicef.org/mena/reports/situational-analysis-women-and-girls-middle-east-and-north-africa>

In the Middle East Equality Moonshot session, the panelists discussed solutions to gender-related disparities in the region. Below are three key learnings for how to shape the future for women in MENA.

Authoritarian Regimes and Progress

In some areas of MENA under authoritarian or emirate rule, like the UAE, Qatar, and Kuwait, there is positive progress in gender equality and human development. However, this is not a reality.

“I would like to address the problem of authoritarian regimes because misogyny, and authoritarianism are not just common comorbidities, but mutually reinforcing ills. The Middle East itself has been gradually destroyed by tyranny, dictatorship, corruption, patriarchy, and injustice. Women and girls are the first to face discrimination and widespread violence. Huge inequalities in the law leave women and girls treated as second class citizens with little to no protection from violence.”

Ghada Owais, Lebanese Broadcast Journalist, Al-Jazeera

“Being from Kuwait, which is from the Gulf region, women have most of our rights. We live a life of, let's say luxury. So, our women are comfortable, they have a route to grow in any position, whether it's the government or the private sector, it is there.”

Ghossan G. Al Khaled, Deputy CEO, ACICO Industries Company

“I feel so grateful and blessed to have a platform to speak from, versus the other women who are some part of the MENA region who are stuck in their own small world of suppression, conflict, and turbulence, and violence against them. That said, a lot of Arab women in the MENA region—they have done it, and we must always celebrate their success stories.”

Malak Al Akiely, Managing Director of Golden Wheat for Grain Trading, Co-Founder of Golden Kayan for Oil & Energy, Young Global Leader with World Economic Forum

A Need to Change Global Perceptions

The MENA region is misunderstood, which breeds stereotypes and a perpetuation of false beliefs that hinder progress.

“The Middle East has always been misunderstood. There are stereotypes, misunderstandings, and especially for women, a lot of people assume women are either suppressed in our country, or we don’t have opportunity. But, the World Cup has helped in changing a lot of this perception because people visited the area and could see.”

Fatma Al Nuaimi, Communications Executive Director at the Supreme Committee for Delivery & Legacy, Qatar

“MENA Women, they have positioned themselves with their integrity, with their knowledge, with their expertise, with their coming to the room with something of an added value to say. Other MENA woman, the others who are stuck, they see us and have hope. Let’s give them hope.”

Malak Al Akiely, Managing Director of Golden Wheat for Grain Trading, Co-Founder of Golden Kayan for Oil & Energy, Young Global Leader with World Economic Forum

Educate the Next Generation to Achieve Change

Education of youth can help women to achieve change in the region.

“We have to smash stereotypes by ourselves, which we are doing already, by focusing on the new generation. Yesterday I heard the UAE Minister of Space discuss stories of education and how they are empowering ladies and mitigating gaps in education and skills.”

Malak Al Akiely, Managing Director of Golden Wheat for Grain Trading, Co-Founder of Golden Kayan for Oil & Energy, Young Global Leader with World Economic Forum

“In past decades, women became nurses or teachers, but we need to have diversity within other industries. And this is the vision for the last 20 years [in Qatar]. And now we see more women graduates than men.”

Fatma Al Nuaimi, Communications Executive Director at the Supreme Committee for Delivery & Legacy, Qatar



From left to right: **Fatma Al Nuaimi**, Communications Executive Director at the Supreme Committee for Delivery & Legacy, Qatar; **Ghosson G. Al Khaled**, Deputy CEO of ACICO Industries Company; **Malak Al Akiely**, Managing Director of Golden Wheat for Grain Trading, Co-Founder of Golden Kayan for Oil & Energy, Young Global Leader with World Economic Forum

“My bachelor is in Engineering and 97 of our graduates are girls, and only 10% end up working. They stay at home because they’re comfortable. Some stay home because they have the perception that the male generates the money, and they stay at home and produce kids. They’re very smart, and some reach top positions and create value to the community. But it’s very sad when you see this percentage. We need to change that.”

