




III Edición
**WOMEN
ECONOMIC
FORUM**
Colombia 2022

Final Report

For groups of interest

Prepared by:





“When we think of ourselves as women we must work on a part that is extraordinary and that is this inner capacity to make possible that which seems impossible.”

EPSY CAMPBELL BARR

Former Vice President of Costa Rica
Keynote Speaker WEF Colombia 2022



This report is interactive, all YouTube icons are linked to videos of the in-person and virtual event.

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WEF Colombia
2022

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Sustainability
WEF Colombia
2022

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Virtual Event

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Administration
of resources

8
Acknowledgments

I. INTRODUCTION



Economic autonomy is a fundamental mainstay of women's growth and, by definition, requires that women receive an income that allows them to overcome poverty and freely dispose of their time to train, access the labor market, develop professionally and personally, participate actively in social and political life, and devote themselves to their loved ones without this becoming a barrier to the achievement of their own aspirations (ECLAC, 2016).

Women have lived these last two years 2020-2022 pandemic and post-pandemic, with all the depth of their own historical lags and pending issues, but also with all the strength that emerges from their movements and struggles for equality.

This global juncture in the second decade of the 21st century shows the need to take on these challenges, provides us with more tools, evidence and arguments, and calls for a commitment to demand recognition and, above all, to generate actions to reduce the gender gap.

With the purpose of generating actions to reduce the gender gap, it is worth highlighting the work that **Dr. Harbeen Arora**, Founder and Global President of the **Women Economic Forum WEF**, has been doing since 2015, working for the empowerment of women through the promotion of leadership roles in today's society.

The **Women Economic Forum WEF** is the most important global economic forum led by women, which through its development, establishes a space for education, inspiration and connection with leaders of economic sectors that enable attendees, mostly women, academic growth, contacts, as well as the opportunity to promote their goods and services in a space where local, national and international actors converge.

The **WEF** is an event that was born in India with the **ALL Ladies League** Organization and has more than 50 chapters around the world, creating the largest global network of women and men connected to each other to reduce gender gaps and enhance women's economic growth at local, national and international scales.

One of the chapters of the **Women Economic Forum** is the **WEF Colombia**, an event that has allowed to be a platform for relational and economic growth of women in the versions developed during the years 2019, 2020 and 2022 in the country.

The **WEF** Colombia 2022 had a hybrid methodology and received more than 1,300 attendees who connected with a unique experience of leadership, empowerment and social innovation, facing twelve (12) Sustainable Development Goals - SDGs and their impact on the economy, under a commitment to sustainability, with a reduction of waste generated and the measurement of the CO2 carbon footprint in face-to-face attendees to subsequently generate forest offset and thus be a Carbon Neutral forum.

This document reflects the results obtained in the third edition of the **Women Economic Forum WEF Colombia** 2022 held in the city of Santiago de Cali on October 20 and 21 of this year.



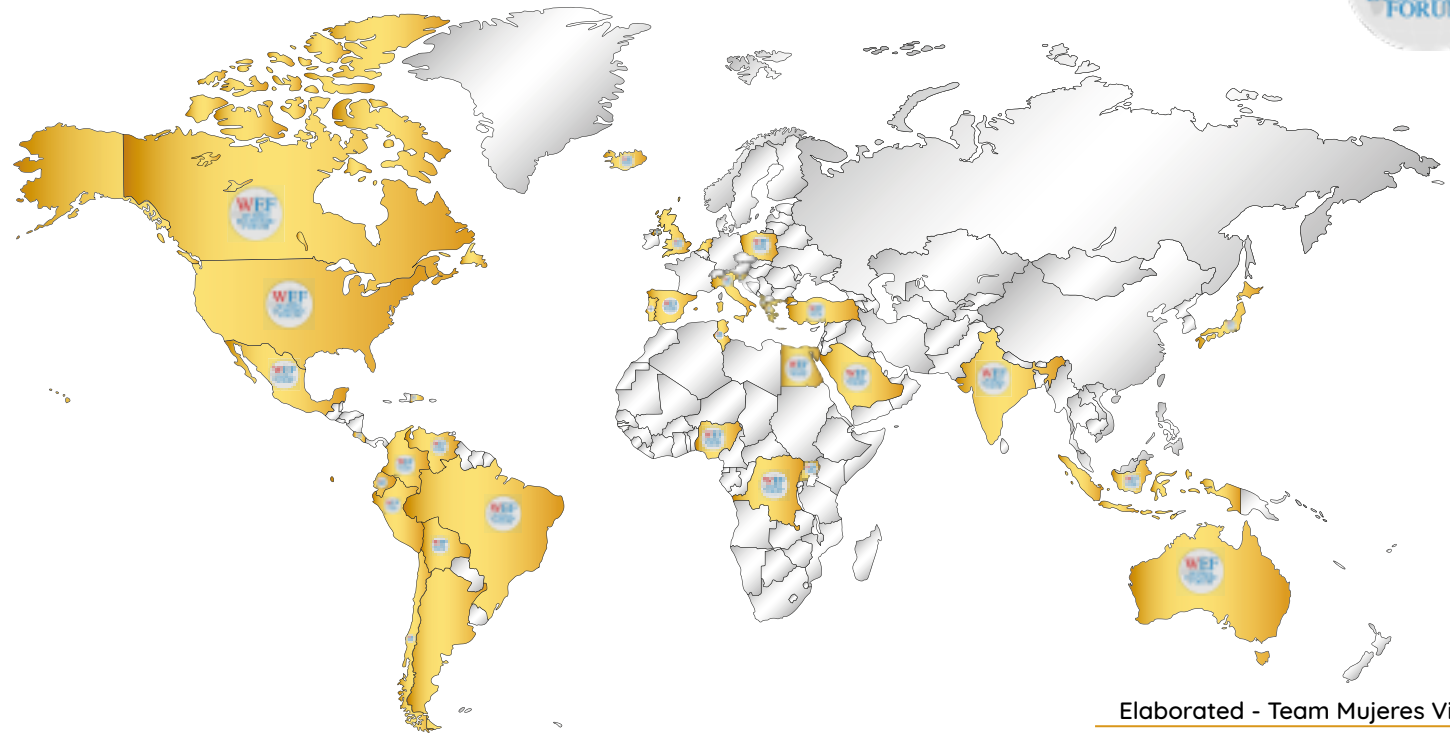
I. BACKGROUND

Countries with presence Women Economic Forum - WEF



The gender gap was already a global concern before the pandemic, but it has intensified after the crisis caused by it, demonstrating the great challenges we face as a society and making gender inequalities more evident.

