

WORLD CHAMBERS FEDERATION



# WOMEN IN WCF GOVERNANCE HANDBOOK HANDBOOK HANDBOOK HANDBOOK

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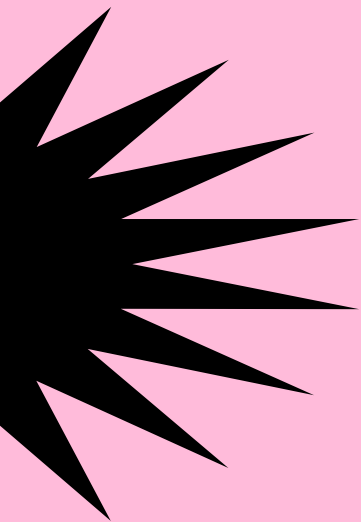
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# NOT YOUR ORDINARY ORGANIZATION



The World Chambers Federation is ICC's unique and truly global forum uniting the global network of chambers and their respective business communities. While strengthening links among chambers, WCF also helps individual chambers become more productive.

WCF works to enhance chamber capacity to foster private sector development and has developed strong ties with a range of multilateral organizations, including the World Bank, the United Nations Development Program and regional development banks. WCF also works with other private sector groups to extend programs of assistance and training for chambers of commerce, particularly from developing and least developed countries. The activities and project of WCF involve local, regional, national, bilateral, transnational, as well as public-law, and private-law chambers

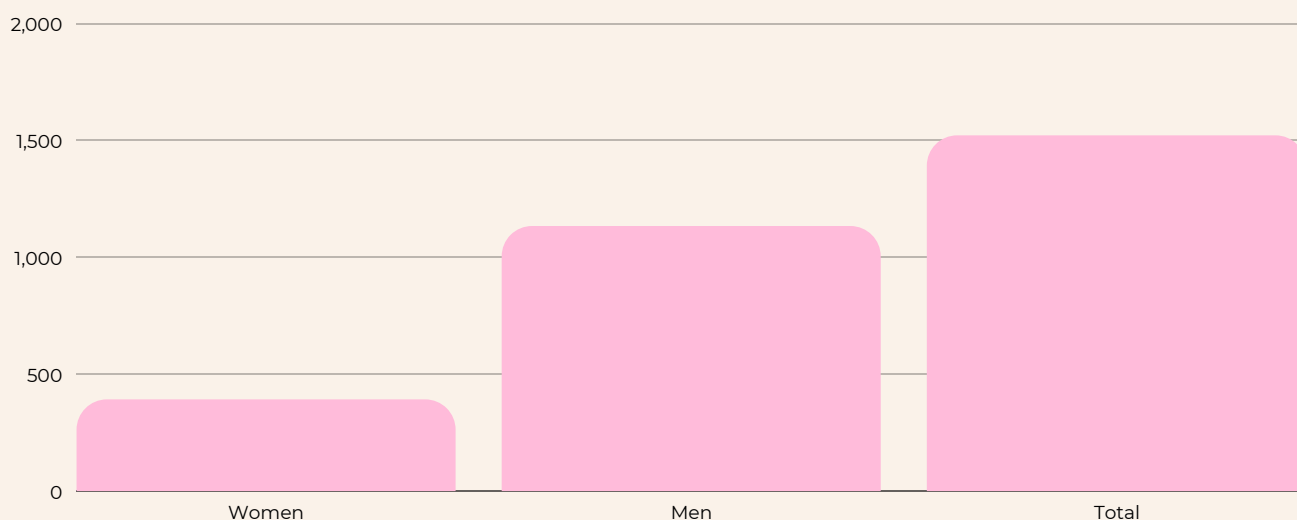
Being a non-political, non-governmental body, WCF is the backbone of the chamber community that provides a platform for chamber leaders, to communicate and collaborate with each other on matters of mutual interest and facilitate beneficial partnerships. WCF's extensive chamber membership plays a pivotal role in connecting ICC as an organization to SMEs worldwide and in promoting the important role SMEs play in the global economy. Recognizing this valuable role, WCF provides chambers with the support they need to help SMEs face the challenges and opportunities of globalization.

**"Our objective is to vindicate entrepreneurs and businesspeople as the main generators of equality in our society as well as help business work for everyone, every day, and everywhere."**



# THE CURRENT SITUATION

Based off the data, the number of women in leadership positions in WCF chamber members is remarkably low.