Ghosson G. Al Khaled, Deputy CEO, ACICO Industries Company

5 Ways to Reach Women’s MENA Equality Moonshot

The MENA Equity Moonshot panelists at the World Women Davos Agenda during the World Economic Forum week defined five calls to action to achieve global gender equality sooner than the 132-year estimates.

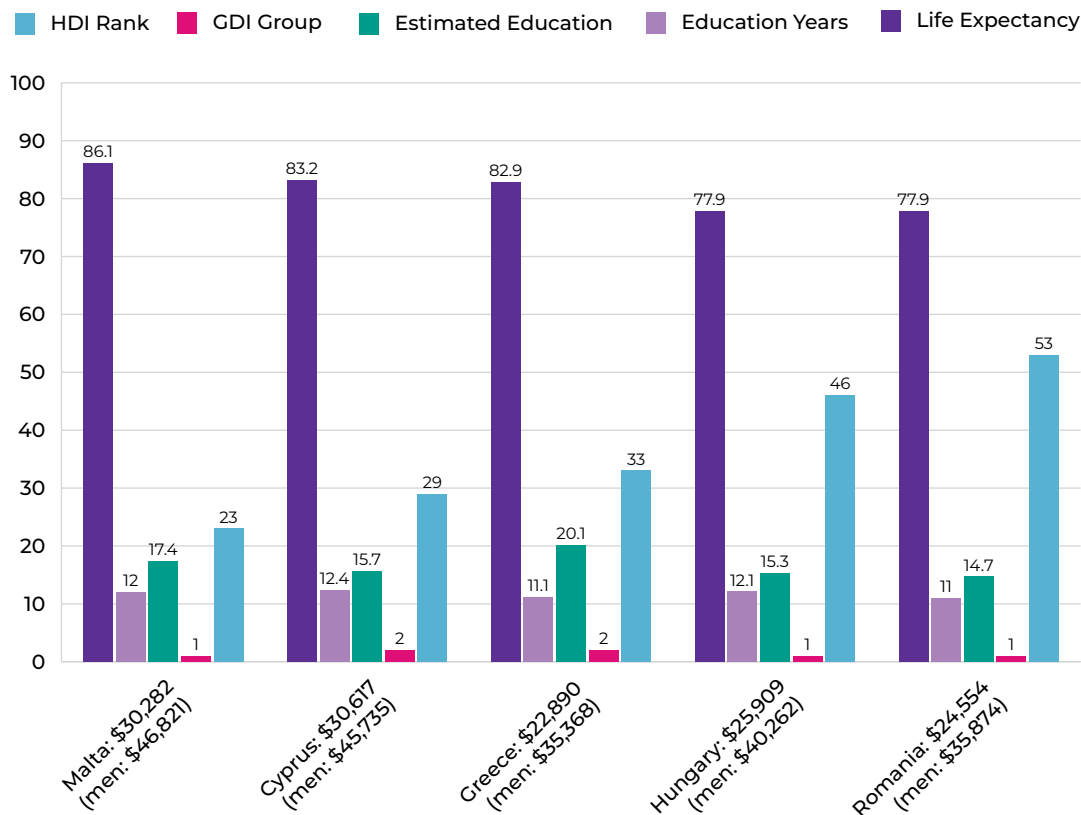
- 1** We need to give a voice to the oppressed.
- 2** Women are graduating at rates, in some cases, higher than men, but aren’t entering the workforce. We must work to change that.
- 3** We must create policy and law that supports and encourages working mothers.
- 4** We must work with the global community to end the leadership of authoritarian, misogynistic regimes.
- 5** We need interventions that protect women from violence.

EUROPE

EQUALITY MOONSHOT

According to the 2022 WEF Global Gender Gap report, of the top 30 countries, 18 are European countries¹. The European countries that continue to struggle with gender parity include Malta 85/146, Hungary 88/146, Romania 90/146, Cyprus 93/146, and Greece 100/146, among others. Based on the Gender Inequality Index (GII) HDI rankings, Figure 4 illustrates results for the bottom five European countries². Across the EU, there continues to be progress with citizens in European countries showing unanimous supportive opinion for the importance of gender parity³, but the strength of this sentiment varies across the countries surveyed. The EU has made significant progress toward gender parity due to equal treatment legislation, integration of the gender perspective into all other policies, and specific measures for the advancement of women⁴. The EU Gender Equality Strategy 2020-2025 focuses on ending gender-based violence, challenging stereotypes, closing gaps in the workforce, achieving equal participation across different economic sectors, addressing the pay and pension gaps, and achieving gender balance in decision-making and in politics. That said, Europe is nuanced, and the countries' leadership, culture, and political ideology does vary.