According to estimates by the Economic Commission for Latin America and the Caribbean (EC-LAC), the strong economic contraction is negatively affecting employment and increasing the precariousness of working conditions in the region, which in the case of women represents a setback of more than ten years in their participation in the labor market.



Elaborated - Team Mujeres Violeta

Due to the aforementioned reasons, and long before the pandemic, different contributions were being made to reduce gender gaps, one of which was managed by **ALL Ladies League**, which was born in India and is a global chamber that brings together more than 50,000 women around the world in a spirit of sisterhood, solidarity and sorority.

It is the founding organization of the **Women Economic Forum WEF**, founded by **Dr. Harbeen Arora**, global icon and visionary for women,

entrepreneur, author, recognized as one of the 100 most influential women in the world, founder also of **G100**, **SHEconomy**, **Women's Indian Chamber of Commerce and Industry (WICCI)**.

The **Women Economic Forum WEF** is the world's largest international forum focused on women's economics, is a meeting place for global leaders from government, business, academia, civil society, with an impact of more than one million women around the world.

It has been held annually in more than 30 countries, including India, Argentina, Chile, Spain, Mexico, United States, the Netherlands, among others. In our country 3 editions of the same have been held; in the year 2019 face-to-face event in Cartagena de Indias and 2020 virtual event.

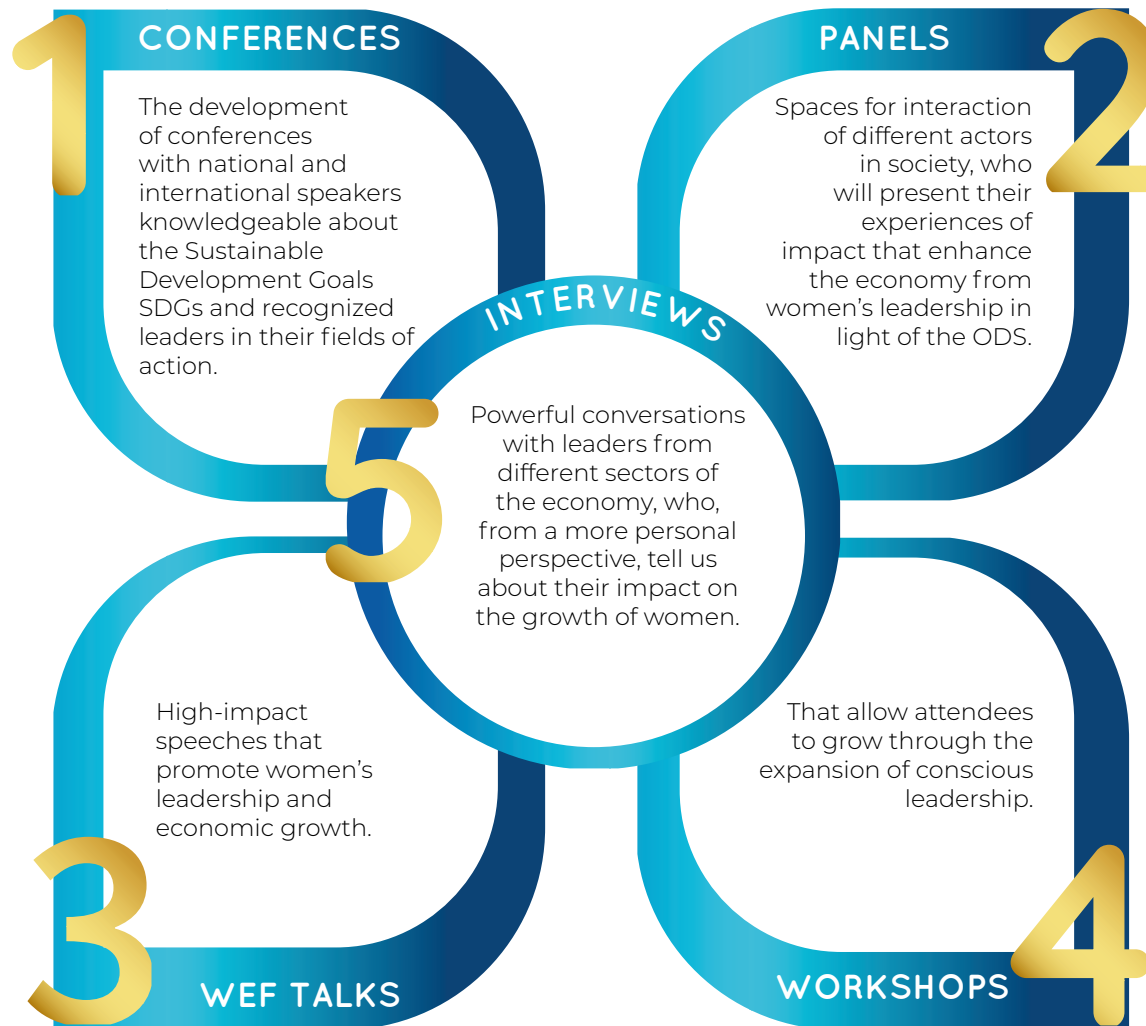
For the year 2022 the third edition of the **Women Economic Forum WEF** was developed in the city of Santiago de Cali, focused on 12 Sustainable Development Goals - SDGs, hybrid

event that had 7 participation methodologies, led by Karen Lorena Brugés Solorzano Director of **WEF Colombia 2022 and 2023** under the authorization granted by **ALL Ladies League** from August 30, 2021 and CEO of Mujeres Violeta SAS company organizer of the III edition of the Forum in the country



II. METHODOLOGY

Created by the Academy Violeta



SPECIALIZED CONFERENCES

EXPERT PANELS

WEF TALKS

PRACTICAL WORKSHOPS

HIGH IMPACT INTERVIEWS

All videos in the pre-recorded virtual space are subtitled in English for greater reach and inclusion.

Marked in 12 Sustainable Development Goals - ODS.



