



**Alpa Pandya**

Experta en marketing social  
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Conferencia

# Inclusión como catalizador de crecimiento

Juntos transformamos **EL FUTURO**



# INCLUSION AS A GROWTH CATALYST

9 October 2024

# TO LEVEL SET

## I'M NOT...

- ✗ an eco-warrior
- ✗ a radical progressive
- ✗ an angry feminist

## I AM...

- ✓ a business person
- ✓ a growth strategist
- ✓ a firm believer in conscious capitalism



# A PROFESSIONAL PERSPECTIVE

## 1 Strategic Marketing Advisor



## 2 Board Member for Bpeace, an award-winning nonprofit





**We believe that a decent job is the bridge to a better life for everyone, everywhere.**

2023 Bpeace Impact Report **Highlights** Businesswomen Youth Labor Growth and Jobs Top Performers Financing Looking Ahead

**47,600+** FAMILY MEMBERS SUPPORTED THROUGH JOBS CREATION IN EL SALVADOR, GUATEMALA AND THE U.S.

**\$450M** TOTAL REVENUE INJECTED INTO LOCAL COMMUNITIES

**\$64M** NEW INCREMENTAL REVENUE GENERATED BY FAST RUNNERS

**13%** NET REVENUE GROWTH RATE

**11,713** TOTAL JOBS

**189** Fast Runners in the Bpeace portfolio

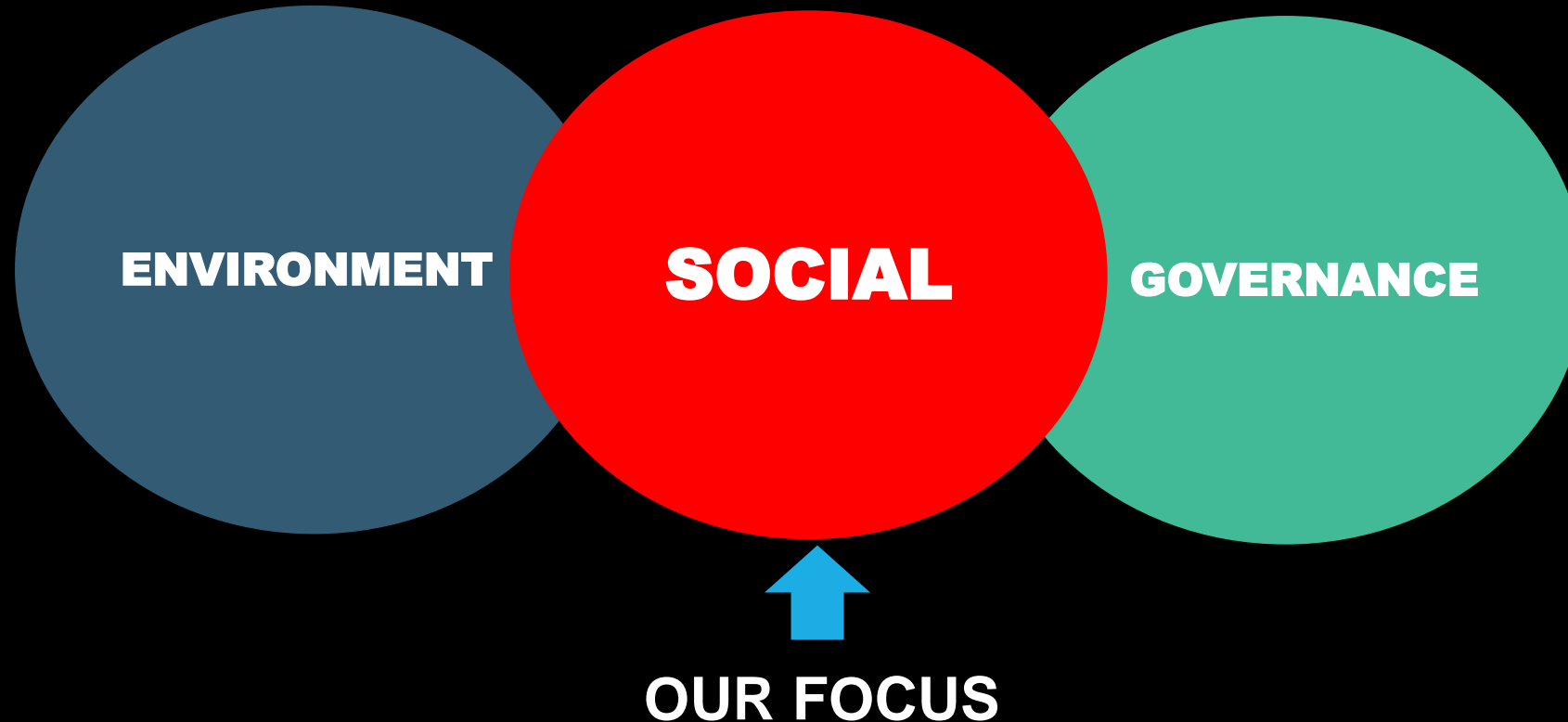
**723** people upskilled

**1,052** NEW JOBS

**4%** NET JOBS GROWTH RATE

For every \$1 invested by Bpeace, businesses generated \$19 in new revenue.

# TODAY'S PRESENTATION



Evaluating business' impact on society by considering labor practices, human rights, community involvement and diversity.

