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This brochure focuses on gender equality, equal rights and opportunities for women and men and their contributions to the country's economic growth. The aim of this brochure is to inspire women and girls to pursue different professions, hold senior positions and run their own businesses. This publication provides examples of socially active and independent women who have started their own businesses, hold leadership positions and achieve their goals.

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### ***"Dare to change the world!"***

If we wait until men are ready to hire women based on the same selection criteria and with the same wages as men, we will wait for a very long time. According to UN WOMEN (United Nations Entity for Gender Equality and the Empowerment of Women) we will have to wait 80 years.

We need to create new realities now.

The evidence is irrefutable: women often outperform men, companies with diverse management do better on the balance sheet and women's economic empowerment has a huge positive impact on communities.

In most countries, legal impediments to employ women have been removed. Now society has to change. We need more women who are CEOs but we also need more men who are kindergarten teachers. We need these CEO females to open doors for other women and these kindergarten male teachers to be proud of their job. Think about it: if all types of jobs are to be open for women we also need to open all types of jobs for men.

It can be scary for women to apply to management positions especially in the industrial sector. But if we don't change realities now, then when?

You don't have to be perfect or turn into a man to take up a management position. Women have their own way of getting things done. But young women need role models.

Be such a role model.

*Ms. Nicole Ruder,  
Head of Cooperation at the Embassy of  
Switzerland in Ukraine*

### ***"The time to act is now!"***

The full exercise of women's rights is crucial to have a prosperous society. From an economic perspective, investments in gender equality yield the highest returns of all development according to the OECD (Organisation for Economic Cooperation and Development). Hence accelerating gender equality for sustainable development tops many national agendas today, with the prospect of leading many more in the years to come.

**This year, in fact, is a symbolic anniversary for the empowerment of women worldwide. Not only does it mark 25 years since the adoption of the Beijing Declaration and Platform of Action but it also marks 20 years of the UN Security Council Resolution 1325 on Women, Peace and Security and 10 years since the establishment of UN Women.** With every step, we get closer to closing the gender gap.

At UNIDO, we are convinced that the time to act is now. For this reason, through our work we do a lot to advance gender equality by boosting women's economic empowerment and particularly their active contribution to the industrial sector. Such efforts are expected to return positive gains towards women empowerment and balanced economic growth. Nonetheless, we are fully aware that much more is needed.

This brochure will hopefully give you an overview of gender realities around the globe and an insight into the development of gender in Ukraine. As you will see, many women in our societies are doing their part... let's do ours!

*Ms. Petra Schwager,  
Chief, Energy Technologies and Industrial  
Applications Division at the United Nations  
Industrial Development Organization*





## WHAT IS THE MEANING OF GENDER, GENDER EQUALITY AND INCLUSIVE SUSTAINABLE DEVELOPMENT?

**Gender** means the socially constructed roles, behaviours, activities and attributes that a given society considers appropriate for women and men (according to Article 3 of the Council of Europe Convention on the Prevention and Combating of Violence against Women and Domestic Violence).

**Gender equality** is the concept of achieving equal rights between men and women in all spheres of society. Gender equality implies a society in which both women and men have equal opportunities, rights and responsibilities in all spheres of life enabling them to contribute equally to economic, political, social and cultural development.

*Gender equality contributes to a country's economic growth*

**Equality between women and men** is when both sexes can have equal access to education and health care, governance and power, and have equal opportunities to achieve financial independence by working for someone or running their own business; and to realize their personal and professional needs and interests. A critical aspect in achieving gender equality is women's empowerment in various areas of social development, as well as the involvement of men in the process of achieving gender equality.

**Inclusion** is to increase the degree of participation of all citizens of society in the process of economic growth and a fair distribution of its results.

The World Bank scientists determine that **inclusive development** is the continuous rapid development of all sectors of the economy that involves a large proportion of the country's labour force and is characterized by equal opportunities in access to the labour market and resources. The main emphasis is on productive employment for all groups of the working population (including women) as an important condition for poverty reduction. The reduction of poverty and inequality are the main goal of inclusive development. It is also based on the need to ensure the participation of all segments of the country's population in the growth process, both in terms of decision-making and in shaping growth factors. Equal opportunities must be created for the entire population to realize their human potential, irrespective of where they live, their socio-economic conditions, gender or age.

Inclusive growth aims at human development, improving human welfare, reducing poverty and inequality while requiring the active participation of human capital in the economy.

Thus, **inclusive sustainable development** is based on a type of economic growth that allows each member of society to experience its results, covering all areas of their lives.