Hybrid Event: Presential - Virtual

III. RESULTADOS

19, 20 y 21
de OCTOBER
de 2022

Presential Event

1337

ASSISTANTS

Two days of on-site event.

18

Panels
of Experts

7

Conferences
Specialized
In ODS and
Women's Leadership

22

WEF TALKS

1

Interview of
High Impact

1

Stand Up
Comedy
To enhance
female empower-
ment

91

SPEAKERS

Nacionales - Internacionales



Epsy Campbell Barr
Former vice-president Costa Rica

KEYNOTE SPEAKER

2

Workshops
Practical

1

Runway of
Circular Fashion
by Miss Earth
Colombia 2022

52

Brands
in Exhibition
Commercial sample

Virtual Event

60

Hours of
transmission



27

Interviews
High Impact

11

Workshops
Practical

94

SPEAKERS

National -
International

9

Panels
of Experts

9

WEF Talks

Views en RRSS

As of November 8 2022

LinkedIn

94.376

facebook

15.457

YouTube

6.902

III. Results



☀️ Women and leadership: the first bet of the Women Economic Forum..



☀️ The ABC of the Women Economic Forum.

☀️ The Women Economic Forum arrives in Cali.

☀️ The Women Economic Forum moves forward.



☀️ Cali will host the Women Economic Forum.



☀️ Global Analysis: Economics for women at the Women Economic Forum.



☀️ CEO Season with Karen Brugés, Social Entrepreneur, CEO of Mujeres Violeta and Olga Bocarejo CEO Bancalimentos.



☀️ Cali will host the most important economic event for women.



☀️ Cali will host the most important event in the women's economy.



☀️ Cali will host the Women's Economic Forum-WEF Colombia 2022.



☀️ The monologue "Felizmente Tonas", comes to Miami on September 29.



☀️ Investor Shark Tank will be present at the Women Economic Forum-WEF Colombia 2022, with epicenter in Cali.



☀️ Mujeres de Ataque with Juan Lozano: interview with Karen Lorena Brugés Solórzano, director of Mujeres Violeta.



☀️ Leaders who inspire, in the CEO season of 'Planeta Sostenible'.



☀️ Sustainable Planet with Women Leaders in Social Innovation who will be protagonists in the Women Economic Forum.



☀️ We are currently launching the third edition of the Women Economic Forum Colombia 2022 to be held in our Sky branch from October 19 to 21.



☀️ Cali launches the Women Economic Forum 'WEF Colombia 2022'.

☀️ New space to promote the autonomy of Cali's women leaders and entrepreneurs

☀️ Launching of 'Women Economic Forum'.

☀️ Women Economic Forum 'WEF Colombia 2022'.

☀️ Investor Shark Tank confirmed as attendee at the Women Economic Forum-WEF Colombia 2022.

☀️ Puro Corazón News.

☀️ Women Economic Forum, Colombia 2022 successfully concluded,

☀️ Launch of the Women Economic Forum in Colombia.



PRESS RELEASES

Click on the note title to access this note.



☀️ Launch of the Women Economic Forum in Colombia.



☀️ Univerciudad En Movimiento - Women Economic Forum, Colombia 2022.



☀️ The largest international forum for women leaders comes to Cali.



☀️ Women Economic Forum Colombia 2022.



☀️ Colombia celebrates the only forum focused on women's economy.



☀️ Cali will host the Women Economic Forum-WEF Colombia 2022.



☀️ The third Women's Economic Forum kicked off in Cali.



☀️ It was an honor to be recognized by WEF for empowering "women's projects" - Carolina Durán.

IV. PRESENTIAL EVENT

CONFERENCES
SPECIALIZED IN ODS

INAUGURACIÓN



Dra. Harbeen Arora
Fundadora y Presidenta All Ladies League, Women Economic Forum WEF, WISE, WCO, CEO @Economy, CEO Bangalore

Karen Brugés
Directora Women Economic Forum WEF Colombia, Presidenta WCO-Colombia, CEO Mujeres Viables

Liliana Sierra
Secretaria de Desarrollo Económico Santiago de Cali



KEYNOTE SPEAKER



Epsy Campbell Barr
Ex- Vicepresidenta de Costa Rica



INTRODUCCIÓN A LOS ODS



Elena Dolinski
Experta en Objetivos de Desarrollo Sostenible ODS, Experta en Negocios Internacionales



CRECIMIENTO EXPONENCIAL



Carolina Durán
Ex- Secretaria de Desarrollo Económico de Bogotá CEO Cara Exponencial



EDUCACIÓN, ECONOMÍA Y DESARROLLO DE LA SOCIEDAD



Carolina Santacruz
Science Officer



IGUALDAD, DIVERSIDAD E INCLUSIÓN



Mabel Torres
Ex- Ministra de Ciencia, Tecnología e Innovación Colombia
Directora de proyectos SÉLVÁTICA



