



## Economic and Social Council

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### Commission on the Status of Women

Sixty-fourth session

9–20 March 2020

**Follow-up to the Fourth World Conference on Women and  
to the twenty-third special session of the General Assembly  
entitled “Women 2000: gender equality, development and  
peace for the twenty-first century”**

### **Statement submitted by Korean Association for Supporting the SDGs for the UN (ASD), a non-governmental organization in consultative status with the Economic and Social Council\***

The Secretary-General has received the following statement, which is being circulated in accordance with paragraphs 36 and 37 of Economic and Social Council resolution 1996/31.

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\* The present statement is issued without formal editing.



## Statement

### **Achieving women's empowerment and the implementation of the 2030 Agenda for Sustainable Development through women supportive platforms of the global enterprise**

The Fourth World Conference on Women, held in 1995 in Beijing, China, proposed gender mainstreaming as one of the vital objectives of women policy in the twenty-first century. Moreover, the conference urged 12 areas on women policies, including “education and women”, “women in power and decision-making”, and others that ultimately reflect the denotation of women empowerment. Each participating country has initiated diverse efforts to achieve the goals, especially in 2015, as the 2030 Agenda for Sustainable Development was declared that the achievement of “gender equality and the empowerment of women” was once again widely confirmed as a preliminary factor for the sustainability of humankind.

Nonetheless, women throughout the world still confront countless obstacles to equality and empowerment. Women encountered these obstacles not only at certain stages of their lives, but repeatedly throughout the life cycle.

A large number of women face inconceivable social discrimination, which is closely interlinked with poverty. It not only impacts the lives of those women individually, but it is passed on to their children as well. Poverty is a multidimensional factor, which in cases may determine the educational opportunities of children, especially girl children. Globally, 60 per cent of the illiterate population are women, which can be easily explained by data that show 64 per cent of girl children are not able to receive basic education. Neglected pregnancy, violence, and unequal labor are also critical determinants that threaten women's empowerment.

To tackle these issues, “quality education for all children”, “health support for girl children and youth”, “economic support for single mothers”, policy revision for working moms”, and institutional strategies for women and children” must be prioritized and solved.

Although governmental and institutional action are required for policy improvements and societal development, to effectively promote and carry out the objectives of women's equality and empowerment, the most pivotal role must be taken by corporations. Corporations can be key actors for endorsing and promoting social improvement.

As South Korea's leading corporation of fashion, entertainment, and food – as well as being a global enterprise with \$15.1 billion in sales – Hyundai Department Store Group actively supports projects and platforms targeted specifically to achieve women empowerment consistent with the 2030 Sustainable Development Goals.

They have conducted the H! campaign (pronounced as hi), a program that supports the all around needs of women, based on the women's life cycle. It is the world's first single program to support women of all ages in line with the women's life cycle. Given the significant influence of the campaign, if it is developed and globally spread through the United Nations, it will have a remarkable impact on achieving the goals of the Beijing Declaration and Platform for Action.

The H!-Girl project, which is part of the H! campaign, supports cervical cancer vaccinations for teenage girls. Cervical cancer is the only female cancer that can be prevented by vaccines. The project has helped to expand awareness of cervical cancer and how to prevent it to the wider public.

The H!-Mom box project for pregnant women in their 20s and 30s supports healthy childbirth services and an appropriate childcare environment by delivering baby products and essential childcare supplies to low-income women. In addition, it provides health education about menopausal diseases for women in their 40s and 50s and offers medical expense support programs for low-income women in their 60s.

Supporting single mothers and low-income mothers is also one of its crucial projects. In 2018, the campaign sponsored a subsistence allowance of \$100 per month for 189 children and provided 26 study rooms for low-income children at the local children's centre. It also supported operation expenses for hearing-impaired children and assisted them in overcoming their health and financial difficulties.

In particular, the H!-Mom box project provides post-natal care and living expenses for low-income single mothers who are pregnant or in early stages of childbirth. It also supports childcare, employment, start-up education for women to gradually support themselves, economically and socially.

To stimulate and develop the creativity of children and young teenagers, Hyundai Department Store Group opened a Museum of Kids' Books and Art. The museum holds various participatory art programs to boost children to think out of the box, which will be critical skill for children in the future.

As a major partner of Hyundai Department Store Group, the Korean Association for Supporting the Sustainable Development Goals for the United Nations strives to expand the H! campaign as an activity to assist and support women and children in all stages of their lives to empower themselves by achieving 2030 Agenda for Sustainable Development.

The 25th anniversary of the adoption of the Beijing Declaration and Platform for Action, the sixty-fourth session of the Commission on the Status of Women, will mark the twenty-fifth anniversary of the Beijing Declaration and Platform for Action. We believe that the various platforms for women initiated by global enterprises can make decisive impacts on achieving gender equality and the promotion of women's rights. We hope such campaigns and platforms will call upon more progressive attention and action from the United Nations and every country in the world.

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