



Global Women's Economic Empowerment Initiative Fact Sheet

In September 2011, Walmart and the Walmart Foundation launched our Global Women's Economic Empowerment Initiative, an effort that leverages our global size and scale to improve women's lives across the world. Like our work in sustainability, hunger relief and healthier foods, our women's empowerment work is a step forward in our commitment to help people live better and a defining issue for our business and the world. For Walmart, empowering women isn't just the right thing to do, it's also smart business – helping us better understand and serve our customers, find the best talent, and promote economic growth in the communities we serve.



Within our company, we are working to attract, retain and develop female leaders by elevating women – for example, our female executives are developing and mentoring women throughout our organization. Externally, we are increasing the amount we buy from women-owned businesses and growing retail training programs and access to higher education to help low-income women in the United States and internationally. Holistically through this initiative, we'll help provide more training, market access and opportunities to nearly one million women, many on farms and in factories, ultimately allowing them access to the economic opportunity they deserve.



Helping women live better means a better world.

- More than one billion people live in poverty worldwide – approx. 70 percent are women.
- Nearly 775 million adults globally cannot read or write, and two-thirds are women.
- Less than seven percent of venture capital goes to companies started by women.
- Nearly 15 million households in America are headed by women. Despite being the sole providers, more than 29 percent of women live below the poverty level in the U.S..
- Women on average earn 77 percent of what their male counterparts earn per year in the U.S.
- 90 million women are expected to join the global workforce by 2013.
- In the U.S., only 26 percent of the women who lost their jobs during the recession have regained them. In addition, more than one out of four women is still looking for work after more than a year of job hunting.
- If female farmers in the world had the same access to productive resources as men, they could increase yields on their farms by 20-30 percent. This could raise total agricultural output in developing countries by 2.5-4 percent, which could in turn reduce the number of hungry people in the world by 12-17 percent.

Sources: UN Women http://www.unifem.org/gender_issues/women_poverty_economics/; UNESCO <http://www.uis.unesco.org/literacy/Pages/adult-youth-literacy-data-viz.aspx>; Dow Jones VentureSource http://www.businessweek.com/innovate/content/may2009/id20090518_021899.htm; Boston Consulting Group, September 2009 Harvard Business Review <http://hbr.org/web/special-collections/insight/marketing-that-works/the-female-economy>; U.S. Department of Labor; Bureau of Labor Statistics; Food and Agriculture Organization of the United Nations <http://www.fao.org/sofa/gender/en/>.



Empowering women economically is smart business.

Walmart believes empowering women economically will make us a more successful retailer. The majority of our 200 million customers are women, and women control \$20 trillion of annual consumer spending globally. Our women's empowerment initiative will help us better serve and understand our customers around the world.

In addition, with 90 million women estimated to join the global workforce by 2013, we want to help educate, source from, and open new markets for those women because we know it boosts wages and economic growth.

As we build the Next Generation Walmart, we must win the global war for talent. We believe companies that excel at advancing women will have a competitive edge, and those that don't will shrink their talent pool. We want to work with the best men and women around the world, and we want them to be our leading suppliers, managers and executives. At Walmart, 23.5 percent of the boardroom directors are women, compared to the average of 15 percent in Fortune 500 companies; and 27.5 percent of our corporate officers are women, compared to the average of 18 percent in Fortune 500 companies.

Our model for making a difference works – we believe a company can be successful and responsible. Over the last several years, we've seen our size and scale used for positive change through our work in sustainability, hunger and healthier foods. Like those efforts, our initiative to empower women around the world will be successful because it lives within our business. By working with leaders of NGOs, philanthropic groups, academia and other partners, by the end of 2016 we aim to:

- **Increase Sourcing from Women-Owned Businesses:**
 - Walmart's Global Women's Economic Empowerment commitment is to source \$20 billion from women-owned businesses for our U.S. business and double our sourcing from women for our international markets.
 - Launch a dedicated women-owned product marketplace on walmart.com.

