



Bank Group Marks International Women's Day

Ngozi: Get Serious About Mentoring

For the 11th consecutive year, the World Bank Group celebrated International Women's Day, reaffirming the institution's commitment to gender equality in both its development work and the organization itself.

Managing Director Ngozi Okonjo-Iweala recognized progress, warned against complacency, and urged participants to get serious about mentoring. Reaching President Zoellick's goal of gender-parity in management by 2012, she said, requires "committed leadership, credible implementation, and sustained monitoring."

The event complemented the United Nations celebration, and shared the tagline "Equal Rights, Equal Opportunities: Progress for All." Like last year, it served as the unofficial kick-off to the Bank Group's Diversity & Inclusion (D&I) Month.



"We have to look around us and find the younger women who need mentoring," said Managing Director Ngozi Okonjo-Iweala.

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2010 IFC CEO Gender Award Goes to Pakistan ADR Team

This year's IFC CEO Gender Award was presented to the Pakistan Alternative Dispute Resolution (ADR) project team in recognition of its initiatives to support women's participation in business, alleviate their legal issues, and promote their business rights.

The Tajikistan Cotton project and the Africa Village Phone program were awarded second and third place respectively. The awards were chosen from 34 nominations received from 15 field offices worldwide.

EVP and CEO Lars Thunell presented the award to Navin Salim Merchant, Operations Officer and TTL of the Pakistan ADR project.

"These projects are great examples of how working gender into programs can help teams reach more

people and achieve more development impact," Thunell told a packed audience and field offices attending via videoconference.

The IFC CEO Gender award is organized by the Women in Business program, formerly known as Gender Entrepreneurship Markets. The awards have been held annually since 2008 to recognize IFC teams or individuals who advance the Corporation's commitment to support women's participation in business.

A Successful Gender Strategy

The Pakistan ADR project was launched in 2006 by the Investment Climate Department to promote the institutionalization of alternative dispute resolution.

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Diversity Month Calendar of Events

March 22 - 12:30 p.m. to 2:00 p.m.
"Equilibrium Fictions: A Cognitive Approach to Societal Rigidity" - Karla Hoff - MC 13-121

March 22-29
Diversity Fair - MC Atrium

March 24 - 9:00 a.m. to 2:00 p.m.
Leadership Engagement Session: "Strengthening the Global Workplace Culture" - IMF HQ2 Ground Floor Auditorium

March 25 - 12:30 p.m. to 2:00 p.m.
Human Rights Campaign event - MC 13-121

March 29 - 3:30 p.m. to 4:30 p.m.
The 7th Annual Diversity & Inclusion Leadership Awards - MC Atrium

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Otaviano Canuto, VP of PREM, spoke first, setting the tone by describing gender equality as “still a shamefully distant dream in many places.” After being slow to lead on the issue, the World Bank has become a force for good. Between 1995 and 2000, the Bank lent more than \$3.4 billion for girls' education programs—and was the globe's largest lender for health and nutrition projects, which target women.

The Bank is aiming to increase impact through its Gender Action Plan, launched by PREM in early 2007.

“The plan seeks to cross that final barrier in the Bank Group and make us ‘walk the talk’ on gender equity and women's empowerment also in the non-social sectors,” said Canuto.

New investments on gender have significantly increased the pool of gender expertise in sectors that traditionally had little, such as infrastructure, agriculture and land, private

sector development and financial sector, said Canuto. “We hope it will pay off for years to come.”

Canuto introduced Managing Director Ngozi, who cited a recent *Economist* report on gender progress: women are now the majority of the US workforce

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– Ngozi Okonjo-Iweala

and the majority of university graduates in OECD countries. There are currently 25 world leaders and 25 ambassadors in Washington who are female.

However, only 2 percent of bosses and less than 13 percent of board members in America are women. What is more, full-time American women earn only 80 percent of their male counterparts in the same jobs.

The World Bank's performance is markedly better: about a third of Bank Group managers and more than 40 percent of mid-professionals (GF-GG) are women. Salaries for women are comparable to those of their male peers.

Ngozi reflected on her long career, citing progress in work-life balance issues and the attitudes of men. Mentoring, she emphasized, remains crucial to the development of the next generation of females in the workplace.

“We have to be our own agents of change,” urged Ngozi. “We have to look around us and find the younger women who need mentoring ...



Otaviano Canuto, VP of PREM, described gender equality as “still a shamefully distant dream in many places.”



Harpist Cheryl Roeske entertained about 400 attendees with sweet strains of popular tunes and classical favorites.

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I'm really encouraging you. By the time you leave here, I want each of you to make a commitment. When I see you next year at this event, I will ask how many people you have mentored."

Julie Oyegun, the Director of the Bank's Diversity Office, closed by reflecting on recent visits to India and Israel, and how sub-national diversity will be the next leap forward for the diversity agenda.

"From country office to country office ... we are beginning to realize that for our operational effectiveness, we need to look at sub-national ethnic diversity on the ground," said Oyegun. "This domestic context piece is a whole new generation of focus for us. It's very complicated, but very necessary."

For more, type "diversity" in your browser.



