

## **2. International Women Entrepreneurship and Leadership Summit**

### **CONFERENCE PROGRAM**

#### **Welcome Remarks**

- Gülseren Onanç, President, KAGIDER
- Ergun Özen, President and CEO, Garanti Bank
- Hillary Rodham Clinton, US Secretary of State (Video Message)

#### **More Empowered Women More Prosperity**

- **Ömer Dinçer, Minister of Labor and Social Security, Turkey**

#### **What Should the New World Order Be? How Women Would Shape a New World Order?**

- Ghassan Salame, Professor of International Relations, Sciences Po Paris
- Elif Şafak, Writer
- Tamer Özmen, General Manager, Microsoft Turkey
- Şirin Payzın, Anchorwoman, CNN Turk

#### **What is the Role of Women Leaders in Increasing Women's Participation in the Economy?**

- Amanda Ellis, Lead Specialist, World Bank Group Gender Action Plan,
- Andrina Lever, President, Lever Enterprises
- Serpil Timuray, CEO, Vodafone
- Ümit Boyner, President, Turkish Industrialists and Businessmen Association (TUSIAD)
- Nakiye Boyacıgiller, Dean, Faculty of Management, Sabancı University

#### **Can We Change the World? The Global Impact of Women in Civil Society**

- Aude Zieseniss de Thuin, President, Women's Forum for the Economy and Society
- Diane Morris, President, The International Alliance for Women (TIAW)
- Martine Levy, Vice-President, European Women's Lobby (EWL)
- İpek İlkkaracan Ajas, President, Women for Women's Human Rights New Ways (WWHR)
- Melissa Hungerford, University&Talent Management Director, Coca-Cola Eurasia&Africa Group, The Coca-Cola Company
- Bahadır Kaleağasi, International Coordinator, TUSIAD

## **Women and Diplomacy, Being a Woman in the World of Foreign Relations**

- Antonella Cerasino, Head, NATO Countries Section, Public Diplomacy Division
- Jessica Hand, Consul General, Consulate General of UK
- Sharon Weiner, Consul General, Consulate General of USA
- Ria Oomen Rujiten, Turkey Rapporteur, European Parliament (video message)
- Cansu Çamlıbel, Journalist, Hürriyet Daily

**28 May 2010, Friday**

### **Opening Remarks**

- **Egemen Bağış, Minister of State and Chief Negotiator, Turkey**

### **Diversity as a Step Towards Prosperity**

- Ayşegül İldeniz, Director, Turkey-Middle East-Africa Region, Intel
- Karin Karakaşlı, Journalist, Writer
- Nebahat Akkoç, President, KAMER
- Fuat Keyman, Vice-Dean, Faculty of Administrative Sciences and Economics, Koç University

### **Support Mechanisms for Women Entrepreneurs and Leaders**

- Anne Day, Founder, Company of Women
- Aynur Bektaş, President, Women Entrepreneurs Board of the Union of Chambers and the Commodity Exchanges of Turkey (TOBB)
- Camille Wardrob Alleyne, Founder, Brightest Stars Foundation
- Deepak Jayaraman, Executive Director, Office of Corporate Engagement, Goldman Sachs International
- Ali Beba, Director, Entrepreneurship Center, Ozyegin University

### **Sustainability Now: New Opportunities Arising from Climate Change**

- Christine LINS , Secretary General, European Renewable Energy Council (EREC)
- Renay Onur, Board Member, Dost Enerji
- Nilgün Ciliz, Faculty Member, Manager of the Clean Production and Sustainable Development Center, Boğaziçi University
- Zeynep Yalım Uzun, Vice-President, Marketing and Brand Building, Unilever

- Akin Öngör, President, World Wild Life Foundation, (WWF)

### **How Islam Influences the Empowerment and Development of Women?**

- Fatmagül Berktaş, Professor, Istanbul University
- Tariq Ramadan, Professor, Contemporary Islamic Studies, Oxford University
- Nüket Kardam, Professor, Monterey Institute of International Studies
- Ayşe Önal, Writer, Journalist
- Ruşen Çakır, Journalist, Turkey

### **Theme 1 – What should the new world order be? How women would shape a new world order?**

As women have continued to foster growth in the new era in positions of leadership and influence the challenge remains of the increasing the presence of women within fields of politics, business management, civil society and NGO's and entrepreneurial endeavours.