Now more than ever, gender diversity in corporate governance has become more important. However, women are underrepresented in the WCF Executive Committee and General Council, while 90% of the members are men.

With chambers of commerce taking a more active interest in diversity, equality and inclusion, the industry has experienced a major shift; in the male-dominated industry, women are moving into more leadership roles.

Yet, only 25.6% of all chambers has women in leadership positions, comprising of presidents, CEOs or equivalents, chair of the board, vice or deputy presidents, and senior management directors, in comparison to the 74.4% of men.

Why is this a major issue? Women make up half of the population and nearly half of the workforce, and still their presence in the worldwide business sector is minimal. Recognizing the role of women in corporate governance best practices can help directors be more effective by reducing the negative signal of an uneven gender board. Moreover, more gender diverse boards have the potential for greater participation in decision-making, tougher monitoring on performance, and more alignment with the interests of shareholders.

# THE FUTURE OF WCF

Four strategic pillars we believe in that help make this organization extraordinary.

## GENDER MAINSTREAMING

Gender mainstreaming means to agree on a political commitment and legal framework for addressing the gender balance issue and how to solve it. It is also important to start including gender balance and diversity related agenda items and create an environment that will accept diversity as a strategy.

## ENGAGEMENT & INVOLVEMENT

Currently, there is not enough time to show the capabilities and activities of the members within the committees, leadership roles, memberships, etc. It is important to create an environment that is inclusive and engaging for every member. This will result in more confidence, especially for women, and a growing understanding of WCF and ICC's mission reflecting the diversity of demographics.

## PROMOTION OF WOMEN IN LEADERSHIP POSITIONS

Culture is led from the top and WCF needs to create a culture in which women are encouraged to pursue leadership positions or participate in the elections. It is important to clearly communicate that not only chamber presidents can participate, but also vice chairs, board members, etc. Moreover, it is important that the women are given a voice in the council, and are assigned leadership roles in the working groups and taskforces instead of the stereotype "secretary roles".

## LEADING BY EXAMPLE

Creating a sub-group of women who would be troopers for others to join them in the council encourages confidence and visibility. Moreover, mentoring is important because whenever one joins there is a big learning curve and may be a barrier for women participating.

# WHAT WE NEED TO DO

## VISIBILITY

### 01.

In order to create more visibility towards the WCF General Council elections we must:

- Create a Chambers Connect community to share best practices & experiences.
- Include an article about female leadership and the elections in the WCF news letter.
- Explore social media outreach options to promote the elections.
- Reach out directly to female leaders in the chambers network.



## COMMUNITY INVOLVEMENT

### 02.

To expand on the creation of more visibility about female leadership and the WCF General Council elections, community involvement is important.

This could be achieved through:

- Create a survey to find out what the community needs.
- Online networking event with female leaders to share best practices and experiences.
- Ask for input from female leaders on the Chambers Connect community platform.
- Explore the opportunities of a taskforce to work on the gender diversity topic within the WCF General Council.
- Reach out to non-member chambers to expand the network and attract more female leaders.

## KNOWLEDGE SHARING

### 03.

Knowledge is power, and if women had already the knowledge of the trains of thoughts and areas of discussion of the WCF General Council in advance, it would be very helpful and encouraging.

To increase the knowledge of the community we have to:

- Clearly define roles, responsibilities and advantages to be a member.
- Communicate strategic pillars of the WCF General Council.
- Explore platforms that work best to share the information to the community as a whole.
- Contact other organizations like ICC on governance guidelines

# TIMELINE & ACTION POINTS

## JULY

- Create Chambers Connect Community
- Include an article in WCF Newsletter
- Define roles, responsibilities & advantages of being a member in election guidelines
- Explore social media outreach possibilities
- Reach out to female leaders in the network & search for non members
- Prepare an online networking event for female leaders & WCF elections

## AUGUST

- Create content on Chambers Connect community
- Include an article in WCF Newsletter

## SEPTEMBER

- Organize online network event
- Final call for candidates

## OCTOBER

- Finalization of candidates presented for election & share with the community.
- Voting instructions issued to members

## NOVEMBER

- WCF General Council elections 2022



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