

**HeForShe Congress 2020**

**Date:**  1 October 2020

**Venue:** online

**AGENDA**

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| **10:30 – 10:45** | **Opening**  Welcome speeches:  Tobias Thyberg, Ambassador of Sweden to Ukraine  Erika Kvapilova, Representative of UN Women Ukraine |
| **10:45 – 11:45** | ***How leaders drive changes in corporate values?***  Today, gender equality is an important component of business success. Companies that adhere to gender equality are 21% more profitable and 35% more competitive. \* StarLightMedia, IT-Integrator and Ferrexpo executives will discuss that we’ve entered an era where businesses complete in value systems, an era of new meaning of leadership and gender equality as a lasting business value.  Mykhaylo Tsariov, СЕО of StarLightMedia  Viktor Lotous, General Director, Chairman of Ferrexpo Poltava Mining Management Board  Nadia Omelchenko, Vice President, IT-Integrator  *Moderator:*  Nataliya Popovych, Founder, One Philosophy Group |
| **11:45 – 12:00**  **12:00 – 13:00** | *Coffee-break*  **Why business should be safe space for workers?**  Safe space is a space where a person feels comfortable and can be themselves. At the same time, 42% of employees in Ukraine face harassment, pressure and bullying at work. \*\* Social restaurant Urban Space 500, IT giant Ring / Deviget and an audit leader KPMG will talk about how safe space helps their teams be more efficient and take more initiative, as well as the time and resources invested in projects aimed at supporting well-being and mental health of their employees.  Victoria Obozna-Petrova, HR Director, Ring/Deviget  Tetiana Derkach, Co-Founder, Urban Space 500  *Moderator:*  Tetiana Danylenko, journalist, TV-host |
| **13:00 – 13:30**  **13:30 – 14:30** | *Coffee-break*  **How to companies can create equal opportunities for parenting?**  Globally, almost 4 out of 10 households are families with children (of any age) \*\*\* In order to remain efficient, not lose skilled and experienced workers, businesses simply need to support their employees not only in professionally, but also in striving to be super-parents. We’ll discuss parental leaves and flexible work schedules at Nestle, an open club for Deloitte parents and children's rooms at Intellias.  Volodymyr Spivak, Corporate Communications and Corporate Affairs Director Nestle in Ukraine and Moldova  Victoria Chornovol, Partner of Tax & Legal department at Deloitte Ukraine  Roman Hapachylo, VP of Talent Management, Intellias  *Moderator:*  Vadym Karpiak, journalist, TV-host |
| **14:30 – 14:45** | *Coffee break* |
| **14:45 – 15:45** | **Why business should invest in women's potential?**  In Ukraine, 42% of all self-employed are women and they are 32% of employers \*\*\*\*. The possibility of obtaining a Bachelor's, Master's and Doctoral degree for women is 2-3 times lower than for men \*\*\*\*\*. Our speakers will explain how and why businesses are already creating internal and external programs to support women's growth, for instance, SAP’s "STEM Girls" program and the national program "Women in Business" from UKRSIBBANK.  Olena Lopushenko, Head of Local Product management Department SAP Ukraine  Andriy Kashperuk, Deputy Chairman of the Management Board, Chief Operating Officer, Ukrsibbank BNP Paribas  Yulia Romanenko, Communications Director, L'Oreal Ukraine  *Moderator:*  Vladyslav Rashkovan, Deputy Executive Director in UKraine, IMF |
| **15:45 -16:00** | *Coffee break* |
| **16:00 – 17:00** | **What are the KPIs of equality in business?**  60% of companies with a gender-sensitive culture have seen an increase in their profits, reputation, including employer brand, and levels of creativity and innovation. While 74% of companies that have increased the number of women in management has brought 5 to 20% more in a profit.\*\*\*\*\*\* Today, progressive companies are striving to achieve the international gender equality standards, but there is often a superficial approach to measuring such KPI's or lack of full understanding . We will discuss why gender equality should be measured, as well as the tools and mechanisms to do it. Luxoft will share their practical experience with the Diversity and Inclusion dashboard, PricewaterhouseCoopers will talk about their gender equality scale and we’ll find out what indicators Procter & Gamble monitors ongoingly.  Dmytro Kyseliov, Country Manager, Procter & Gamble  Anna Onyshchenko, Advisory Director of PwC Ukraine  Natalia Gorbenko, Global Head of Talent Management and Development of Luxoft  *Moderator:*  Maryna Saprykina, Head of the Board and Managing Director of CSR Ukraine, HeForShe Congress 2020 curator |

\*According to McKinsey research  
\*\*Ukrainian Women Lawyers Association “JurFem”, International HR portal grc.ua  
\*\*\*UN Women «Families in a changing world»  
\*\*\*\* Women and Men in Leadership Position, [http://socialdata.org.ua/edrpou-gender/](http://socialdata.org.ua/edrpou-gender/?fbclid=IwAR0JBOD0oghHvNKie4Q94Esrbc8lZjweCzmDWLk25tuanMAJVHbTUsYFfQk)  
\*\*\*\*\* According to National Academy of Medical Sciences research  
**\*\*\*\*\*\*** Bloomberg's 2020 Gender-Equality Index