When considering such confinement and constraint, the panel speakers diverted their attention to the classifying and identifying “what the world order is?” evolving to a more vital topic of “what is the position of women within this world order?”

The idea of culture as a basis of ongoing lack of unification within women when looking at the different realms of life was a noting point underlined in the session.

Elif Safak, a prominent writer in Turkey, outlined the mere fact that culture has often as possible serves as a platform for diversity but should also be utilized as a mechanism for harmonization. She shed light on two opposite trends that are in effect and operating within women right now.

a) mobile lives (mobilization of the masses where members of society are living a globalized life hence are open to difference cultures, identities and a hybrid themselves) and

b) post 9/11 = “escape from majority” suggesting a type of behaviour that suggests one to think “Te other should be like me” creating an imposition of a downward discrimination and ignoring cultural differences

“Pancake Generation” a term suggesting the lack of ability in society to go beyond the surface was of importance as it suggested that women can truly have an ongoing role in the new world order if and only they chose to go beyond the surface of information that is presented to them, in end creating harmonization and the breakdown of social hierarchy.

***“Women will have great roles of leadership and influence here in Turkey and across the international community if they avoid elitism/elitist feminism, Euro centrism and Cultural romanticism. “ (Elif Safak)***

A point of great importance was discussed when Elif suggested the need for diminishing cultural prejudice after which women can inspire each other focusing on commonalities and unification creating networks of cross cultural dialogues and transnational feminist movements.

Ghassan Salame, professor of International Relations at the Sciences Pro Paris University, defined what state order is. Salame presented three major types of world orders which are operational today highlighting that the state world order is prominent today, in which the role of women is marginal.

The three prevailing systems of world order are:

- a) Worlds divided according to civilizations
- b) State world order
- c) Pre modern + Post modern world order

***“The world of civilizations has started. The progression of women presence in the state world order is very slow because state ideology has # of norms that are not women friendly such as: militaristically driven, the inevitability of wars, and the portrayal of women as victims isolating to their role to such.” (Ghassan Salame)***

In addition, Tamer Ozmen, General Manager at Microsoft Turkey, presented the audience with important facts and figures illustrating the dependency of society on technology and the importance of social mechanisms including MSN, Facebook and Google in the exchange of information, access to information and the evolution of human behaviour in specific women behaviour in this era of growth. Turkey ranked as in 4<sup>th</sup> place for being the heaviest user for Facebook in the world, and 3<sup>rd</sup> in the using of Hotmail.

The underlined notion of the importance of understanding cultural diversity, embracing such differences within a dominant state world order and challenging women’s role in such a world order are of importance and were highlighted as factors towards the growing presence of women in the redefining of a new world order.

## **Theme 2 – What is the role of women leaders in increasing women’s participation in the Economy?**

***“Gender Equality is smart economics” Amanda Ellis, World Bank***

Amanda Ellis, World Bank initiated the panel discussion with presenting vital facts highlighting the tendency of women acquiring more education than men. For example in a recent world bank report she pointed out that the number of female graduates from university are paramount and far more than that of men but when looking at the world of employment men’s formal participation is increasing where women participation is in the informal sector and on the rise in areas of labour and agriculture.

Women’s participation in Turkey is the 5<sup>th</sup> lowest but also points out that the gathering of data and information is of a challenge as definitions and perceptions of women participation varies from country to country.

Amanda Ellis also addressed the very important question of how does one go about achieving systemic change and she put forth three avenues:

- a) Macro Level – laws/policies
- b) Meze Level – institutional/deliver
- c) Micro Level- working with women and training them

Andrina Lever, president of Lever Enterprises discussed a very strategic and important area of women empowerment and leadership development of that of networking. She highlighted that the challenge lies in not access to the top decision maker in a company in order to progress but yet to have access to the right decision maker, one who in many cases is often not the top level management. She encouraged women to not be victimized and to be smart in how we use the data that is presented to women regarding the progression of women in a playing field.

Umit Boyner, president of Turkish Industrialists and Businessmen Association (TUSIAD) shed light on the problem with access to resources, education and finances in Turkey.

