

Company and Partnership Examples

Sector	Company/ Organization	Challenge	
Financial	Banco de Brazil	Workplace Policies	Banco do Brasil was the first financial institution in Brazil to allow women employees six months maternity leave on full pay, which is also available if adopting children under eight years. They have exceeded Brazilian national requirements of 120 days for paid maternity leave, by more than six weeks. Additionally, women are entitled to return to the same job they were holding before leave, in order to avoid adverse effects on their career advancement. Learn more here .
Chamber of Commerce	The Bangladesh Women Chamber of Commerce and Industry (BWCCI)	Lack of Access to Relevant Health Information	BWCCI raises awareness about cervical cancer by disseminating information about cervical cancer and its prevention to 30,000 Bangladeshi women through leaflets, letters, counseling, hotline centers, training programs, meetings, and roundtables by 2016. Learn more here .
Multi-Stakeholder Partnership	Bayer HealthCare and Women Deliver	Multi-Challenge	In support of World Contraception Day (WCD) 2015, Bayer HealthCare and Women Deliver partnered with six youth advocates from across the globe to use digital storytelling tools to uncover the state of young people's sexual and reproductive health and rights (SRHR) with particular focus on access to contraception in the youth advocates' home countries (Trinidad & Tobago, Côte d'Ivoire, UAE & Kenya, Georgia, Sri Lanka, United States). The project aimed at supporting positive communications and raising awareness among the youth population around health specifically SRHR. Learn more here .
Multi-Stakeholder Partnership	Business for Social Responsibility (BSR) and The Global Alliance for Improved Nutrition (GAIN)	Malnutrition	BSR and GAIN commit to help improve nutrition and reduce anemia among girls in late adolescence and women of reproductive age, working in the garment industry in Dhaka, Bangladesh. The three-year program will develop an intervention model that combines food supplementation, behavior change interventions, empowerment of workers to request and utilize quality health and nutrition services, and advocacy for better breastfeeding opportunities and child care facilities in the workplace. Learn more here .
Multi-Stakeholder Partnership	Every Women Every Child	Multi-Challenge	<i>Every Woman Every Child (EWEC)</i> is an unprecedented global movement that mobilizes and intensifies international and national action by governments, multilaterals, the private sector and civil society to address the major health challenges facing women and children around the world. The movement puts into action the <i>Global Strategy for Women's and Children's Health</i> , which presents a roadmap to improve the health of the most vulnerable women and children. A growing number of businesses have made commitments to EWEC and are actively working to improve women and children's health. Learn more here .
Technology	Intel and the United Nations Population Fund (UNFPA)	Lack of Human Resources for Health	In an effort to combat the high number of unnecessary deaths during pregnancy and childbirth, Intel and UNFPA announced in 2012 a joint commitment to strengthen the skills of midwives and community health workers through technology and training materials from the two organizations. The programme aims at using innovative technologies offered by Intel in improving access, training, skills and capacities of frontline healthcare workers and midwives. In addition, this partnership will have a major impact on health systems, as it will enable one time data recording and transmission by frontline health workers; ensure timely service delivery where needed; and aid performance of quality health diagnostics through necessary tools, as well as remote supervision of the healthcare workforce. Learn more here .

