

WOMEN EMPOWERMENT

in

GREEN BUSINESSES

Top Agendas of the International Processes

- Gender Equality
- Ecological Depletion

Although those are the concepts seen independent from each others, they have a large area of intersection. And so, if there is an unlock for each of them, the others are influenced adversely.

AGENDA 1: GENDER EQUALITY

- Discrimination depends on gender in business life as is underlined by different international organizations such as UN Global Compact, UN ITC, UN Women, UN ILO and many others, through different agreements, decisions, meetings and processes.

UN WOMEN

UN Women use regular monitoring of system-wide progress to hold the UN system accountable for its own commitments on gender equality.

UN Women works for elimination of all forms of discrimination against women and empower the women all around the world.

UN GLOBAL COMPACT

- The United Nations Global Compact is a strategic policy initiative for businesses that are committed to aligning their operations and strategies with ten universally accepted principles in the areas of human rights, labour, environment and anti-corruption.

COMMON EFFORTS

- UN Women, the UN Global Compact, other leading UN Agencies such as ITC, World Economic Forum and World Bank make strenuous efforts to achieve rapidly moving towards gender equality and green economy.

EQUALITY does mean BUSINESS

- In the sprit of partnership, **UN Women** and the **UN Global Compact** offer the Women's Empowerment Principles in the hope that using them as a targeted “**gender lens**” inspires and intensifies the efforts to bring women in at all levels of economic life.

AGENDA 2: ECOLOGICAL DEPLETION

- During the years, competition and conflict over access to major sources of valuable and essential materials— water, land, gold, gems, spices, and timber—have long been a significant feature of international affairs.

•The entire planet will suffer from the by-products of unrestrained resource consumption—among them, greenhouse gas emissions, toxic wastes, and depleted soils.

•Researches showed us the paradigm change should be necessary in order to reduce the high rate of ecological depletion.

• From the years of 80's, under the framework of Sustainable Development, different economical models have been criticized and concluded that the Green Economy is the valuable tool that should be selected in order to provide growth by considering environmental and social dimensions.

GENDER EQUALITY vs ECOLOGICAL DEPLETION

- At the intersection point of the concept of Ecological Depletion and Gender Equality, the Green Jobs that aimed at alleviating environmental threats and providing new chances for women into the global markets.

UN-CSW56

- It is addressed the international concerns over the aggravation of gender inequalities in rural areas as a result of the global financial and economic crises and ecological depletion.

WHY RURAL WOMEN is accepted as PREFERENTIAL TARGET GROUP for INTERNATIONAL PROCESSES

- Rural women make essential contributions to the rural economy of all developing countries,
- Rural women access to productive resources and employment opportunities remains limited.

**ALTHOUGH THEY HAVE GREAT
EXPERIENCE TO MANAGE NATURAL
RESOURCES.**

WHY THE RURAL WOMEN ARE IMPORTANT??

- Women now make up more than 40 percent of the global labour force and 43 percent of the agricultural labour force.
- Most women in the workforce in developing countries are engaged in agriculture and they produce between 60 percent and 80 percent of food crops in these countries.

•The Food and Agriculture Organization estimates that if women farmers had the same access to resources as men, agricultural output in developing countries would increase by between 2,5 and 4,0 percent.

WHY GREEN JOBS ARE IMPORTANT for THE WOMEN?

- Reason 1: A green job can provide the chance to earn more.
- Reason 2: It is possible to start with any skill level and move along a career path.
- Reason 3: Green jobs appeal to workers with diverse skills and interests.

- Reason 4: Green jobs can give you greater satisfaction.
- Reason 5: Green job opportunities are available for workers of any age.
- Reason 6: Green employers are looking to hire.
- Reason 7: There are multiple ways to get started in a green job.

**WHAT IS THE PROJECT OF
“WOMEN LEADERSHIP CENTER IN
SOUTH EASTERN EUROPE”?**

BPWI

&

**UNESCO CENTER for WOMEN and
PEACE**

MISSION

- By the cooperation of **BPWI** and **UNESCO Center for Peace and Women**, the «**Center of Women *Leadership* in Business in the South Eastern Europe**» was established in April 5th 2012.

FIRST PROJECT IDEA

**INTERNATIONAL FAIR FOR THE WOMEN
VENDORS IN TOURISM SUPPLY CHAIN IN
IZMIR OR THESELANOKI IN 2013 APRIL/MAY**

JUSTIFICATION of PROJECT IDEA

- Green Jobs that aimed at alleviating environmental threats and providing new chances for women into the global markets.

There are emerging green service fields such as ecotourism which are providing greater opportunities for women, particularly in many developing countries through the funds at a level of US\$1 million per year by the UN World Tourism Organization (UNWTO) and UN Development Fund for Women (UNIFEM) to enhance the role of women in sustainable tourism.

What we want to achieve by THE PROJECT?

- Expected First Project for the "Center of Leadership of Women in Business" are developed to provide supports for the initiatives that are realized **to accelerate the implementations of WEPs especially under the 5th Principle** that is expressed as "**Empowerment of Women Vendors in Supply Chains**".

How we will do?

A «**Two Days International Fair**» will be organized in **Izmir and/or Thessaloniki** in order to assemble “Buyers and Women Suppliers” in **Eco-Tourism** to increase the number of women vendors in tourism supply chain, to increase the number of women in business life and to help women entrepreneurs for capacity development .

TARGET GROUPS

- The Target Groups of the Project is **the rural women** who are living in South Eastern Europe **and Buyers** from tourism sector who are active or interested in **Ecotourism**.

The Overall Objective Of the Project

- To give supports for the activities that are realized by different stakeholders **to provide Gender Equality and Women Leadership in Green Business.**

The Specific Objectives of the Project

- To create national and regional networks for Buyers and Women Vendors in eco-tourism.
- To create an online catalogue to simplify the efforts of women vendors for market development.

•To make connections between the International organizations such as ITC, WEConnect and women vendors in order to increase their chances to reach foreign markets.

•To understand regional dynamics and to increase new and practical strategies in the Executive Meeting that will be held on 1 day before the Regional eco-tourism fair.

The expected participants of the «Executive Meeting»

- The representatives of International Organizations such as BPWI, WEConnect International, ITC, ILO, Global Compact ve UN Women, UNESCO,
- Representatives of Local Governments of the Region,
- Members of Relevant Parliamentary Commissions,

- Bureaucrats from the Ministries of Culture and Tourism, Development, Economy from the target countries.
- Eco-tourism /Tourism Investors