

I -II 2016

eWisely
Invest in women, **invest eWisely**

MAGAZINE

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**INVEST
eWISELY
SUSTAIN-
ABILITY**

Campaign:
coaching,
consulting
and research

EDITORIAL

Invest eWisely
Origin & Focus

INVEST EWISELY & EDUCATION

Empowerment &
Leadership Workshop

Women
Stories from
Colombia

BOOK RELEASE

Beyond CSR:
Mining & extraction

**INVEST
EWISELY
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INVEST
EWISELY
in the UN**

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EDITORIAL

About the editor

Dr. Isabel B. Franco, Ph.D is an expert in Global Change, Corporate Social Responsibility, Governance and Sustainability in the Extractive Industry. She is also a writer, researcher and consultant for the United Nations and complements her research with her passion for coaching women to lead, discover their vocation and realise their full potential. She is the Founder of Invest eWisely.

Dr. Franco has a Doctorate in Governance; Corporate and Social Sustainability, University of Queensland, Australia. Her doctoral research explored the development of human capital as the central axis of corporate social responsibility in the extractive industry.

She is proficient in English, Spanish and Portuguese.

editor@ewisely.com



Invest eWisely - La revista

The magazine is a joint effort of Invest eWisely and the social enterprise Invest eWisely. The purpose of the journal is to inform the Invest eWisely community and stakeholders (governments, extractive industry and civil society) about our research, consulting, coaching and women activities relevant to our community and the extractive industry. Invest eWisely does this by fostering sustainable human capital development of women in developing resource regions, as part of their corporate social responsibility. This publication seeks to promote the human capital development of women in industry (from graduates to professionals, senior executives and women in the regions where the extractive industry operates).

Through our Invest eWisely campaign we aim to further develop our eResearch hub, which is based on the ongoing scientific research led by the founding director and her team. Research has shown that stakeholders should 'Invest in Women, Invest eWisely' in six areas intended to foster sustainable human capital development of women in unconventional industries such as extractives (mining, oil and gas). These six components include but not limit to; employment, education, entrepreneurship, leadership, sustainability and use of technology/innovation.

Invest eWisely origin and focus

Invest in Women, Invest eWisely

The eResearch and eEducational Hub Invest eWisely aims to promote sustainable human capital development of women in male-dominated industries. We do this by advising and accrediting companies and organisations. Supported by rigorous research, Invest eWisely is characterized by its innovative approach that seeks to provide sustainable and socially responsible solutions to interested parties. Invest eWisely arises from the need to respond to the development of sustainable solutions to address the shortage of human talent, particularly in women across the extractives sector. To this end developed the a quality standard to support organisations on their quality improvement journey toward sustainable human capital development, as part of their sustainability and corporate social responsibility agendas. Initially, Invest eWisely will target individuals and organisations in the extractive industry and its supply chain. However, we will expand to other industries such as technology, entrepreneurship, and banking. Invest eWisely primarily targets women from developing countries. Additionally, we also connect to women from the developed world.

The four-year research project which led to the creation of Invest eWisely was undertaken by Dr. Isabel B. Franco, Ph.D. Her research unveiled that the paradox between capital and human resource deprivation is not only causing losses in the industry due to the delays in productivity and importation of skilled labour, but it is also generating tension and discontent in the regions where exploitation of natural resources is carried out. This occurs because the loss of human capital at the local level is not sustainable and compensated back to the local parties. This is why Invest eWisely has embarked on consultancy, research and corporate coaching services in CSR sustainability.



Book Launch: Beyond Corporate Social Responsibility? Forging Sustainable Communities

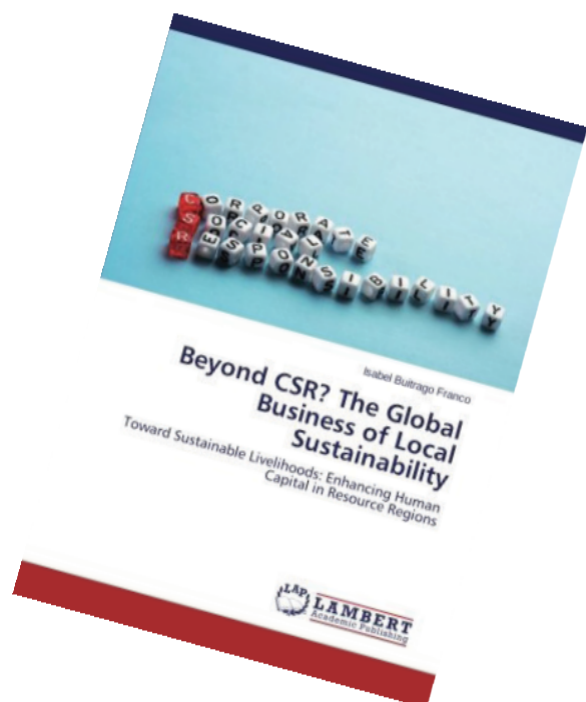
Strengthening human capital in mining areas and regions in which the exploitation of natural resources occurs.