# WHAT WE'LL COVER

**1**

**Introduction To Inclusion**

**2**

**The Business Case For Inclusion**

**3**

**Some Examples To Inspire Us**

**4**

**The Opportunity For Central America**

# 1

# Introduction To Inclusion





# WHAT IS SOCIAL INCLUSION?

Social inclusion is the process of improving the terms on which individuals and groups take part in society – improving the ability, opportunity, and dignity of those disadvantaged on the basis of their identity.

# WHAT IS WORKPLACE INCLUSION?

How the workforce experiences the workplace and the degree to which organizations embrace all employees and enable them to make meaningful contributions.

# DIFFERENT TYPES OF INCLUSION

**Gender Inclusion:** Ensuring gender equality and addressing gender biases.

← OUR  
PRIMARY  
FOCUS

**Age Inclusion:** Valuing the contributions of different age groups.

**Disability Inclusion:** Creating accessible environments and opportunities.

**Cultural Inclusion:** Embracing and integrating diverse cultural backgrounds.

...and more

# CURRENT SITUATION

Female labor force participation in 2023



El Salvador

**46%**



Guatemala

**41%**



Honduras

**50%**



Peru

**66%**



Paraguay

**60%**

# CURRENT SITUATION

GDP per capita in 2023 (in constant dollars)



El Salvador

**46%**

**\$4,442**



Guatemala

**41%**

**\$4,596**



Honduras

**50%**

**\$2,900**



Peru

**66%**

**\$6455**



Paraguay

**60%**

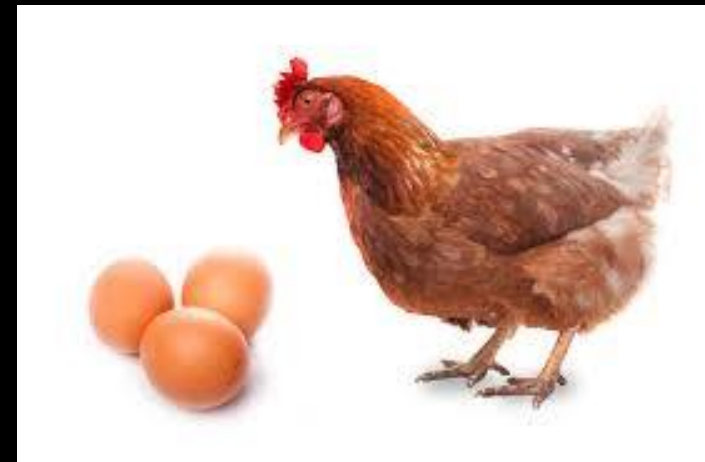
**\$6415**

# ECONOMIC RIGHTS ARE NOT EVENLY DISTRIBUTED

2.4BN women – 32% of the world's population – don't have the same economic rights as men.