Our progress:

- Contracted with a third party to verify current spend data and identify new potential suppliers. Have created break-through solutions and a plan for meeting or exceeding the Women-Owned Business (WOB) goal.
- In 2012, we created an advisory network and conducted interviews with merchants, key decision makers and suppliers to identify barriers to growth with existing and new suppliers. The findings from those interviews led us to develop solutions that ensure the achievement of the goal. We're currently in progress delivering these tools and resources to the business.
- Since the goal was announced, we have conducted twelve diverse supplier summits across the organization (Walmart, Sam's Club, Professional Services) with a focus on women-owned businesses.
- Internationally, we've developed a system that is being used to identify baseline WOB spend and that can be used to track any new WOBs who begin working with us.
- On March 7, 2013, we launched our e-commerce platform using Walmart.com, called Empowering Women Together (EWT). EWT links very small women owned businesses around



the world with our customers who can then access products they otherwise wouldn't be able to purchase. At launch, we offered over 200 items from 19 suppliers in nine countries. Nearly half of the suppliers are from the U.S. We look forward to growing this assortment in the seasons to come. (www.empoweringwomentogether.com)

- In April 2012, we announced \$2 million in grants from the Walmart Foundation to the State Department and Vital Voices to provide training and capacity building assistance to women entrepreneurs in the Western Hemisphere.
 - Internationally, in 2012, Walmart provided \$25,000 to launch the Women at Work program, in alliance with the Agricultural Suppliers Association. This program provides women farmers from the Aguacoyo's Community in Suchitoto, El Salvador, with the accounting, pest identification, soil preparation and other training they need to source to Walmart.
 - In June 2013, Sam's Club's committed to hosting Grow Your Business Boot Camp events in a minimum of 25 locations across the country. Sam's Club will fund leading nonprofits to run small business training events offering local small business owners (regardless of whether they are Sam's Club Members) opportunities to learn new skills and ideas that can help their businesses grow and thrive.
- **Empower Nearly One Million Women Through Training:**
 - Implement a women's empowerment program to train 60,000 women in 150 factories and processing facilities producing for top retail suppliers in industries with high percentages of women.
 - In emerging markets, train 500,000 women in the agriculture value chain.
 - Empower 200,000 women through job training, education, career counseling and mentoring in the U.S. through Walmart Foundation giving targeted at workforce readiness for women.
 - Train 200,000 women for their first jobs in retail in emerging markets through partnerships with NGOs, public schools, multilateral institutions and universities.

Our progress:

Factories:

- In April 2012, we announced our Women in Factories program which will be rolled out to 150 factories in India, Bangladesh, China and Central America over the next five years, initially launching in Bangladesh and India in 2012.
- Through this five-year program, we will provide critical life skills training, including communication, nutrition, hygiene, gender sensitivity and health to more than 60,000 women working in factories around the world. An additional 8,000 women also will have access to carefully tailored leadership and career development training. The Women in Factories program will create a stronger pipeline of talent for factories around the world and empower women to advocate for themselves in their homes, workplaces and communities.
- To date, 21,620 people have completed the program -- more than 20,000 of those being women through programs in Bangladesh and India. In 2013, we will roll out our program in Central America and look to expand into China in 2014.

Farms:

- By the end of 2012, Walmart and the Walmart Foundation had contributed to training some 150,000 farmers and farm workers in emerging markets, of which approximately 33,000 were



women. The Walmart Foundation funded new projects in Brazil, China, India and Nigeria during 2012 and from this and additional projects we plan to support we expect to see the number of women reached in the agriculture supply chain to continue increasing.

- In India, we are continuing the Sunhara Walmart program which uses innovative market-facilitation approaches to strengthen the role of women farmers in horticulture and handicraft value chains in rural Uttar Pradesh, with the goal of increasing women farmers' incomes. Sunhara Walmart works with 2,500 women farmers in Agra and Ghaziabad districts to introduce relevant new technologies, training and other services focused on improving women's incomes in fresh produce and handicraft value chains. Project staff link women producers with key value chain actors, including viable buyers, input suppliers and training providers.

