

# Women4Solutions, Inc.

## 2020-2021 Impact Report

**Co-creating the Caring Economy to build a more inclusive and regenerative society.**

*“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 and men 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).

### **“TO SOLVE WE NEED TO EVOLVE”**

**To be able to adapt to the necessary changes towards a more Caring Economy**

Dear W4S Community,

2020 and 2021, have been years of enormous challenges. They 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.

Numerous studies show that businesses are 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. Also, leadership is changing to a mentoring focus.

“Not only teachers, mothers or fathers can be mentors, but also entrepreneurs to executives of large companies”. We believe that every women of the +4 billion will understand and be proud of the importance to taking the role of a Mentor or seek to be mentored by others. Mentoring starts in every family, business or enterprise, the community.

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. Some of our highlights for 2020 and 2021 include:

- Rebranded as [Women 4 Solutions](#) with a new logo symbolizing the “imaginal” cells that we W4S become by enabling us to find solutions by becoming more aware or conscious to adapt to the continuous changes of our world.
- Hosted 129 free webinars for over 19,432 registrants, recording accessible [here](#).
- Hosted 21 live Networking events with over 1200 women and men participating and over 20 online networking events with hundred participants.
- Hosted 8 Workshops on women empowerment with over a hundred participants.
- 7 Certifications: Gender Parity towards a Caring Economy with over 3,000 registrants in Ecuador, Argentina, Europe, Pakistan, Equatorial Guinea, Chile, India and Central America.
- Promoted in more than [10 feature articles](#).
- Delivered 36 public talks on the Caring Economy in spanish, english and italian globally from Mongolia, Pakistan, Latin America, Africa and Europe.
- Created 45 WhatsApp groups in 36 countries with over 1,300 members.
- Connected as “imaginal cells” to co-create and re-imagine our future and shared 100s of posts on gender parity, CSR, Triple Bottom Line and personal development.
- Partnered with UN Women on Gender Parity Tools and Best Practices.
- Partnered with Million Peacemakers to certify +48 [NONFLICT coaches](#).
- Launched “5 minute” impact videos that garnered thousands of views.
- Produced a video on [Prevention of domestic violence during COVID](#) viewed by hundreds.
- Launched W4S Italy Chapter (BWomen Italy) with 200+ in Rome/Milan.
- Featured Women 4 Solutions / 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)
- Published [ebook on purposeful breathing by Viola Edward](#).
- Promoted several articles in SPANISH ([LINK](#)) and ENGLISH ([LINK](#)) on the Caring Economy

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.

Also to 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 are now focusing on promoting Gender Parity all over the globe, because we know that this is the only way to a more Caring Economy. In the following pages you'll find detailed information about the highlights we shared above. Please contact us if you are interested or need more information on any topic.

To Solve we need to Evolve.

In gratitude,

Laura Giadorou Koch  
Founder & CEO, W4S

## 2020 - 2021 IMPACT TOWARD A MORE CARING ECONOMY

**#W4S WEBINARS:** W4S hosted 129 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 19,432 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.

**#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 and 2021 we organized several online Certifications:

- 1259 men and women from Pakistan participated in a 6 months – 6 sessions virtual W4S Certification on Gender Parity and Introduction to the Women Empowering Principles. See details [here](#).
- +50 Argentinian entrepreneurs and intrapreneurs participated in a 20-hour virtual W4S Certification on Gender Parity and Introduction to the Women Empowering Principles. See details [here](#).
- +100 Central America entrepreneurs and intrapreneurs participated in a 20-hour virtual W4S Certification on Gender Parity and Introduction to the Women Empowering Principles. See details [here](#).
- 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. See details [here](#).
- +29 men and women trained to become official Nonflict Certified Coaches. Nonflict is a three step effective conflict resolution methodology. See details [here](#).

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**#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 and 2021, W4S organized 12 Inner Wellness Workshops teaching key skills to cope with COVID-induced “isolation.”

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**#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 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.

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**#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 and 2021 we worked in partnership with more than 38 organizations, training centers, companies, and public figures to further our mission.

W4S Board Members gave numerous presentations in 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.

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### **#W4S RESEARCH SUPPORT:**

**E-book.** W4S Board members Andrea Pérez, CEO of Regenera Desarrollo Humano Consciente® and the Benziger Thinking Styles Assessment tool conducted a 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.

**PhD research.** During the period March to June 2020, Women 4 Solutions supported the field work 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 bottome line businesses.

**Bachelor degree research.** During the period June to November 2020, Women 4 Solutions supported the development of the field work of Sabrina Sánchez Vergara's Bachelor Thesis within the Institutional Communications at Universidad Blas Pascal (Argentina).

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**Our Caring Economy Partners:**



**WE THE CHANGE**



**IMPULSE4WOMEN**



**SOLUTIONS JOURNALISM NETWORK**

**RealLeaders™**



**CREPES & WAFFLES.**



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