



# New Deal, New Game for Women in Africa

OPUS 1

## Impulse, Implement, Impact

# GENDER CHALLENGES

## KEY FIGURES

Globally,

women earn **24%** less than men.

There are globally **655 million** more men than women in the paid labor market and women contribute up to 37% of the global GDP.

However, when non-paid labor is taken into account, **women contribute up to 52% of the global production.**

In 2015, 72% of men in the working age were employed whereas the rate was **only 47% for women.**

**Women hold 22% of management positions and 32 % of companies have no women among their top executives.**

**Only 18.3 % of companies are run by women.**

While men spend 4.5 hours a day doing social and leisure activities, women spend only 3.9 hours.

In Africa, women produce 61.9 % of economic goods (informal sector included) **but account only for 8.5% of non-agricultural employee jobs.**

**51% of women over 15-year-old are literate** and the same rate for men goes up to 67.1%.

And yet,

**Gender equality would increase global GDP of USD 12,000 billion by 2025, which represents a growth of 11%.**

**If paid employment rate were equal between men and women,** GDP would grow by 9% in the United States of America, by 13% in Europe and by 16% in Japan.

**If there were no more discrimination,** business productivity could increase by 40%.

Companies that have women in management positions ensure shareholders **a return 34% higher.**

Infant mortality is reduced by 9.5% for **each additional year of schooling for women of childbearing age.**

# Taking a stand for and with women

## Aude de Thuin and Charles-Edouard Bouée

Some statistics call for action! If women were employed with paying jobs at the same rate as men, GDP would increase by 9% in the US, 13% in the euro area and 16% in Japan<sup>1</sup>. Globally, women earn 24% less than their male counterparts<sup>2</sup>. And in Africa, where women make up half of the population, they produce 69% of economic goods (including in the informal economy) while only representing 8.5% of wage-earning employees<sup>3</sup>.

It is hard not to be affected and to stand idle when faced with this level of disparity, which is not only unjust but also absurd from an economic perspective. Allow yourself to dream for a moment and imagine a world without discrimination against women – workers and managers' productivity would increase by 40%<sup>4</sup>!

The challenges to be met for and by women are diverse and affect all aspects of modern and traditional society, ranging from education to healthcare, political representation, legal protection, family law, access to leadership positions and sexual emancipation. While situations and trends clearly vary between regions, there is no doubt that this struggle will only be won if it is universal, shared and inclusive.

Our desire to hold the first Women in Africa international economic forum is rooted in these realities, which are well documented and widely accepted. We felt urged to take action by our respective backgrounds and the many conversations we've had with women – and men who realise that there are no winners in the current situation. We are also certain that the most critical challenge lies in Africa, which often has the highest levels of discrimination, but also the greatest potential for emancipation. Africa is on the move and African women are playing a central role in the emergence of civil society, increased awareness of public opinion, the rise of women leaders, changing attitudes and questions raised about certain traditions.



**Aude de Thuin,**  
Founder of Women in Africa



**Charles-Edouard Bouée,**  
CEO at Roland Berger

Kevin Dalay, 2007, Gender Inequality, Growth and Global Ageing, Global Economics, Goldman Sachs  
2015 Human Development Report (UNDP)  
"Women in Africa", OECD study, 2013  
2012 World Development Report, World Bank, 2012

Nowhere is the role of women more crucial to economic and social development than in Africa. Women are also clearly one of the key factors in maintaining security and stability. The role of women needs to be better understood and unified in our connected world, in order to highlight amazing life journeys, admirable successes and impressive personal stories, as well as to initiate a movement for sharing experiences that extends beyond Africa's borders. It is with this in mind that women (and men) from all 54 countries in Africa will meet their counterparts from around the world, from the US to Asia, Europe and Latin America, establishing the most effective global network for companies and countries to connect with current and future leaders and executives.