CAMINOS DE ESPERANZA



Angélica Mayolo
Ex- Ministra de Cultura Colombia



EL FUTURO ES HOY



Sandra Valenzuela
CEO - Directora WWF Colombia



IV. Presential Event

EXPERT PANELS

To view the full content, click on the YouTube icon

SALUD Y BIENESTAR

 **YouTube**
HAZ CLICK AQUÍ



THATIANA SALAZAR



VICTORIA ARCINIEGAS



LUISA GARCÍA

ODS N°3 

EDUCACIÓN DE CALIDAD

 **YouTube**
HAZ CLICK AQUÍ



LIZETH HENAO



HILDA YATTUONE



DARIO ANGULO



TATIANA CASTAÑEDA

ODS N°4 

IGUALDAD DE GÉNERO

 **YouTube**
HAZ CLICK AQUÍ



ELIANA BOLDMAN



KAREN BRUGÉS



JONAS GÓMEZ



CAROLINA GARCÍA

ODS N°5 

IGUALDAD DE GÉNERO CON ENFOQUE STEM E INNOVACIÓN

 **YouTube**
HAZ CLICK AQUÍ



CAROLINA VARGAS



JUAN CARLOS PRADO



PATRICIA FIELD DE LEÓN



CAROLINA ÁLVAREZ

ODS N°5 

AGUA LIMPIA Y SANEAMIENTO BÁSICO

 **YouTube**
HAZ CLICK AQUÍ



CAROL QUEVEDO



MARÍA VIRGINIA CASAS



PAOLA LONDOÑO

ODS N°6 

TRABAJO DECENTE Y CRECIMIENTO ECONÓMICO

 **YouTube**
HAZ CLICK AQUÍ



ANDRÉS SARMIENTO



ELENA DOLINSKI



LILIANA SIERRA



JUAN CAMILO VÉLEZ

ODS N°8 

EXPERT PANELS

IV. Presential Event

To view the full content, click on the YouTube icon

INDUSTRIA, INNOVACIÓN E INFRAESTRUCTURA

 **YouTube**
HAZ CLICK AQUÍ


ANA MARIA SERRANO


ELENA DOLINSKI


ROGER MINA


ALBERTO RINCÓN

ODS N°9 

INDUSTRIA, INNOVACIÓN E INFRAESTRUCTURA

 **YouTube**
HAZ CLICK AQUÍ


LUZ KARIME MALKUN


CAROL QUEVEDO


ELIZABETH ROMAN


ERIKA RANGEL

ODS N°9 

REDUCCIÓN DE DESIGUALDADES

 **YouTube**
HAZ CLICK AQUÍ


ANA GISSELLE ROSAS


ANA E. ZÚNIGA


ANGÉLICA GRISALES


ADRIANA RÍVERO

ODS N°10 

IGUALDAD DE GÉNERO Y REDUCCIÓN DE LAS DESIGUALDADES

 **YouTube**
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NOHORA ARBELAEZ


LUISA BERHANT


AURELIA GAVIDIA


JUAN ESTEBAN BORRERO

ODS N°5  **ODS N°10** 

CIUDADES Y COMUNIDADES SOSTENIBLES

 **YouTube**
HAZ CLICK AQUÍ


DOLLY GONZÁLEZ


PAOLA AGUILAR


MELISSA PANTOJA


SLENDY DÍAZ

ODS N°11 

PRODUCCIÓN Y CONSUMO RESPONSABLE

 **YouTube**
HAZ CLICK AQUÍ


CONCEPCIÓN VALADEZ


NICOLÁS VANEGAS


CLAUDIA BARONA

ODS N°12 

IV. Presential Event

EXPERT PANELS

To view the full content, click on the YouTube icon

ACCIÓN POR EL CLIMA

 YouTube

HAZ CLICK AQUÍ



ALEJANDRA TORRES



PAOLA AGUILAR



URSULA VERA



SAMIRA FADUL

ODS Nº13 

ACCIÓN POR EL CLIMA

 YouTube

HAZ CLICK AQUÍ



DIANA PUERTA



CONCEPCIÓN VALADEZ



OSCAR VILLANI



VIVIAN ALARCÓN

ODS Nº13 

PAZ, JUSTICIA INSTITUCIONES SOLIDAS

 YouTube

HAZ CLICK AQUÍ



ALBA REYES



ROSELIN CÁRRALES



WILLIAM SAMACÁ

ODS Nº16 

HAZ CLICK AQUÍ

ALIANZAS PARA LOGRAR OBJETIVOS

 YouTube

HAZ CLICK AQUÍ



KATIUSKA RAMOS



EVELYN ROJAS



BERENICE RANGEL



OLFANY MENÉNDEZ

ODS Nº17 

ALIANZAS PARA LOGRAR OBJETIVOS

 YouTube

HAZ CLICK AQUÍ



MARÍA ISABEL ACOSTA



CONCEPCIÓN VALADEZ



MARÍA ISABEL ULLOA



SORAYA ZÚQUE

ODS Nº17 

HE FOR SHE

 YouTube

HAZ CLICK AQUÍ



MANUEL LASCARRO



NOHORA ARBELÁEZ



DIEGO FERNÁNDEZ



DR. JUAN FRANCISCO DÍAZ

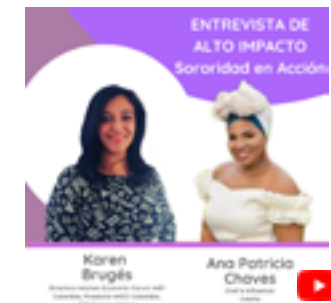
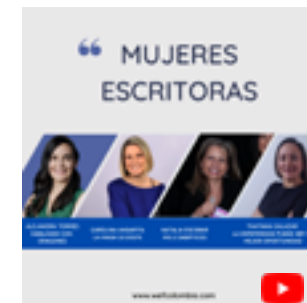
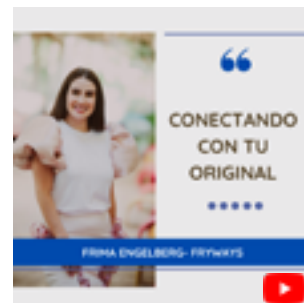
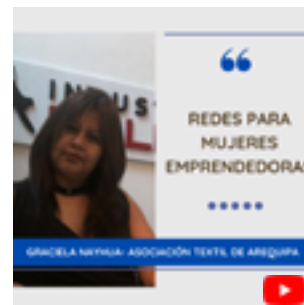
LIDERAZGO FEMENINO