**The main objectives of inclusive sustainable development are the following:**

- ✓ Full development of human capital;
- ✓ High employment rates, investment in education and health;
- ✓ Reducing inequality and poverty, improving the social protection system, and improving the quality of citizens' life, especially the most vulnerable segments of the population (children, women and the elderly);
- ✓ Development of social activities and increasing citizens' participation in economic life, not only in the distribution and consumption of income;
- ✓ Environmental protection, more efficient use of natural resources, transition to an economy with "green principles";
- ✓ Spreading the benefits of economic growth to all regions of the country, the territorial unity of the country in terms of economic development and quality of life;
- ✓ Territorial equalization and elimination of regional disparities<sup>1</sup>.

## WHY ARE WE TALKING ABOUT GENDER EQUALITY?

Gender is becoming an increasingly important issue around the world, as economic research clearly shows that gender equality contributes to a country's economic growth. No society can prosper and achieve sustainable development without the talents of all - men and women alike. Thus, advancing gender equality is perceived as a call for greater economic prosperity. As noted by the Managing Director of the International Monetary Fund, Ms. Kristalina Georgieva, "It is very simple: if you do not use part of your opportunities, you lose economic potential".

Numerous studies have proved that the wage gap between men and women, the absence of women at high level positions, the gender stereotypes, among other factors, cause significant obstacles to global economic prosperity.

According to the McKinsey Global Institute, in a "full potential" scenario in which women play an identical role in labour markets to that of men, as much as 28 trillion USD could be added to global annual GDP by 2025<sup>2</sup>. In addition, the International Labour Organization shows that reducing the gap in participation rates between men and women by 25% will bring additional 5.8 trillion USD by 2025<sup>3</sup>.

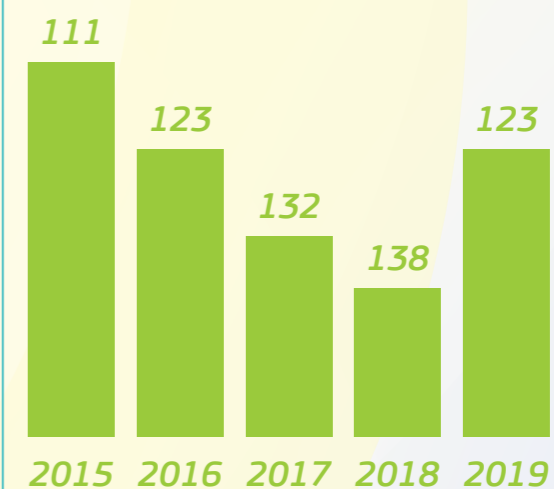
"Only through the equal participation of women, can we benefit from the intelligence, experience and insights of all of humanity. Women's equal participation is vital to stability, helps prevent conflict, and promotes sustainable, inclusive development. Gender equality is the prerequisite for a better world", as noted by Mr. António Guterres, Secretary-General of the United Nations.

"Without the equal inclusion of half of the world's talent, we will not be able to deliver on the promise of the Fourth Industrial Revolution for all of society, grow our economies for greater shared prosperity or achieve the UN Sustainable Development Goals", said Klaus Schwab, Founder and Executive Chairman of the World Economic Forum.

As a result, both in the European Union and in Ukraine, a number of strategic and programme documents have been approved to reduce gender inequality (e.g. the Gender Equality Strategy for 2018-2023, adopted by the Council of Europe; the Strategy for promoting gender equality for 2016-2020, developed by the European Bank for Reconstruction and Development (EBRD); the State social programme to ensure equal rights and opportunities for women and men until 2021, approved by the Decree of the Cabinet of Ministers of Ukraine in April 2018).

