

Global Women's Economic Empowerment Initiative Fact Sheet

On Sept. 14, 2011, Walmart announced a major global initiative to help empower women economically across its supply chain. Over the next five years, Walmart will lead an effort with specific goals to open markets for women-owned businesses and increase training and career opportunities for women on farms and in factories. The goals were developed with NGOs and other partners and are designed to leverage the company's size and scale to help women and their families live better. Like its work on sustainability, hunger and healthier foods, this initiative is another step forward in the company's commitment to leading on social issues and building the next generation Walmart.

Helping women live better means a better world.

- More than a billion people live in poverty worldwide – approx. 70% are women.
- Nearly 800 million people cannot read or write – two-thirds are women.
- Women do up to 80% of the work on farms – many don't get training to make most of their labor.
- Less than 7% of venture capital goes to companies started by women.
- 90 million women are expected to join the global workforce by 2013.
- Fortune 500 companies with the highest proportion of female directors are more profitable and efficient than those with fewer female directors.
- Women control \$20 trillion of annual consumer spending globally.
- Women reinvest 90% of their income in their families and communities.

Sources: (UN Women - http://www.unifem.org/gender_issues/women_poverty_economics/; Gates Foundation; <http://www.globalgrassroots.org/illiteracy.html>; Dow Jones VentureSource ; Boston Consulting Group, September 2009 (Harvard Business Review – <http://hbr.org/web/special-collections/insight/marketing-that-works/the-female-economy>, Vital Voices

Empowering women economically is smart business.

Walmart is focused on winning the global war for talent in every aspect of its business. Companies that excel at advancing women will have a competitive edge. Those that don't will shrink their talent pool. Walmart wants to educate, source from and open markets for women around the world. Walmart also believes empowering women economically will make it a more successful retailer. The majority of its 200 million customers are women. It wants to be viewed by women everywhere as the retailer who understands them, is relevant to them, and cares about them in stores and communities.

Over the next five years, Walmart will lead a major effort in five key areas, with specific goals to empower women across its global supply chain by the end of 2016:

1. Increase sourcing from women-owned businesses.

- Over the next five years, the company will source \$20 billion from women-owned businesses in the U.S. and double sourcing from women suppliers internationally. Walmart launched its formal Supplier Diversity program in 1994 to ensure that minority and women owned businesses would have a place in its network of suppliers. The program began with the procurement of \$2 million from Women and Minority Business Enterprise (WMBE) suppliers in the U.S. In 2010, Walmart spent more than \$10.5 billion with diverse suppliers, including a direct spend of more than \$8 billion. \$2.5 billion was spent with 1,880 women-owned businesses.
- The company will also design a new tool to set a baseline and track sourcing from women-owned businesses internationally. This will tackle one of the biggest challenges that every company faces accurately measuring global spending with women suppliers.
- Sam's Club will provide technical and financial support to help women-owned businesses succeed:
 - By applying for a small business loan through Superior Financial Group, Sam's Club women business owner members will benefit from a \$50 savings on the application fee, plus five basis points off the rate. As a Sam's Club member, women business owners will receive a 20% discount on loan fees (a \$100 value).