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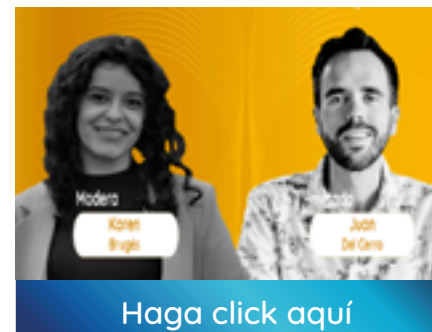
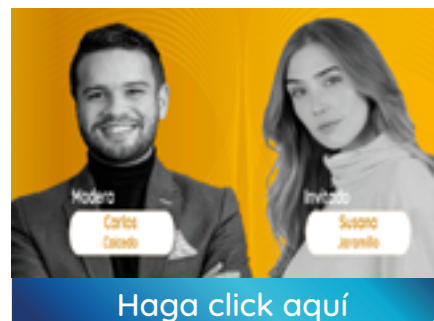
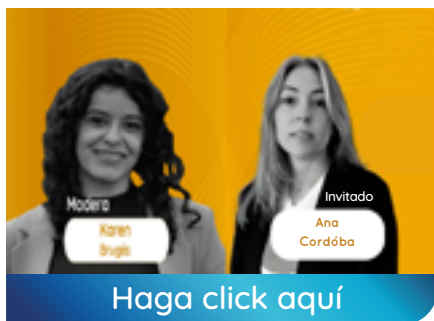
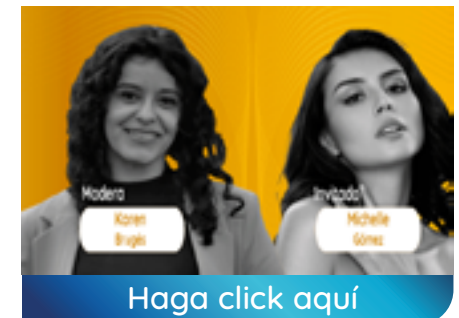
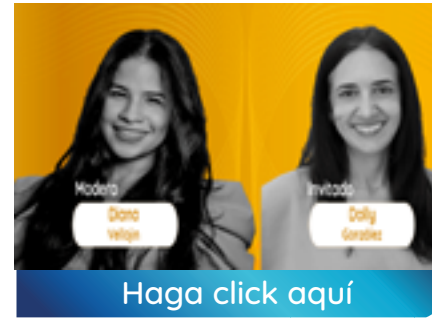
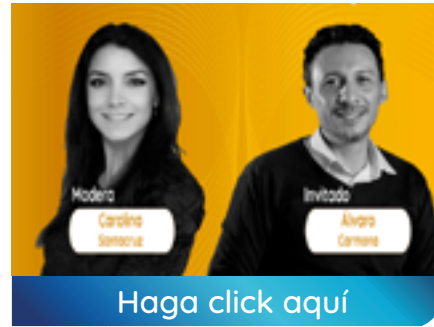
WEF TALKS - WORKSHOPS - INTERVIEW

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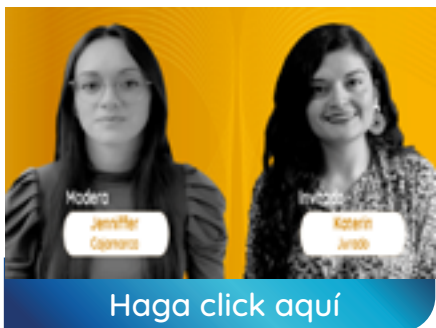
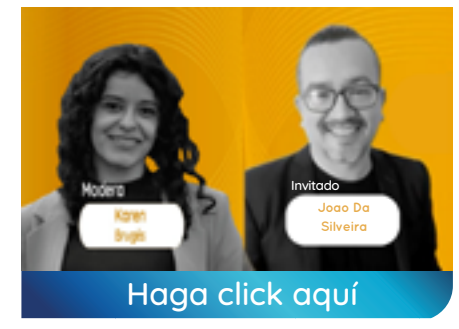
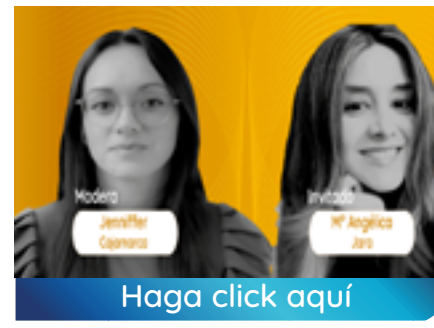
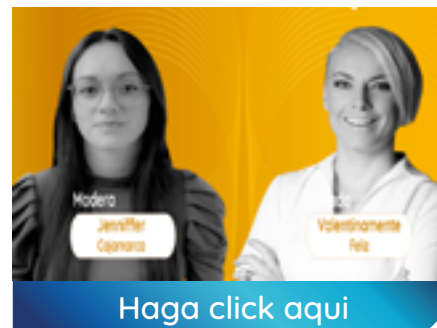
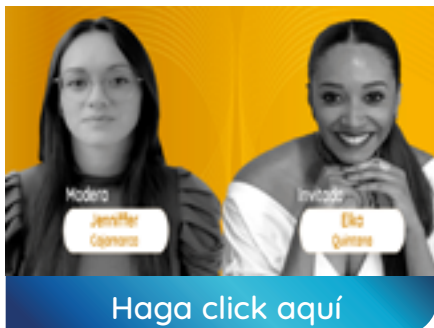
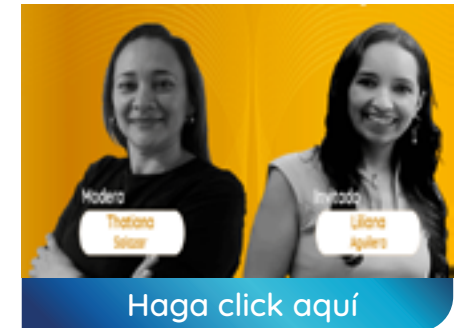
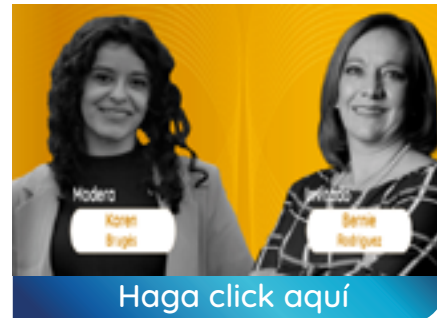
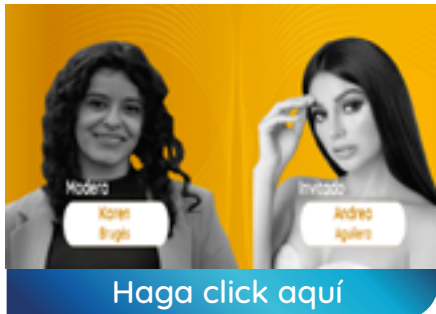
IV. Presential Event



IV. VIRTUAL EVENT



IV. Virtual Event



PRACTICAL WORKSHOPS

IV. Virtual Event

Porque quiero estar bien

Speaker
Catalina Botero

www.wefcolombia.com

Haga click aquí

Transformación de Bavaria:
Hacia un futuro más incluyente

Speaker
Isis Durán

www.wefcolombia.com

Haga click aquí

Comunicación y liderazgo
en el mundo organizacional

Maria D. Martínez
Saida Campos

Haga click aquí

Stand up L'Oreal

Claudia Lopez
Angela Barajas

Haga click aquí

Un mundo libre de violencia
para las mujeres

Speaker
Viviana Benavides

www.wefcolombia.com

Haga click aquí

Trascender el ego
desde el cuerpo

Speaker
Valentina González

www.wefcolombia.com

Haga click aquí

Multiplica tu éxito financiero

Speaker
Victoria Ortiz

www.wefcolombia.com

Haga click aquí

Equidad y Networking

Speaker
Nohelis Ruiz

www.wefcolombia.com

Haga click aquí

¿Por dónde empezar una
estrategia corporativa
por la equidad de género?