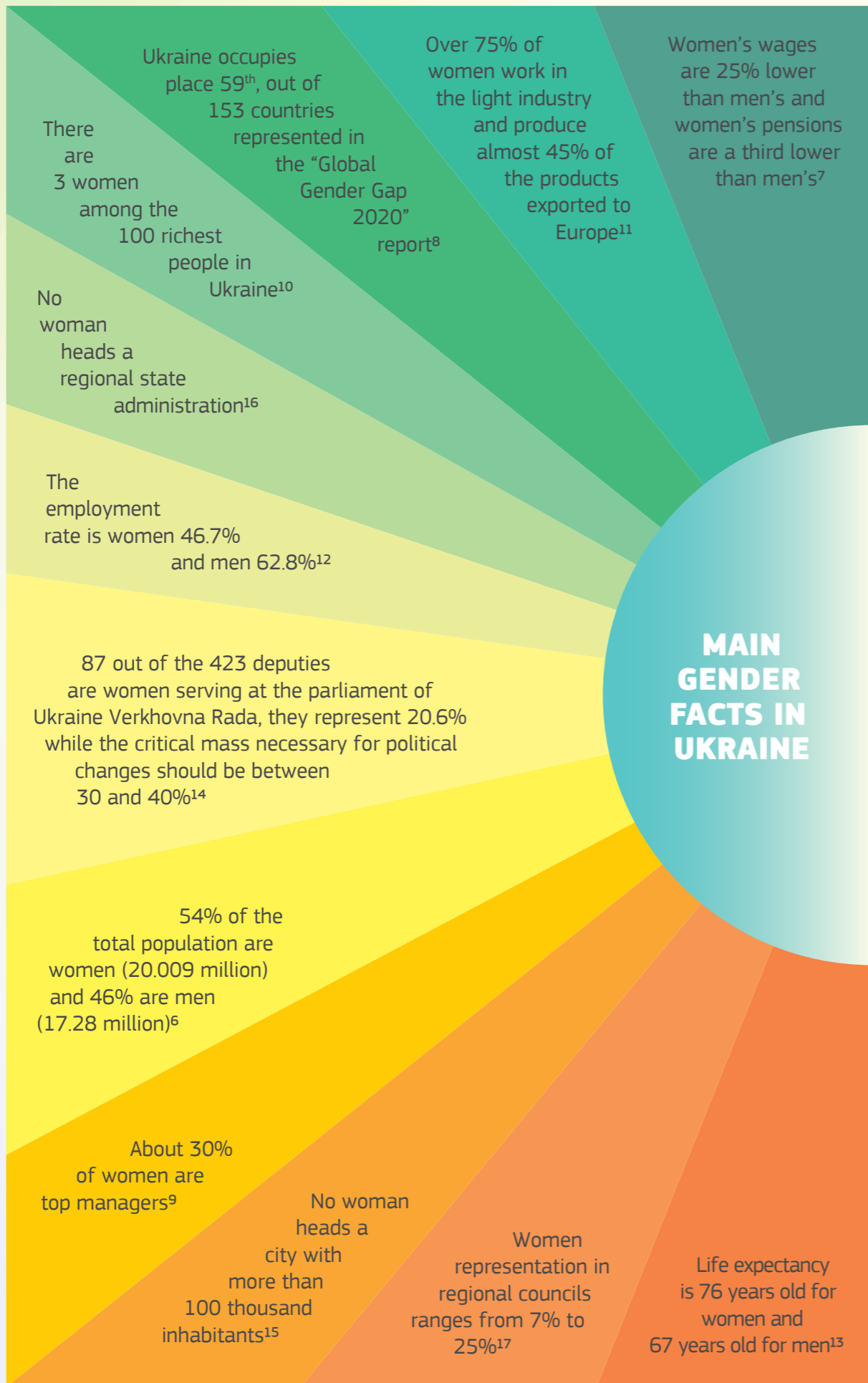
According to the happiness world ranking of 2019, people feel the happiest in countries that occupy the first place in terms of gender development: 1<sup>st</sup> place - Finland, 2<sup>nd</sup> place - Denmark, 3<sup>rd</sup> place - Switzerland, 4<sup>th</sup> place - Iceland, 5<sup>th</sup> place - Norway. The index of happiness level is based on a number of economic indicators, namely GDP per capita, social support, healthy life expectancy, freedom of choice, generosity (charity), freedom from corruption, and trust in the state, all of which constitute an integral part of gender development<sup>4</sup>. According to the current world happiness ranking, Ukrainians began to feel happier: rising to the 123<sup>rd</sup> place in comparison to the 138<sup>th</sup> place that the country held in the previous ranking.

