



Event Outcome Report

Women at Work

Fostering economic Growth and Sustainability
through Gender Equality and Equity

Date: 15 September 2021

Location: Pearl Initiatives' Zoom Platform



Speakers:



Dr. Melissa Langworthy

International Consultant



Dr. Natalie Honein

Adjunct Professor at American University of Sharjah



Ramez Shehadi

Managing Director of MENA Facebook



Paula Newby

CEO & Founder Predixa



Executive Summary

The webinar outlines the major difference between gender equity and equality. The panellist also discusses further on the importance of gender equality for sustainable business growth. In addition, it addresses the practices being implemented by Gulf business to promote inclusive and equitable workplaces. Furthermore, how Facebook implements these practices.

Session Objectives

The panel discussion will shed light on:

- Gender Equality & Equity: History & Distinction.
- Facebook's Diversity & Inclusion Practices & Importance.
- What are best practices being implemented by Gulf business to promote inclusive and equitable workplaces?
- Importance of Gender Equality for Sustainable Business Growth.
- Solutions for challenges encountered in the implementation of gender Equity & Equality.

Key Takeaways:

- During the modern time the number of women in the workforce has steadily increased. Especially in the Arab region.
- Many Arab regions have been able to pave the way for women's leadership and inclusion.
- The goal of gender equality is to give women a more significant impact in decision-making and leadership. Gender equality also refers to providing equal chances to men and women in the workplace and refers to how employees are treated based on their individual needs.
- Gender equity refers to the tactics and tools used to achieve gender equality.
- Women empowerment involves providing women the opportunities and skills they need to take control over their lives, make their own choices and reach their own potential in order to contribute to society.
- An organization's inclusive culture is one in which employees feel appreciated, many voice their ideas, and are not criticized.
- An inclusive culture promotes diversity in the workplace, allowing for a variety of viewpoints.
- Analyzing the company's objectives is a crucial component of employees' engagement with the business.



- Employees must ensure that the company's aims and their own goals are in alignment in order to create engagement.
- Due to the pandemic, there has been a massive change in management as it has been more empathic.
- The change in management has resulted in a more inclusive culture as well as an economic gain. Which is also considered as qualitative to a quantitative perspective
- One of the most important aspects to consider when considering quotas is where and how long a period they are imposed.
- Quotas have played a significant role in the inclusion of women in leadership roles, with varying degrees of success in different countries. In the webinar it states that quotas should be imposed according to the industries and fields that demand them, according to research.
- Many employees desire to work for companies that are sustainable organisation.
- In terms of decision-making, the target market is regulated primarily by women.
- A healthy and equitable domestic life is a prerequisite for a professional success in a women's life.
- There are a number of challenges that women face. Domestic issues for example, dependent on life partner, lack of courage and family planning policies are the three primary factors that are addressed.
- More women working has inspired more women to work since they are role models for them.
- Gender equality and empowerment boosts the economy's growth.

Key Statics

- If one woman is a shareholder, women have a 23 % probability of being promoted at the workplace.
- According to business research, having a larger percentage of women in the boardroom increases equality by 41%.



- Gender diversity in the workplace results in a 15% increase in productivity compared to non-gender diverse companies.
- When compared to non-gender diverse companies, gender diversity in the workplace leads to a 15% boost in productivity.
- In developed economies 70% of purchases are made by women.
- Increase in female employment rates could boost GDP in the OACD by over 6 trillion dollars.
- Gender gaps costs the economy over 15% of the GDP.