International Retail:

- In the area of retail training, we announced an innovative partnership with the Inter-American Development Bank and major multinationals in April 2012 to train as many as one million youth for their first job in the next ten years in the Western Hemisphere. Walmart will contribute our successful retail training curriculum developed by Walmart Brazil to the initiative and will work with the IDB to pilot retail training programs for women throughout the Western Hemisphere.

U.S. Workforce Readiness:

- Since the launch of the initiative, through partnerships with organizations like Dress for Success, Walmart funded more than \$45 million in grants so that more than 100,000 women had the chance to access job training and economic support programs to improve the lives of their families.
- In August 2011, the Walmart Foundation alongside six women's foundations – The Washington Area Women's Foundation, The New York Women's Foundation, Women's Fund of Mississippi, Women's Foundation of Minnesota, Women's Foundation for a Greater Memphis and Women's Funding Network – announced the launch of the Partnership for Women's Prosperity. The national partnership intends to help economically vulnerable women gain financial and economic security through education, job training and employment opportunities. The Walmart Foundation has provided \$3.35 million in grants to the Partnership for Women's Prosperity to initiate efforts and has assisted over 8,000 women and girls in 16 communities across the U.S..
- In June 2013, Walmart and the Walmart Foundation announced a \$3.5 million grant to the American Red Cross. It will help 2,500 students, mainly women, receive training for entry-level healthcare careers through the Red Cross Nurse Assistant Training (NAT) program. The grant is the first credential-specific training grant that is part of the Global Women's Economic Empowerment Initiative.
- The *Beyond Jobs Program with Goodwill Industries* is funded by a \$7 million Walmart Foundation grant. Its goal is to train more than 12,000 women in the U.S. by 2014. The grant is helping create a strong and inclusive workforce, in which women have access to and training for quality jobs.



- **Promote Diversity and Inclusion Opportunities Within Our Merchandise and Professional Services Suppliers:**

- In the U.S., work with our major professional service firms and merchandise suppliers with more than \$1 billion in sales to increase opportunities for women and minorities within the Walmart and Sam's Club-facing teams.
- Internationally, we will focus on increasing opportunities for women to work directly with Walmart and Sam's Club starting with global accounts.

Our progress:

- In the U.S., we have developed an online data base to track gender and diversity representation for those working on the Walmart/Sam's Club account among major suppliers.
- We are currently educating suppliers about the program and will begin the U.S. roll out in Summer 2013.
- Internationally, we have communicated the program with local markets will begin with global suppliers in Summer 2013.

We're embedding these goals within our business. We will also support these goals with more than \$100 million in grants from the Walmart Foundation and corporate donations, making economic opportunity for women one of the largest areas of focus for Walmart's philanthropic giving.

The real stories of success, and change.

Marina's story: *(U.S. Training program)*

Marina, a 24-year-old single mother of a toddler and abuse survivor, hoped to work as a teacher, but didn't know how to begin. She enrolled in Goodwill's First Step work readiness class, as well as Goodwill's Human Services Employment Ladder Program (HELP) in Boston, taking the bus to classes and maintaining perfect attendance even when she had to secure emergency shelter more than 90 miles away. Beyond Jobs funding from the Walmart Foundation made it possible for Goodwill to pay Marina's wages for a six-week transitional job at a daycare center, where she developed her child care and teaching skills. At the end of her transitional employment period, Marina earned employment as a full-time assistant teacher at the center. With tuition assistance from Beyond Jobs, she now is taking the college-level courses necessary to become a lead teacher.

Adriana's story: *(International Retail Training program)*

Adriana Rezende was one of the 100 youths who participated in the first class at the Social School of Retail in Barueri (Brazil), a program introduced by the Walmart Brazil Institute in 2010. At the age of 19, she concluded the retail leadership course and obtained her first formal job. She now works in a store of the TodoDia chain in the Roseira Parque neighborhood of Carapicuíba. "I always sold things in the street. I helped my parents at their street stand at Rua 25 de Março. Today, they are very happy and, for me, this security of being employed and in a field which I love, retailing, is great," said the young worker, who is in the Perishables section of the store, an area that has a great need for trained professionals throughout the country. For her, the Social School of Retail represents a competitive advantage for those who dream about getting a job in the formal marketplace. And it couldn't be different: surveys demonstrate that vocational courses increase the chances for obtaining a formal job by 38 percent. "Without any qualifications, it is very difficult. No matter what path you take, you are going to have to fight a lot, but any young person can do it," said Ms. Rezende, who now intends to grow in her profession, attend a college level course in business administration and, therefore, build her future.



