



Photo: UN Women/Christina Phan

# PARTNERING WITH UN WOMEN BUSINESSES AND PHILANTHROPIES



## UN Women's mission

Established in 2010, the United Nations Entity for Gender Equality and the Empowerment of Women (UN Women) is the global champion for women and girls. We support works with governments and civil society to design laws, policies, programmes and services to ensure standards for achieving gender equality. Additionally, we work globally to make the vision of the 2030 Sustainable Development Goals (SDGs) a reality for women and girls, and stand behind women's equal participation in all aspects of life, focusing on four strategic priorities:

- Women lead, participate in, and benefit equally from governance systems.
- Women have income security, decent work, and economic autonomy.
- All women and girls live a life free from all forms of violence.
- Women and girls contribute to and have greater influence in building sustainable peace and resilience, and benefit equally from the prevention of disasters and conflicts, and from humanitarian action.

## KEY CHALLENGES OF WOMEN IN ASIA AND THE PACIFIC

- 45% of the workforce is women, but there is a significant salary gap as they only earn 70-90% of what men earn.
- Women are underrepresented in corporate leadership; only 20% of the managers are women.
- Women are underrepresented in politics; only 20% of parliamentarians are women.
- Many women experience physical and/or sexual violence in their lifetime, often by their intimate partners; globally, nearly 1 in 3 women experience violence (regional data unavailable).
- Women have less assets and less secure jobs and are vulnerable to disasters; in 6 countries (Afghanistan, Cambodia, Indonesia, India, Myanmar and Nepal) only 15% of women own lands on average.
- The data on gender is insufficient to assess any progress of the SDGs for gender equality; in the Pacific, only 24% is available while 38% is available in East and South East Asia.

This translates into five priority thematic areas:

- Increasing women's leadership and participation
- Ending violence against women and girls
- Engaging women in all aspects of peace and security processes and humanitarian action
- Enhancing women's economic empowerment
- Making gender equality central to national development planning and budgeting

## UN Women in Asia and the Pacific

In Asia Pacific, UN Women is currently present in 25 countries including the Regional Office in Bangkok, Thailand.

Based on the thematic areas, UN Women's programmes in Asia Pacific focus on advocacy for gender-responsive laws, policies and budgets, training and capacity-building women leaders at national and community levels, and conducting research through data collection and analysis with policy recommendations. In addition, UN Women provides direct support to survivors of gender-based violence and marginalized communities in need of legal aid or humanitarian assistance.

## DISPROPORTIONATE EFFECTS OF COVID-19 ON WOMEN

- Women spend more time on unpaid household chores and care works. This reality has worsened since COVID-19; 63% of women spend more time on unpaid work compared to 59% of men.
- 62% of women saw their income shrink since the onset of COVID-19 as they lost their jobs (many of which were in the informal sector) or had reduced working hours.
- Women are underrepresented in COVID-19 taskforce teams; less than 30% are women.
- Up to 1 in 2 women has experienced violence amid the lockdowns during COVID-19 globally.
- Violence-related searches online peaked after lockdowns and exacerbated during emergencies or disasters; in the Philippines, the online searches increased by 63% since COVID-19; in Tonga, online searches increased by 80% when COVID-19 overlapped with cyclones (Zazu and Yasa), an earthquake and a Tsunami.

## Partnering with UN Women

UN Women partners with corporations and foundations leveraging complementary strengths to transform the lives of millions of women and girls in Asia and the Pacific. While UN Women has strong relationships with key stakeholders and a powerful brand, its comparative advantage lies in its work on advocacy and influence to improve policies for women and girls and providing technical expertise to governments and partners ensuring positive changes.

UN Women seek high-impact partnerships with industry leaders and philanthropies for their knowledge, expertise, and positioning to strengthen operations, amplify advocacy and find innovative solutions to achieve SDG5. Together, UN Women and the private sector partners can drive meaningful and long-lasting impacts.

There are many benefits from partnering with UN Women. To recognize valuable work and generous contributions, UN Women provides communications and public relations support for maximum visibility

of the partnerships. In addition to global recognition and visibility, partners have the opportunity to build corporate networks and relationships with like-minded businesses, philanthropic leaders, and client bases in UN Women-led initiatives such as the Generation Equality Forum, HeForShe, the Unstereotype Alliance, and the Women's Empowerment Principles (WEPs). Our private sector partners may also experience positive effects on their overall businesses through collaborating with UN Women, for example, higher sales, stronger customer and supplier relationships, and a boost to employee morale and loyalty.

Partnerships with UN Women can take various forms: shared value and programme innovation, cause-related marketing, customer fundraising, employee giving, pro-bono services, access to advertising spaces and communications channels, mentorship and training, flexible funding, and specific funding for countries or programmes.

## SUCCESSFUL PARTNERSHIPS IN ASIA AND PACIFIC



Foundation CHANEL supported UN Women on a 3-year programme (2018-2020) worth 3 million USD in China, Nepal and Viet Nam to accelerate rural women's economic empowerment and to counter the impact of climate change.



"A Place Called Home - WeCare" initiative by IKEA China and UN Women will raise awareness and encourage companies to introduce policies targeting unpaid care and domestic work, and violence against women.



Fast Retailing partnered with UN Women on a 3-year programme (2019-2021) worth 1.6 million USD to promote safe and secure work environments for garment factories and provide management training in Asia.

**Mitra**  
UN Women bermitra dengan organisasi dan perusahaan yang berbagi nilai tentang kesetaraan gender dan pemberdayaan ekonomi perempuan. UN Women berterima kasih atas dukungan dan kemitraan dari para mitra berikut ini:

**Sunlight by Unilever**  
Sunlight adalah salah satu merek terkemuka Unilever Indonesia. Sejak tahun 1980-an, Sunlight telah mendampingi para perempuan Indonesia untuk meningkatkan kehidupan dan kesejahteraan mereka. Pada 2017, Sunlight meluncurkan misi mereka, paling lambat pada tahun 2022 untuk membantu 5 juta perempuan Indonesia menemukan potensi dirinya dan merealisasikan cita-citanya untuk berwirausaha. WeLearn dikembangkan Bersama dengan Sunlight, kolaborasi ini sejalan dengan misi Sunlight. Sunlight percaya, dengan memberikan kesempatan bagi perempuan untuk belajar, hal ini akan menginspirasi dan mendukung perempuan Indonesia untuk memulai dan menumbuhkan bisnisnya.

Unilever-Sunlight supported UN Women to launch an online learning platform, WeLearn, to empower over 5,000 women entrepreneurs to start or grow their business in Indonesia.

## Some of Our Partners

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**ST RETAILING**



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