



Business at OECD (BIAC) Dialogue on Gender Equality

What Holds us back? : Confronting Unconscious Bias

March 9, 2018 | 8:30-9:30

Breakfast Seminar
Salle Roger Ockrent, OECD Headquarters

You are cordially invited to attend a breakfast seminar marking the official launch of the Business at OECD (BIAC) Report: *Preparing All our Minds for Work: Girls, women, and learning over a lifetime*. This event, which contributes to the OECD-wide *March on Gender Initiative*, will bring together representatives from the Business at OECD (BIAC) constituency, selected OECD Ambassadors and OECD Secretariat, and feature a presentation on the MARC (Men Advocating Real Change) initiative, which aims to identify unconscious bias in the workplace and promote a more collaborative and inclusive leadership style.

Background

[Preparing all our Minds for Work: Girls, women, and learning over a lifetime](#) (2017) is the most recent in a series of Business at OECD (BIAC) Reports that address gender equality and provide best practice tools and policy advice for companies and governments seeking to maximize the contribution of women to our enterprises and to our economies.¹

The current Report addresses the importance of education and skills, as well as mentoring, to encourage women to pursue and succeed in fields of their choice, often in the face of prevailing cultural and societal norms.

There is widespread agreement on the need to encourage women to pursue Science, Technology, Engineering and Math (STEM) studies and related careers – especially given the digital transformation that is reshaping our economies.

Both private sector and public leadership are essential to this effort. Governments are seeking ways to ensure quality education and design regulatory frameworks that provide the flexibility and legal standing necessary for women to succeed. Companies are investing in women through partnerships with schools and universities, the development of STEM oriented academies, and sponsorship and mentoring programs.

¹BIAC Report Series on gender equality: [Putting ALL Our Minds to Work: Harnessing the Gender Dividend](#) (2012); [Putting ALL Our Minds to Work: An Assessment](#) (2014); [Putting ALL Our Ideas to Work: Women and Entrepreneurship](#) (2015); [Preparing all our Minds for Work: Girls, women, and learning over a lifetime](#) (2017)

However, while young women perform well in STEM studies, they continue to face distinct challenges once they are employed. The Report identifies cultural stereotypes and unconscious bias as significant issues impacting women choosing to work in STEM fields.

The breakfast will focus on corporate efforts to address unconscious bias impacting gender equality at work. It will feature a presentation by DELL on how the company is implementing the MARC (Men Advocating Real Change) initiative launched by Catalyst. MARC aims to identify where unconscious bias exists and aims to promote a more collaborative and inclusive leadership style.

The first IT company to participate in the MARC program, DELL will discuss its experience, including ways in which MARC has resulted in measurable impacts on attitudes and behavior.

Draft Agenda

Moderator: Nicole Primmer, Senior Policy Director, Business at OECD

8:30-8:40

- **Welcome and Introduction**

Bernhard Welschke, Secretary General, Business at OECD

Gabriela Ramos, OECD Chief of Staff and Sherpa

8:40-8:50

- **Setting the context: Presentation of the BIAO Report on Gender Equality and Skills**

Ronnie Goldberg, Senior Counsel, United States Council for International Business (USCIB)

8:50-9:05

- **Shaping the Future of Work for Women in the Digital Transformation – Business Case**

Stéphane Reboud, Vice President Services for the Europe Middle East and Africa region at Dell EMC and Dell EMC's regional sponsor of MARC (Men Advocating Real Change)

9:05-9:25

- **A view from the OECD and Open Discussion**

Michelle d'Auray, Ambassador and Permanent Representative to the OECD, Canada

Monika Queisser, Senior Counsellor and Head OECD DELSA Social Policy Division

9:25-9:30

- **Close of Meeting**

Nicole Primmer, Senior Policy Director, Business at OECD

Business at OECD (BIAO) wishes
to thank our colleagues at DELL for sponsoring this event.
This event also contributes to the OECD wide *March on Gender Initiative*.

