

Climate2Equal

Call to Gender-Inclusive Business Led Climate Action



Value Proposition

Companies that champion gender diversity in climate action gain a competitive edge, improve organizational performance, and contribute to global sustainability goals. **The IFC and PBC's Peer Learning Platform Climate2Equal** aims to enhance the awareness, knowledge, skills, commitment, and actions of Pakistani firms in integrating women into company-led climate initiatives. This initiative provides participating companies with insights into the significance of gender diversity and gender-responsive climate action in the private sector through learning webinars and hands-on capacity-building workshops for those making and implementing company-specific pledges. It also provides companies a platform to learn from one another, develop multi-sectoral connections, and share their impact stories across industries.

Overview of C2E Round 1



**C2E launched
in January 2023**



**23 companies pledged
their commitment
to climate action**



**3 companies recognized
for their impact in
gender-inclusive
climate action**

Why Does Gender-Inclusive Climate Action Matter? Why Now?

Since 2011, the Global Risks Report by the World Economic Forum has ranked climate change as a critical business risk. Women and girls face its worst impacts, with UN Women projecting that by 2050, **158.3 million more will fall into extreme poverty and 232 million will face food insecurity**. Yet, women remain underrepresented in climate leadership and decision-making (UN Women, 2024).

In Pakistan, ranked as the **5th most vulnerable country to climate change, women make up 68% of the agricultural workforce** and represent a significant portion of the nation's poor. Gender-responsive climate action is not just an equity issue—it's also a **business imperative**.

Research highlights the benefits of gender-diverse leadership in corporate climate action:

- Companies with more women on their boards are more likely to invest in renewable energy, enhance energy efficiency, and reduce environmental impact. ([Atif et al., 2020](#))
- Women leaders prioritize waste management, reducing resource misuse in energy, water, and materials. ([European Investment Bank, 2023](#))

Businesses that integrate women into climate strategies not only mitigate climate risks but also unlock new opportunities for innovation and growth. In today's ever-changing global context, such readiness to innovate and withstand future uncertainties matters for business image as well as growth.

Why is the Private Sector Critical to a Climate-Resilient Future?

Climate change presents **physical risks** (such as extreme weather disrupting supply chains) and **transitional risks** (new regulations, shifting market expectations). However, sustainable business practices are not just about **risk reduction**—they drive **long-term profitability**. Investing in low-carbon technologies, energy efficiency, and green supply chains reduces costs and ensures businesses remain competitive in a rapidly evolving market. Companies must adapt through climate-resilient business strategies, investments, and sustainable operations.

The International Energy Agency (IEA) estimates that achieving net-zero emissions by 2050 requires **\$4 trillion in annual clean energy investments by 2030**, with 70% expected to come from private companies. [\(International Energy Agency, 2023\)](#)

By **acting now**, businesses can future-proof their operations and **lead the way in building a climate-resilient economy in Pakistan**.



Will Your Company Lead? Pledge for Gender-Smart Climate Action Now

By committing to the Climate2Equal Peer Learning Platform, companies can become part of a global community of practice. Companies can commit to gender-inclusive climate action by pledging under one or more of the following categories:



Women's Decision-Making: Ensure that women are represented in climate-related leadership, policymaking, and corporate decision-making roles.



Research shows that companies with more women in leadership are more likely to adopt sustainable business practices and invest in climate resilience.

Examples of pledges

- Increase the share of female leaders/executives in the design of the company's climate project(s) and climate corporate governance.
- Increase the share of women in any internal consultation, meeting, and workshop on climate change.
- Increase the share of women in any external consultation, meetings, and workshops on climate change.



Green Jobs: Promote the inclusion of women in the green economy by increasing their participation in sustainable industries such as renewable energy, environmental management, and circular economy initiatives. Green jobs are decent jobs that contribute to preserve or restore the environment, be they in traditional sectors such as manufacturing and construction, or in new, emerging green sectors such as renewable energy and energy efficiency (ILO, 2016).



Studies show that gender-diverse teams drive innovation in green technology and sustainable solutions.

Examples of pledges:

- Identify 'green jobs' and/or ways of 'greening jobs' in the company's operations and train female employees for these opportunities.
- Develop targeted programs to hire, train, and retain women in renewable energy, sustainable agriculture, and green technology roles.
- Develop 'green jobs' to make business operations more sustainable



Training & Development: Equip women with the skills and knowledge to actively participate in climate action through targeted education, mentorship, and workforce training programs.



Evidence suggests that companies investing in gender-responsive upskilling benefit from a stronger, more adaptable workforce prepared for the green transition.

Examples of pledges:

- Offer training programs on climate adaptation, green technology, and sustainable business practices tailored to women.
- Create awareness amongst the company's leaders, managers, decision-makers, and employees on the impact of climate change especially on women and how it affects business outcome.
- Create awareness throughout all levels of the company on the importance of including female leaders, managers, decision-makers, and employees in the development and implementation of its climate projects.



Procurement and Supply Chain: Integrate gender-inclusive and sustainable practices into sourcing and supply chain management.



Research shows that companies with gender-inclusive and sustainable procurement practices experience higher financial returns, greater supply chain resilience, and improved brand reputation, while also contributing to social and environmental sustainability.

Examples of pledges:

- Develop and implement sustainable procurement policies, prioritizing women-led business
- Buy environmentally friendly products from women-owned businesses and suppliers.
- Identify climate risks to women in the company's procurement and supply chain operations.
- Work with women in the company's procurement and value/supply chains to find solutions to reduce the company's emissions.
- Support women-led businesses in the company's procurement and supply chain to become climate-smart through training and technology.

What's in it for you?

By joining the Climate2Equal Peer Learning Platform, your company will:



Become a leading player in a global community of practice

The Climate2Equal program has been launched by the IFC in countries such as Egypt, and the peer-learning platform provides an opportunity for you to create impact across borders.



Gain a Competitive Edge

Stay ahead by aligning with global sustainability standards, attracting impact investors, and enhancing your brand reputation through gender-inclusive climate action.



Boost Innovation & Resilience

Leverage diverse perspectives to drive breakthrough solutions in green technologies, energy efficiency, and sustainable business practices, ensuring long-term business resilience.



Unlock New Business Opportunities

Expand into emerging markets and supply chains by implementing gender-smart procurement policies and meeting the growing demand for sustainable and inclusive solutions.



Strengthen Workforce Engagement & Retention

Build a more motivated, productive, and loyal workforce by fostering a company culture that champions diversity, inclusion, and environmental responsibility—key factors for attracting next-generation talent.

Is your company ready to make a difference?

Join Climate2Equal and take the lead in gender-exclusive climate action.