Barriers to work for women include

1. access to education
2. access to credit
3. limited land ownership
4. access to legal services
5. access to care services
6. the digital divide



Workplace inclusion can and does change lives and societies.

**“ Women’s rights are human rights ”**

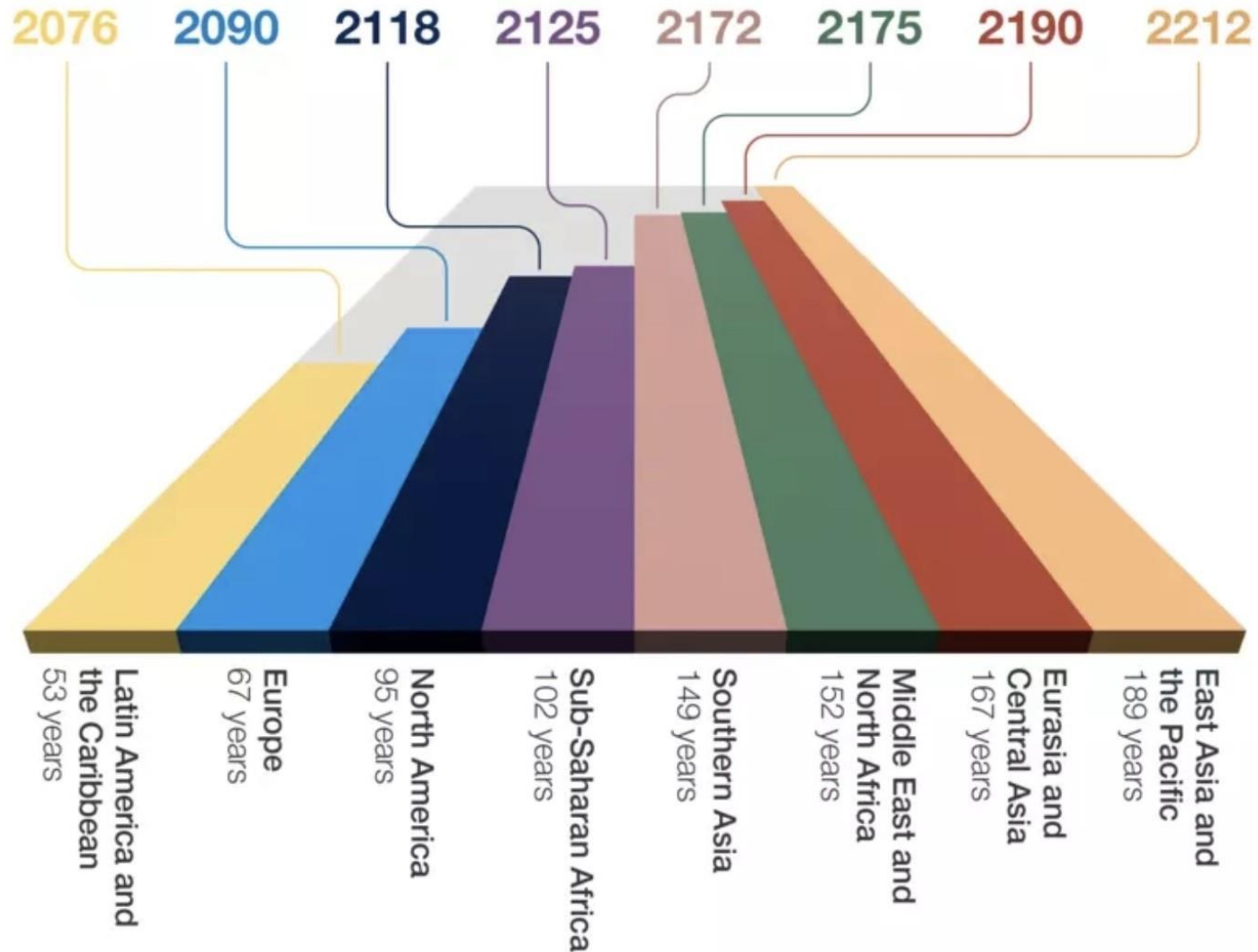
- Hillary Clinton

## 2 The Business Case For Inclusion





At current pace, when are the regions likely to close the gender gap?