***“Mentality is the problem in Turkey. It is vital that a mentality shift occur first.” Umit Boyner***

She presented figures discussing the employment of women in Turkey being 24% and the importance of finding a balance between public and private life as barriers will continue to present themselves if that balance is not achieved and maintained.

In Turkey, women’s role within her family is of her priority, claimed Boyner.

***“The importance of understanding women as human beings first is vital.” Umit Boyner***

Boyner also suggested a notion of ‘eco efficiency’ meaning if women are not financially independent the chances of their involvement and integration in politics will be close to nothing. Hence in order to create opportunities of such independence one must start with the education system.

Serpil Timuray, CEO at Vodafone spoke about how the issue of gender equality evolve to be what it is today? Shedding light on the present state of women in Turkey Serpil Timuray suggested that

- a) Policy is important with a launch of a gender equality policy
- b) In business life there needs to be a shift from physical labour to brain power where we need to benefit from a pool of talent
- c) The importance of education, in specific post secondary education as increase in education = increase in women participation

Overall, the importance of women integration and the acknowledgement of a lack of women integration was of specific importance in this session. Notions of imposing gender quotas in some cases was discussed providing an alternative for many countries however at the same time the discussions had ideas and perceptions of both sides of those for and against gender quotes within a business management model.

**Theme 3 – Can we change the world? The global impact of women in civil society**

Women participation and activism in civil society is of great importance as it provides avenues for women progression, women dialogue, and opportunities for international networks.

Aude Zieseniss de Thuin, president of Women's Forum for the Economy and Society, spoke about the ongoing trend of the developed world continuing to foster improvement and growth meanwhile opposite trends of repression and eroded economies continue to prevail in the developing world. She felt that the idea of gender quotas were of importance as they are needed to bring about improvement when looking at issues of women integration and women participation.

***“Women education is on the rise but we must continue to mobilize ourselves in order to become part of two dominating spheres; Politics and Development so the inclusion of women in these two areas is of great importance.” Aude Z de Thuin***

Diane Morris, president of the International Alliance for Women, went on to highlight the importance of a unified vision as this would allow for women networks to further collaborate and work together.

***“Women Diversity is importance to embrace” – Diane Morris***

Diversity is vital for the understanding of women's networks and in order to work with other organizations diversity is of utmost importance. Also the need to understand the importance of participatory democracy was discussed in order to continue to work with representational organizations.

iPek Ajas made reference to the idea of volunteerism. She stated that society is in dire need of professional women and women involved in civil society projects are professional women. A social transformation is crucial she stated in that after working with women she has realized that programs of human rights training are crucial to be implemented in civil society in specific within the Turkey educative system. By doing such it will create opportunities of eliminating gaps between women of the same society as there are internal hierarchies and power plays that occur when looking at the configuration of women in civil society.

Melissa Hungerford from Coke spoke about the progression of women as business and group leaders. She highlighted the importance of the women consumer and the impact women have in Turkey is greater than US China and India put together.

***“The Impact of the women consumer in Turkey, is greater than US, China and India put together” - Melissa Hungerford***

She mentioned that the sustainability of companies is contingent on the sustainability of the communities they operate in hence it is an interdependent relationship. 70% of grocery shoppers are women and so considering the purchasing power and influence women hold within the household it is of great importance to continue to foster economic growth with the help of the woman consumer.

#### **Theme 4 – Women and Diplomacy, Being a woman in the world of foreign relations**

Antonella Cerasino, head of NATO countries section spoke about the importance of the perspective one holds of gender. How one perceives gender equality and gender in itself is of a major priority as it created pre conceived notions of gender and the expectations we have of women in particular.

Jessica Hand had something similar to share and further elaborated on the dynamic balance women must create with family life when in the arena of foreign relations. She suggested that in fact such a balance can be maintained whereas it could not earlier in the field of foreign services. Jessica Hand also suggested that women need to continue to take risks and to discover new areas of expertise and knowledge in order to foster growth and continue the momentum of progression for women in foreign services.

Sharon Weiner, pointed out that it wasn't until the late 1970's that policies started to alter and change for women as prior to this time women would have to resign from office if one became pregnant hence the arena of foreign services and foreign relations has indeed come a long way.