**Happiness Ranking of Ukraine**

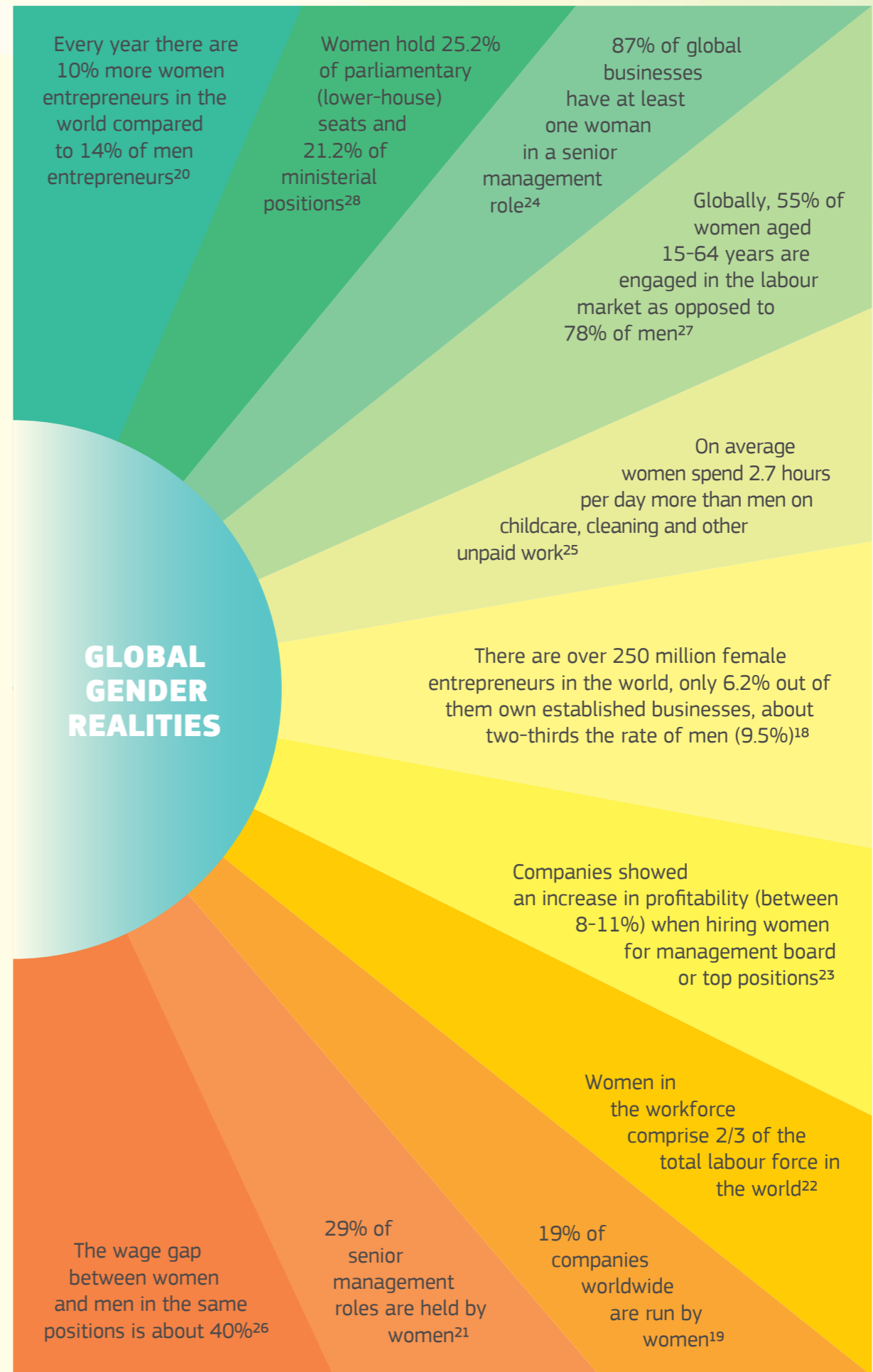




### GENDER REALITIES



### GENDER REALITIES





## GENDER EQUALITY AND INCLUSIVE SUSTAINABLE DEVELOPMENT

Sustainable development has been at the forefront of development agendas all over the world. Today's challenges such as climate change require major strategies on for example promoting a "green" economy.

A "green" economy is the basis for implementing the concept of sustainable development based on more efficient resource consumption, reduction of CO<sub>2</sub> emissions, environmental footprint reduction and the development of a socially integrated society.

The concept of "green" growth based on knowledge and innovation, energy efficient production lines, advanced technologies, social and environmental progress, is becoming a guide to inclusive sustainable development not only in the leading developed countries, but in most countries of the world, and Ukraine is no exception. The trend of the "green" approach, which began to develop over the past decade in various spheres of public life, is increasingly being implemented around the world.

**A "green" economy is the basis for implementing the concept of sustainable development**

Gender equality and inclusive sustainable development are interlinked because engaging men and women on an equal footing in the concept of sustainable development will contribute to a "green" economy, which is a model that improves human well-being and social equity, while significantly reducing environmental risks. Greening and (equal) economic participation of women can benefit each other. The opportunities that a "green" economy potentially holds for women relate to "green" production and manufacturing processes, "green" consumption (creating new business opportunities and markets), development of micro, small and medium enterprises and female entrepreneurship (including new professions, product development and use of "green" technologies).

Ukraine embraces the Sustainable Development Goals and the Paris Agreement, and has begun to take steps towards "green" growth such as promoting renewable energy, introducing resource and energy efficiency measures, introducing environmentally friendly technologies in industry and agriculture, developing "green" construction and actively involving women in these areas.