- In 2012, Sam's Club will launch a small business panel to monitor the pulse of its small business members, including a specific focus on women business owners.
 - Sam's Club will continue to seek out organizations committed to developing women entrepreneurs. Sam's Club has partnered with organizations such as *Count Me In*, *National Association of Women Business Owners*; *Women's Presidents Organization*, *Center for Women's Business Research*, and *Girls, Inc.*
 - Walmart will implement programs to enhance economic opportunity for 20,000 women entrepreneurs across our retail markets. In emerging retail markets, the company will partner with NGOs and international institutions to educate, train and certify 5,000 women-owned businesses.
- 2. Empower women on farms and in factories through training, market access and career opportunities.**
- In the U.S., Walmart will empower women and minority growers by partnering with universities, government and cooperatives to provide education and market access, beginning in the Southern states of the Delta region. The company will work with farmers to help them meet quality and productivity standards to become suppliers of fresh produce to Walmart stores and other retailers.
 - In China, India and Latin America, Walmart will work with NGOs to launch programs to help women farm workers participate more fully in the agriculture supply chain. Walmart is already working to train 1 million farmers -- half of whom will be women -- in sustainable farming techniques.
 - Together with NGO partners, Walmart will help establish women's empowerment programs in 150 factories in India, Bangladesh, Central America, and China that are used by Walmart and other retailers in industries with high percentages of women. As a first step, the program will train 60,000 women in fundamental life skills, such as health and communication, enabling women to become better advocates for themselves at home, at work and in their communities. From that pool, 8,000 high-potential women will be trained in leadership and management skills. Ultimately, the goal is for factories to operate self-sustaining training programs, and to build a permanent pipeline of female talent in each facility. Greater participation by women can help factories and their industries become more productive and competitive.
- 3. Empower women through training and education for first jobs and careers.**
- In the U.S., Walmart already has an innovative partnership in Washington, D.C. to offer literacy, customer service and retail training to 2,000 people. The company will expand this program to more cities and, in partnership with NGOs, help more than 200,000 women from low-income households gain access to education, job skills and greater economic security.
 - Already successful retail training programs will be scaled to help train and certify another 200,000 women in India, China, Brazil and other markets in Latin America. The company will build on existing efforts. For example, Bharti Walmart established three skills training centers offering short-term vocational courses to equip candidates to become floor and sales assistants or supervisors. To date, more than 6,300 students have been certified, and 2,100 have been placed in various jobs, 400 of which are in Best Price and Easy Day stores. Walmart Brazil helps prepare young people for retail jobs at the Escola Social de Varejo (Social Retailing School). Last year, approximately 1,000 people completed courses and more than 100 of them were hired by Walmart.

4. Increase gender diversity among major suppliers.

- Walmart will expand its successful legal diversity program to major professional service firms – advertising, accounting and tech firms – and merchandise suppliers with more than \$1 billion in sales. The company will work with firms to increase their women and minority representation on their teams assigned to Walmart and Sam's Club accounts. The company will begin with global suppliers and then pursue a country by country strategy. Ultimately, the goal is to lead broader change across the company's global footprint. This effort builds on Walmart's successful legal diversity program, which was rolled out in 2006 to all of Walmart's outside counsel firms.

5. Make significant philanthropic giving toward women's economic empowerment.

- The company will support these programs with more than \$100 million in grants that drive progress against key goals. Funding will come from the Walmart Foundation and donations directly from Walmart's international businesses. This pledge will make economic opportunity for women one of the largest areas of focus for Walmart's philanthropic giving.

What others are saying about Walmart's Global Women's Economic Empowerment Initiative

"Walmart's global women's initiative has the potential to be a game-changer for women and for economic growth. By tapping its core competencies as a global retailer, Walmart will empower more women to access markets and develop careers in the global supply chain, transforming their lives and the lives of their families."

– Melanne Vermeer, U.S. Ambassador at Large for Global Women's Issues

"Simply put, Walmart's effort recognizes the untapped power of women around the world. CARE is honored to partner with Walmart on this groundbreaking initiative. Together, we can sustainably and dramatically improve the lives of thousands of women – factory workers and farmers among them. Together we will see these women change the lives of their families and communities for the better. We congratulate Walmart for taking this bold step forward."

– Dr. Helene Gayle, President & CEO, CARE

"Women are proven catalysts for global economic growth and prosperity; only when we remove barriers to their full economic integration can we propel local and global economies forward. On behalf of the thousands of businesswomen and entrepreneurs in our international network at Vital Voices Global Partnership, we commend Walmart for this unprecedented commitment to source more goods from women entrepreneurs – doing so will unleash women's economic potential on a global scale."

– Alyse Nelson, Vital Voices President, CEO and Co-Founder

"Thousands of women business owners across the U.S. have increased revenue and created jobs as a direct result of the coaching and training provided by Walmart-supported programs. Today Walmart has set the pace for all global companies to place women's empowerment as a priority everywhere."

– Nell Merlino, President, Count Me In for Women's Economic Independence

"Walmart's recent announcement is a visible signal of the commitment to women's empowerment that they have had and is in line with their actions, solidly placing them as a corporate leader in recognizing the contribution women-owned businesses play in contributing to the success of America's corporations, stimulating the economy and improving lives globally."

– Pamela Prince-Eason, President & CEO, Women's Business Enterprise National Council