

MONITOR AND SUSTAIN: TOOL 2.10

The only way to know for sure that you have made headway on supply chain gender diversity goals is to track progress. Globally, there is a push for companies across the range of sectors to disclose more information about their engagement with women-owned companies as part of a broader drive to encourage more reporting on non-financial aspects of company operations. Box 2H highlights one such initiative for U.S. companies.

BOX 2H | Major U.S. Multinationals Commit to Tracking Supply Chain Diversity

In March 2017, nine American corporations formed a coalition committed to tracking and reporting their sourcing from women-owned businesses. Companies in the coalition include Walmart, Campbell Soup Company, The Coca-Cola Company, ExxonMobil, General Mills, Johnson & Johnson, Mondelēz International, PepsiCo and Procter & Gamble.

According to Doug McMillon, CEO of Walmart, “Our customers care where products are sourced, and we believe supporting women-owned businesses helps us put innovative products on our shelves while helping these businesses thrive and grow.”

Pamela Prince-Eason, president and CEO of the Women’s Business Enterprise National Council (WBENC), echoed McMillon’s statement: “By participating in this initiative, these companies will help fuel innovation and growth for women-owned businesses across the U.S. With women-owned businesses currently supporting the creation or maintenance of 23 million American jobs, investing in their growth means investing in more opportunities for the workforce overall.”

Source: Walmart, “[Top WBENC Consumer Companies Join Together for the First Time in Collective Initiative to Source from Women-Owned Businesses.](#)”