Speaker
María Isabel Acosta

www.wefcolombia.com

Haga click aquí

Organiza la casa con tus
finanzas personales

Speaker
Claudia Ardila

www.wefcolombia.com

Haga click aquí

Transforma tu realidad a
partir de los maestros

Speaker
Thatiana Salazar

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Mujeres Escritoras

Maria Mercedes Torres
Pavela Mari Jose Torres
Pavela Mari Victoria Tello
Pavela Mari Jovanka

Haga click aquí

IV. Virtual Event

EXPERT PANELS - WEF TALKS

Reducción de desigualdades
y acción climática

Haga click aquí

Empoderamiento femenino
a través de la responsabilidad social

Haga click aquí

Reducción de Desigualdades

Haga click aquí

Porque quiero estar bien

Haga click aquí

Créditos atados a indicadores ASG

Haga click aquí

Igualdad de Género y Reducción
de las Desigualdades

Haga click aquí

Panel de expertos
Bavaria

Haga click aquí

Mujeres Frontera

Haga click aquí

Objetivos de Desarrollo Sostenibles
- ODS e impacto en las mujeres

Haga click aquí

¡Éxito Procolombia!
WEF Talk

Speaker
Ruth Martínez

Haga click aquí

Acción por el clima
WEF Talk

Speaker
Carolina Montoya

Haga click aquí

El poder de la empatía
en el liderazgo femenino
WEF Talk

Speaker
Paola Aguilar

Haga click aquí

Mujer rural: Inspiración y
ejemplo para todo un país
WEF Talk

Speaker
Lina Montoya

Haga click aquí

Migración.
Heart to Heart.
WEF Talk

Speaker
Karen Prentice

Haga click aquí

Bavaria
WEF Talk

Speaker
Sergio Rincón

Haga click aquí

Lider
¿Se Nace o Se Hace?
WEF Talk

Speaker
Karina Muñoz

Haga click aquí

WEF AWARDS



ALEJANDRA TORRES
Líder de la Década



THATIANA SALAZAR
Líder de la Década



PILAR MARULANDA
Líder de la Década



CONCEPCIÓN VALADEZ
Líder de la Década



EVELYN ROJAS
Líder de la Década



ANA ELOÍSA ZÚÑIGA
Líder de la Década



ELENA DOLINSKI
Líder de la Década



SANDRA VALENZUELA
Líder de la Década



KARIN RODRIGUEZ
Líder de la Década



MABEL TORRES
Líder de la Década



CAROLINA DURAN
Líder de la Década



ANGÉLICA MAYOLO
Líder icónica que crea un mejor mundo para todos



ALBA REYES
Líder icónica que crea un mejor mundo para todos



ANA GISELLE ROSAS
Líder icónica que crea un mejor mundo para todos



OLFANY MENDEZ
Líder icónica que crea un mejor mundo para todos



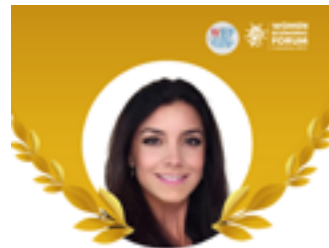
KATIUSKA RAMOS

Líder icónica que crea un mejor mundo para todos



CORINA CANO

Líder icónica que crea un mejor mundo para todos



CAROLINA SANTACRUZ

Líder icónica que crea un mejor mundo para todos



URSULA VERA

Líder icónica que crea un mejor mundo para todos



OLGA BOCAREJO

Líder icónica que crea un mejor mundo para todos



NEIDA GUASAMUCARE

Líder excepcional de la excelencia



AURELIA GAVIDIA

Líder excepcional de la excelencia



ANA MARÍA SERRANO

Líder excepcional de la excelencia



LILIANA SIERRA

Líder excepcional de la excelencia



ANDREA RODRÍGUEZ

Líder excepcional de la excelencia



JENNIFFER CAJAMARCA

Líder excepcional de la excelencia



CINDY PERILLA

Líder excepcional de la excelencia



NOHORA ARBELÁEZ

Líder excepcional de la excelencia



CARMEN LUISA HERRERA

Líder excepcional de la excelencia



MARISOL PABÓN

Líder excepcional de la excelencia



DIANA BONELL

Líder excepcional de la excelencia



ANA PATRICIA CHAVES

Líder excepcional de la excelencia



MARIA ANTONIETA QUIJADA

Líder excepcional de la excelencia



ANGIE PAOLA ORTÍZ

Jóven líder que crea un mundo mejor para todos



ALCALDÍA DE CALI

Institución icónica que crea un mundo mejor para todos

V. SUSTAINABILITY

The III Edition of the Women Economic Forum WEF Colombia 2022, has been the first event of female empowerment with a bet that contributes to the sustainability of the planet, here are the two measures we used:

1 Reduction of unnecessary waste

Considering that large events are producers of material that generate a high degree of pollution such as: banners, backings, badges, flyers, among others, the WEF Colombia 2022 focused on using new digital platforms that allowed the use of graphic pieces necessary for the dissemination of the event and the photographic record, therefore only 2 banners and 4 backings that included the logos of all brands participating in the event were printed.



The registration of attendees was done digitally, therefore, no badges were printed and no advertising was handed out. Entrepreneurs who were at the trade show were invited to use technological tools such as social networks, so that attendees could have direct contact with the brands and thus minimize the delivery of printed advertising. Finally, attendance certificates were sent electronically by the company Ticketcode to those attending the event.

2 Carbon footprint measurement and offsetting

The carbon footprint measurement is in charge of the company Viva Consultoría SAS, who, based on two specific variables: Mobility and energy use, seeks to establish the figures that we will be compensating from the environmental reforestation.

