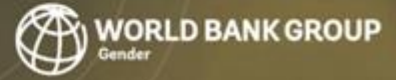




#AccelerateEquality



# WORLD BANK GROUP 2024-2030 GENDER STRATEGY CONSULTATION MISSION FEEDBACK SUMMARY

**October 11, 2023**

**Karachi, Pakistan**

**Private Sector**

## MISSION OVERVIEW

On October 11, 2023, the International Finance Corporation (IFC) held a discussion with representatives from companies in the private sector in Pakistan on the proposed World Bank Group Gender Strategy 2024-2030. The aim of this discussion was to engage with and learn from private sector representatives, to better understand opportunities and challenges for gender equality and empowerment, particularly within the context of the proposed strategy. Key takeaways are summarized below and will be used to inform the strategy.

## KEY MESSAGES AND FEEDBACK

- **Framing:** Participants highlighted the necessity for the proposed strategy to cater to the distinct needs of educated and less educated women, acknowledging that they have different requirements. Addressing the unique intersectionalities within the informal sector was also highlighted. Strategy implementation should concentrate on teaching women networking skills, providing skill development and training opportunities, and bridging the gap between the informal and formal economy.
- **Gender-Based Violence (GBV):** Participants stressed the importance of addressing harassment and GBV on different levels. They underscored the need for the proposed strategy to comprehensively tackle harassment, including microaggressions, with GBV being a more severe concern. While anti-harassment measures are in place, it was emphasized that a broader scope should be employed to ensure women's safety in the workplace.
- **Engaging women as leaders:** A significant concern discussed was that decision-making processes are dominated by men in power, often translating to policies that do not benefit women. There is a recognized need for a fundamental change in attitude and mindset regarding gender barriers, emphasizing that gender-related decisions must be inclusive and equitable. Sensitization and organizational culture were identified as crucial elements to be addressed in the proposed strategy, as these factors often drive women out of the workplace. Participants suggested implementing mentoring programs to reconnect women with the private sector and address existing biases.

- **Employment:** Participants mentioned that the proposed strategy needs to address the importance of hiring women, embedding this understanding within organizations and avoiding "pinkwashing". Unconscious bias in hiring and the promotion of family-friendly policies were discussed as vital components of gender equality strategies. Participants also emphasized that changing mindsets is crucial, as policies alone may become ineffective over time.