Figure 4. GII Outcomes European Sample



1 https://www3.weforum.org/docs/WEF_GGGR_2022.pdf

2 <https://hdr.undp.org/data-center/thematic-composite-indices/gender-inequality-index#/indicies/GII>

3 <https://www.pewresearch.org/global/2019/10/14/gender-equality-2/>

4 https://commission.europa.eu/strategy-and-policy/policies/justice-and-fundamental-rights/gender-equality/gender-equality-strategy_en

In the European Moonshot session, panelists discussed solutions to gender-related disparities in the region. Below are three key learnings for how to shape the future for women in Europe.

Political Power Shifts Threaten Gender Parity Progress

Europe is unique in terms of cultural and political diversity and, as such, political and social shifts in ideology are threatening some countries' progress toward equity.

“What we’ve seen lately is a clear backlash [to progress]. We’ve seen the rise of historically high numbers of support for the far right in many countries. We also have a newly appointed Head of State in Italy, who is most likely going to put abortion, sexual reproductive health, and rights under the radar, and at risk of being taken away. Italy, being one of the largest countries in the European Union, this is extremely alarming. Implementing decisions and pushing for change at the European level when it comes to the European Union can occur, but a lot of the work does start at the member state level.”

Annika Ojala, Rights & Democracy Campaigner, Greens/EFA, European Parliament

“In Ukraine, this crisis, with this war, women and girls still appear to be the ones to take the major hit. Thousands of people across the country are left without property, housing, and no ability to plan for the future—or even today. The risks of social inclusion and gender equality declining are increasing; and all those achievements now are less noticeable, unfortunately.”

Elena Balbekova, Energy and Climate Change Adviser at British Embassy, Kyiv

“When we think about Russia's war against Ukraine, it's also a war against its critical infrastructure. Russia's been targeting electricity grids, hospitals, and human security infrastructure, which is important. What groups are often impacted? How can we rebuild in a thoughtful way?”

Carolyn Kissane, Academic Associate Dean, NYU SPS

Women Bear the Brunt of Crises Which Positions Them for Solutions

Women and gender-diverse people are more impacted by crises, war, and climate change because of the starting level of discrimination.

“Societies are not equal and the people who are already oppressed will take a larger hit. And, therefore, women do bring different kinds of expertise in finding solutions because they work closely with these communities. They have the know-how, and they have better connections in doing the care work in society, so they know what works. And societies are more peaceful when women are there.”

Annika Ojala, Rights & Democracy Campaigner, Greens/EFA, European Parliament

“There are nine safe spaces that have been opened in different cities of Ukraine with a focus on care of women and girls. Yes, they provide physical and psychological recovery from the war from over 1,000 specialized service providers that also respond to domestic violence because unfortunately, in the current situation, the women face higher rates of domestic violence.”

Elena Balbekova, Energy and Climate Change Adviser at British Embassy Kyiv

Current Economic Models Exploit Women and Marginalized Groups

Current economic models were built on exploitation and the exclusion of women and other marginalized groups to cater to a specific group of people.

“We need to acknowledge that, and we need to stop thinking that we can also talk about women's empowerment as if it's not rooted in the exploitation of our communities. We talk about this as a faux feminism of empowerment, and having a seat at the table when we should be dreaming of a whole new world. We should be thinking about how we can be brave enough to challenge this world that was built on fossil fuels, which will literally impact billions of people in this lifetime. So, I'm really calling on this conversation also to take a new direction, which is to say it's time to be brave. It's time to dream of something new, something better.”