The 11th annual World Bank Group celebration of International Women's Day served as the unofficial kick-off to Diversity & Inclusion Month.

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"During the project implementation, we felt that women-owned businesses could benefit immensely from resolution of their business disputes," said Merchant. "We also thought the project could help raise awareness of their rights, which are too often suppressed by their male counterparts."

The team implemented a number of gender-friendly initiatives that resulted in achievements that won them the award, including:

- The institutionalization of gender indicators as an integral part of the project performance measurement framework.
- Twenty-five percent of the program's mediators and 38 percent master trainers are women.
- August 2009 Mediation Week offered assistance to build the confidence

of women, their lawyers, and the judiciary in the mediation mechanism. As a result, \$1,400,472 tied up in family business cases involving women litigants was released in three days on average rather than 10–15 years of litigation process.

- The ADR team organized for a "Women Mediation Week" to take place in courts all over Sindh province in 2010.

Gender at IFC

The event revealed significant progress over the years, with staff becoming more successful in increasing access to finance for women and reducing barriers.

Vice President of Business Advisory Services Rachel Kyte said, "We have made great strides in integrating gender considerations at the policy, regional, and programmatic level. MENA is a good case in point,

where Senior Management has taken a number of concrete initiatives to promote the integration of gender dimensions in its business strategy."

On the occasion of International Women's Day, IFC is also organizing a "Gender Dimensions of Investment Climate Reform" course in conjunction with FPD Week on March 5. This will be followed by the official launch of IFC's Gender and Investment Climate Practitioners Guide by World Bank Group President Robert Zoellick on March 17.

To learn more about the IFC CEO Gender Award program, visit the Performance Awards site.

Contributed by Carmen Niethammer, Gender Program, and Katia Theriault, Sustainable Business/Communications Practice Group.

LGBT: Where in Europe Can You Really Ask: “What Did You Do Last Weekend?”

At the invitation of the Bank Group’s GLOBE—or Lesbian, Gay, Bisexual, and Transgender group—Ivan Scalfarotto spoke about his experiences working as a gay man at the most senior levels of HR in the financial sector in Italy, England, and Russia during the past 20 years.

“Diversity is the last frontier in HR: it is best business practice,” said Scalfarotto during an event entitled *Success and Challenges: 10 Years of Developments for GLB People in Business and Life in Europe*. “It can be a very strong booster in terms of developing an organization’s human capital.”

In his native, predominantly Catholic, Italy, Scalfarotto said he worked in constant fear of discrimination: “There was always a sense of feeling uneasy with myself. I didn’t even know how to handle communication with my colleagues,” he said. “And I think this makes gay people in the workplace quite invisible in Italy.”

Scalfarotto observed that in continental EU, collective protection of workers on generic grounds through trade unions has a lower tendency to fight discrimination. This differs from the legal trend in the UK where a specific focus on individual based rights has spawned a more robust anti-discrimination toolkit. In the EU, HR is an employer advocate while in the UK it is an employee advocate.

When Scalfarotto moved to London, the experience was “shocking, the opposite extreme, and fantastic.” “There is a social acceptance for LGBT in business,” he said. “Even though Milan and London are separated by only a 100-minute flight, being homophobic or racist in England is a social stigma.” As a result, Scalfarotto experienced a newfound freedom—that of simply being respected for being himself.

“How true it is that talent comes from everywhere,” he said. “Smart organizations don’t put up barriers to talent. Successful organizations are ones who say, ‘We respect you whomever you are.’” Scalfarotto remarked that US multinationals like IBM and Johnson & Johnson that have D&I in their DNA are very effective at upholding their US corporate values everywhere they operate—which is changing the work environment in continental EU.

is launching a new initiative to promote LGBT diversity in both Italian business and politics. It is called *Parks* after the American civil rights leader Rosa Parks, who refused to move to the back of the bus in a segregated public bus, thereby inspiring a generation of activists.

“We need to fight discrimination in even the most basic things of life,” he said. *Parks* aims to support companies that are doing the right thing in LGBT and diversity.

GLOBE President J.B. Collier joined



Scalfarotto moved to Moscow in 2005 to head up HR for Citi in Russia. “The lesson I learned is if I can conduct diversity training in Russia, the Ukraine, and Kazakhstan ... discussing diversity can be done anywhere.” He reported that whereas there were no specific legal protections for LGBT people in the region, he rarely felt discriminated against. He also stressed that the challenge is not about sex or what people do but about respecting what people are, stating also that it is very important not to confuse the distinction between beliefs and behaviors: the D&I effort can only change the latter.

Now a Deputy Chairman for the Partita Democratica in Italy, Scalfarotto

Scalfarotto for a lively Q&A following the presentation. Collier said the GLOBE community tends to focus on internal issues, such as visa issues and partner benefits. “So this was really a good way to look at how these issues are addressed in other parts of the world, in the private sector, and how we might learn from that.”

Also in attendance was Julie Oyegun, the Bank Group’s Chief Diversity Officer. “We don’t get to hear this perspective very often,” Oyegun told Scalfarotto. “Thank you for being so open.”

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