**“ The Global Gender Gap is a shocking waste of talent leading to losses in potential growth.”**

- International Monetary Fund

# THIS LOST POTENTIAL COSTS US ALL

- 1. Extreme poverty.** One in every 10 women is living in extreme poverty
- 2. Food insecurity.** Over 30% of women are moderately or severely food insecure.
- 3. Job insecurity.** Nearly 60% of women's employment globally is in the informal economy, and in low-income countries, it is more than 90%
- 4. Limited entrepreneurship.** In 2022 women's start-up activity in 2022 was 10.1 per cent, or 80 per cent of the rate of men.
- 5. Climate change risk:** More than 40% of the global labor force, that are directly or heavily dependent on the environment and ecosystems are at serious risk.

# **WHAT'S THE OPPORTUNITY COST?**

**\$10 Trillion**

**or**

**~ 10% of Global GDP**

# WHEN MORE WOMEN WORK, ECONOMIES GROW

## **Women are highly motivated to work**

Women across the globe were asked if they preferred to work in paid jobs, care for their families, or do both, a staggering 70% of women – regardless of their employment status – preferred to work.

## **GDP and wealth increases lifts all boats**

Countries can gain as much as a 20% increase in GDP per capita and a 14% increase in wealth, on average, if women's employment was as much as men's and if women earned as much as men, respectively.

## **Female economic empowerment benefits everyone**

When women thrive in the world of work, they are better positioned to exercise their agency and lift their children's prospects. Less gender-based violence, more political and social participation and leadership, and greater disaster risk reduction.

# THE BENEFITS OF WORKPLACE INCLUSION

## ENHANCED INNOVATION AND CREATIVITY

Diverse teams bring various perspectives, leading to more creative solutions and ideas.

## IMPROVED EMPLOYEE ENGAGEMENT AND RETENTION

Inclusive workplaces foster a sense of belonging and satisfaction.

## BETTER DECISION-MAKING

Diverse teams can analyze problems from multiple angles, leading to more informed decisions.

## INCREASED MARKET REACH

A diverse team can better understand and meet the needs of a diverse customer base.

## ENHANCED REPUTATION AND BRAND IMAGE

Companies known for their inclusive practices often enjoy a stronger reputation and attract top talent.

### Employee Engagement

Organisations with above-average gender diversity and levels of employee engagement outperform companies with below-average diversity and engagement by between

**46% to 58%**

*Fast Company*

**70%**



What leaders say and do makes 70% difference as to whether an individual reports feeling included.

*Source: HBR, The Key to Inclusive Leadership*

### Commercial

Organisations in the top quartile for ethnic and racial diversity in management were **35% more likely to have financial returns** above their industry mean.

**35%**

*McKinsey*



## The overwhelming case for Diversity and Inclusion

### Innovation

Organisations with above-average diversity in their management teams reported innovation revenue that was **19% higher** than that of organisations with below-average leadership diversity

**19%**

*BCG, Diversity and Innovation Survey*



**33%**

### Profitability

Companies in the top-quartile for ethnic/cultural diversity on executive teams were **33% more likely** to have industry-leading profitability.

*McKinsey*

### Performance

When employees think their organisation is committed to, and supportive of diversity and inclusion, they report better business performance in terms of ability to innovate (**83% uplift**),

### Employee Attraction

**47%** of employed millennials site a diverse and inclusive workplace as important in their consideration of new employment.

**47%**

*Deloitte millennial survey*

responsiveness to changing customer needs (**31% uplift**) and team collaboration (**42% uplift**).