Utilities	Itaipu Binacional	Domestic Violence	In response to domestic violence and in order to raise awareness of the issue, Itaipu took steps to create a shelter for women survivors of domestic violence along with a referral and information Support Center. Itaipu includes both women and men on their Management Committee of Gender Equality and participates in the White Ribbon Campaign, sending a clear public message that violence against women is everyone's business. Learn more here .
Healthcare	Johnson and Johnson	Multi-Challenge	In 2010 to accelerate progress toward the Millennium Development Goals, Johnson & Johnson committed \$200 million over five years to reach as many as 120 million women and children a year by 2015 in an initiative called <i>Every Mother, Every Child</i> . In June 2014 the company announced a new 5-year, \$30 million commitment to increase newborn survival through 2020. The initiative covers at least 20 countries with a focus on training skilled birth attendants in newborn care in India, Nigeria, China and Ethiopia – countries with some of the highest concentrations of newborn deaths – and improving the health knowledge of pregnant women and mothers to help them care for themselves and their newborns. Learn more here .
Consumer Goods	Levi Strauss Foundation and Business for Social Responsibility (BSR)	Lack of Access to Relevant Health Information	Levi Strauss Foundation and BSR conducted a study of HERproject's workplace-training programs intended to demonstrate the business returns of employer-provided health information and services. HERproject trainings generally cover reproductive and maternal health, personal hygiene, STIs, and family planning. From 2007-2010, with technical assistance from a USAID family planning project, they collected data from programs at four factories located in Egypt and Pakistan. Along with finding an increase in overall health knowledge, the study found that in one of the Egyptian factories 82% of workers took actions to improve their health based on information received from peer educators. HERproject also found to deliver an ROI of US \$4:\$1 in the same factory, in the form of reduced absenteeism and turnover. Learn more here .
Support Services	Meathead Movers	Domestic Violence	Meathead Movers, a moving company based in California, USA, was co-founded in 1997 by two brothers, Aaron and Evan Steel. Recognizing that leaving a domestic violence situation is difficult and logistically challenging, the company began helping domestic violence victims to leave abusive households by moving their belongings free of charge. They formed partnerships with local women shelters and local law enforcement agencies to ensure that both the women and the moving crew are safe during the moving process. As a way to help end domestic violence, Meathead Movers also launched a new campaign called #MovetoEndDV (Move to End Domestic Violence), to encourage businesses to develop other innovative ways to aid women in domestic violence situations as they try to reconstruct their lives and move into their first home. Learn more here .
Healthcare	Merck	Multi-Challenge	Merck for Mothers is a 10-year, \$500 million initiative focused on creating a world where no woman has to die from complications of pregnancy and childbirth. Drawing on the company's history of discovering innovative, life-saving medicines and vaccines, <i>Merck for Mothers</i> is applying Merck's scientific and business expertise to reduce maternal mortality around the world. <i>Merck for Mothers</i> is also a co-founder of Saving Mothers, Giving Life , a public-private partnership with the American College of Obstetricians and Gynecologists, Every Mother Counts, the Government of Norway, Project C.U.R.E., and the U.S. government that builds on existing HIV/AIDS and maternal and child health platforms in Sub-Saharan Africa and aims to reduce delays faced by women in seeking and reaching services, and receiving quality care. Since its launch, Merck for Mothers has strengthened and trained 2,553 health facilities and 5,480 health workers to provide quality care in India, Senegal, Uganda, the U.S., and Zambia. Learn more here .

