



"Never doubt that a small group of thoughtful, committed women can change the world; indeed, it's the only thing that ever has." ~ Margaret Mead, Anthropologist

Our Mission

Women 4 Solutions is a global network of women entrepreneurs and intrapreneurs igniting Caring Economy values and integrating them into organizations across all sectors, promoting positive impact and building a more inclusive and regenerative world.

We deliver simple, effective, and scalable solutions based on the four (4) pillars of the Caring Economy. These pillars focus on making visible and valuable: 1. The care for the environment; 2. The "work of care" for people; 3. The importance of high-quality early childhood education & "re-skilling"; and 4. The transparency & metrics of people's well-being & regeneration of the environment. We are committed to advancing the Sustainable Development Goals (SDGs) with a focus on numbers 5 (Gender Equality), 13 (Climate Action), and 17 (Partnerships).

Dear W4S Community,

2020 was a year of enormous challenges. It made all of us stop, observe, and reflect on what really matters. Many of us at W4S decided to transform these challenges into opportunities that re-imagined our personal lives, our families, our businesses, and our communities. COVID-19 presented us with valuable lessons that encouraged us to think differently, to re-invent our inner-selves, and to get more creative about activating a more caring society.

One of 2020's silver linings surfaced in the numerous studies showing that businesses were beginning to shift from profit-only mandates to those that prioritized people and planet. Consumers continued asserting their preference for sustainable, fair-trade products and services. COVID-19 defined the 21st Century as a time of accelerated transformation, moving from "shareholder" to "stakeholder" values, catapulting society into a more responsible, inclusive ecosystem for all.

During these complex and uncertain times, W4S delivered on its mission to provide inspiring talks, tools, and best practices that educated and inspired others on the [Caring Economy](#). Therefore, we have chosen to change our logo to a butterfly, to represent who we are: imaginal cells. These cells, which exist in the caterpillar, share the same DNA and are responsible for turning it into a butterfly. Inside the caterpillar's tissue, the imaginal cells vibrate, connect and collaborate with the same frequency to access the transformation of the caterpillar into a butterfly. Women 4 Solutions as a global network, we literally act as imaginal cells, connecting and inspiring us with the vision of mobilizing towards a Care Economy. That is why we chose a butterfly to represent us. We would like to share some of highlights include:

Hosted 114 free webinars for over 9,000 registrations recording accessible here	Hosted 17 live networking events with 900+ women	Hosted 6 Workshops & 3 Certifications with over 300 registrations	Created 43 WhatsApp groups in 30 counties with 1,000+ members	Delivered 28 public talks on the Caring Economy here
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And in addition these other highlies with links:

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- Hosted 6 Workshops & 3 Certifications with over 300 registrations
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- Connected as “[imaginal cells](#)” to co-create and re-imagine our future and shared 100s of posts on gender parity, CSR, and personal development.
- Partnered with UN Women on [Gender Parity Tools and Best Practices](#).
- Partnered with Million Peacemakers to certify [NONFLICT coaches](#). Delivered to +700 globally the Nonflict (art of everyday peacemaking) and trained 17 coaches in partnership with [Million Peacemakers](#) - add link a la lista de coaches de W4S.
- Launched “5-minute” impact videos that garnered thousands of views.
- Produced a video on [the Prevention of domestic violence during COVID](#).
- Launched W4S Italy Chapter (BWomen Italy) with over 300 women and Featured BWomen Italy in [Natural Styles Magazine](#).
- Published ebook on year-long study of W4S members using Benziger Thinking Styles Assessment (by Andrea Perez, W4S Board Member)

We are especially grateful to the 2020 Advisory Board that led many ideas to inception: María Belén Barroso (Europe), Anna Cogo (Europe), Servane Mouazan (Europe), Jacqui Hocking (Asia), Asha Murphy (Oceania), Caroline D.C Madagow (Africa), Andrea Mendez Brandam (LatAm), Jennifer Milla (LatAm), Daniela Cox (LatAm), Eli Ingraham (USA/Canada). Several have transitioned to our [W4S Council](#) at the end of 2020.

