

ANNUAL IMPACT



REPORT



NOTE FROM CEO

Cerrando este año, al ser nuestro principal objetivo promover la Paridad de Género y prácticas del cuidado y bienestar tanto personal como empresarial en todo el mundo, nos propusimos apoyar la educación, el conocimiento y las estadísticas, para crear conciencia acerca de cómo la Economía del Cuidado nos lleva a evolucionar hacia un mundo de armonía y respeto.

Agradecimiento a Nuestro Directorio de W4S: Estamos especialmente agradecidos a nuestro Directorio de W4S por el indomable y continuo apoyo: Viola Edward (Europa), Noha Hefny (Asia), Jacqui Hocking (Asia), Eli Ingraham (EE.UU./Canadá), Mirna Gonzalez (USA), Caroline DC Madagow (África), Teresa Egaña (Latinoamérica), Jennifer Milla (Latinoamérica), Andrea Liliana Perez (Latinoamérica) y Caterina Dentoni-Litta (Europa)

Laura Koch

COFOUNDER AND CEO



Our story

SO FAR

Our Mission

We are a global network of entrepreneurs and intrapreneurs who promote the values of the Care Economy in their families, communities and organizations, generating positive impact and building a more inclusive and regenerative world, starting by inspiring individual daily Self-Care with conviction and empowerment . In order to be able to mobilize we created a Care Economy. We scale simple and effective solutions focused on the four (4) pillars of the Care Economy:

1. Caring for the environment
2. People's "care work"
3. The importance of high-quality education from early childhood and constant training (re-killing)
4. Transparency and metrics of people's well-being and care of the planet.

Our Vision

Co-create a Care Economy that builds a more inclusive and regenerative society through simple, effective and scalable solutions. Just like the imaginal cells in the caterpillar, which cause the metamorphosis into a butterfly by connecting and collaborating with each other, at Women4Solutions (W4S) we want to transform the world into a more harmonious Care Economy.

**WE MAKE THE
CARING ECONOMY
VISIBLE AND
ACCESIBLE FOR
ALL**

1. Advocacy for social change: promoting policy changes that recognize and support the value of the Caring economy, such as paid family leave, flexible work arrangement amongst others.

2. Education and Awareness: Promoting edu and self care awareness to highlight the importance of self care and emotional health as well as the social benefits of moving towards a more Caring and Nurturing Society.

our strategic goals

3. Caring Economy Empowerment: Facilitating programs and certifications that promote self care practices that are accesible and affordable.

4. Partnership and colaborations building partnerships with other organizations, government agencies and buisnesses to leverage resources and expertise in advancing the care economy and self care practices.



HOW WE DO IT

WEBINARS W4S

Virtual, weekly and free 60-minutes inspiring and action oriented presentations and dialogues in English, Spanish, Portuguese & Italian. All webinars are recorded and available on our website.

CERTIFICATIONS W4S

Courses of more than 10 hours focused on women empowerment. We provide best practices and effective self-assessment tools on Gender Parity, corporate sustainability and conflict resolution (NONFLICT).

NETWORKING W4S

Local, regional, and international co-creation spaces to work on our purpose under innovative modalities based on collective intelligence to create concrete and measurable actions with respect to the gender and climate agenda (in-person and virtual).

HOW WE DO IT

WORKSHOPS W4S

Seminars that seek to develop innovations on inner-well-being of people and regeneration of the environment. We support the trainers/coaches in the marketing and dissemination of these workshops focused on the caring economy. W4S promotes simple and scalable solutions through collaboration to co-create the care economy at local, regional and international levels. We work in partnership with more than 38 organizations, training centers, companies and public figures to advance our mission.

ACADEMIC RESEARCH W4S

Our research projects can go from papers to articles in magazines to collaborations on qualitative and quantitative projects lead by other organizations.



THE YEAR IN REVIEW



WEBINARS

We organized over 160 webinars, 60-minute talks in English, Spanish, Portuguese and Italian, with a total of 19,712 registered people. Inspirational and coaching trainings to reimagine a future in which there is a Caring Economy. The recording of each of these webinars is available on our [YouTube Channel Women 4 Solutions](#).

