



*Women's Economic Imperative (WEI)*



*Women's Enterprise Scotland (WES)*

**Conference on  
Women's Economic Empowerment:  
Opportunities and Challenges for Equity, Inclusive  
Growth, and Sustainability**

*Sunday, November 24 - Tuesday November 26,  
2019*

&

**Workshop on  
Powering Women's Entrepreneurship:  
Leadership and Growth**

*Wednesday November 27, 2019*



The Women's Economic Imperative (WEI) and Women's Enterprise Scotland have joined forces to organize the first in a series of annual conferences on Women's Economic Empowerment.

The economic empowerment of women – roughly half of the world's population – is critical for global economic growth, social equality and sustainable development for the benefit of all – men and women, girls and boys. As stated by Christine Lagarde, Managing Director of the International Monetary Fund, "*Women's economic empowerment is not just a moral imperative, it is an economic no-brainer.*" To this end, success in delivering the United Nations 16 Sustainable Development Goals (SDGs) depends on real progress being made toward gender equality for all women and girls.

This meeting draws on the framing of the SDGs, the work of the United Nations Secretary-General's High-Level Panel on Women's Economic Empowerment, and the outcomes of the T-20 Task Force on Gender Economic Equity to **catalyze action** on this important agenda. The objectives of the meeting include:

- Leveraging women's entrepreneurship as an engine of economic growth, social equity and sustainable development;
- Examining gender at the intersection of politics, economics, geography, and resilience;
- Providing thought leadership on changing perceptions and norms around women's roles in the society and economy, with the aim of improving opportunities for women and girls; and
- Mobilizing partnerships and coalitions across citizenry and civil society, private sector, government, and academia to advance women's economic empowerment for the benefit of all members of society and to achieve concrete economic and social outcomes and **impact**.

The discussions will be structured around 2 pillars:

- **Women's Entrepreneurship:** Exploring opportunities and challenges in the changing world of work at the intersection of Economic Growth, Social Development, Geography, Health, and Resilient Communities; and
- **Advocacy:** Increasing voice and representation to challenge gender bias, adverse norms, discriminatory laws, regulations, and practices that limit or devalue women's economic contributions.

The Conference will feature thought leaders representing civil society, the private sector, public sector, and academia to share knowledge and engage participants in active dialog and problem-solving to advance the women's economic empowerment agenda for the benefit of all.

The goal of this conference is to craft solutions, define specific actions, and secure the commitment of our participants, partners and networks to act. The Call to Action and Commitments will be incorporated into our measurement, advocacy and entrepreneurship initiatives to support best practice and report on progress going forward.

*Sunday, November 24 2019*

**18:00 – 20:00**

Conference Opening Event at City Chambers

- Details and speakers to be added
  - Hon. Luis Guillermo Solis Rivera, Former President of Costa Rica and Co-Chair of the UN Secretary-General's High-Level Panel on Women's Economic Empowerment
  - Lord Provost of Edinburgh
- Reception and Networking –

*Monday, November 25 2019*

**07:30 – 08:30 WEI Board Meeting**

**08:00 – 09:00**

*Conference Registration*

*Breakfast and Networking*

**09:00 – 09:30**

**PLENARY: Opening Remarks**

**09:30 – 09:45**

**KEYNOTE**

**09:45 – 11:00**

**Session 1: PLENARY**

**Drivers of Women’s Economic Empowerment: The Intersection of Culture, Politics and Economics**

**Panelists, including:** Hon. President Luis Guillermo Solis Rivera (Costa Rica);

**Moderator:** Margo Thomas (WEI)

**BREAK**

**11:00 – 11:30**

**GROUP PHOTO**

**Session 2: PLENARY**

**KEYNOTE: 11:30 – 11:45**

**Dr. Barbara Orser**

**University of Ottawa, Telfer School of Management**

*Feminine Capital: Unlocking the Power of Women Entrepreneurs*

**11:45 – 13:00**

**Women’s Assets: Leveraging Financial and Digital Access**

**13:00 – 14:00**

**LUNCH & NETWORKING**

**BREAK-OUT SESSION 3: 14:00 – 15:30**

**Session 3.1**

Digital Technology: Women in the Changing World of Work

**Session 3.2**

Financing Women’s Entrepreneurship

**15:30 – 15:50**  
**BREAK**

**15:50 – 17:20**  
**Session 4: PLENARY**  
**Communities as Engines of Inclusive Growth:**

**17:20 – 17:45**  
**PLENARY**  
**Key takeaways from the day**

**19:30**

**DINNER – Dining Hall**

**Fireside Chat:**  
**Gender Equity and The Role of the Media in Influencing Perceptions, Voice, Norms and Representation**

**Moderator: Amadou Mahtar Ba, Executive Chairman, AllAfrica**

**Tuesday, November 26 2019**

**08:00 – 08:30**

**BREAKFAST & NETWORKING**

**08:30 – 08:45**

**PLENARY [Auditorium]**

**Recap and Charge for the Day**

**08:45 – 10:00**

**Session 5: PLENARY [Auditorium]**

**Women's Health as an Economic Value**

**10:00 – 10:20**

**BREAK**

**BREAK-OUT SESSION 6: 10:20 – 11:30**

<b>Session 6.1</b> The Economic and Social Significance of Care in the Changing World of Work •	<b>Session 6.2:</b> Town and Country, the importance of sustainable communities: Opportunities and Challenges for Women	<b>Session 6.3</b> Health of Women: Intersection of Geography and Resilience
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**11:30 – 11:45**

**BREAK**

**BREAK-OUT SESSIONS 7: 11:45 – 13:00**

<b>Session 7.1</b> Empower a Girl, Transform a Community	<b>Session 7.2</b> Women's Entrepreneurship in Non-traditional Sectors –	<b>Session 7.3</b> Strengthening Voice and Agency: Youth and Women •
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**13:00 – 14:00**

**LUNCH & NETWORKING**

**14:00 – 15:30**

**Session 8: PLENARY**

**Mapping Issues and Hacking Disruptive Solutions**

**15:30 – 16:45**

**Session 9: PLENARY - Conclusions: Call to Action & Closing Remarks**

*Wednesday November 27, 2019*

*Conference Centre Auditorium, RBS*

***POWERING WOMEN'S ENTREPRENEURSHIP:  
LEADERSHIP & GROWTH***

**09:15 Arrival and Registration**

**10:00**

- **Welcome – RBS**
- **Opening Remarks – WES and WEI**
- **Conference Video Highlights**

**10:35**

- **Keynotes:**  
**Women Entrepreneurs: Successes, Challenges  
and the Role of Leadership**
  - Dr Margo Thomas
  - Dr Barbara Orser

Chair: Jackie Brierton

**11:30**

**PANEL: Men as Agents of Change**

- **Panelists: Panel Mark Logan; David Sole; Steve  
Dunlop**

Chair: Lynne Cadenhead;

**12:15**

- **The Future: Economic Trends**

**12:25**

**Lunch and networking**

**13:25**

- **Summary of Morning Discussions**

**13:30**

**PANEL:**

**The Future: Trends**

- **Impact of tech/emerging face of business**
- **Women's Coin: Blockchain**

**14:00**

**PANEL:**

**Women Leading the Change:**

**14:30**

**PANEL:**

**Leading from the Top: Women on Boards**

Chair: Lynne Cadenhead, WES

**15:10**

**Action Session: engaging delegates on action for change**

**15:30 – 15:55**

**Keynote**

**Closing Remarks**