Those are the aims of the first Women in Africa international economic forum, which will draw on a benchmark study conducted by Roland Berger on the status of women on the continent. The purpose of the study is to provide a fact-based analysis and investigation pinpointing the conditions and resources required for women to serve as a powerful catalyst for development in Africa and worldwide. Our intention is to foster debate by providing a factual document that can serve as a basis for discussion. At the same time, we firmly believe that real change can only come from the women themselves, which is why we are so eager for their voices to be heard in Addis Ababa, Ethiopia, at Women in Africa in May 2017.

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# Women in Africa

## A global forum and a new dawn for women

Africa has experienced strong, sustained economic growth since the early 2000s, spurring an undercurrent of changes, including a continuing decline in poverty, the emergence of a middle class, massive urbanisation, technological and industrial developments, and increasing receptiveness to public opinion. These improvements have made Africa the “last frontier” of globalisation, but for a transformation to truly take root on the continent, women will have to play a leading role.

“After coming to that realisation and given my experience, I decided to launch the Women in Africa forum”, explains Aude de Thuin. “This will be the first global forum for women’s causes held in Africa. The Women’s Forum established in Deauville in 2005 convinced me that a forum for dialogue and discussion can make a difference, by shining the spotlight on powerful, principled women.” A huge challenge with critical economic implications lies ahead. Achieving gender equality would result in a \$12,000 billion increase in global GDP by 2025, representing 11% growth worldwide and 12% in sub-Saharan Africa<sup>5</sup>.

**The Women in Africa (WIA) Summit is the first international economic forum dedicated to women in Africa. The inaugural edition will be held in Addis Ababa, Ethiopia, in May 2017.**

Women and men at the forefront of their field will travel from across the world to take part in the series of conferences on the agenda. The goals of the event are to showcase women’s successes and achievements; promote economic governance that incorporates women; and bring about solutions for the emancipation and empowerment of women, with a special focus on the economy and youth.

“Supporting African women is one of the keys to success for the continent. The time has come to tap into the huge potential and impetus represented by women’s governance. Women make up half of the African population and produce 61.9% of economic goods, but only account for 8.5% of wage-earning employees”, explains Aude de Thuin.

## AMBITIONS

**Women in Africa aims to create the first global network for women leaders and executives.**

**Women in Africa is determined to expand the role and influence of African women.**

**Women in Africa supports the emergence of innovative ideas that have a social and economic impact.**

**Women in Africa will offer a unique database on gender in Africa.**

**The Women in Africa Summit is a global, integrated, inclusive platform that will bring together 60 leading speakers and around 800 delegates – 50% from Africa, 50% from the rest of the world – including 25% men.**

**Women in Africa: a New Deal and a new dawn for women in Africa.**

<sup>5</sup> McKinsey Global Institute study

Women in Africa has formed a partnership with Roland Berger to produce a unique study on the role of women in African economies and the continent’s development trajectory (see pp. 7-13), in order to provide expertise and a basis for discussion at the forum in Addis Ababa. During the event, the study will lend structure to discussions on the statistical database, first-hand accounts and surveys.

**Women in Africa will outline an innovative, ambitious future for Africa, led by determined women.**

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**GOALS**

Identify and seek out innovative strategies to support growth in more challenging global economic conditions.

Pave the way for women to attain leadership roles in the business and political world.

Fund and support women entrepreneurs.

Leverage technology to bridge the gender gap.

Strengthen the role of women in conflict resolution and peace-building.

Improve access to education and healthcare.

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**Women have the resources needed to rise to these challenges. Women in Africa will make their voices heard.**

Women in Africa also aims to serve as a platform for promoting women in business, via a selection of the 15 best companies led by women, a mentoring and coaching initiative for young women, the WIA Changemakers Awards, and the WIA Business Club.

**Women in Africa:  
the first international  
economic forum dedicated  
to women in Africa.**

**See you in Addis Ababa  
in May 2017!**



WOMEN IN AFRICA  
GLOBAL ECONOMIC FORUM

# Series synopsis

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Africa is seen as a continent full of promises for global businesses willing to find new opportunities. After decades of difficulties, many African countries have recovered growth in the 2000s. However, what has really changed in people's lives? Have those impressive growth rates brought what Africans were waiting for?