*Deloitte Australia and the Victorian Equal Opportunity and Human Rights Commission*

# IMPORTANTLY, WORK CHANGES LIVES

The changes in a woman's life as a result of economic empowerment are profound:

- 1. MATERIAL CHANGE** a better standard of living
- 2. COGNITIVE CHANGE** improved skills and knowledge
- 3. RELATIONAL CHANGE** greater autonomy & decision making power
- 4. PERCEPTUAL CHANGE** self confidence and a focus on the future

**“ When everyone is included,  
everyone wins ”**

- Jesse Jackson



# 3 Some Examples To Inspire Us



**“ If you can see it, you can be it. ”**

- Billie Jean King



**“ I’d rather look happy and healthy than flawless and perfect.**

**But most beauty brands keep telling me that I need to look like a supermodel if I want to feel beautiful.**

**It’s like a conspiracy against us women. ”**



# a masterclass in inclusion

Face editing removes blemishes, freckles and confidence.

The use of a combination of skin tone, blemish, freckle and pore editing tools to create a more uniform skin tone is a common technique used in the beauty industry. But what if we could edit away the blemishes, freckles and pores, but not the confidence? We can't edit away confidence, but we can edit away the blemishes, freckles and pores. We can edit away the blemishes, freckles and pores, but not the confidence. We can edit away the blemishes, freckles and pores, but not the confidence.

**Dove**

Let's Change Beauty

	<input type="checkbox"/> grey? <input type="checkbox"/> gorgeous?		<input type="checkbox"/> withered? <input type="checkbox"/> wonderful?
<small>Why can't we see more hair like this grey? Join the beauty debate.</small>		<small>campaignforrealbeauty.ca   Dove</small>	
<small>campaignforrealbeauty.co.uk   Dove</small>		<small>campaignforrealbeauty.ca   Dove</small>	
	<input type="checkbox"/> fat? <input type="checkbox"/> fit?		<input type="checkbox"/> flawed? <input type="checkbox"/> flawless?
<small>Does that beauty only see the size 0? Join the beauty debate.</small>		<small>Is beauty only for the few? Join the beauty debate.</small>	
<small>campaignforrealbeauty.co.uk   Dove</small>		<small>campaignforrealbeauty.co.uk   Dove</small>	



One deemed professional.  
One deemed "unpolished".  
**Both are qualified.**

As co-founder of the CROWN Coalition, **Dove** partnered with **LinkedIn** to support the passing of **The CROWN Act** to end hair bias and discrimination nationwide.

Help us create a more inclusive and equitable work environment. Learn more at [Dove.com/LinkedIn](https://Dove.com/LinkedIn)

**Dove** | **LinkedIn**

**#BlackHairIsProfessional**



Real Beauty Prompt Playbook

#KeepBeautyReal



Ready to Return is a program at Pepsico that invites people who have taken two or more years away from work to experience their next chapter.



## “Returnships”

A 16 week program to revamp skills, update one’s resume with new experience, make connections, contribute to a team, and possibly convert to a full-time position.



# Local inspiration



NGO/Co-operative that offers micro credit to Salvadorans

Operating since 1990

270 employees **70% female**

25,000 borrowers **80% female**

**Now offering healthcare services in remote areas for underserved populations**



# Local inspiration

lula<sup>®</sup>  
MENA

Renowned designer and maker of hand-crafted accessories and home textiles.

Works with over 100 female artisans to create economic empowerment for women.

- The women who work at Lula Mena earn up to 3 times more than their husbands.
- Three generations of high school graduates.
- Reduction in migration to the United States.



# 4

## The Opportunity For Central America





# EMPOWERING WOMEN IS SMART ECONOMICS

Empowering women is essential to the health and social development of families, communities and countries.

When women are living safe, fulfilled and productive lives, they...

1. contribute their skills to the workforce
2. raise happier and healthier children
3. can reach their full potential

# 6 PARTING THOUGHTS

- 1. Inclusion doesn't happen by accident – you have to prioritize it**
- 2. You manage what you measure – identify meaningful inclusion KPIs**
- 3. The one who adapts his policy to the times prospers**
- 4. People AND policies make or break inclusive workplaces**
- 5. Inclusive workplaces focus on management practices that matter, not fluff**
- 6. Personal experience of inclusion is critical to win the war for talent**

**“ In fighting for women, we fight for  
the future – for everyone. ”**

- Salma Hayek

**Are you ready  
to embrace the  
power of  
“Womonomics”  
in Central  
America?**





**Gracias  
por su atención**



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