

A She-Covery for All: Towards the Zero Gender Gap A Call to Action to the G20 Leaders

October 2021



Foreword

The entire humanity is undergoing an historical moment of change: the world is a very different place today and will never be the same again.

On the one hand, the current economic, social and sanitary crisis is drastically increasing the pre-existing gender inequalities. Indeed, before the Covid-19 pandemic, even if more than 52% of women were working worldwide, they were contributing to only 34% of the global growth. On the other hand, this pandemic represents a unique moment to shift the paradigm of our economies and societies and create a better world for the benefit of all.

At the Women's Forum for the Economy & Society, we are convinced **that the positive change can truthfully come from the G20 Countries**, which together account for 60% of the world's population, represent more than 80% of the global Gross Domestic Product and 75% of global trade. **They have the responsibility to lead by example by fostering women's empowerment and impactful leadership.**

Over time, the Women's Forum has demonstrated its expertise in raising awareness and in influencing global leadership groups such as the G7 and the G20, ensuring to highlight women's vision and have a strong impact on the global ecosystem.

This is why we are launching the Call to Action, 'A She-Covery for All', addressed to the G20 Leaders and presented at the Women's Forum G20 Italy, on the occasion of the first-ever Italian Presidency of the G20 in 2021. We are calling on the G20 Leaders to mainstream a gender dimension in their Agenda and acknowledge women as active contributors in bringing transformative solutions and building back better.

We are promoting the best initiatives developed by the Champions of gender equality, public and private stakeholders who are already successfully making a difference to guarantee that, in every field, women and men join their diverse perspectives and strengths to tackle global challenges.

We are asking to scale up these key projects and actions at the highest level in order to in order to deploy them within the G20 countries and beyond.

We tackle crucial issues to ensure that women become key players co-creating along with men the new world that humanity needs.

We focus in particular on STEM education for girls and women as a priority, as well as on the importance of responsible technology for good, the nexus between climate and gender, women's empowerment coming from entrepreneurship, and the necessity of an equal access to health.

We are stressing the importance of designing an inclusive future of work, where **women** have the same chances, assets, skills and expertise as men to be at the center of the jobs of the future, integrating a gender approach to career opportunities and work-life balance.



We urge that **gender criteria are systematically adopted** in international development assistance and that an equal representation is achieved at all levels of public and private governance.

Our recommendations are achievable, concrete and pragmatic. In conceiving them, we have adopted a very simple but effective principle. We are not asking for new financial resources: but rather we strongly believe that existing funds should be reorganised and driven for the better.

We have closely worked with the Italian G20 Presidency, in particular in the framework of the G20 Conference on Gender Equality chaired by Professor Elena Bonetti, Italian Minister of Gender Equality and Family, and drawing inspiration from the G20 Labour and Employment Ministerial Declaration, committing to a Roadmap towards and beyond the Brisbane Target.

In this context, we also acknowledge the precious contribution from OECD, including the engagement to reduce the gender gap in labour market participation by 25% in 2025: it is an example of its visionary ambition.

Moreover, our Call to Action is aligned to and capitalises on the inspiring work that has been produced this year by the main G20 engagement groups, such as the B20, the W20 and the G20 EMPOWER Alliance, with whom we have closely collaborated throughout the year, without forgetting the complicity with other strong women's networks worldwide.

These proposals have been constructed in collaboration with all the partners of the Women's Forum, including with Advisory Board Italy, to whom we would like to pay a very special tribute.

According to the Women's Forum Barometer at the G20 level, more than 8 of 10 think that closing the gender gap and designing an inclusive economic recovery is a top priority.

We strongly believe that **this is the momentum for the G20 Leaders to realise the She-Covery**, committing to putting women at the heart of the economy, society and science, and to bring forward their strong added value, innovative thinking and creativity, across generations, cultures, regions, and throughout the private and public sectors.

Chiara Corazza

Special representative to the G7 and G20 Women's Forum for the Economy & Society



The Women's Forum

- 1. Dedicate 3% of the 15% of the global corporate tax, decided by the G20 in 2021, to invest in gender equality in STEM education
- Build lifelong STEM training programmes for women in the workforce in all sectors
- 3. Create a specific tax credit for companies implementing an inclusive Artificial Intelligence
- 4. Establish the International Women Climate Fund
- 5. Support companies respecting gender equality in public procurement by granting them extra points
- 6. Allocate 10% of national health budgets to the research related to female-specific diseases
- 7. Establish a compulsory gender equality index at the national level in order to achieve equal pay and fair career opportunities
- 8. Adopt a mandatory and fully paid paternity leave of two weeks, including two days prior to the delivery date
- 9. Allocate at least 50% of the international development assistance resources to projects targeting gender equality, in the framework of a national strategy for a feminist diplomacy
- **10.** Reach at least 40% women representation in all public and private governance bodies by 2030





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of the population in G20 countries thinks that closing gender gap and designing an inclusive economic recovery should be a priority for their country.