To make this growth more inclusive and more sustainable, Africa has to create its own development path, taking into account its specificities and distancing itself from other models. The multiple and fundamental roles African women play in the public and private spheres are key to lead Africa to a brighter future. Therefore, we believe that Africa would benefit from placing women at the centre of its new model.

The question is: **how can Africa empower women and allow a more inclusive and sustainable development? What could be the impact on the rest of the world?**

Convinced by the necessity to address this question, Roland Berger decided to commit alongside Women in Africa, by writing a series of points of view to be released in 6 episodes concluded by *the Forum Women in Africa May 2017*.



## 1 DEFINITION - WOMEN IN AFRICA: WHICH ROLES, WHICH MODELS?

As an introduction to this series, we will start by showing the multiple faces of African women, as well as their roles in the numerous circles they influence. Although Africa is a diverse continent, one commonality can be observed: women are the backbone of society, the fundamental basis that makes everything work. We will deep-dive into the **various roles and responsibilities women have in Africa**, and we will mirror it with the rest of the world. We will explain what women's empowerment stands for in our minds.



Launching at "Les Rencontres Economiques d'Aix",  
July 1st-3rd 2016

## 2 CURRENT SITUATION: CONTRIBUTION OF WOMEN TO AFRICA ECONOMIC DEVELOPMENT

Episode 2 of the series will emphasize the contribution of women to the economic growth and development of Africa in a more quantitative way. With different angles – demographics, formal and informal activity, representation in business institutions and civil society, social and cultural impacts – we will size the **enormous contribution of women to the African society**, outline its evolution throughout the past decades and try to determine how much greater it could be if we were to unleash their potential.



Launching at l'Université d'été du MEDEF,  
August 27th-28th, 2016

## 3 CHALLENGES AND POTENTIAL SOLUTIONS

Helped by a conjunction of positive factors, African women have seen their situation improve over the past decades. However, to reveal their potential, there are still several hurdles to overcome. Our third part will identify the **key challenges** that continue to prevent women from contributing more to the development of Africa, and will suggest **potential solutions** to empower them, with practical actions on some key topics, from education to jobs and social structures.



Launching in Washington DC, November 2016



## 4 PORTRAITS: AFRICAN WOMEN'S PATHS

There are **great success stories of influential women** who have decided to take the power in Africa. These women must become role-models for all the young African girls who will soon have a decisive role to play. Cultural change must first come from the women themselves and from their confidence in their ability to become the leaders of tomorrow. They will be instrumental in the emergence of a new African development model. Thus, our fourth part will be dedicated to these inspiring African women, who have various backgrounds and very different profiles.



Launching in China, Beijing, January 2017

## 5 LEARNINGS FOR THE WORLD

In spite of all the imperfections mentioned before, some cases can be highlighted, where inspiring initiatives developed in Africa helped bringing women to the forefront of society. Our fifth episode will try to summarize all the **learnings and best practices** witnessed on the African continent that can be replicated elsewhere, and those which are very specific to the continent's culture and environment.



Launching for the international Woman Day on March 8th, 2017, simultaneously in France and Germany

## 6 FUTURE: WHAT ROADMAP FOR AFRICAN WOMEN?

As a conclusion to this study, we will propose a **roadmap** for the empowerment of women in Africa, giving the immediate next steps that must be taken to help Africans have a better life. During the annual forum, we will mobilize a taskforce that will lead the actions discussed.

Launching for the Women in Africa,  
May 2017 in Addis Ababa



# Women in Africa: which roles, which models?

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OPUS 1

Africa is a large and diverse continent that presents various realities; it is thus difficult to talk about Africa at large. Yet, we have observed one commonality throughout the continent: **everywhere, women are the backbone of societies.**

In this first chapter of the series, we will have a closer look at the various roles and responsibilities women have in Africa, and we will mirror it with the rest of the world. We will explain what women empowerment stands for in our minds.

Empowerment is about responsibility and legitimacy: being naturally given – as much as taking the means – to reach autonomy and self-determination, not for its own sake, but in order to contribute to **improving the life of everyone**. Giving more power and responsibility to women means giving African people a better education, a better healthcare and better access to food and water.