Currently, the company is in the stage of collecting information, which closes until November 30 and once it has the information of at least 70% of those attending the event, it will proceed to deliver the results and relevant measures. the results and the pertinent measures to compensate and the relevant measures to compensate, and thus make the event Carbon Neutral.



Once the forestry offset is completed, we will be communicating to all our stakeholders through social networks.

VI. RESOURCE MANAGEMENT

We believe in the importance of transparency and excellent resource management; therefore, we present to our stakeholders the administrative and financial information of the event.

Total value of corporate sponsorships (TRM 4.800)
in cash COP \$222.000.000 / USD \$ 45.833

Total value of sponsorships from institutions and
companies in kind
COP \$200.000.000 / USD \$ 41.667

Event ticketing: Event free of charge.

Suppliers contracted by Mujeres Violeta S.A.S:
Official Operator WEF Colombia 2022



Comercialización



Logística, 360
y Plataforma



Alquiler salón 2.1, Equipos, Planta
eléctrica, Mobiliario speakers,
Personal de apoyo.



Impresos
material gráfico



Fotografía, Vídeos,
Streaming



Medición Huella
de Carbono y reporte



Trofeos impresos
en cristal



Salón recepción
conferencista principal



Human Talent of the Mujeres Violeta team that
worked in the WEF Colombia 2022

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Academic Agenda Leader and Pre-event Coordinator

Jennifer Cajamarca

Academic Agenda Assistant

Lilia Romero

Accountant

Brigitte Ferreira

Lawyer

Omar Rodríguez

Graphic Designer

Rocío Yazmit Nieto

Audiovisual Designer

Florencia Cerpa

Digital Marketing Assistant

Laura Sánchez

Diana Cárdenas

Public Relations with media

Damarix Pabón

Translators

Bianca Medina

Moirá

Event Coordinator

Ambbar Sánchez

VII. CONCLUSIONS

In the Women Economic Forum WEF Colombia 2022 we believe that the Sustainable Development Goals- SDGs are a guide that allows improving the quality of life of people worldwide, without anyone being left behind on this path.

For this reason, we provide the conclusions of this experience obtained from 3 days of interaction between various actors of society (Sponsors, Allies, Government, NGOs, Social Leaders, Women's Networks, among others), addressing 12 of the 17 Sustainable Development Goals in a commitment to equal opportunities and social justice for women.

ODS 3 - HEALTH AND WELL-BEING



After the covid-19 pandemic, it is evident that the second pandemic has to do with mental health, being women the most affected in this issue. In the different sectors of society, specifically the private sector promotes programs and projects of orientation and consultation on health issues, seeking to stop being taboos, it is the task of each person to expand the levels of awareness, understand that the responsibility of having health and well-being depends on each one of us and to be able to access medical and therapeutic services on a daily basis.

It is of vital importance to continue articulating an integral work among all the actors of society and developing initiatives through sensitization and awareness to strengthen the health and wellbeing of women, taking into account the following contexts of the human being: biological, psychological, social, spiritual and cultural, contemplated in policies, plans, programs and integral and transforming projects, which can reach all women in society.



ODS4 - QUALITY EDUCATION



Progress has been made in the field of education, such as: Research Seminars, Policies with a Gender Approach and Guidelines and Protocols in any type of gender-based discrimination; but work still needs to continue on two major challenges: The definition of concepts and scope of the meaning of the Gender Ideology, and the opening of conversations with all members of the educational communities, which put into action what is stipulated in the institutional educational policies with a gender approach.



ODS 5 - GENDER EQUALITY



The private sector has adopted the policy of gender equality and equity, creating gender equity committees, implementing strategies, programs, policies and initiatives that seek to provide support to women by addressing various areas of care, psychological, legal, financial and even relocation of women in other cities or in other areas of work according to each specific case, addressing the issue from the management, participation and education in gender equity, promoting services on equal terms and supporting women's entrepreneurship. Some important elements that move companies to work for gender

equality: It is important to cover all market dimensions, attract the best Human Talent for each company; It is the right thing to do, it is ethical, each company must do what is best for society and for the company itself, incorporate technology as a new ally for women, through it a change is generated that allows to contribute in closing gender gaps, allows to “break glass ceilings” by giving opportunity and visibility to women ending with that “false belief that professions have gender”.

Equality, diversity and inclusion is within the DNA of the private and public sector, it is a fundamental task to promote education initiatives with STEAM approach in schools and communities, we must continue to promote flexible spaces for women, develop organizational cultures that allow them to feel supported, empowered, valued, safe and generate growth opportunities for women.

Gender equality should not be an indicator within companies, it is a cultural change, it must be a real belief in the advantage of empowering women, the change of mentality transforms and brings gender equality, promotes authenticity allowing the country to grow and move forward.



ODS 6 - CLEAN WATER AND SANITATION

Women over the years have been generating initiatives and projects aimed at the care of water resources, but also generating productive projects around water, thus proposing that this is a means to expand life, to enhance good living and seeking in public agendas the construction of policies where women are protagonists in these decisions of local, national and international impact.



ODS 8 DECENT WORK AND ECONOMIC GROWTH



By reducing gender gaps, the Gross Domestic Product (GDP) increases by more than 30%, which is how the inclusion of women in the labor and financial market contributes to the country's economic growth. According to a study conducted by the Mayor's Office of Cali, there are 3 main factors that are considered to be the most problematic for women when it comes to employment: quality public transportation, level of schooling, resources to pay for childcare.

On the other hand, the private sector states that the great work to be done is related to continue converting the declarations (corporate policies in favor of women's inclusion) into actions, that is, to generate changes in the organizational culture that permeates all the stakeholders of the organization and also the generation of actions for the communication of the progress implemented in favor of women's economic growth.

In relation to the strengthening of women in the business ecosystem, there are policies, services and products of the financial and public sector, aimed at training, granting loans, financial and business support, the generation of spaces for growth through networking; thus expanding financial inclusion.