The zero gender gap ambition will be achieved only if gender is mainstreamed in all policies, strategies and investments.

We call on the G20 Leaders to integrate mandatory gender indicators, highlighted in this Call to Action, as criteria of performance, attractiveness and competitiveness of countries, public administrations, local authorities, companies, universities and investment funds, including in all international rankings.

We call on the G20 Leaders to create a permanent dedicated task force within the OECD monitoring the implementation and the impact of the measures in favour of gender equality decided by the G20 and put in place by each government.

This task force will be in charge of tracking progress on a regular basis, in connection with the G20 bodies, promoting best practices according to a 'Name & Fame' approach.





It is essential to capitalise and combine specific means and dedicated tools to realize the She-Covery for all achieving gender equality in each G20 country.

We call on the G20 Leaders to implement the proposed action plans through the following means:

1. Channel existing funds to:

- Allocate the national and regional budgets linked to the Recovery Plans by mainstreaming a gender perspective in every domain and at all levels.
- Redistribute the national and regional budget dedicated to gender equality towards innovative, scalable and transversal measures and initiatives, such as the ones presented in this Call to Action.
- Leverage the USD 40 Billion in gender equality investments announced at the Forum Generation Equality in June 2021, especially the USD 21 Billion from governments and public sector institutions.

2. Enact ad hoc public regulations to:

- Ensure a shift of paradigm by mobilizing major stakeholders from the economy and society.
- Promote the strong engagement of Champions leading by example for women's empowerment throughout the G20 countries and beyond.
- Create the most favourable environment to support private commitment for gender equality.





3. Produce gender disaggregated data at a national and global level to:

- Measure and disclose gender gaps in all sectors.
- Capitalise on these data to raise awareness on injustice and gender inequalities.
- Provide relevant solutions and act for women to be key actors of positive change.

4. Develop public-private partnerships to:

- Implement a "Name and Fame" approach by rewarding public and private stakeholders applying a far-reaching gender strategy.
- Invest in dedicated initiatives taking into account diverse perspectives to efficiently tackle gender issues.
- Incentivize companies to create more inclusive and equal professional environments.

5. Scale up best practices to:

- Amplify synergies around measures and actions which have been effectively contributing to remove barriers and reach equality.
- Centralize commitments of key actors around impactful projects to avoid duplication of efforts.
- Build upon the progress achieved in other G20 countries and beyond.





STEM FOR PURPOSE

Skills in Science, Technology, Engineering and Mathematics (STEM) are essential in the jobs of the future as a source of innovation and creativity. They are increasingly powerful within the labor market as 85% of the professions of 2030 do not yet exist¹.

However, women face lifelong obstacles in these fields such as personal, societal and cultural barriers created by persistent gender stereotypes embodied in widespread norms, leading to self-selection biases and gender discrimination.

This phenomenon results in the underrepresentation of women in scientific sectors. Indeed, within G20 countries, only 14.7% of STEM graduates are women². Moreover, among the engineering workforce in these countries, only 15.1% are women³ and when looking at engineers in manufacturing and construction, the share of women decreases to 5.5%⁴.

Additionally, concerning the pipeline of women in Tech, it is observed that worldwide 53% of women who start careers in the tech sector then move on to other sectors, compared to just 31% of men⁵.

Finally, the majority of companies expect automation to significantly reduce their workforce. It is thus estimated that 9% of men and 11% of women are at risk of losing their jobs due to automation, representing 180 million jobs held by women⁶.

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of the population in G20 countries is in favour of investments in women's and girls' education



of the population in G20 countries is in favour of the development of reskilling programmes specifically for women whose jobs are at risk from automation





1. Dedicate 3% of the 15% of the global corporate tax, decided by the G20 in 2021, to invest in gender equality in STEM education.

It is paramount to allocate USD 4,5 Billion per year for at least 10 years to fight against stereotypes and attract girls in STEM, in each G20 country.