Annika Ojala, Rights & Democracy Campaigner, Greens/EFA, European Parliament

Love is where hope lives. I ask you, what does it feel like for you to come from a place of love? Does it feel like maintaining the status quo of the capitalist society, or does it feel like bravery and the courage to do something new?

Annika Ojala, Rights & Democracy Campaigner, Greens/EFA, European Parliament

“In February of 2022 Russia reinvaded Ukraine; the big question was, ‘How would Europe get by without Russian gas?’ Yet, we’ve seen in the last year, due to tremendous action, there’s been examples of rationing, but there’s also been huge costs that many households have had to bear because of paying higher energy prices. So, when we think about the energy transition, it’s kind of catapulted countries to rethink how they use energy, where it gets its energies from, and how we can sort of move forward with less reliance on fossil energy.”

Carolyn Kissane, Academic Associate Dean, NYU SPS

3 Ways to Reach Women’s European Equality Moonshot

The European Moonshot panelists at the World Women Davos Agenda during the World Economic Forum week defined three calls to action to achieve global gender equality sooner than the 132-year estimates.

- 1** We must use conflicts and crises as opportunities to shed light on what work is necessary to build better communities.
- 2** We must partner with other marginalized groups like the LGBTQIA+ community to achieve true gender parity.
- 3** As individuals, we can contribute to achieving gender parity through our own actions in daily life. Change can start with us.

POWER OF INCLUSION & EQUALITY MOONSHOT

Much of the attention related to women in the workforce is focused on improving the numbers—number of leaders, equal pay for equal work, and representation across management, as examples. Progress is estimated for a nation by measuring participation rates, tracking STEM education and job numbers, the proportion of women in low, moderate, or high paying jobs, and the size of the gender pay gap. While we must continue to track and improve outcomes for women in these areas, to address workforce equality and inclusion, other dimensions must be considered. The workplace is changing with the growth of hybrid remote work, the expansion of the gig and creator economy, and the emergence of new technological jobs that require new skill sets¹. There are also new trends toward HR automation, people analytics-based insights to drive business outcomes, and stronger employee expectations around Diversity, Equality, and Inclusion (DEI) policies and practices². But, at the heart of all these numbers, are people, which we cannot lose sight of.

In the Inclusion Innovation Moonshot session, panelists discussed solutions to gender-related disparities in the workplace. Below are three key learnings for how to shape the future for women in Europe.

DEI is a Business Decision That Must Be Reflected on the Global Stage

Inclusion starts on the global stage and the lack of diversity on the main stage of Davos highlights the continued lack of diversity despite the lip service.

“I’ve been coming here for 26 years, and Davos has looked the same... the same face, with the same suit—even the same ties, and the same conversations. It’s like a postcard that changes through the seasons. Diversity and inclusion are here to stay. And they [leaders] must act because there’s more and more women in these rooms discussing these issues.”

Claudia Romo Edelman, Founder & Executive Chairwoman, We Are All Human

¹ <https://hbr.org/2023/01/9-trends-that-will-shape-work-in-2023-and-beyond>

² [https://www.sage.com/en-us/sage-business-cloud/people/resources/research-analyst-reports/hr-2030/?utm_source=GOOGLE&utm_medium=paidsearch&utm_campaign=US%7CGoogle%7CMedium%7CGeneric_People/HR2030\(mClicks-E\)NA_MEDPELE_&utm_term=workforce+trends+2023&gclid=EAlaIqobChMIqeflyL7_QIV40JHAR08YgMKEAAYASAAEgLHPvD_BwE&gclidsrc=aw.ds](https://www.sage.com/en-us/sage-business-cloud/people/resources/research-analyst-reports/hr-2030/?utm_source=GOOGLE&utm_medium=paidsearch&utm_campaign=US%7CGoogle%7CMedium%7CGeneric_People/HR2030(mClicks-E)NA_MEDPELE_&utm_term=workforce+trends+2023&gclid=EAlaIqobChMIqeflyL7_QIV40JHAR08YgMKEAAYASAAEgLHPvD_BwE&gclidsrc=aw.ds)

“This year on the main [WEF] schedule there was, and I counted it, maybe 15 conversations around DEI.”

