

# The impact of B certification in the achievement of SDG 5 in Latin America and the Caribbean's businesses

## Authors

María Eugenia Funes, PhD  
Mariana Paludí, PhD  
Rodrigo Pérez Silva, PhD  
Isabella Krisa, PhD

## Introduction

In this report we present the results of the research project “Assessing gender (in)equality in businesses: lessons from Latin America and the Caribbean”.

Three objectives guided this project:

- 1) Determine the advance of companies in terms of gender equality in the American continent.
- 2) Compare the advance of companies in Latin America and the Caribbean with those in Canada and the United States of America.
- 3) Assess the impact of B certification in the achievement of SDG 5 in the region.



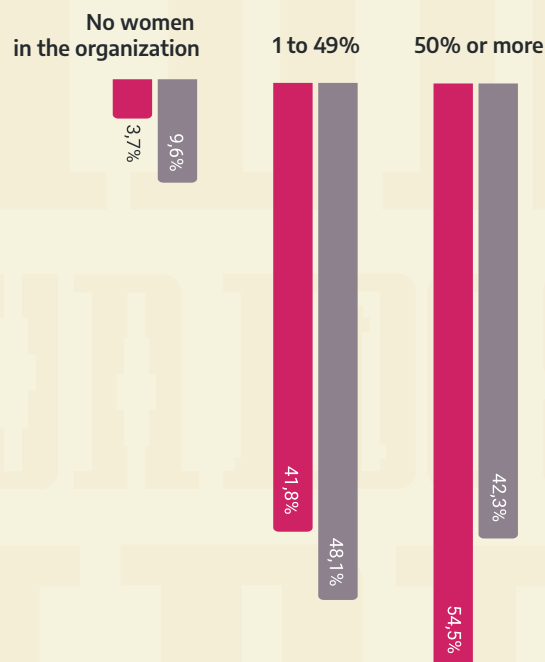
# Gender (in)equality in Latin American and Caribbean companies

## 🕒 Women participation in companies' workforce

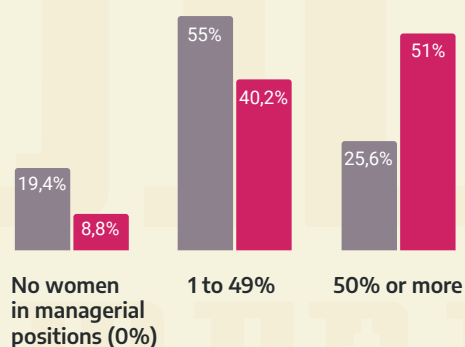
Companies with no women in their workforces



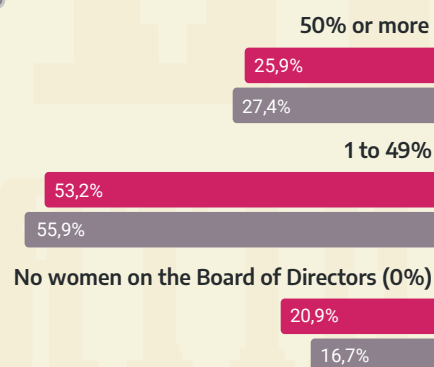
## Total women participation in the company by region\*