***"In 1985 3% of senior diplomats were women." Sharon Weiner***

She went on to say that one must balance both political opportunities and diplomatic opportunities. She interestingly noted that a series of law suits resulted in the decline of male domination in the arena of foreign services but such series of events have increased the frequency of pressure women now face to execute within foreign services.

***"The biggest thing women bring to peace is considering the human factor before anything else"***  
***Sharon Weiner***

This session was increasingly personal saturated with personal experiences and stories of women in foreign relations. The speakers were in accordance when speaking about the challenge they face when dealing with traditional stereotypes as well as dealing with policies that are not carried out and created by a broader group.

***"Changing mindsets is of utmost importance. Once that has been achieved women in foreign services can progress be leaps and bounds." Antonella Cerasino***

#### **Theme 5 – Diversity as a step towards prosperity**

The need to harmonize cultures cannot be neglected. There is however a difference between harmony and conformity. Technological advancements have encouraged the process of diversified mutual co existence as well as provided avenues for society members to have an increased access to information to educate themselves in areas of national differences, cultural differences, ethnic differences as well as social, political and economical differences.

Aysegul Ildeniz of Intel suggested that utilizing the internet creates economic value and although society is experiencing change one needs to manage such change as well.

Cultural differences in both the Western and Eastern world are of importance to not as there is a shift in identity created less opportunity for blended communities.

***"Factors that will increase success and embrace cultural change are: flexibility (open to change), modesty (hence no domination) and creativity." Aysegul Ildeniz***

Aysegul Ildeniz also pointed out that we are not fulfilling our potential as diverse human beings.

It was further pointed out that there should be ways in which diversity can be accommodated in a management environment via:

- A) Flexible working conditions/hours
- B) Mentorship/leadership training (this would in end improve progression and increase leadership development)
- C) All employees should be provided diversity training
- D) Recruitment process should be amended (gender quotas might need to be in place and inserted as a formal policy)

Nebahat Akkoc, president KAMER spoke about how civil society is committing and contributing to humanitarian causes. In addition, she heavily shed light on the importance of the contribution to the peace process within communities in Turkey including that of Kurdish and Armenian minorities in Turkey.

**“Feminism is a backdrop through which I am able to define all problems I face through my personal experiences.”** – Nebahat Akkoc

For her it was interesting to note that there is a mutual relationship between entrepreneurship and violence. In areas of Turkey crime rates are devastating and increasing by the day. Such levels of violence contributes to the downsizing levels of entrepreneurial growth in women as violence destroys creativity creating environments of unsafe and unprotected dependency. As a result of violence one has to live on a day-to-day basis therefore there is a lack of long term planning therefore diminishing opportunity for entrepreneurial growth.

**“If Turkey focused on cultural difference and embracing such differences, Turkey would be a different country”** Nebahat Akkoc

In addition, urbanization and economic growth are vital components when looking to increase diversity in Turkey.

When reflecting to the opposition and uproar Nebahat faced after her talk in reference to granting Kurdish communities linguistic rights in Turkey she simply stated most perfectly...**This is why there is no Diversity in Turkey!**” Nebahat Akkoc

Karin Karakasli a journalist and writer insisted that we build a future together. Mutual co existence and dialogue is of utmost importance for Karin as she feels that the EU is not a good example of such mutual co existence and embracing diversity. She expressed hope and confidence in the future of Turkey and is looking to continue to grow as an Armenian in Turkey.

### **Theme 6– Support Mechanisms for Women Entrepreneurs and Leaders**

The idea of training versus teaching was discussed with the panellists in this session.

Aynur Bektas started off by saying that economic entrepreneurship is best if people have a regard for values. Social responsibility there is of great importance.

Anne Day founder Company of Women stated that entrepreneurship starts in the home through parenting and up brining as the encouragement and motivation starts at the very start of one’s life.

***“One of the best support mechanisms is to get an education; to start young.” Anne Day***

Shedding light on the junior achievement program at Company of Women, Anne went on to speak about the importance about peer mentoring and creating networks of influence where professional women continue to reach out young women looking to be influential and leaders in the world one day.

Camille Wardob Alleyne, founder Brightest Stars Foundation spoke about committing yourself to a promise of stimulating women and creating leaders for a healthier tomorrow.