Adrienne C. Smith, SVP/Senior Partner & Chief DEI Officer, FleishmanHillard

“This is the first time that there’s been any sort of presence of LGBTQAI+ on the [Davos] Promenade with storefronts lighting up the rainbows. And you saw this visual representation of solidarity and support, and that was amazing.”

Allison Moore, CEO, Comic Relief

Leading From Empathy and a Human-Centric Position

Leaders must build a culture from empathy that sees a person as an individual, but also the intersection of their identities.

“We all have multiple identities—gender, race, disability, LGBTQIA+—and we must see the human being from an intersectional lens. We need the curiosity to see things differently and with a respect for our differences; we can’t silo identities; we must connect the dots for better impact and innovation.”

Gina Badendoch, Young Global Leader WEF & Founder, Capaxia

“We are motivated by the belief that humanity, when it can be expressed in its highest, best form, will lead to valuing all. Equity will just become a part of that reality, not because it’s the best business decision, but because it’s the best human decision.”

Chandra Guinn, Executive Director, EDIB, McKinney

“Storytelling connects us and inspires us to succeed. Share your personal story so we can learn from one another. Your story matters and is so uniquely yours. Our collective stories put a human face on the challenges we face and telling them allows us to carry that torch forward to expand the conversations and really effect change. There is power in the fringe, there is power within us, even if we must break down the door and bring our own seat and table.”

Megan Cunningham, Award Winning Author, Producer, Director, and Media Entrepreneur

Exclusion Can Prompt Change Through Choice

Exclusion, and adversity tied to this, can create a deep empathy that can be harnessed for great opportunity because change can be realized through someone else's perspective.

“Exclusion and adversity have taught me to always be human-centric in what I do so I can understand there are always different perspectives. It’s an opportunity to advance equity because I’ve been excluded, I’ve not had a seat at the table. It’s a privilege to take adversity and make it into something that can be an advantage.”

Najoh Tita-Reid, Global CMO, Logitech

“Exclusion has informed and motivated me. To be honest, initially when excluded, it led to self-doubt. I wondered why I was being excluded. Fortunately, I am loved, and love assures me and ensures that I must be responsive to the call to advocate for others. DEI work is a journey.”

Chandra Guinn, Executive Director, EDIB, McKinney

5 Ways to Reach Inclusion Equality Moonshot

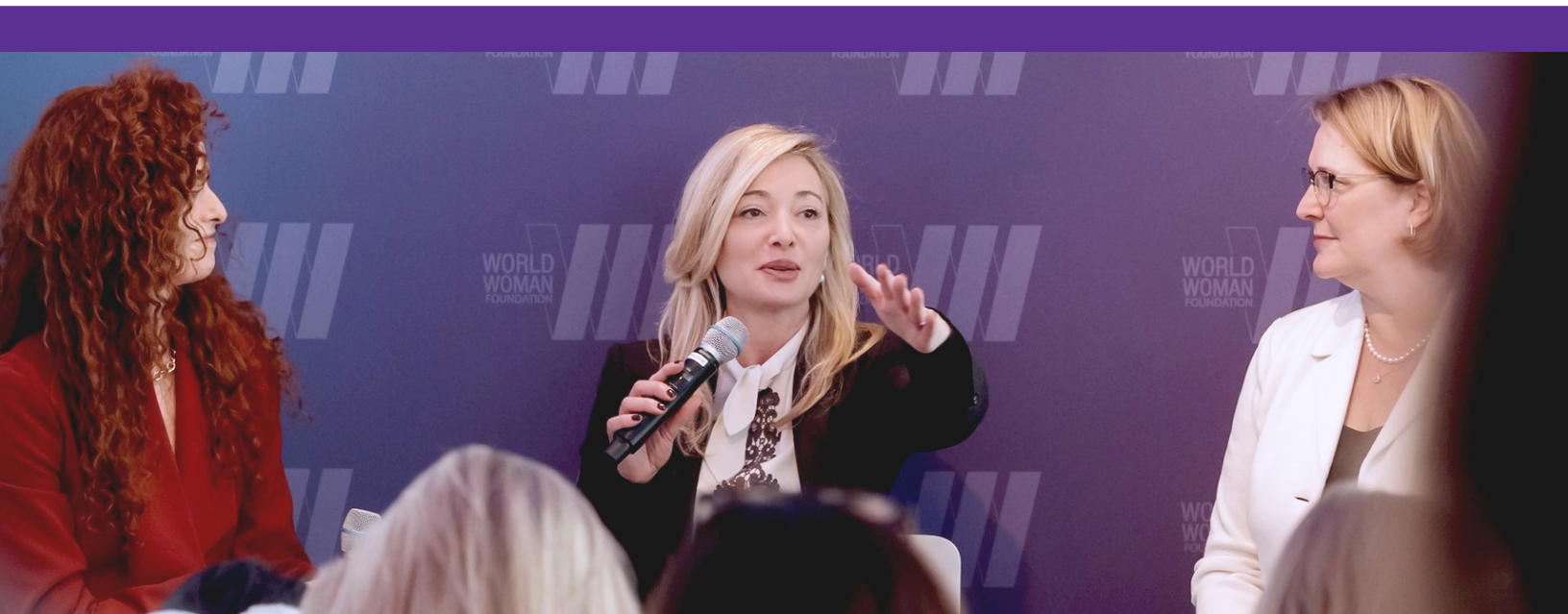
The Inclusion Equality Moonshot panelists at the World Women Davos Agenda during the World Economic Forum week defined five calls to action to achieve global gender equality sooner than the 132-year estimates.