- Develop mandatory STEM activities for girls, based on a playful and meaningful pedagogy, with the necessary digital equipment, to build their scientific identity starting from 5 years old.
- Implement mentoring and role-modelling programmes by connecting students and successful women in STEM through specific national digital platforms.
- Establish quantified objectives to achieve gender parity in STEM higher education, by conditioning financial incentives on progress achieved.
- Deploy continuous training programmes on gender equality in STEM for teachers and educational staff.
- Launch a national communication campaign #STEM4Purpose in each country to raise parents' and teachers' awareness, as well as girls' interest in STEM, involving influencers and through the most appropriate language and tools.





2. Build lifelong STEM training programmes for women in the workforce in all sectors

It is crucial to promote - at the national level - reskilling, upskilling and cross-skilling in STEM, to retain within the job market women willing to continue - or restart - their career or risk losing their jobs.

- Create an appropriate multi-stakeholder alliance involving public and private sectors, as well as Academia and NGOs, to construct STEM training programmes.
- Ensure a national outreach, including to unemployed women, coordinated by public agencies through a dedicated digital tool.
- Provide incentives to companies recruiting from this pool of female talents and encourage their employees to participate in these programmes.
- Entrust Universities, social enterprises, start-ups and NGOs with conceiving and delivering STEM training for women.
- Capitalise on this proactive alliance to favour the acquisition of new competences for women through upskilling and cross-skilling programmes.





TECH FOR GOOD

Technology is everywhere and rules all aspects of our daily lives. Within our professional and personal activities as well as in our societies as a whole, technological devices are the pillars on which our world is built and reinvented.

Nevertheless, there is an important lack of diversity in the conception, development and deployment of technology which leads to increased gender discriminations.

For instance, in G20 countries women represent on average only 25.2% of the workforce in data and artificial intelligence⁷ and 11% in the sector of cloud computing⁸.

More broadly, such skills will be needed in every job but on average only 21.2% of professionals with Al skills are women⁹.

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of the population in G20 countries believes that if women had a better access to AI jobs, this would lead to developing digital applications and AI tools that benefit everyone



of the population in G20 countries believes that commitments should be taken by companies to achieve gender equality at all levels in their AI teams





3. Create a specific tax credit for companies implementing an inclusive Artificial Intelligence

It is necessary to adopt a gender-responsive approach in AI conception, development and deployment: this investment will prevent stereotypes and guarantee the best use of AI for the benefit of the entire society.

- Encourage the inclusion of women and other diverse viewpoints in the teams conceiving AI.
- Set up a ranking of best practices, based on agreed guidelines, regarding the conception, development and deployment of gender-considerate AI.
- Reward Al stakeholders that adopt and are accountable for gender-disaggregated data in Al technologies.
- Recompense companies that prove to implement a human-centred AI.
- Acknowledge Champions in AI committed to engaging in global partnerships to reduce any gaps between developed and developing countries in AI applications.





IMPACTFUL CLIMATE ACTION

Climate change is a reality that is becoming more and more pressing for all of humanity. Its consequences act as a catalyst of pre-existing inequalities, impacting disproportionately women and marginalized groups.

Indeed, 80% of the people displaced due to climate change are women¹⁰ and they are 14 times more likely to die during climate-related disasters¹¹.

Additionally, women are underrepresented in climate and environmental action.

For instance, in the development and production of renewable energy women make up 32% of the workforce, but mainly in lower-paying nontechnical positions¹².

Similarly, women participate at a high level in water resources management and policy in only 22% of countries worldwide¹³.

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of the population in G20 countries acknowledges the connections between gender inequality and the effects of climate change





4. Establish the International Women Climate Fund

It is decisive to acknowledge and mitigate the disproportionate impact of climate change on women: this dedicated Fund will be a unique financial tool to foster women's engagement in purposeful environmental actions.

- Drive public and private resources towards initiatives tackling the negative consequences of climate alteration on women.
- Invest in performant sustainable projects led by women.
- Finance women's access to new technologies to build effective climate solutions.
- Include a gender perspective in green and ethical finance.
- Launch specific products on the financial market that address the interactions between gender and climate.





EQUAL ACCESS TO BUSINESS

Entrepreneurship is key to advance progress and innovation towards a sustainable recovery. However, women are not equally represented in this role as there are around 224 million women entrepreneurs in the world, making up 35% of the firms in the global economy¹⁴.

These women entrepreneurs face important inequalities to access financing for their projects as only 1% of private or public funding is allocated to women-owned businesses internationally¹⁵.

Similarly, within supply chains, a small minority of expenditure is allocated to women-owned subcontractors.

Yet, the economic case for involving more women owned businesses has been demonstrated, with 34% of companies that have diversified their supply chain having seen a positive impact on their performance¹⁶.