It is a very difficult exercise to talk about African women: behind the notion of Africa stand multiple realities. Indeed, the African continent is defined by its very diversity:

**With 54 countries** (compared to 47 in Asia, 45 in Europe and 35 in the Americas), Africa is the world's second-largest (30.4 million km<sup>2</sup>) and second-most-populous continent (1.2 billion people).

**The continent has 3,000 distinct ethnic groups** and it was shown that Africans are more genetically diverse than the inhabitants of the rest of the world combined ; **There are an estimated 2,000 languages** spoken across Africa (vs. 200 to 400 in Europe) ;

**Africa is a continent with various religions**, at the cross-roads of Christianity, Islam, Hinduism and traditional/ancestral religions ;

It is even more difficult to talk about African women as their status and role in society is versatile. In many areas, women still do not have the same rights as men, and when they do, it is common that decisions are taken by males, be it in the private or in the public sphere. The Gender Equality Index published by the African Development Bank in 2015 emphasizes the disparities across countries. Nevertheless, and although their status varies a lot across countries and regions, **women's role is always central**, be it in the private or in the public sphere.

### WOMEN GROW MOST OF AFRICA'S FOOD AND ARE MORE INVOLVED IN AGRICULTURE THAN ANYWHERE ELSE IN THE WORLD

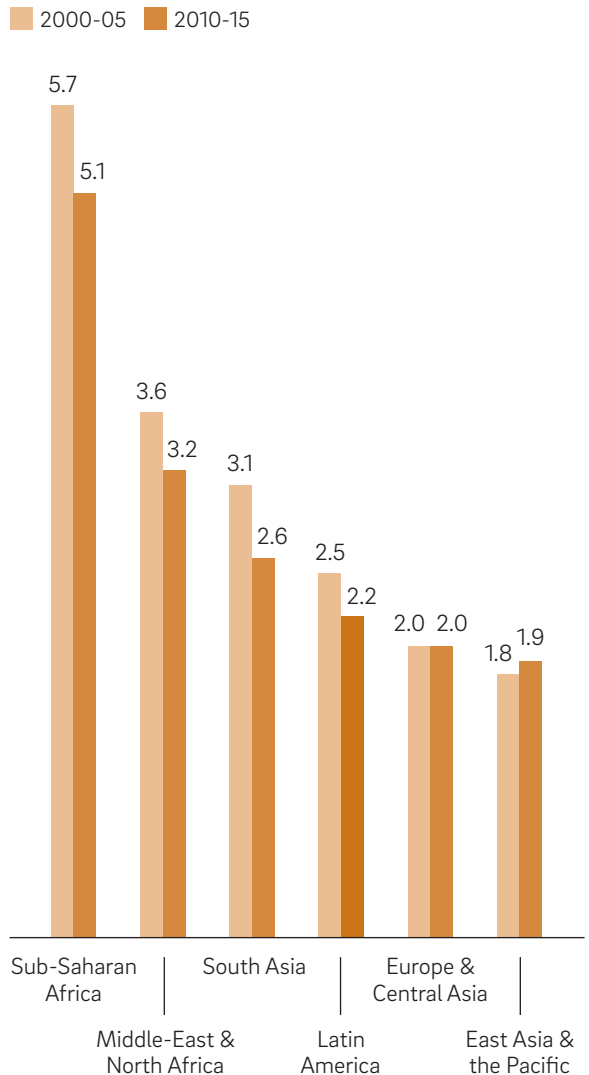
Agriculture remains the most important source of work, employing 59% of women and 56% of men. Virtually all agricultural employment is informal. According to the UN Food and Agriculture Organization, women in Africa are responsible for 70% of crop production, 50% of animal husbandry and 60% of marketing. Women also undertake nearly 100% of food processing activities.