- 1** Real change happens on the fringe; strengthening (via investment, resources) the work of those on the fringe is key.
- 2** Inclusivity requires curiosity to understand others and courage to do things differently.
- 3** DEI should no longer be only a Human Resource conversation, it should be a business decision.
- 4** Consumer choices can and will pressure companies to engage in inclusive practices. As consumers we have that power and we should use it.
- 5** We must lead with empathy and a human centric focus to effect change.

GLOBAL COOPERATION & EQUALITY MOONSHOT

As technology and trade continues to grow, we become increasingly more connected. This connection allows us the opportunity to collaborate in ways that were never possible before technology. While crises and conflict do exist worldwide, the reality is governments, corporations, non-profits, and other entities find ways to cooperate and solve challenges and issues facing countries across the globe. For Example, the United Nations (UN) 2030 Agenda is an exceptional example of countries coming together to develop a shared vision for peace and prosperity. The 17 Sustainable Development Goals (SDGs)¹ are a global partnership focused on ending poverty, improving health and education, reducing inequality, and tackling climate change. Other agencies like the World Health Organization works tirelessly to ensure the highest standard of health for all people² and UNESCO strives to ensure the world has data on education, science and culture so that strong evidence-based decisions can be made globally³.

In the Global Cooperation and Equality Moonshot session, panelists discussed how to combat disparities in global cooperation. Below are key actions for how to shape the future of partnerships.



From left to right: **Carolyn Kissane**, Associate Dean, Center for Global Affairs, NYU SPS; **Federica Marchionni**, CEO, Global Fashion Agenda; **Geralyn Ritter**, Executive VP of External Affairs & ESG, Organon

1 <https://sdgs.un.org/goals>

2 <https://www.who.int/data/stories/the-triple-billion-targets-a-visual-summary-of-methods-to-deliver-impact>

3 <https://www.unesco.org/en/data-center>

Grassroots Advocacy Can Help Corporations Effect Change

A broad range of voices beyond large corporations or other entities to begin to provide momentum for change.

“For us, not a lot of people want to hear from a large pharmaceutical company on Capitol Hill [US Government]. So, we need many voices raising the issues around unmet patient needs. But each of these patient issues requires a different type of partnership. For contraceptive access, that requires global partnerships.”

Geralyn Ritter, Executive VP of External Affairs & ESG, Organon

“Nearly 75% of the fashion supply chain is made up of women. We represent the garment factories, yet there is a major wage gap for women. There are many international level organizations advocating for change, but there is a gender gap of nearly 20% in Asia and 50% in countries like Pakistan or India where many of the garments are made. Why is that?”