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of the population in G20 countries is in favour of innovative policies providing equal access to public and private financing for women entrepreneurs



of the population in G20 countries agrees on the establishment of clear targets in order to guarantee gender diversity in private companies' supply chains





5. Enhance companies respecting gender equality in public procurement by granting extra points

It is essential for national and local authorities to use public tenders as levers to support women's empowerment, by including gender criteria to access financing and supply chains.

- Integrate a gender dimension in designing public tenders and take into account women's perspectives at all levels.
- Assess the advancement of gender equality in companies applying for public contracts, including equal pay, gender parity in recruitment, promotion and governance, as well as diversity in their supply chains.
- Implement a reporting obligation on the respect of gender criteria when fulfilling public contracts.
- Promote women entrepreneurship in public procurement by dedicating an annual public budget for the development of women-owned businesses.
- Carry out information and training campaigns aimed at increasing the participation of women-owned businesses in public tenders and supply chains.





HEALTH FOR ALL

Women live longer than men in G20 countries as their life expectancy, defined on average at 80.4 years old, is five years higher than the one of their male counterparts (75.3 years old)¹⁷.

However, even though men have higher rates of mortality, evidence shows that women get older with poorer health conditions¹⁸. This phenomenon relies on a widespread lack of awareness on women's health issues leading to a reduced amount of funding.

Indeed, specific female diseases, such as endometriosis, account only for 4% of the overall funding for health research and development.

Moreover, the majority of spending on diseases affecting everyone has a male-specific research focus although some have a disproportionate impact on women¹⁹.

For instance, depressive disorders account for 41.9% of all cases of disability resulting from neuropsychiatric disorders among women, as compared to 29.3% among men²⁰.

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of the population in G20 countries is convinced of the importance to develop a better understanding on specific female health issues





6. Allocate 10% of national health budgets to the research related to female-specific diseases

It is key to redefine the healthcare systems prioritizing holistic inclusive solutions for long-lasting high level physical and mental well-being, including healthy ageing.

- Invest in sex-disaggregated health data collection and analysis to assess the specific influence of gender on health.
- Reform medical studies by including high-level courses to enhance women-specific diseases within each medical speciality.
- Increase the representation of women in clinical trials on medical
- Ensure that the research related to all diseases, including mental health, integrates female characteristics to develop appropriate and targeted diagnosis and therapies.
- Raise public awareness on the diseases that particularly affect women and develop large-scale communication plans benefiting everyone.





PROFESSIONAL EQUALITY

In G20 countries, the creation of an equal playing field for women in the workplace has not yet been achieved. In fact, employed men represent 74.3% of the total male population worldwide while women's labour force participation is only 47.2%²¹.

Furthermore, differences are particularly salient when considering wages as the gender pay gap reaches on average 22.7% in G20 countries²².

There is also a lack of transparency concerning the level of gender inequality which exists in public administrations and the private sector.

However, in some G20 countries, efforts have been made to measure differences between women and men in the labour market developing ad hoc tools in order to achieve parity and equal treatment.

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of the population in G20 countries believes that if women had the same opportunities as men in their professional life, this would have consequences on society as a whole



of the population in G20 countries would agree on publishing the names of firms with a salary gap between men and women (for similar position and competencies)





7. Establish a compulsory gender equality index at the national level in order to achieve equal pay and fair career opportunities

It is imperative to make available, in full transparency, figures on gender diversity in all companies and public institutions. This index will contribute to solving persistent gender inequalities, guaranteeing that women pursue the most appropriate professional careers.

- Collect and disclose comprehensive gender-disaggregated data in order to measure the advancement of gender equality in all sectors.
- Establish gender indicators at all levels on a yearly basis:
 - share of female employees
 - women and men average earnings
 - ratio of women and men recruited
 - ratio of women and men promoted, including the differences in pay raises and related amounts
 - share of women in executive positions
- Define, for each indicator, specific objectives aiming to achieve a balanced ratio and remove gender gaps.
- Implement appropriate sanctions for companies and public institutions that do not reach the targets.
- Track yearly progress and provide adequate guidance for all organisations, including SMEs, to achieve gender equality.





WORK-LIFE BALANCE

Women and men do not bear an equal burden of family and domestic responsibilities leading women to partly or entirely sacrifice their professional careers due to care duties and domestic tasks.

Indeed, among G20 countries, women dedicate 4 hours and 27 minutes to unpaid work on a daily basis compared to only one hour and 52 minutes for men²³.

Additionally, when willing to have a family, women are disproportionately impacted by the increase in care work, which often prevents them from following their career path up to high level positions and forces them to choose low-paying part-time jobs.