Pandiammal's Story: *(Women in Factories Training Program)*

"We came here [Factory] because of our family's economical position. Only if we came and worked here, can we have any money. There are no work or jobs available in our native place. So we have joined here.

When I went to training for the first time, I went with the first training group. When they called me, I was afraid. I was scared and wondering what are they going to teach us. I went with the first training group. I liked everything they taught us there. So I started going regularly to the training program. It was very interesting. Also we got the opportunity to learn about many things.

I had to abandon my education before 7 years. I had to quit going to school because of my Family's economical position. So I have left my studies and came here. Now, in this session, I got interested in studies again. So I will definitely continue my education again. Only because of this training, I got interest in studies.

Also there was no work in this company a few days before. Work was there and not as much as we have now. The supervisor called me and asked me to teach others what I have learned in the training. I trained them with what I learned there. To some 20 people, who had no work then, I trained them. I taught them the exercises and the sports. Whatever I learnt there in that program, I taught them.

In that session, there were few who attended the training previously and also some who hadn't attended it. I never thought that I would continue my studies. Now I am confident that I have to pursue my studies. I will work in the factory too and go to a teaching job. As they are teaching us now, I will teach them going outside."

Cosmira's Story: *(International Workforce Training)*

With plans to invest \$1.2 billion to build 80 new units, Walmart Brazil found a way to help women and, at the same time, address the lack of skilled labor in the civil construction industry. Walmart Brazil has committed to hiring women for construction projects who are graduates of "Women Building Autonomy," a program developed by the city of Sao Bernardo do Campo Department of Policies for Women and the federal government. The first construction site under this new program is a Sam's Club in Sao Paulo. Of the 200 bricklayer positions for this project, more than 50 have already been filled by women workers.

Cosmira Souza Nunues, 38, signed up for the "Women Building Autonomy" program and is now working on the Sam's Club construction site. She lives with her husband and four children in Sao Bernardo do Campo city in Great Sao Palo. Before this job, Cosmira worked as a house cleaner and her husband was unemployed. The idea of working as a bricklayer came to her when she was making improvements to her own home and the bricklayers she hired often abandoned the job. She told her husband that she would like to find a course training female construction workers so she could do the work herself. Thanks to her new work with Walmart, Cosmira says she has a scheduled working day, better salary and defined times for lunch and breaks.

Leticia's Story: *(Sourcing from Women-Owned Businesses)*

Walmart's social responsibility program, Una Mano para Crecer (A Hand to Grow), aims to strengthen the capacities and abilities of women entrepreneurs and increase the productivity and competitiveness of their companies in local and international markets. Each women-owned company or woman entrepreneur selected receives training in leadership and management, organization and computer skills as well as conflict management. Leticia Hernandez is a supplier of gourmet fried plantain flakes who has benefited



from the program. According to Leticia, "Through A Hand to Grow, I found the opportunity to make my desire/dream come true. I wanted healthy snacks colorant-, preservative-, artificial-flavoring and hydrogen fats-free because I know the harm these do to health, especially to women."

Leticia is not the only woman to benefit from her involvement in A Hand to Grow. She also employs nine other women. "All women who work for the company were unemployed and some were going through very tough moments as head of their homes," Leticia explained. "Through what Walmart does for my company, other women get helped. They have a job and sometimes other members of their family can get jobs, such as their kids. With this, we help their economies all year round as Walmart buys our products."

In January 2011, Leticia was honored as the "Supplier of Excellence" in the small- and medium-sized supplier category. Thanks to A Hand to Grow, Leticia feels "fulfilled as a businesswoman, free to plan my future and my family's future knowing that I own a business that has total support from Walmart to continue growing."

What others are saying.

"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 & 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**

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