## Women in managerial positions by region\*



## Women in the board of directors by region\*

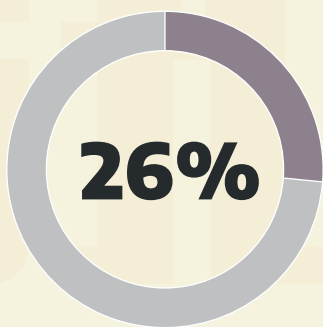


■ Latin American and the Caribbean  
■ USA and Canada

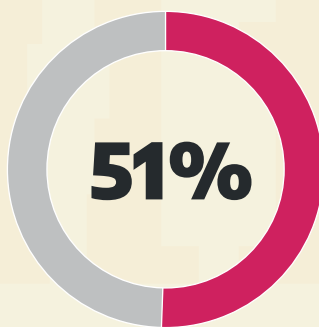
\*2015-2020

## 🌀 Women in leadership positions

Businesses with 50% or more women managers

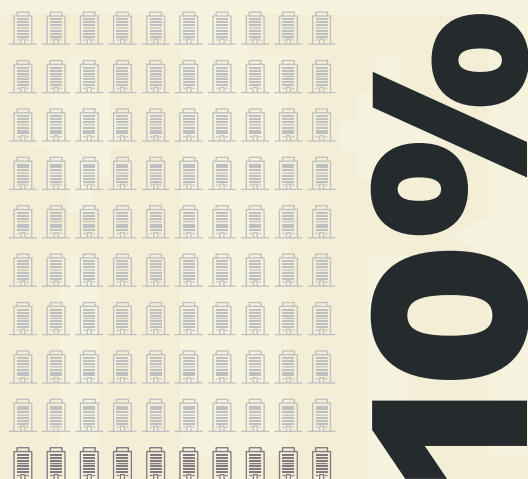


In Latina America and the Caribbean

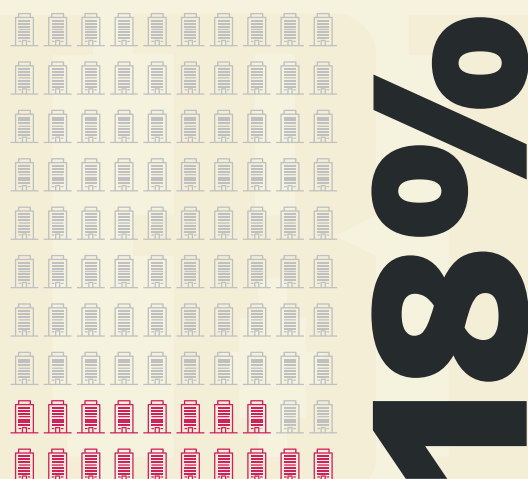


In USA and Canada

## Businesses with care support\* 🌀



In Latina America and the Caribbean



In USA and Canada

*\*On site or subsidized child care, school and daycare for all employees (excluding managerial roles).*

## 🌀 Conclusion

When compared to other regions, Latin American and Caribbean companies are lagging in overall participation of women in the workforce and in their access to leadership positions.

# The role of B Corps in the achievement of SDG 5

Certified



Corporation

B certification has a relevant influence in improving gender equality business performance.

This influence is more significant in Latin America and the Caribbean than in other regions.

**Being a B Corp** 

Increases the chances of having 50% or more women in the organization



**10 pp\***

In Latin American and the Caribbean



**4.7 pp**

In the USA and Canada

Change in the likelihood of having 50% or more women in the Board of Directors in B Corps\*\*

**0.2 pp**

In the USA and Canada

**7.7 pp**

In Latin American and the Caribbean



Change in the likelihood of offering more than 6 months paid leave in B Corps\*\*

**3.3 pp**

In the USA and Canada

**8 pp**

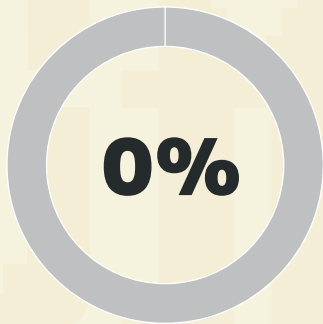
In Latin American and the Caribbean

 Latin American and the Caribbean  
 USA and Canada

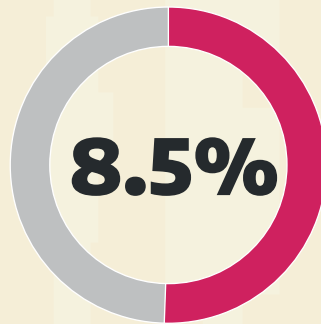
\* *Porcentual points*

\*\* *vs. no B-certified companies.*

## 🌀 B Corps with care support\*



In the US and Canada



In Latin American and Caribbean

*\*\*On site or subsidized child care, school and daycare for all employees (excluding managerial roles).*

## 🌀 Conclusions

- ▶ Businesses are game changers in the achievement of the SDGs.
- ▶ B-certification has an important role to play in improving gender equality conditions in Latin American and Caribbean businesses.

## 🌀 Recommendations

- ▶ Including the B Corps business model into the teachings of business schools.
- ▶ Strengthen Public-Private Partnerships to promote the growth of purpose-driven and triple bottom line business models in the region. These ensure not only better gender equality conditions but general social justice regarding human beings and the environment.



## Methods

Data set: BIA (2015-2019) and SDG Action Manager (2020). Country characteristics were added to account for differences in political and cultural contexts within LAC. Analysis: comparison of the performance of companies in LAC with those of Canada and the USA in terms of gender equality.

Gender Equality Dimension contains information regarding: 1. representation of women in the workforce; 2. representation of women in leadership positions; and 3. care support for work, family and personal balance.



## Acknowledgements

Assessing gender (in)equality in businesses: lessons from Latin America and the Caribbean is supported through funding from BLab and Academia B in collaboration with IDRC under the subproject The Sustainable Development Goals (SDGs) platform: Advancing business action towards the SDGs, 108896-001.



**Academia B**



**IDRC · CRDI**