



Project Brief



A JOINT ACTION FOR WOMEN'S ECONOMIC EMPOWERMENT IN GEORGIA

As the UN entity dedicated to gender equality and the empowerment of women, UN Women supports the Government of Georgia to achieve the UN Sustainable Development Goals and ensure that women are economically empowered and benefit from development in Georgia.

and economic environment. Special emphasis is placed on strengthening the capacity of government institutions to develop and implement more gender-inclusive laws, policies and programmes that directly target women or impact their lives.

 **THE GLOBAL BUSINESS CASE**

- Companies with diverse workforces have **27 per cent** higher profitability and **39 per cent** higher customer satisfaction (Source: Cumulative Gallup Workplace Studies)
- Productivity per worker could rise by up to **40 per cent** by eliminating all forms of discrimination against female workers and managers (Source: World Bank)
- If women and men played an “identical role in labour markets”, **USD 28 trillion** would be added to the global economy by 2025 (Source: McKinsey Global Institute)

Through the Women’s Empowerment Principles (WEPs), the JAWE project provides companies information on why gender equality is critical to business performance and helps them identify and implement further actions. The work is accomplished in partnership with the Civil Development Agency and the Public Defender’s Office.

At the community level, and in collaboration with the Georgian Farmers’ Association and the TASO Foundation, the project supports improving women’s job skills and their access to legal, financial and economic services. Women entrepreneurs who are already engaged in business are linked to larger cooperatives and corporate value chains.

The UN Women project “A Joint Action for Women’s Economic Empowerment in Georgia” (JAWE) was initiated in December 2017 with the support of the Ministry of Foreign Affairs of Norway. The aim of the project is for women to fully realize their economic rights with the support of a gender-responsive private sector and an enabling State legislative

 **STATUS IN GEORGIA**

- In Georgia, women’s participation in the labour market is **29 percentage points** lower than that of men. (Source: CRRG Georgia with UN Women)
- Women’s lower levels of economic engagement in Georgia depresses GDP by **12 per cent** (Source: World Bank)

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OUTPUTS

1. Private businesses have an increased understanding of the gender dimension of corporate sustainability and have strengthened capacities to implement the WEPS
2. Government and other actors are supported in applying international standards and creating an enabling environment for women's economic empowerment in partnership with the private sector
3. Women, particularly the most vulnerable, have increased capacities, skills and opportunities to access decent work, and women enterprises are more active in the market



IMPLEMENTATION STRATEGY

On the path to achieving the project's intended results, UN Women focuses on ensuring that the project's activities are implemented in close coordination and synergy with one another.

Informed by UN Women's global experience and programming interventions in the area of **women's economic empowerment**, the project's implementation strategy focuses on the following key areas: (1) evidence-based advocacy for gender-responsive policies; (2) gender analysis to support gender mainstreaming; (3) capacity development; (4) multi-stakeholder dialogue on public-private partnerships; and (5) social mobilization of excluded groups of women.



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