Frederica Marchionni, CEO Fashion Alliance

Education is Key for Driving Global Cooperation

For global partnerships to be effective, education is necessary.

“Operating globally requires local understanding, those local cultural nuances that impact partnerships. These [circumstances] are best suited for education.”

Geralyn Ritter, Executive VP of External Affairs & ESG, Organon

“One priority of the Global Fashion Agenda is education. To make a bigger impact on sustainability, we educate stakeholders and consumers by providing information on what colors are more sustainable, how to wash your clothes, but most importantly, how to spend your money on brands that are leading in the sustainability agenda. We want to make sure that if a brand says they are ‘green’ that is backed and not just a marketing tool. We want to help the consumer choose well.”

Frederica Marchionni, CEO Fashion Alliance

To Be Sustainable, Partners Matter

“No company can do it [effect change] by itself, even if it’s big, like Nike. They all need collective action and key partners can help. For example, Puma as a partner on the sport level can help Nike tackle the same issues when it comes to the supply chain or women’s equality.”

Frederica Marchionni, CEO Fashion Alliance

“Our Chief Procurement Officer said, ‘if you don’t mind, I’m going to hire a dedicated ESG person for my group’ and I said, ‘hire 10.’ We outsource a lot of our functions as a company, so we must be very conscious about sustainability and our public ESG targets. We have focused on diverse suppliers who are women owned and operated to help reach gender parity goals. And, we want to measure the social impacts of these decisions.”

Geralyn Ritter, Executive VP of External Affairs & ESG, Organon

5 Ways to Reach Global Cooperation & Equality Moonshot

The Global Cooperation & Equality Moonshot panelists at the World Women Davos Agenda during the World Economic Forum week defined five calls to action to achieve global gender equality sooner than the 132 year estimates.

- 1** Good global partners need to “walk the talk”; step up and lead by example.
- 2** To meet sustainability goals, partners with similarly aligned values matter.
- 3** Strong advocates from broad backgrounds are needed to attract attention to issues that can be supported by the work of corporations, governments, and other key partners.
- 4** We must convince others to start the sustainability journey not only with brands, governments, and corporations, but other key stakeholders like consumers.
- 5** To really cooperate globally, we not only need key partnerships, we need cross-industry collaboration.

WORKFORCE DEVELOPMENT & EQUALITY MOONSHOT

To address workforce development and equality, how women are treated in the workplace and how governments and organizations can set legislation or policy that protects women from harm, and also provides environments where they can thrive. According to McKinsey, women are demanding more from work and women leaders are switching jobs at the highest rates seen; and this is even more pronounced for women of color¹. Flexible work schedules that enable working mothers to meet the needs of their children, supportive policies that protect from discrimination, microaggressions, and inequalities, and companies that truly care about DEI efforts are drivers for seeking new job opportunities.

In the Workforce Development and Equality Moonshot session, panelists discussed how to combat gender-related disparities in the workforce. Below are key actions for how to shape the future of women's work.



From left to right: **Lauren Tilstra**, Chief of Staff & Executive Director, Strategic Communications and Office of the Chairman & CEO, Verizon; **Carol Chen**, CMO Shell Mobility and Chairman, Shell Brand International; **Lea Sonderegger**, Chief Digital Officer, Chief Information Officer, and Executive Committee Member, Swarovski

¹ <https://www.mckinsey.com/featured-insights/diversity-and-inclusion/women-in-the-workplace>

Connectivity is Critical for Women's Work Globally

The ability to connect and communicate locally or globally is critical for women's working success.

“For access to broadband, we must think about it in terms of accessibility, usability, and affordability. They all go hand in hand. Some countries might have a gap in usability, so phones have a broadband connection, but people don't have the digital skills to use it. There are 2.7 billion people still not connected in this world and within that, 57% of women are the only ones actually using it. When I think about a moonshot, I think about that lost 43%. Everyone has a right to be online, so how can I bring that other 43% along?”

Lauren Tilstra, Chief of Staff & Executive Director, Strategic Communications and Office of the Chairman & CEO, Verizon

Developing Future Women Leaders Requires Support and Empowerment

Supportive work environments, where women are empowered to work in a way that suits their life, are possible and should be the norm as we develop an inclusive workforce.

