

PROFESSIONAL WOMEN'S NETWORK BILBAO. MANIFEST

To achieve gender balanced leadership in all the strata of society we launched the "MEN ON BOARD Project". JOIN IN

From Professional Women's Network Bilbao (PWN Bilbao), a network of professional women from practically all areas of activity, **we launched a call for the support of men to obtain gender balanced leadership in all levels of society.** We ask the relevant leaders, audacious, with the ability to mobilize, and not afraid to support real equality between women and men, to join us to work together and give the extra boost and help needed to reduce the gender gap.

We believe that today's vibrant and competitive society faces growing and unresolved challenges, and that **it can no longer afford the loss of any human talent** that contributes to improving society, making it more just and balanced, more creative and richer, more diverse and more competitive.

Despite the incorporation of women in universities and work centers, the gender gap in economic leadership does not diminish. According to the World Economic Forum, in its last study of November 2017, it will take us 217 years to close the gap. The deployment of all the talent of women in society and in companies will represent an enormous opportunity and source of innovation, growth and prosperity. The latest published studies estimate that the full incorporation of women's talent could add \$ 12 trillion global GDP up to 2025, and 14% to Spanish GDP.

Currently, **one of the main drivers of change in society are companies**, and to the extent that they change behaviours and company culture, they will transform society in general.

Persistent inequalities underline the urgent need for women and men to work together to break the barriers that separate us from creating companies that are responsible and committed to an egalitarian society.

As signatories of this Manifesto we adhere to the objectives of the “Hombres a Bordo” project and we commit ourselves the promotion of the following principles in our organizations and social environments:

1

Promote balanced gender leadership at all levels of decision

We will make this one of our goals in terms of the performance of our organizations, and promote equality plans as a tool for the necessary cultural change.

2

Develop organizational strategies that favor conciliation and coresponsibility

Support equal opportunities, promoting reflection and awareness from the organization's own values, creating specific programs for time management, work flexibility and conciliation.

3

Share best practices

Demonstrate to other organizations the diversity programs carried out and their results helping other organizations to develop and improve their strategies.

4

Measures

Create tracking systems to measure our progress; share findings and re-think together to learn and decide next steps.

5

Activate all leaders, both men and women

Make this an inclusive goal, encourage conversations about unconscious bias, about different perceptions, facilitate training.

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PWN | BILBAO
PROFESSIONAL WOMEN'S NETWORK

Professional Women's Network Bilbao

PWN Global es una red mundial de profesionales **sin ánimo de lucro** y un catalizador social para el liderazgo equilibrado.

PWN apoya a las mujeres y hombres profesionales en todos los sectores e industrias. Con más de 3.500 miembros y más de 90 nacionalidades, PWN Global es una **organización dirigida por voluntarios** y ofrece más de 600 eventos por año, en redes de 25 ciudades. Global y localmente PWN colabora con unas cincuenta organizaciones en su estrategia para construir un liderazgo equilibrado.

PWN-Bilbao se creó hace dos años. La red, formada por personas voluntarias, tiene el enfoque específico de promover el progreso de las mujeres y las carreras sostenibles en los negocios, integrando a los hombres. Su objetivo es aumentar la visibilidad de las mujeres y construir habilidades de gestión para dirigir las organizaciones de forma equilibrada en cuanto a género, conectando con el 100% del talento y el 100% de los clientes potenciales.

Desde PWN aspiramos a aprovechar el 100% del talento del mundo para dar lugar a una sociedad económicamente más innovadora, productiva, sostenible y más feliz, a acelerar el ritmo del cambio e inspirar a nuestra comunidad para adoptar nuevas habilidades, generar apoyo mutuo entre hombres y mujeres y la puesta en marcha de las reformas.

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