WORKSHOPS

With over 1000's participants develop innovative skills for personal well-being and care for the environment. W4S supported the marketing and dissemination of seminars by highly trained professionals that promoted the values of the care economy. W4S organized 12 inner wellness workshops teaching key skills for coping with COVID isolation.

NEWSLETTER

Every month we send information related to the 4 pillars of the Care Economy to all those people who decided to be part of our database. We currently have over 3,000 subscribers

ACADEMIC RESEARCH

Digital book written by Andrea Pérez, W4S Board Member, and Founder & CEO of Regenera Desarrollo Humano Consciente®. Andrea conducted research to understand the dominant leadership styles of women leading triple impact organizations. In this research work, 52 entrepreneurs, businesswomen and intrapreneurs from W4S participated, who lead Certified B companies or who operate companies with triple-impact management models. Its companies are established in 9 countries in Latin America: Argentina, Chile, Costa Rica, USA, Spain, Mexico, Peru, Uruguay and Venezuela). E-book: [download here](#).

THE YEAR IN REVIEW



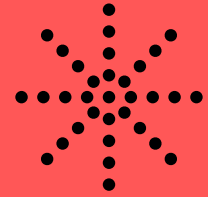
CERTIFICATIONS

Intensive training of more than 25 to 30 hours taught for 12 to 17 weeks, focused on providing women and men with tools for personal and professional development towards a Caring Economy. We share the best and most effective self-assessment practices to achieve gender parity, corporate sustainability, and conflict resolution strategies.

During these years we have organized several editions of our **International Certification of Gender Parity towards the Caring Economy**, online

- More than 278 entrepreneurs and intrapreneurs in Venezuela participated in a virtual International W4S Certification on Gender Parity and Caring Economy.
- More than 290 entrepreneurs and intrapreneurs in the Caribbean and Central America participated in a virtual International W4S Certification on Gender Parity and the Caring Economy.
- 1259 Pakistani men and women participated in a 6 month virtual W4S certification - 6 sessions on Gender Parity and Introduction to Women's Empowerment Principles.
- More than 50 Argentine entrepreneurs and intrapreneurs participated in a 20-hour virtual W4S Certification on Gender Parity and Introduction to the Principles of Women's Empowerment.
- More than 100 entrepreneurs and intrapreneurs from Central America participated in a 20-hour virtual W4S Certification on Gender Parity and Introduction to the Principles of Women's Empowerment.
- 279 Ecuadorian entrepreneurs and intrapreneurs participated in a 20-hour virtual W4S Certification on Gender Parity and Introduction to the Principles of Women's Empowerment.
- 56 professional Latin American women completed a 40-hour Gender Parity Certification in collaboration with UN Women.

THE YEAR IN REVIEW



NETWORKING

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

Since September 2019, W4S has organized "World Cafe" events in 17 different cities with 863 women participating in person. The most important events took place in Mendoza, Buenos Aires, New York, Toronto, Singapore, Rome, Milan and Geneva. Attendees identified the two key imperatives that should guide our mission: global gender parity (SDG #5) and climate change (SDG #13).

Based on these findings, more than 300 women W4S members put their 2020 Goals in writing and created specific actions to achieve these goals. We believe that clear, written goals help us focus on what we think, say, and act. After these 17 meetings, most W4S members remain committed to co-creating initiatives to promote the Caring Economy with specific actions. Today, we host 43 very active W4S WhatsApp groups in 32 countries that were created as a result of these encounters.

PARTNERSHIPS: We work in partnership with more than 38 organizations, training centers, companies and public figures to promote our mission. W4S Board members have given numerous presentations at international conferences on the care economy and its 4 pillars. These took the form of online speeches for audiences in Mongolia, Uruguay, Venezuela, Argentina, Cyprus, Mexico, Ecuador, India, Peru, and various European countries.

W4S was invited to give talks on the care economy by: The Center for Partnership Studies (Riane Eisler), Vital Voices Argentina, UN Women, UN Women, 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 International Congress - Current events, strategies and challenges of the SDG 2030 in Latam, International Sorority Network, Global Network of Mentors.