The "green" industry aims at integrating environmental and social elements within the activities of enterprises. Existing "green" industries and the creation of new ones have a great potential to contribute to inclusive and sustainable industrial development. Women are important agents of change and a more equitable inclusion of both women and men can contribute to and lead to "green" economic development outcomes<sup>5</sup>.

## FAMOUS WOMEN OF THE WORLD AND PROMINENT UKRAINIANS

Where to get inspiration from for your own business? Hundreds of thousands of women entrepreneurs have managed to build a career and have their own successful business. And here's only one per cent of these famous women in the world: Gina Reinhart (the first billionaire woman in the world, mining industry), Christina Gold (CEO of Western Union, financial sector), Safra Ketz (computer industry), Helena Rubinstein (own cosmetics brand), Cheryl Sandberg (Chief Operating Officer of Facebook, IT), Mary Barra (CEO of General Motors, engineering), Elizabeth Holmes (Co-Founder of Theranos Sphere, biotechnology), Marissa Mayer (CEO of Yahoo, computer industry), Sonia Gardner (President of Avenue Capital, financial sector).



The following list depicts prominent Ukrainian women: Lyudmyla Kuchmenko (CEO of Geo-Alliance Group, gas production company), Nina Dombrovska (President of Henkel in Ukraine, chemical industry), Victoria Kapeliushna (Executive and Financial Director of Mironovskyi Bakery Holding), Halina Herega (Co-Owner of construction hypermarkets chain "Epicenter-K" and "Nova Linia"), Olha Hutsal (Head of Camion-Oil, automotive oils distribution), Anna Derevyanko (Executive Director of the European Business Association), Maria Osyka (Director of Agriculture Investments of American NCH Capital), Nataliia Kobrynska (organizer of the women's movement and the fight for gender equality in Ukraine, writer), Olena Stepaniv (the world's first woman officially enlisted in the military to the rank of officer, woman-commander of the Ukrainian Galician Army, historian, geographer, public and military figure), Yelyzaveta (Halshka) Hulevychivna (founder of the Kyiv-Mohyla Academy, noblewoman), Yevdokiia Zavalii (only female commander of a Marine Corps Platoon during the German-Soviet War, colonel), Heidemarie Martha Stefanyshyn-Piper (the first woman with Ukrainian roots to go into outer space), Grand Duchess Olha of Kyiv (woman who was the ruler of Kyiv Rus for 17 years), Lina Kostenko (genius poet and writer in the former USSR), Lesia Ukrainka (a prominent Ukrainian writer, poet, translator - many of her works are recognized as masterpieces in the world literature), Yuliia Tymoshenko (the most popular Ukrainian woman in politics), Yana Klochkova (Ukrainian swimmer, she became an Olympic champion 4 times). The list of outstanding and successful women can be continued endlessly.

The International Embassy of Women Entrepreneurs in Ukraine supports and promotes female entrepreneurs. It is an independent public organization that unites women, who achieve success by having their own companies and at the same time actively engage in public activities. The main goal of this Embassy is to create favourable conditions for the development of entrepreneurship among women in Ukraine, and raise awareness for their social importance and value. The International Embassy of Women Entrepreneurs in Ukraine is a partner of the Embassy of Women Entrepreneurs in Poland and serves as a representative of the European Network of Female Entrepreneurship Ambassadors. The (female) members of the Embassy said "We have come together to show women an example of activities, success, independence and we strive to support those who have embarked on the path of creating their own business".

**Gender equality and women's empowerment have a significant positive impact on sustainable economic growth and sustainable industrial development**

An even bigger global organization that brings together successful women from around the world is the World Association of Women Entrepreneurs (FCEM, Femmes Chefs D'Entreprises Mondiales). The Association was established immediately after the end of World War II in France in 1945. At that time, Ms. Yvonne Foinant decided to unite mainly widowed women who took over the business of their men. Then, year after year, participants from different countries began to join the Association: Belgium, England, the Netherlands, Germany, Congo, Italy and others. Today FCEM unites 120 countries and about 5 million enterprises in 5 continents. Every year, the Association receives more and more new applications for membership. FCEM's activities at the national and global levels aim at contributing to the development of women's entrepreneurship. The main tasks of this Association are to increase the visibility of women managers, protect their interests, as well as to exchange experiences, improve skills, stimulate entrepreneurship and, of course, to establish friendly and commercial relations.



## SUCCESSFUL STORIES OF WOMEN

*There are also successful women among our activists. They have rejected gender stereotypes and the idea that men should take a better place. In order to develop their businesses, they are developing, improving and achieving their goals.*

### **Ms. Nicole Ruder, Head of Cooperation at the Embassy of Switzerland in Ukraine**



In 2000 Nicole Ruder started her career at FDFA (Federal Department of Foreign Affairs) as an intern for the Swiss Humanitarian Aid. Ever since she has explored Switzerland's multilateral and bilateral development cooperation.