### AFRICAN WOMEN RAISE MORE CHILDREN THAN ANYWHERE ELSE IN THE WORLD

African women have more children than anywhere else in the world: Women in Africa had on average 4.6 children in 2015, compared to 2 to 3 globally. Although the fertility rates in North and Southern Africa have declined to around 3 children per woman, they still are between 5 and 6 children per woman in the 3 other sub-regions of the continent – East, Central, and West Africa. **A**

#### A. FERTILITY RATE

[# children per woman]



This mechanically has an impact on their capacity to have a formal paid job: the presence of children in the household in sub-Saharan Africa is associated with gender pay gaps, which are 31% for women with children, compared to 4% for women without children. Overall, the gender pay gap is 30% in sub-Saharan Africa, compared to 24% globally.

**AFRICAN WOMEN ARE RESPONSIBLE FOR THE WELFARE OF THEIR FAMILIES AND COMMUNITY**

African women have always played an essential leadership role in their families and communities. They guarantee their **children's education and healthcare**.

Across sub-Saharan Africa, women report doing more unpaid care and domestic work than men: 4 times as much in Ethiopia and Madagascar for instance; and 3 times more in Benin, Ghana, Rwanda or Tanzania. This exceptional workload results in a so-called "time poverty", which forces women to neglect some of their responsibilities, like family healthcare.

They are also the pillars of their **household's financial stability** thanks to a more careful management of their resources. Together with other women in their families and communities, they implement what could be compared to a private, informal social security system supplying for their relatives.

**AFRICAN WOMEN ARE RESPONSIBLE FOR WATER COLLECTION**

Water collection puts a major strain on women and girls. In sub-Saharan Africa, only 55% of households are within 15 minutes of a water source. Women and girls are the primary water carriers for their families: women take on 62% and girls 9% of the burden of water collection in households without piped water.

**AFRICAN WOMEN REPRESENT 50% OF THE WORKFORCE COMPARED TO 40% GLOBALLY**

Although their workload at home is heavier than men's, and despite their having more children than anywhere on the planet, women in Africa still contribute to the economy as much as men.

Between 1990 and 2013, women's labour force participation rate in sub-Saharan Africa increased from 59% to

64%, resulting in a gender gap in labour force participation of 13 percentage points, the lowest of all regions.

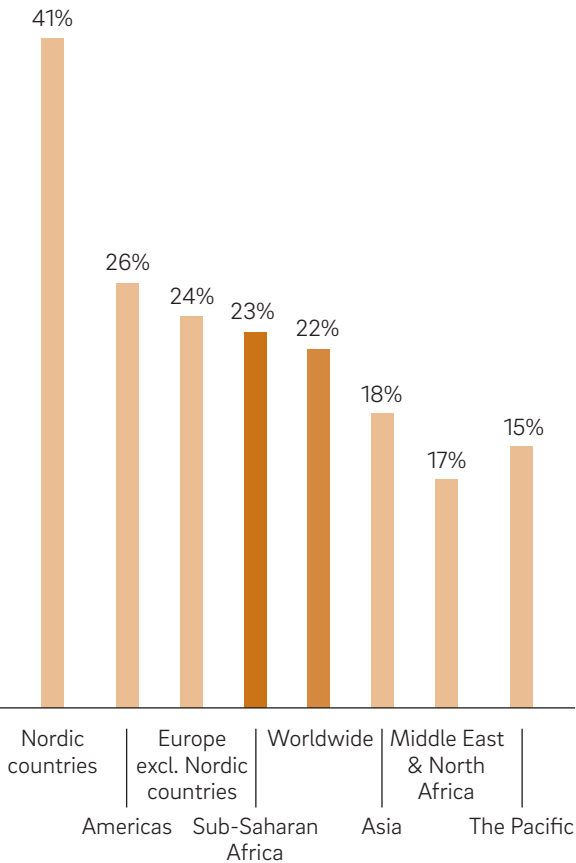
However, most of their economic activity is informal. It is estimated that in sub-Saharan Africa, more than 89% of women's jobs are informal (and 83% of men's), according to the UN Women's "Progress of the world's women 2015-16" report.

**AFRICAN WOMEN ARE ENTREPRENEURS**

Over 36.1% of firms have women in their ownership structure, according to the World Bank Enterprise Survey, which is above the global average of 34.0%, and even above the OECD countries average of 35.1%.

