

Our Focus on #5



WEConnect International's Commitment to Sustainable Development Goal #5

The Sustainable Development Goals (SDGs), otherwise known as the Global Goals, are a **universal call to action to end poverty, protect the planet and ensure that all people enjoy peace and prosperity**. At WEConnect International, we know that the work of our members, our organization, and the women-owned businesses we support directly contributes to achieving many of these goals, especially goal 5: **Achieving gender equality and empowering all women and girls**.

Our vision is **a world in which women have the same opportunity as their male counterparts to design and implement business solutions that create wealth and ensure the sustainable prosperity of their communities**. But while women make or influence the vast majority of purchasing decisions around the world, they remain significantly underrepresented in global value chains. **Today, women-owned businesses earn less than 1% of the money spent on vendors by large corporations and governments**.

WEConnect International was created to move the needle above 1%, generating market access opportunities for women business owners to sell their goods and services to large qualified buyers around the world. **By connecting women entrepreneurs to forward thinking multinational corporations, representing over \$1 trillion in annual purchasing power, we are actively closing that gender gap**.

But we can't do it alone. Our global partners, corporate members, and you are integral to bridging the gap through supplier diversity and inclusion and promoting the business case for buying WomenOwned. **By working to level the playing field for women-owned businesses in more than 100 countries, we are removing obstacles to connect #She2B and put more money into the hands of women**. Together, we are leading the way for a better tomorrow.

WEConnect International Global Team