She spent two years working for the UN (United Nations) in Beirut as a project officer for UNRWA (United Nations Relief and Works Agency for Palestine Refugees). Thereafter she joined the Swiss Permanent Mission to the United Nations in New York as a UN delegate covering economic and social issues. In 2007, she moved to Islamabad, Pakistan where she served as Deputy Country Director of SDC (Swiss Agency for Development and Cooperation).

Her return to New York and the UN was prompted by the election of former Federal Councillor Joseph Deiss to the position of

President of the UN General Assembly in 2010. After an intense year as Senior Advisor to the President, she decided to broaden her understanding of public policy and development by completing a Master's in Public Policy at the Woodrow Wilson School of Public and International Affairs, Princeton University.

In July 2012, she re-joined the Swiss Humanitarian Aid with the Chief of Staff position. Three years later, she found her way back to the multilateral world as Head of the Global Institutions Division at SDC where she was responsible for Switzerland's multilateral aid budgets for both the World Bank and the UN Agencies.

In 2019, she moved to Kyiv as the Head of Cooperation to steer the Swiss Cooperation Programme with Ukraine through the challenging years ahead.

### **Ms. Petra Schwager, Chief, Energy Technologies and Industrial Applications Division, United Nations Industrial Development Organization**

Petra Schwager has more than 20 years of technical and managerial experience in building-up global and national networks for inclusive and sustainable industrial development. In her work, she focuses on innovative and circular economy concepts, resource and energy efficiency solutions, sustainable/eco-industrial parks and sound chemical performance-based business models.

She has worked with governments, financial institutions, universities and industries in more than 40 countries in Asia, Africa, Latin America, Central and Eastern Europe, and developed more than 50 large-scale projects conducting the negotiation of the respective funds. In her projects she pays special attention to supporting women's participation and leadership. In addition, she is a regular speaker at high-level events around the world.

Petra initiated UNIDO's Global Chemical Leasing programme in 2004 and is a co-author of the book on "Chemical Leasing goes Global". Chemical Leasing is an innovative performance-based business model for sustainable use of chemicals aligned with the Circular Economy approach. To inspire the up-take of chemical leasing by the industry, she created the Chemical Leasing Award that will take place for the 5<sup>th</sup> time in 2021.





**Ms. Olena Haidukova, the Director,  
"Danone Kremez" plant**



Olena Haidukova, a sugar technology engineer by education, started her career at a sugar plant. After her maternity leave, she got promoted and became a technologist. At the sugar plant, Olena was responsible for the production processes and the entire production staff. This was a valuable experience that currently helps her in the position as Director.

After having reached quite high positions at the sugar plant, Olena got a job offer that would entail changing the sector and the city

she was living in. She accepted and moved to Kharkiv. Olena ran the dairy production plant of a foreign company in Ukraine. These challenges in her life didn't stop her, on the contrary, they triggered Olena's professional growth providing her with strong managerial skills.

Her family was always supportive. In the dairy industry, Olena pursued her ambitious plan to become a leader until she finally became the Director of the "Danone Kremez" plant. Olena believes that human health and the planet are intrinsically linked. She is proud of her company, as the "Danone Kremez" plant is regularly working on reducing negative impact on the environment by cutting CO<sub>2</sub> emissions and reducing energy consumption through proper management and monitoring high standards.

For example, thanks to a heat recovery project, the company managed to reduce 328 tons of CO<sub>2</sub> per year. Water audits are conducted on a regular basis and according to the results of the audit, the company received 100 points out of 100, which made Olena's plant the leader among the plants of the Danone group. In an effort to reduce the environmental footprint of production processes, the team regularly works to optimize logistics routes. By 2025, "Danone Kremez" plans to switch completely to a recyclable packaging. Driven by the idea of protecting the planet for the sake of all humanity it has already reached a target of 81.26% packing recyclable material.

According to Olena, every responsible business should strive not only to get rich, but also to take care of the environment. Combined with an intention to boost economic efficiency, this fusion becomes a perfect strategy for all parties. "Danone Kremez" operates in line with standards applicable to all international "Danone" plants. These standards are based on the leading practices of developed countries and fully reflect the desire for resource efficiency and cleaner production, which contributes to inclusive and sustainable industrial development.

It might happen that some companies in Ukraine still doubt about their future strategies in terms of environmental protection, RECP, sustainable industries, etc. but "Danone Kremez" has made its choice long ago. "These are our values, our beliefs, our responsibility against the society and the planet", reported Olena. This is also reflected in the vision of the company "One Planet. One Health".