Multi-Stakeholder Partnership	Mobile Alliance for Maternal Action (MAMA)	Lack of Access to Relevant Health Information	MAMA delivers vital health information via mobile phones to new and expectant mothers living in poverty throughout the developing world. Aponjon , as MAMA's mobile information service is known in Bangladesh, is supported by various local partners from all sectors including the private sector like Rahimafrooz Superstores Limited (RSL). RSL has a retail supermarket chain in Bangladesh called Agora, which sells <i>Aponjon's</i> Sponsor-a-Ma package. The Sponsor-a-Ma package consists of a gift that is purchased in store, coupled with a donation to provide the <i>Aponjon</i> service to a mother for a total of 89 weeks, from her sixth week of pregnancy through her baby's first year. Learn more here .
Healthcare	Novo Nordisk	Prevention	Novo Nordisk focuses on non-communicable diseases. Its Changing Future Life initiative, one of several of long-term health initiatives, commits to advancing the prevention of non-communicable diseases with a focus on improving maternal, newborn and child health. Novo Nordisk also works to fight gestational diabetes through its partnership with the World Diabetes Foundation. Learn more here .
Consumer Goods	PepsiCo	Malnutrition	In 2013, PepsiCo Mexico entered into an agreement with the Mexican Ministry of Social Development (Sedesol) to produce and sell at cost a line of Quaker fortified oat and peanut food products specifically for moderately malnourished pregnant and breast-feeding women and children (2 to 5 years old). The agreement includes in-kind donations of Quaker products, and the commitment to cooperate when natural disasters occur. Learn more here .
Consumer Goods and Services	PT Dewhirst/Marks & Spencer	Lack of Access to Relevant Health Information and Services	PT Dewhirst/Marks & Spencer partnered with a health care NGO, a nurse midwives association and a health insurance company to establish a health care center outside the PT Dewhirst garment factory in Bandung, Indonesia. The impact of the program has reduced the infant mortality rate from 81.2 per 1,000 births in 2007 to 19.2 per 1,000 births in 2013. Additionally, absenteeism and employee turnover rates have decreased into 1.2% and 2.5% in the first quarter of 2014. Learn more here .
Mobile Telecom	Safaricom	Health Solutions	Safaricom collaborates through partnerships to develop the much needed enterprise architecture for mHealth (mobile health) solutions at the national scale. It commits to providing integrated mHealth solutions to 20,000 community health workers with an initial focus of reaching 1.5 million pregnant women in Kenya, as well as providing affordable saving options for healthcare during maternity and post natal care. Learn more here .
Multi-Stakeholder Partnerships	SESI Vira Vida, Government of Brazil and the United Nations Population Fund (UNFPA)	Sexual Violence and Exploitation	The National Council of Industries' Social Services of Brazil (SESI), Permanent Mission of Brazil to the United Nations and UNFPA hosted an international seminar on 27-28 May 2014 at the United Nations. The aim of the seminar was to present an overview of the situation of sexual violence and exploitation of adolescents and youth, in particular young women. In addition, the gathering sought to provide a space for showcasing private and public sector partnerships in selected countries, with an emphasis on the VIRAVIDA program implemented by SESI Brazil. During the seminar, a multi-year Memorandum of Understanding agreement was signed as a way to initiate South-South Cooperation and Public Private Partnerships to support efforts on replicating the VIRAVIDA programme and addressing the issue more broadly. Learn more here .
Personal Goods	Shiseido	Multi-Challenge	In Bangladesh, Shiseido has worked with low income women to improve health, nutrition, and hygiene practices. They introduced an affordable skincare line called Les DIVAS aimed at meeting the unique needs of rural women and educating through use. Les DIVAS was created as a result of field survey research that showed rural women in Bangladesh both wanted and used beauty products. The company is also conducting accompanying educational workshops in the area. The initiative is projected to impact 40,000 low income women living in these rural communities as well as create jobs for local women. The awareness campaign will leverage women's desire to look and feel their best by linking nutrition and hygiene practices to their daily skincare regime and their family's health. Learn more here .

Multi-Stakeholder Partnership	The United Nations Population Fund (UNFPA) & Farmatodo	Lack of Access to Relevant Health Information and Services	UNFPA and Farmatodo, Venezuela's leading network of local pharmacies, teamed up to create Por Ti, an initiative to make more people aware of and encourage them to use sexual and reproductive health services in Capital District Libertador, and in municipalities of Caroni, Bolivar, and Sucre, Miranda. Por Ti provided a long-term and sustainable investment in sexual and reproductive health education by training health teams to provide quality services with sensitivity, engaging agency commitment and encouraging community involvement. Learn more here .
Multi-Stakeholder Partnership	The United Nations Population Fund (UNFPA) & more than 90 partners	Maternal Injury	The global Campaign to End Fistula led by UNFPA, is now working in more than 50 countries in conjunction with more than 90 partners, including <i>Johnson & Johnson</i> and <i>Virgin Unite</i> . Focusing on the three areas of prevention, treatment and rehabilitation, the Campaign supported over 47,000 fistula repairs between 2003 and 2013. UNFPA doubled the number of fistula repairs from 5,000 in 2010 to more than 10,000 in 2013 and is currently supporting half of the fistula surgical repairs globally. Learn more here
Consumer Goods	Unilever	Lack of Access to Health Information & Male Involvement	In Tanzania, Unilever Tea Tanzania launched a workplace male-engagement programme, "Healthy Images of Manhood", that had significant impacts on gender and reproductive health issues by changing unhealthy behaviors of male workers. A number of male peer health educators (and later women PHEs) were trained to act as agents of change and were tasked with transforming gender relations in the community. Trainings resulted in a 30% increase in spouses' use of family planning services. The programme, developed by the USAID-funded ESD project, also found that gender relations between members within the society were improved within the workplace and in the household. Learn more here .

