



Concept Note

Gender in the Private Sector COVID-19 Response: Best Practices from Turkey

Event overview

The impact of the COVID-19 pandemic is deeply gendered: it is intensifying the existing gender inequalities, widening the poverty gap between women and men and it has already reversed decades of fragile progress on gender equality.

Women are employed in some of the most affected sectors. The digital gender gap further increases the impact on women in the private sector due to the movement restrictions and women's needs are being deprioritized in many settings.

However, there is a window of opportunity for gender equality in the pandemic. This webinar discusses these opportunities, presents some best practices from the private sector in Turkey and offers practical tools for implementation. The private sector can and should be one of the core actors in building back better with gender lenses after the pandemic – for their own benefit and beyond.

Intended outcomes

DATE AND TIME

Tuesday 24 August,
10 AM Istanbul time (CET+1)
Virtual event, free and open to the public

REGISTRATION LINK

Please register [here](#).

DETAILS

This event is organized by the Connecting Business initiative (CBI) and TÜRKONFED, a business federation and CBI Member Network.

It will be conducted in English and Turkish with simultaneous interpretation.

CONTACT

For more information, visit the event page [here](#).

For event inquiries, contact Maria Kontro: maria.kontro@undp.org
For media inquiries, contact Priscilla Lecomte: lecomte@un.org

This webinar will provide a forum for CBI private sector Member Networks, private sector companies in Turkey, selected UN agencies/experts, CBI Secretariat, and other stakeholders to:

- Explore the interconnections of gender, COVID-19 and the private sector;
- Showcase good practices on how the private sector has successfully been part or led gender actions during the pandemic; and
- Share the draft of a private sector guidance tool on gender and COVID-19 and get feedback from participants.

Agenda

Moderator: Kareem Elbayar, CBI Programme Coordinator

- 10:00am: Welcome remarks by Reyhan Aktar, Vice President, TÜRKONFED
- 10:10am: Introduction to gender in COVID-19 and the private sector by Maria Kontro, Gender Specialist, CBI
- 10:25am: Best Practices and Future Steps by Erhan Arslan, Project Coordinator, TÜRKONFED
- 10:40am: Discussion on the draft of the guidance note for the private sector, moderated by Dorothee Nussbruch, CBI
- 10:55am: Closing remarks by Kareem Elbayar, CBI Coordinator

About the Connecting Business initiative (CBI)

The Connecting Business initiative (CBI) engages the private sector in disaster preparedness, response and recovery. The initiative aims to be the go-to hub for private sector business networks, strengthening their collaboration with government, UN entities and other actors. CBI currently partners with private sector networks in 11 countries. Learn more at connectingbusiness.org.

About TÜRKONFED

TÜRKONFED (Turkish Enterprise and Business Confederation) is a non-governmental business organization. Today, 30 federations and 276 associations fall under TÜRKONFED, through which over 40,000 companies are represented. TÜRKONFED, in collaboration with UNDP, launched the CBI Turkey platform in 2018. This national private sector-led network supports disaster risk reduction, emergency preparedness, response and recovery for both societal resilience and stronger competitiveness. CBI Turkey also includes the Business for Goals (B4G) Platform which works on enhancing the role of private sector in sustainable development. Learn more at turkonfed.org.