We welcome our [2021 W4S Advisory Board](#): Caterina Dentoni-Litta (Europe), Viola Edward (Europe), Noha Hefny (Asia), Jacqui Hocking (Asia), Eli Ingraham (USA/Canada), Caroline D.C Madagow (Africa), Teresa Egaña (Latin America), Jennifer Milla (Latin America) and Andrea Liliana Perez (Latin America).

We would like to acknowledge the incredible work of Belen Barroso and Alejandro Alvarez Nobell, co-founders of Cronopios) who managed our communication efforts during the initial stages of B Women Solutions then changed to W4S. We also want to recognize the invaluable support from Eli Ingraham and Servane Mouazan in governance and strategy.

In gratitude,
Laura Giadorou Koch
Founder & CEO, W4s

2020 IMPACT TOWARD A MORE CARING ECONOMY

#W4S WEBINARS



W4S hosted **114 weekly 60-minutes inspirational talks and training** on re-imagining our future towards a more Caring Economy. Webinars were in **English, Spanish, Portuguese, and Italian** with a total of **9,875 registrations**. Recordings are available on the [Women 4 Solutions YouTube Channel](#). [Our Complete Webinar Archive](#) is available on the W4S website organized by date. We salute and thank all the speakers for sharing their wisdom and insights that provided food for thought and encouraged dialogue and actions in support of the Caring Economy. **Access to recording: [HERE](#)**

#W4S CERTIFICATIONS



Intensive courses of more than **10 hours focused on providing women with tools for personal & professional development** that include best practices and effective self-assessment tools to achieve gender parity, corporate sustainability, and conflict resolution strategies. During 2020, we organized **3 online Certifications**:

- **279 Ecuadorian entrepreneurs and intrapreneurs** participated in a 20-hour virtual W4S Certification on Gender Parity and Introduction to the Women Empowering Principles. See details [here](#).



- **56 professional Latin American women** completed a 40-hour Gender Parity Certification in collaboration with UN Women.
- **26 men and women trained to become official Nonflict Certified Coaches.** Nonflict is a three-step effective conflict resolution methodology. See details [here.](#)

#W4S WORKSHOPS



Participants develop innovative skills for personal well-being and caring for the environment. W4S supported the **marketing and dissemination of seminars by highly trained professionals** who promoted the values of the Caring Economy. During 2020, W4S organized 10 Inner Wellness Workshops teaching key skills to cope with COVID-induced "isolation." [Click Here to see our future Workshops for 2021.](#)

#W4S NETWORKING



W4S organized local, regional, and international co-creation opportunities (live and virtual) to build the Caring Economy through **innovative large group dialogue modalities such as the "World Cafe."** In these events, we promoted collaboration, conversation, and reaching our goals based on collective intelligence aimed at generating concrete and measurable actions on gender and climate agenda.

Since September 2019, W4S has organized "World Cafe" events in **17 different cities with 863 women participating in person.** The largest events took place in Mendoza, Buenos Aires, NY, Toronto, Singapore, Rome, Milan, and Geneva.

In these meetings, attendees identified the two key imperatives that should guide our W4S mission: **Global Gender Parity (SDG#5) and Climate Change (SDG#13).**

Based on these findings, more than **300 women members of W4S put in writing their 2020 Goals** and created specific actions to reach these objectives. W4S believes that clear, written goals help us focus on what we think, say, and act on these matters. Following these 17 meetings, the majority of W4S members remain committed to co-create initiatives in furtherance of the Caring Economy with specific actions. Today, we host **43 very active W4S WhatsApp groups in 32 countries** that were created following these in person meetings.