**Ms. Liubov Semeniuk, Chairman of the Board,  
"Vinnytsia Food & Gustatory Factory"  
Private Joint Stock Company**



"Vinnytsia Food & Gustatory Factory" Private Joint Stock Company is one of the leading companies in the canned food industry in the Vinnytsia region, and the undisputed leader in horseradish production in Ukraine.

Liubov graduated from the Technological Food Industry Institute in Odesa and now has 46 years of work experience.

"Vinnytsia Food & Gustatory Factory" PJSC, like other similar production plants, consumes thousands of cubic meters of water, MWh of electricity and thousand tons of raw materials every year. The resource and energy efficiency approach has certainly helped the plant reach optimal energy consumption rates, waste generation reduction and compliance with environmental safety standards.

During assessments, the RECPC (Resource Efficient and Cleaner Production Centre) identified weak points in production lines and stopped the "money leakage" for improper resource consumption, errors in technologies, etc. The plant would have never become successful and profitable if the staff had not learned the resource efficient and cleaner production concept and the implementation onsite. Therefore, production processes are regularly improved, new technologies are introduced, and existing equipment is modernized. Only high quality and environmentally friendly raw materials are used in the production which guarantees the high quality of the company's products.

"Vinnytsia Food & Gustatory Factory" PJSC has implemented the quality management system under ISO 9001 standard and the system of food goods safety management under ISO 22000 standard. In 2014, the company successfully completed an international audit and received the FSSC 22000 Certificate (certification scheme for food safety systems in manufacturing of horseradish and mustard).

"We have generated our own formula. Success is our goal, our goal is the quality and the quality is the health of the nation and the commitment of consumers", concluded Liubov.



**Ms. Tamara Burenko, Deputy Head of the Department for Monitoring and Informatization, the State Agency on Energy Efficiency and Energy Saving of Ukraine**



Tamara Burenko is a civil servant with many years of experience in business cooperation obtaining expertise in drafting legislation.

While working as Head of the Department for Coordination of Subordinate Organizations at the Ministry for Development of Economy, Trade and Agriculture of Ukraine, she was in charge of analysing financial plans and monitoring the implementation.

She then became Head of the Department for Strategic Development at the National Commissions for State Regulation of Public Utilities. The Department worked on the development of comprehensive decisions for public utilities to reduce the cost of services and since energy took a significant share in the utility tariff, energy efficiency was the focus of the Department.

Today Tamara is in charge of the monitoring and evaluation of the so-called "heat loans", developing new tools to promote energy efficiency. Currently a mechanism to compensate

bank loans for energy efficiency projects for industrial enterprises is being developed.

Tamara has a PhD in Public Administration and experience in writing research papers on resource and energy efficiency. She is knowledgeable in environmental management which helps her support enterprises in their commitment to become resource efficient.

She continued and expanded her activities at the State Agency on Energy Efficiency and Energy Saving of Ukraine. Having studied the experience of other countries on the promotion of energy efficiency, she came to the conclusion that energy efficiency is the driving force for resource efficiency and the overall performance of any business. Tamara added, "There is no doubt that RECP concept is crucial for all enterprises. RECP will allow them to plan their activities in a more comprehensive way and gain additional market advantages by saving resources."

**Ms. Larysa Spodynska, the Director, Kyiv Electromechanic College**



Larysa Spodynska holds a degree in Mathematics; she graduated from the Kyiv Electromechanic College and then attended Taras Shevchenko University. Since 2006, she is the Director of the Kyiv Electromechanic College.

In recent years, the college has managed to implement a set of energy efficient and energy saving measures. Among them is the replacement of old windows with new energy-saving systems, replacement of lighting with LED one.

For years, the college suffered heating system collapses. With outdoor temperature of  $-5^{\circ}\text{C}$  in winter, the indoor temperature dropped down to  $+16-18^{\circ}\text{C}$  which is 5 degrees lower than standard rates of  $+20-21^{\circ}\text{C}$ . In spring and autumn the inside temperature exceeded  $+24^{\circ}\text{C}$  which also had a health impact on the students and professors. The RECPC experts (Resource Efficient and Cleaner Production Centre) provided a comprehensive technical energy audit in both the college facilities and the dormitory. Thus, the Individual Heat Unit was installed and regulated the temperatures via Internet. In addition, the heating bills for the facilities were cut in half.

In 2015, the specialization "Fundamentals of Energy Management" has been opened in the college. Students gain the necessary knowledge to conduct a technical energy audit of enterprises, they also learn about resource efficiency, energy conservation and environmental protection.