ORGANIZATIONS WE WORKED WITH

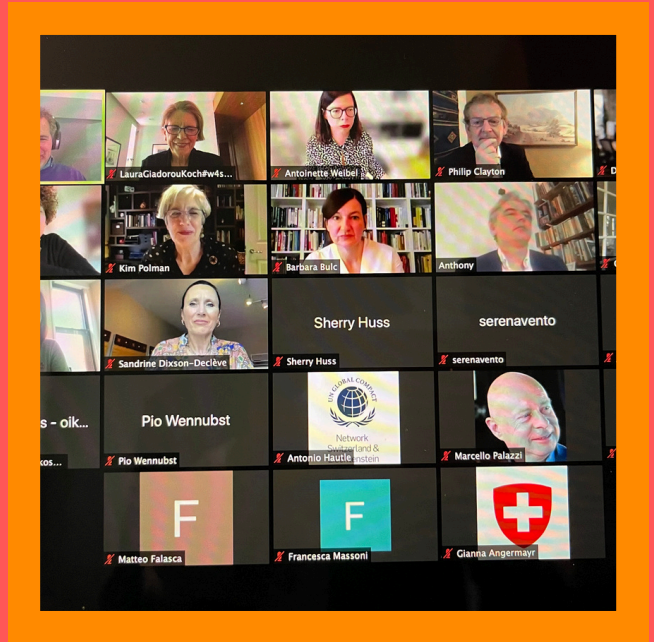


NON PROFIT ORGANIZATIONS



ENTREPRENEURSHIPS, COMPANYS AND MULTINATIONALS





what we learned

1. We unite through care

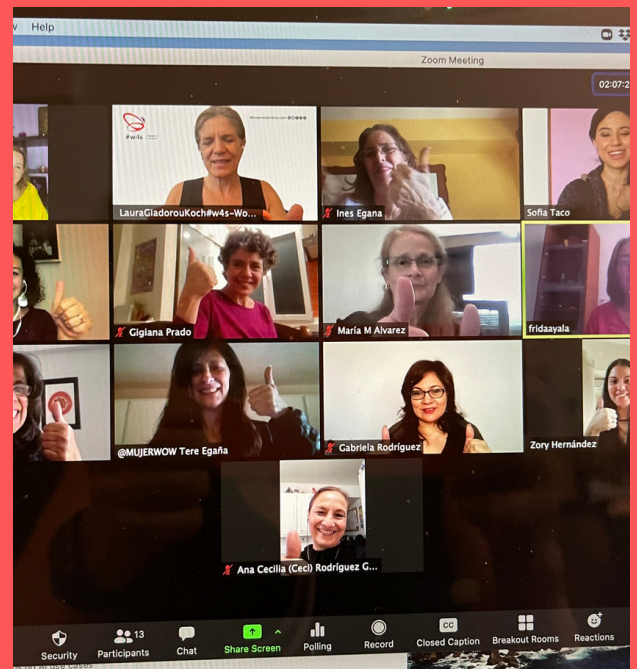
2. We learn the most through self care

3. Patience with Strategic Alliances.

WE'D LIKE TO THANK ALL OUR PARTNERS AND SUPPORTERS

ACKNOWLEDGEMENTS

We'd like to thank our Board of Directors: Viola Edward (Europe), Noha Hefny (Asia), Jacqui Hocking (Asia), Eli Ingraham (USA/Canada), Mirna Gonzalez (USA), Caroline DC Madagow (Africa), Teresa Egaña (Latin America), Jennifer Milla (Latin America) and Andrea Liliana Perez (Latin America) and Caterina Dentoni-Litta (Europe).



Some testimonials from our Certification;

Guatiré, Venezuela: *“The importance and inspiration of multiplying this learning and encouraging companies that human capital is the business strategy that will lead them to success – an economy of Care”.*

San Jose Costa Rica: *“What is essential and very necessary is the placement of care at the center of economic agendas: the well-being of people and the care of the planet. value and make visible!”*

Mendoza Argentina: *“It is urgent to generate changes to make care something essential to evolve as a society”*