“We need to tackle the problem not only from the top down, but the bottom up. I teach for a few universities and advice I give young women is that you can have a great career. You don't have to get a great education then stay at home, as we've heard on other panels. You can have a career and a family. Women don't have to avoid promotion because they have kids, you don't need to stagnate in your career. I just promoted two women on my team—one was on maternity leave and the other had just come back from maternity. I wanted to make a statement that children are not the end of a career.”

Dr. Anna Zeiter, Associate General Counsel & Chief Privacy Officer, Ebay

“One of the big shifts in my company is a strong belief that our leadership should represent our consumer base. Our customer base is 50% women, so we need to have representation that understands women. To know what triggers them, makes them happy, and want to come back. That is a strong and shared belief at the top, which is a huge enabler.”

Carol Chen, CMO Shell Mobility & Chairman, Shell Brand International

Education and Workplace Culture is Key to an Inclusive Workforce

Attracting more young girls to STEM education can help to diversify the workforce in areas more dominated by men. A culture of hiring and developing women in these areas is key.

“At Verizon we think about reaching the most vulnerable communities for education. This is not a one-size-fits-all solution; we think about it in terms of providing Broadband support, concrete devices and actual teaching tools to get kids online. We do put a strong focus on girls and we know when we educate a girl, she will go home and share that with the family. So, the ripple effect is enormous. How do you get girls online? You teach them early. You make sure they have the education, the tools, and the Broadband connections to do it, and then you reinforce it.”

Lauren Tilstra, Chief of Staff & Executive Director, Strategic Communications and Office of the Chairman & CEO, Verizon

“A commitment from the top [of an organization] is very, very important. At Shell, our board is 50-50 male and female. If you look at the top senior jobs globally, 30% of these jobs are held by women. These numbers did not exist 10 years ago, and did that just happen by accident? No, it didn't. Nothing has happened by accident. So, I really think that having the commitment from the top—from the chairman, from the CEO—it's really critical to seeing how it translates to numbers. For example, there's a clear target by 2030 to have 40% of the top senior jobs held by women. We also need to think about education in terms of skill sets and up-skilling. So, if you really think about the workforce, what's a critical skill for the future? Artificial Intelligence? Data analytics? If you really think about the future, the future requires a very, very different skill set. So, how are we able to not only recruit, but also nurture and grow the women in these areas?”

Carol Chen, CMO Shell Mobility & Chairman, Shell Brand International

5 Ways to Reach Workforce Development & Equality Moonshot

The Workforce Development & Equality Moonshot panelists at the World Women Davos Agenda during the World Economic Forum week defined five calls to action to achieve global gender equality sooner than the 132 year estimates.

- 1** We need educational pathways that allow for foundational knowledge and upskilling that can meet the demands of a dynamic workforce of the future.
- 2** We must strive to create a workplace that embraces individuality, and gives opportunity for all.
- 3** Company culture matters; creating an inclusive culture that respects the needs and wellbeing of all is critical. Especially for women.
- 4** Policy and leaders who support varied motives and passions for work and offer developmental pathways and growth opportunities are critical.
- 5** We must continue to connect in a human way so as a society we are helping each other and self-regulating.

Fireside Chat Takeaway



Politics is a tough job. It's not for the faint-hearted, and to embark on a career like this, particularly at the time when I did, when there were very few women, requires a lot of self-belief, and a lot of resilience, and you have to build that. You can't let every nasty thing that's said be personally wounding; so you have to build that shell, while also remaining open to comments that are constructive and should be taken on board.

Cheryl Sandberg said, "We have to lean in". Actually, if you look at the corporate world, the evidence is that women do lean in as much as men, they just get a lot more knockbacks.

So, what I learned along the way was building that resilience and inner strength to take you through the most difficult of times; and there's no political career that is a straight happy trajectory, right? Political careers are full of ups, downs, and heartbreak.

It was quite a long journey from 1981 to when I became PM in 1999, 18 years, but every single step of that way taught me something that made me a better leader in the end.

Helen Clark, Former Prime Minister of New Zealand



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