Larysa believes the RECPC activities respond to the demands and challenges of today. "The RECP concept is being implemented in Ukrainian companies, enterprises, utilities, public sector, educational institutions, since it is required by national and international quality and environmental safety standards", she added.





Ms. Zhanna Haliuk, Chairman of the Board, Condominium "VESNA", Kyiv



Zhanna Haliuk graduated from Igor Sikorsky KPI with a higher technical background on Facilities and Technologies for the Welding Process; however, she has not worked as an engineer.

Zhanna worked as an assistant in a kindergarten and thereafter as the director of a garden center for which she studied landscape design. She never dreamed of running a big multi-storeyed house as she does now at the Condominium "VESNA"; it was not a planned decision, but rather a forced one. "Women are the best masters in housekeeping", she believes. Strange enough, it was only when she held her current position as Chairman of the Board of the Condominium, that she applied her technical background.

Due to the fact that the building and the adjacent territory require a lot of energy, Zhanna and the residents decided to implement energy saving measures, namely heat, electricity and water. In 2017, Condominium "VESNA" joined the 70/30 project for the implementation of energy efficiency in condominiums and other buildings and facilities.

Over the years, the house has undergone a number of energy and resource-saving measures, for instance: modernization and replacement of indoor utilities, replacement of old windows and doors in common areas of the house, replacement of incandescent lamps in public areas with LEDs. In 2019, the heating system was reconstructed with the introduction of weather regulation and with the support of the Government of Ukraine "VESNA" took advantage of the "heat" loan. For the second year in a row, bins for sorting glass, paper and plastic have been installed on the adjacent territory. By selling recyclables, the Condominium "VESNA" receives additional income and reduces the cost of garbage removal. And most importantly contributes to preserving the environment.

"Resource efficiency for me is our money, the money of our residents. Should we all care about resource efficiency and saving water and energy? Yes, of course! Our home is not just the building but the whole Ukraine, our home is our planet. If we don't save it, then who would?", Zhanna concluded.

*These were just a few examples of women's successful stories who have achieved and continue to achieve success in various fields. You can also be on the list of such women: all you have to do is set yourself a goal and go for it. We must all work together, women and men, for the development and prosperity of the country which we live in and the world at large.*

BENEFITS OF GENDER EQUALITY

Gender equality has a positive impact on the world as a whole, on countries, societies, companies, people, their well-being and development. Gender equality can help to achieve positive results:

- ✓ **Acceleration of economic growth.** According to the McKinsey Global Institute, thanks to gender equality in the world, GDP could grow by 26% by 2025<sup>29</sup>
- ✓ **Overcoming income disparities** between women and men can increase economic and GDP stability by 4% in developed countries and up to 40% in developing countries<sup>30</sup>
- ✓ **Increasing the number of women in the top management** of companies up to 30% and above increases profitability of companies by 15%<sup>31</sup>
- ✓ **Declining mortality rates and increasing life expectancy**
- ✓ **Increasing the level of happiness.** Countries with a high gender equality ranking are also leaders in the happiness index
- ✓ **Creating safe, fair and comfortable living conditions** for different groups of women and men
- ✓ Companies with high rates of female participation in management have higher **profitability, compensation level and strong market positions**<sup>32</sup>

SUSTAINABLE DEVELOPMENT GOALS AND WELL-BEING OF SOCIETY

The Sustainable Development Goals are a concrete and clear path to prosperity and well-being; if all (women and men) join this process then the society of the future will be completely different.

One of the important elements of the Sustainable Development Goals is to end poverty in all its forms everywhere, achieve gender equality and empower all women and girls, promote sustained, inclusive and sustainable economic growth, full and productive employment and decent work for all, reduce inequalities within and among countries, promote peaceful and inclusive societies for sustainable development, provide access to justice for all and build effective, accountable and inclusive institutions at all levels that contribute to the development of society and the welfare of countries<sup>33</sup>.





**WOMEN devote more time and efforts to children's care and education. So the more rights, experience, awareness, and education a woman has, the more educated our future generation will be!**

The picture uploaded from the website [www.freepik.com](http://www.freepik.com)

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*“Gender equity should not be seen narrowly as a women’s issue..., it is an issue that requires men and women to work together in search of solutions that are both practical and based on principle. Increasingly, those solutions will be neither acceptable nor sustainable if the equal rights, dignity and worth of men and women are not respected”*

*Mr. Koïchiro Matsuura, former Director-General of UNESCO  
(United Nations Educational, Scientific and Cultural Organization)*



Women and girls make up half of the world’s population, and thus half of its potential for social progress and economic growth



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