

GLOBAL STRATEGY TO REACH GOAL IN EACH MARKET

Goal

Improve Conditions for Sourcing from WOBs

Key Strategies

Grow Pipeline
of High
Potential WOB
Suppliers

Support
Suppliers

Support
Buyers

Communicate
Goals & Success

Enablers

Global tools and resources: WOB Directory, scorecard, e-learning modules on “How to Do Business with Walmart,” WOB logo

Walmart global teams: Global Sourcing, WEE, Supplier Diversity, Corporate Affairs

Comms platform: clips, stump decks, film production, speaking events

Country initiatives: Mano para Crecer (Central America), WOB contests (Japan)

Partnerships: WEConnect International, Agora, Endeavor, Vrutti

Empowered
by Walmart 

WOMEN'S ECONOMIC EMPOWERMENT INITIATIVE