ODS 9 INDUSTRY, INNOVATION AND INFRASTRUCTURE

The industry has everything that is required in terms of innovation and infrastructure but finally the human being gives an additional value to each new process implemented and this makes the difference, it is important to mention that women have entered areas and industries that were not contemplated for them before, diversity and inclusion programs implemented in the corporate area allow companies to grow and create increasingly inclusive services. It is important that the public and private sectors continue to promote



programs that strengthen holistic labor inclusion, innovation and technology to break down the barriers that exist in society, train communities and guide entrepreneurs and micro-entrepreneurs to be continuously trained so they can learn about the benefits offered by innovation, modernization and transformation to the use of mainly sustainable technologies, focused on bringing this to a level of triple impact that is to say in which it is sustainable and sustainable financially, socially and environmentally.



ODS 10 - REDUCING INEQUALITIES



Throughout history and at present, society is constantly working to reduce social inequalities, from the different sectors we propose to contribute to the reduction of these inequalities through the following strategies: Develop internal talent, where women can continue to grow educationally and professionally, reduce gender violence against women through training, understand women as an integral being generating guarantees so that they can find balance between motherhood and working life, promote academic training and encourage women to advance in the labor field from the different engineering and those professions considered for men.

How to break the inequality regarding women's participation in politics: empowerment, reminding women that they are the protagonists of their own lives and the direction we want to give to the countries and that is why they must participate in politics, as main values justice, equality and fraternity, women in the areas in which we are, we must make the changes.

From training with national and international alliances of all sectors of society to break with inequality, it is important to generate awareness that it is not a requirement, but strategies that allow us to break taboos, empower women and that they themselves are the multipliers and transformers of their own lives and environments.



ODS 11 SUSTAINABLE CITIES AND COMMUNITIES



In the generation of sustainable cities and communities, there is a need for territorial planning around: natural resources, protection and safeguarding of cultural heritage and biodiversity, multimodal, ecological, efficient and quality mobility (such as electric mobility), productive and consumption systems based on the circular economy, migratory movements, urban planning that considers the needs of the inhabitants, measurement of indicators that allow for the identification, follow-up and monitoring of impacts, as well as the projects developed in the territories and the establishment of partnerships. that takes into account the needs of the inhabitants, the measurement of indicators that allow for the identification, follow-up and monitoring of impacts as well as the projects developed in the territories and the establishment of partnerships.

Education and innovation are determining factors in generating sustainable territories; it is important to work on the transformation of thinking regarding the efficient use of resources, climate change, consumption trends, the contribution of all inhabitants in reducing the carbon footprint and the relationship with the ecosystem. "Studies indicate that if we continue with the current trend of consumption of natural resources, in the year 2050 we will need 3 planets, but we only have one".

Likewise, at the state level it is important to maintain and promote policies and tax benefits so that companies can continue to implement solutions based on the sustainability of the planet.



ODS 12 RESPONSIBLE PRODUCTION AND CONSUMPTION



Just as companies face transformation challenges in the development of profitable, innovative and environmentally friendly processes (reduction in the use of resources such as water, energy, primary inputs, among others), the generation of alliances with companies that are already developing circular economy processes; the cultural change of the final consumer in making purchasing decisions is a great challenge for society, in which education is a fundamental tool in this social change.

On the other hand, the involvement of women in the leadership of corporate processes in production and the leveraging of more women entrepreneurs in the circular economy continue to be the subject of the agenda so that through SDG 12, female leadership and the reduction of gender gaps can be strengthened.



ODS 13 - CLIMATE ACTION

The private sector is working on different sustainability strategies, encouraging the care of our planet, one of them is to reduce the carbon footprint through efficient alternatives that reduce gas emissions, promote ecological restoration, recycling and reuse, integrated water management and the exploration of alternative energies. The whole world is called to geo-reference territories and their natural resources, in order to protect and implement changes in climate management through education and articulated work with communities to manage a change of habits in the territories.



The greatest challenges in the face of climate change are to articulate alliances that promote sustainability, increase recycling chains and the use of alternative energies, continue promoting awareness campaigns that increase the level of environmental awareness of all people and that is reflected in a change of perspective from themselves as people aware and grateful for the richness of our planet and therefore increase the care of the planet.



ODS 16 PEACE, JUSTICE AND STRONG INSTITUTIONS



In the promotion of just, peaceful and inclusive societies, negotiation is a central axis to reduce conflicts that lead to the generation of agreements and reconciliation actions in society; it is important to point out that in terms of conflicts, women are the most affected and therefore, we must continue with the spaces aimed at peaceful resolution as well as the creation of greater policies and actions that involve women.



ODS 17 - PARTNERSHIPS FOR THE GOALS

It is important to understand the generation of alliances as a commitment that seeks to make sustainable development viable, to have plans, programs and institutional policies that open the way to generate better opportunities for society, to promote entrepreneurship and/or companies led by women, to continuously communicate those alliances that allow benefiting people, communities and the entire planet. The articulation and alliances of all sectors of society go hand in hand to achieve initiatives that promote female empowerment from different aspects such as economic, innovative, technological, sustainable development, labor and environmental aspects, where men and women work hand in hand to include gender equality as a habit in society.



VIII. ACKNOWLEDGMENTS

We are grateful for their commitment and participation in promoting the Sustainable Development Goals- SDGs-, women's leadership and women's economy during the III Edition of the Women Economic Forum WEF Colombia 2022, held on October 19, 20 and 21 in Cali.

Organized by:



At Mujeres Violeta we work on decreasing gender gaps from education, business and events.

We believe in Sorority, in changing narratives, and in empowering positive relationships between women and men for the transformation of society.

Our super power: We co-build disruptive projects with social and environmental impact.



It is a global chamber that brings together more than 50,000 women, and whose objective is to achieve initiatives for the economic progress of women. It is the founding organization of the Women Economic Forum and G100 (the most impactful global movement for Gender Equality).

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A focused agenda for the G20 India 2023 global dialogues.



KEYNOTE SPEAKER

Dra. Harbeen Arora Rai (India)

Dr. Harbeen Arora Rai (India)

Founder and Global Chair of Women Economic Forum - WEF, Global G100 Network, Women's Indian Chamber of Commerce & Industry - WICCI, SHEconomy, entrepreneur, philanthropist, multi-award winner. One of the 100 most influential women in the world, opinion leader on women's empowerment issues in Asia - Africa and Europe

Final Report
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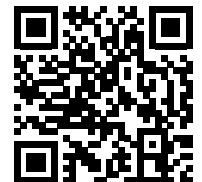
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"We believe in sustainability and that we can all contribute to it, that's why we do innovative events."