**B. SHARE OF NATIONAL PARLEMENTARIAN SEATS HELD BY WOMEN**

[%; August 1<sup>st</sup>, 2015]



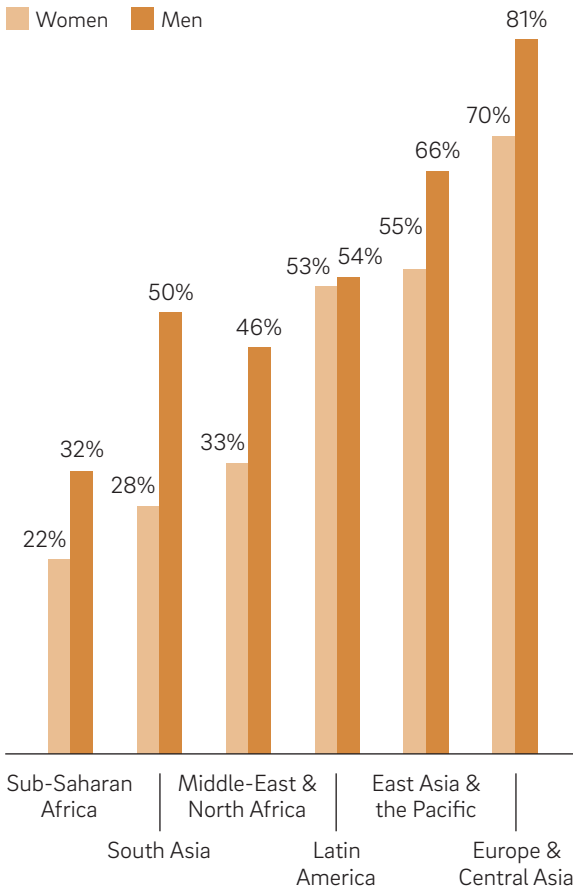
Sub-Saharan Africa has the highest rate of female entrepreneurship across the world at 27%, but most of these businesses tend to have no employees and low growth expectations: they are, for the most part, one-woman enterprises oriented towards consumers.

### MORE AFRICAN WOMEN ARE INVOLVED IN POLITICAL AND COMMUNITY LEADERSHIP ROLES

Worldwide, only 22% of all national parliamentarians were female as of August 2015, a slow increase from 11.3% in 1995. Sub-Saharan Africa is relatively well-positioned compared to this figure, with 23% of female parliamentarians in 2015.

### C. SHARE OF POPULATION WITH SECONDARY EDUCATION

[% of population over 25 years old; 2005-2012]



Rwanda has the highest number of women parliamentarians worldwide. Women there have won 63.8% of seats in the lower house. **B**

And yet, women in Africa still face numerous obstacles. Among many others, education and health are the most critical for development as well as the most vital ones.

### WOMEN IN AFRICA HAVE ACCESS TO EDUCATION

Women have a much lower literacy rate in Africa compared to other continents. The difference between women in rural areas and in urban areas is deeper in Africa than anywhere else: in Ethiopia, less than 10% of women in rural areas were literate, while this rate rose to 60% in urban areas in 2009. **C**

**We see a tremendous potential for African women to impulse a New Deal on the continent.** Doing so much but facing such hurdle raises the question: **what would it be with a little help?**

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Roland Berger, founded in 1967, is the only leading global consultancy of German heritage and European origin. With 2,400 employees working from 36 countries, we have successful operations in all major international markets. Our 50 offices are located in the key global business hubs. The consultancy is an independent partnership owned exclusively by 220 Partners.

Women in Africa (WIA) is a global initiative delivering actionable solutions for the economic development of Africa through women.

WIA aims at redefining the global economic governance through three ambitious activities that will bring together men and women from Africa and the rest of the world.

WIA SUMMIT, an annual global and economic forum to connect women leaders from Africa and beyond (17-19 May 2017 in Addis Ababa, Ethiopia) ;

WIA ACCELERATOR, a foundation to support and fund businesses led or managed by women in Africa ;

WIA CAPITAL, a global impact investing fund, generated for and by women in Africa

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