“I have committed myself to a promise, the promise to bring change.” Camille Wardob Alleyne

Camille insisted that a well designed program of educating and training women is vital. Women leaders will only be created if countries continue to fight for women education and women participation.

Deepak Jayaraman of Goldman Sachs International spoke about the 10000 women program. His concern surrounded the idea of having a talent pool present for organizations and international companies to choose from. He noted that when women are income earners they have more control over where that income is spent. Keeping this in mind when women are earning they are more likely to spent that income on educating their children creating a multiplying effect of ongoing education.

***“Women should be running a marathon to increase their participation through various mechanisms that exist in civil society.” Deepak Jayaraman***

The overall sentiment was that women should come together with like minded women to increase growth and create networks of support and dialogue for one another.

### **Theme 7– Sustainability Now: New Opportunities Arising from Climate Change**

As climate change has become one of the unignorable part of our lives, the vitality of the actions, investments and strategic decisions on the issue has increased. Panellists discussed the links between sustainable environment and economic development from diverse perspectives such as clean production, clean consumption and clean energy.

Zeynep Yalim Uzun VP Marketing and Brand Building, Unilever insisted that focusing on the environment is inevitably a way of focusing on women as women are the greatest consumer of chemical products. Therefore it is socially and economically required of companies.

***“Women’s impact on products has been such that over the years we have reduced 62 football fields of carbon reduction”- Zeynep***

Zeynep Yalim Uzun provided some very interesting information on the unintended negative impact of our daily habits on the huge energy use as well as environmental degradation. Just by changing our cleaning habits or water use attitudes slightly, we can save the planet. Everybody shall start at some point. Especially the women who make most of the consumption and domestic care decisions can change the future.

Nilgün Cılız, touched upon the clean production methodology as a sustainable production method which can be a model to the industry. The eco-efficiency of the cleaner methods in production opens

up a new ground for sustainable environment. It is also a plea for new ideas especially for entrepreneurs.

Renay Onur discussed the importance of clean energy for environmental sustainability. "Renewable energy has become important, in line with increased ecological consciousness in Turkey and the world" says Onur and adds "our goal in business is to make Turkey-based regional investments in renewable energy".

Onur suggests that not only sustainability but also scalability is crucial in renewable energy business. For the ones who take this as a business model, there are lessons to be learned from Onur's presentation.

### **Theme 8– How Islam influences the Empowerment and Development of Women**

The fastest growing religion in the world has served to embrace as well as create confusion when considering women empowerment and development. It is vital to note that although Islam as a religion is often attacked for misconceptions of women development and empowerment in fact it is not Islam that is to be attacked but rather the plethora of interpretations via which such misconceptions are practiced and executed in Islamic communities.

Fatmagul Berkay, professor Istanbul University spoke about the existence of 'multiple Islams' in that the mode of execution and understanding of Islam in itself has to be re defined prior to tackling the issue of barriers that prevent women leadership in Turkey.

The importance or the implementation of Islamic teachings to grass root empowerment and development was outlined.

Tariq Ramadan initiated his thoughts with reminding the audience that the same Islam that is being attacked for being pre modern and a terrorist religion was once praised and eroticised when in the Middle Ages it was beneficiary to do so. Ramadan focused on self emancipation and self progression of oneself prior to taking any other steps towards liberation. Utilize the religion of Islam to self educated yourself allowing yourself to interact in dialogue with others actually defending your religion as you are more educated. This is crucial Ramadan adds.

Nuket Kardam Professor Monteret Institute of International Studies highlighted a component of the UNDP report recently published outlining that Pakistan, Yemen, Bangladesh human development in fact is low but women empowerment in these nations is actually higher than the human development. She goes onto say that we are in fact stuck as the question remains...does modernity = westernization?

***"We need to break away from generalizing otherwise there will be no solutions." Tariq Ramadan.***

There are no problems with Feminism although the challenge lies in the fact that Feminism is a western product as well as secularism.

The questions remains how do you emancipate yourself?

Ayşe Onal a writer and journalist took a rather different stance. She insisted that Islam has continued to subjugate women and there are diminished to no opportunities for women empowerment and development as Islam doesn't allow to break culture away from its religious teachings hence one is embedded in the other.