#W4S PARTNERSHIPS (SDG#17) & COLLABORATIVE ACTIONS



W4S promotes simple and scalable solutions through collaboration to co-create the Caring Economy at local, regional, and international levels. During 2020 **we worked in partnership with more than 28 organizations**, training centers, companies, and public figures to further our mission. W4S Board Members gave numerous presentations in **28 International Conferences on the Caring Economy and its 4 pillars.** These presentations took the form of online Keynote speeches for an audience in Mongolia, Uruguay, Venezuela, Argentina, Chipre, Mexico, Ecuador, India, Peru, and several European countries.

W4S was invited to give these Caring Economy talks by: The Center for Partnership Studies (Riane Eisler), Vital Voices Argentina, UN Women, ONU Mujeres, GRIT Academy, SKOLL World Forum, Hecho x Nosotros, OXFAM, BET Universidad de México, A2 Venezuela, Noticias Positivas, Creative Women, Radio Construcción de La Paz, Red de Mujeres de Mendoza, ESG Forum, UBA Universidad

de Buenos Aires, Horasis Global Community and the Congreso Internacional - Actualidad, estrategias y retos de los ODS 2030 en Latam._____

#W4S RESEARCH SUPPORT



E-book. W4S Board members **Andrea Pérez**, CEO of Regenera Desarrollo Humano Consciente® and the Benziger Thinking Styles Assessment tool conducted research to understand dominant leadership styles in women who lead triple impact organizations. 52 W4S female entrepreneurs, business women, and intra/entrepreneurs who lead B Certified companies or Triple-Impact management models, representatives from 9 countries (Argentina, Chile, Costa Rica, USA, Spain, Mexico, Peru, Uruguay, and Venezuela) participated. Download E-Book in English and Spanish [here](#).
Ph.D. research. During the period March to June 2020, Women 4 Solutions supported the **fieldwork of María Belén Barroso's Doctoral Thesis, Communications Department, University of Malaga** (Spain). This research was aimed at analyzing the nature of public relations in sustainable Tripple bottom line businesses. **Bachelor's degree research.** During 2020, Women 4 Solutions supported the development of the fieldwork of Sabrina Sánchez Vergara's Bachelor for the Institutional Communications Universidad Blas Pascal (Argentina).

EXPECTED IN 2021



We invite you to join us in co-creating initiatives with members and partners of the Caring Economy, generating spaces for dialogue, debate, and focused action. W4S will continue to explore two key issues aligned with the SDGs: Gender Parity and Climate Change. We have 10 Certifications on Gender Parity towards a Caring Economy® already organized for 2021.

We invite you to join us in our [#w4sJOURNEY for 2021](#), a guided reflection to help us put forward measurable and concrete goals to achieve personal, business, and community progress in this new year.

So let's dream big for 2021 and approach the New Year with a positive attitude and with our "W4S Empowering Pose":

- Back straight and shoulders back!
- Chins up and eyes sparkling with joy and determination!

SMILE, SMILE, & SMILE! And, inspire those around you with conviction to transform our world into a more caring one!.

"The status of women in a community is a powerful predictor of everyone's quality of life."

~ Riane Eisler, The Real Wealth of Nations: Creating a Caring Economics



IMPORTANT LINKS

- About the Caring Economy: [HERE](#)
- Complete list of W4S Webinar recordings: [HERE](#)
- A video on the prevention of domestic violence during COVID - 19: [HERE](#)
- BWomen Italy featured in Natural Styles Magazine: [HERE](#)
- E-book (Spanish): Estilos de pensamiento en mujeres empresarias de triple impacto y su influencia en el modo de liderazgo: [HERE](#)
- Ecuador Gender Parity Course: [HERE](#)
- Feature articles: [HERE](#)
- Imaginary Cells Video (Spanish): [HERE](#)
- Nonflict Certification: [HERE](#)
- Our future workshops: [HERE](#)
- W4S 2021 Advisory Board: [HERE](#)
- W4S Council: [HERE](#)
- Women 4 Solutions Journey for 2021: [HERE](#)



OUR CARING ECONOMY PARTNERS

Non-for-Profit



Media