Paid leave both for women and men is not yet available everywhere as on average across OECD countries, mothers are entitled to just over 18 weeks of paid maternity leave, with the exception of the US²⁴.

Concerning fathers, on average, OECD countries offer just over a week of paid paternity leave²⁵.

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of the population in G20 countries is in favour of the introduction of a compulsory paid paternity leave





8. Adopt a mandatory and fully paid paternity leave of two weeks, including two days prior to the delivery date

It is crucial to develop a new professional and personal life balance for both women and men. This measure, combined with a completely paid and compulsory maternity leave, will foster a shared management of the family load, ensuring a change of mindset benefitting women's careers.

- Involve fathers in childcare for an equal division of parental responsibilities, through the development of an appropriate socio-cultural framework supported by public institutions and private companies.
- Increase flexibility at work to guarantee a physical and mental equilibrium as well as a balanced share of domestic duties.
- Address the issue of gender differences in unpaid care work by involving women and men equally to remove the gaps put in evidence by the pandemic.
- Provide the adequate infrastructures and welfare systems, required for a sustainable work-life balance for all.
- Reward the Champions in the private sector implementing additional measures facilitating family shared responsibilities in favour of equal career opportunities and women's empowerment.





"FEMINIST DIPLOMACY"

In our disrupted world, building international relations is a driver for governments to interact with each other and commit to creating more just economies and societies.

Nonetheless, equal representation is far from reality in this area and women remain underrepresented at all negotiating tables.

For instance, the United Nations Framework Convention on Climate Change (UNFCCC) governance is made of only 36% of women as of 2021²⁶.

These inequalities are subsequently reflected in bilateral official development assistance as out of the USD 153 billion allocated to developing countries in 2019, almost half of the projects funded had a gender dimension but only 5% were fully dedicated to gender issues²⁷.

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of the population in G20 countries would agree on the appointment of women to key positions with responsibility for climate action



10 Recommendations

9. Allocate at least 50% of the international development assistance resources to projects targeting gender equality, in the framework of a national strategy for a feminist diplomacy

It is a priority for G20 countries to implement a "feminist diplomacy" by mainstreaming gender equality within all foreign policy areas, including development assistance, defense, peace and security as well as diplomatic negotiations, and at all levels.

- Deploy gender criteria in each project financed by G20 countries in the framework of their foreign policies and official development assistance.
- Make development assistance conditional on an equal participation of women in the development and governance of aid projects.
- Assess the gender-differentiated impact of projects financed in the framework of G20 countries' foreign assistance to foster women's empowerment at the local level.
- Ensure a gender balanced representation in the diplomatic workforce both at the national and local levels.
- Diffuse gender equality as one of the cornerstones of joint international development assistance at a global level.





INCLUSIVE GOVERNANCE

Gender inequalities are persistent in decision-making positions in all sectors, preventing women's ideas and visions from being fully taken into account.

On the contrary, a larger diversity of representation at strategic levels is essential to build a fair and just environment allowing to shape more inclusive economies and societies.

Women still lack political empowerment among G20 countries, as they represent on average 26.3% of members of Parliament²⁸ and 24.4% of ministerial positions²⁹.

In addition, the same imbalance exists in the private sector due to a thick glass ceiling. Indeed, the share of women in boards of listed companies from G20 countries reaches only 21.2%³⁰ and their presence among senior management positions stagnates at 28.9%³¹.

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of the population in G20 countries believes that if women had a better access to senior management positions of large companies, this would have positive consequences on business growth



of the population in G20 countries believes that if women had a better access to senior management positions of large companies, this would have positive consequences on company reputation and public image (Corporate Social Responsibility, etc.)





10. Reach at least 40% women representation in all public and private governance bodies by 2030

It is paramount that women and men are equally represented in all leadership positions, including in decision-making bodies. The inclusion of diverse perspectives at the highest levels of governance will ensure that effective solutions are put in place for the benefit of all.

- Adopt a progressive approach in each country according to the different starting levels and national situations by defining an adapted target of advancement.
- Enact a dedicated law to achieve gender equal representation in Parliaments and local authorities, and pursue the same objective when forming Governments.
- Fix the leaky leadership pipeline for women in public administration, which should lead by example in all its entities, including Academia, and research institutes.
- Establish a principle of granularity for equal representation of women and men within corporate governance and succession plans, including for Boards, executive and strategic positions as well as all levels of management.
- Develop a general positive dynamic towards gender equality in leadership positions in order to achieve complete parity.





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