***Examples are a sampling of good practices gathered from online searches or submitted by organizations in response to our call to share actions and initiatives that they are undertaking to empower and advance women. These working examples have not necessarily been reviewed by the companies concerned and may be subject to further editing. Nor have they been through any vetting process.*

Supporting Organizations:



The UN 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](#). In 2010, the [UN Global Compact](#), in partnership with [UN Women](#), launched the [Women's Empowerment Principles](#) (WEPs)– seven Principles for business on how to empower women in the workplace marketplace and community. The Principles emphasize the business case for corporate action to promote gender equality and women's empowerment and are informed by real-life business practices and input gathered from across the globe. Learn more www.wepprinciples.org



United Nations Population Fund (UNFPA) is the lead UN agency for delivering a world where every pregnancy is wanted, every birth is safe, and every young person's potential is fulfilled. The three key areas of the UNFPA mandate are reproductive health, gender equality and population and development strategies. The UNFPA mandate is to build the knowledge and the capacity to respond to needs in population and family planning; to promote awareness in both developed and developing countries of population problems and possible strategies to deal with these problems; to assist their population problems in the forms and means best suited to the individual countries' needs; to assume a leading role in the United Nations system in promoting population programmes and to coordinate projects supported by the Fund. Learn more: www.unfpa.org



HERproject is a BSR (Business for Social Responsibility) initiative that catalyzes partnerships among international companies, suppliers, and NGOs to implement women's empowerment programs in global supply chains currently focused on two programs, HERhealth and HERfinance. These workplace-based programs, taught using a peer education methodology, are centered on the provision of critical health and financial literacy information/services to increase female health and build financial capability. Learn more: www.herproject.org



The Danish Family Planning Association

The Danish Family Planning Association is a private, non-governmental organization without religious/political affiliations that works with organizations within the sphere of sexual and reproductive health and rights. Its mission is to fight for sexual and reproductive rights, strengthen each person's chances of making free and informed choices, and advocate for the right to information and health services. Learn more: www.sexogsamfund.dk



The United Nations Foundation (UNF) links the UN's work with others around the world, mobilizing the energy and expertise of business and non-governmental organizations to help the UN tackle issues including climate change, global health, peace and security, women's empowerment, poverty eradication, energy access, and U.S.-UN relations. Learn more: www.unfoundation.org



GBCHealth

serves as a hub for business engagement on the world's most pressing global health issues. Beginning in 2013 they have sharpened their focus on engaging the private sector specifically in attaining the health Millennium Development Goals. Their topmost priority is to maximize corporate sector participation in this final push to meet worldwide targets for cutting maternal, newborn, and child deaths and advancing HIV, TB, and malaria efforts. Another facet of their work centers around engaging the private sector in developing priorities and formulating new goals for the post 2015-period. Through convenings, partnership creation, advocacy and leadership and spearheading carefully selected initiatives, GBCHealth is the advisor of choice for companies interested in bringing their assets, skills and passion to help meet our shared goals for health. Learn More: www.gbchealth.org



Meridian Group International, Inc. is a women-owned business that manages the RAISE Health Initiative for Workers, Companies and Communities under the USAID-funded Evidence Project. It's mission to develop and promote cost-effective policies and practices that expand women's and worker health services at workplaces in the developing world. Learn More: <http://meridian-group.com>