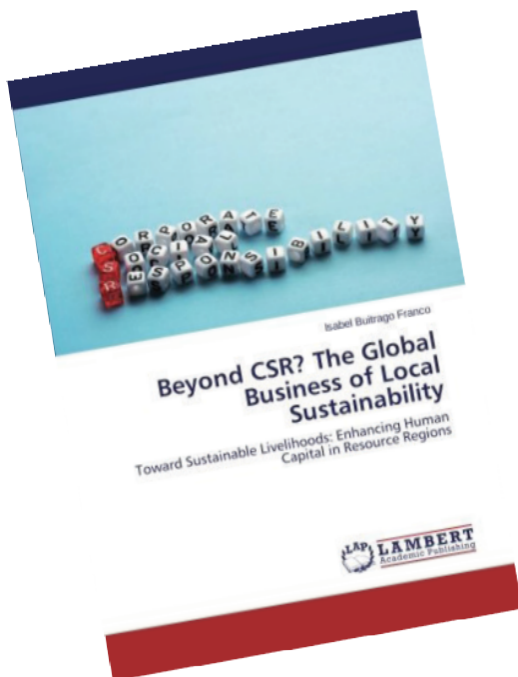
The doctoral research of Dr. Isabel B. Franco was recently published. Her doctoral research was concerned with “Forging Sustainable Communities. Dr. Isabel B. Franco is the founder and director of Invest eWisely, however it was her position as an advisor to the Colombian government which inspired her to undertake this research. During this time she witnessed the challenges faced by extractive companies, governments and civil society. She saw firsthand the necessity among stakeholders to take responsibility for and implement sustainable programs for the development of human capital and/or provide relevant education in the regions where the exploitation of natural resources takes place. The effects produced by mining companies reinforced and exacerbated conditions of poverty and vulnerability among women, who resided in close proximity to mines.

Concerned about the un-sustainability of the existing model, Dr. Isabel B. Franco embarked on her doctoral research. Through this she examined existing limitations and created recommendations for interested parties (governments, companies, and civil society). The research findings provide best governance practices and recommendations for the parties and propose an innovative social sustainability model with an emphasis on human capital development. Her PhD research is a unique and innovative contribution to the

fields of corporate social responsibility, sustainability and governance.

The research examined the commitments among stakeholders and found that in order to overcome existing constraints, actors must invest in human capital through social responsibility policies and programs with an emphasis on education, coaching, and capacity building within communities. The research findings are particularly relevant to women who reside in regions where the extraction of natural resources occurs. Her research has a specific emphasis on Latin America and developing regions of the world.





The research findings are of particular relevance to Latin America, however, can be applied in other situations across the globe, particularly in developing countries.

Furthermore, the research is relevant to industries beyond the mining or extractive industry, it can be applied to industries committed to CSR and sustainable practices. The author thanks the Institute for Sustainable Minerals, University of Queensland and the International Center for Mining for Development for their support during the research. The book originally entitled "Beyond CSR? The Global Business of Local Sustainability" was published in English and can be purchased on our website at:

<http://www.amazon.es/Beyond-Business-Local-Sustainability/dp/3659742716>

Global-

Women in Extractives

Stories from Colombia



In recent years, Colombia has experienced a boom in the extractive industry, particularly in the minerals and metals industry. Mining is a vital part of the country's economy, with revenues around US \$ 863 million for 2009.

Colombia is one of the largest producers of coal and nickel in Latin America and also boasts exports of gold and emeralds. However, one problem facing the industry is the shortage of human capital and resources, which currently compromises the ability of companies to expand their operations. On the other hand, women in Colombia who live in areas rich with natural

resources face a persistent lack of education and skill deficit. These women struggle with being unable to bridge the gap between employment opportunities and the relevant skills for these opportunities.

This has created a paradox between companies needing qualified human resources and systemic under utilisation of local employment. It has resulted in losses in the industry which is filled by imported labour. This further fuels a tension and disconnect between companies and local communities.

Communities consider minerals and natural resources as part of their heritage. Extraction of natural resources by multinational companies generates antagonism between the local community and the company.

Although women and communities have been adequately compensated, the loss of human capital and the development of skills to bridge this gap, remains an ongoing problem.

Therefore, investment in human capital and local women in regions where extraction is occurring is imperative.

women from participating in the extractive industry, or develop skills necessary for employment in relevant industries. In her research findings, Dr. Isabel B. Franco demonstrated that sustainable initiatives are needed to strengthen human capital. Additionally, sustainable initiatives will help the relationship between mining companies and local communities. The research also showed that in remote mining regions, such as Antioquia, Colombia; women have been denied the opportunity to forge a decent livelihood - instead turning to prostitution

“Women in these communities have been denied access to decent livelihoods - instead turning to prostitution or informal mining.”

It is fundamental that stakeholders (governments, companies and civil society organisations) commit to the smart investment in human capital, particularly investment in women, in the regions where they operate.

While collaboration between the parties has made it possible to develop initiatives to strengthen human capital, failure to implement these initiatives has had the effect of stifling

or informal mining. In the context of these findings, it is imperative that stakeholders (companies, governments and civil society) develop sustainable policies and initiatives with a greater emphasis on strengthening human capital in the regions where they operate.



“A problem facing the industry is the scarcity of human resources and capital, which currently compromises the ability of companies to expand their operations”



Leadership Empowerment Workshop Women, Invest eWisely Colombia



From eWisely Chile 2014, to eWisely Colombia 2015

The Leadership & Empowerment workshop held in Antioquia, Colombia was modelled on the success of the Women Invest eWisely workshop in Chile - "Integrating a Gendered Approach into the Extractive Industry". The workshop has been designed to maximise the potential of women. This workshop was sponsored by the International Mining for Development Centre (IM4DC) - International Centre for Mining for Development; Invest eWisely, and, the National University of Colombia - Faculty of mines.

Furthermore the workshop was also fortunate to have leadership and empowerment coach, Juliana Klinkert direct a session.

The focus of the workshop was on sustainability and innovative corporate social responsibility.

Additionally, the workshop also focused on the development of human capital, particularly in regions which are impacted by the extractive industry. The workshop was directed towards students and professionals from the Faculty of Mines of the National University of Colombia. The workshop helped attendees:

- Maintain your calm during challenging situations
- Communicate in order to advance your professional development
- How to accept change in your professional environment



The focus of the workshop was on sustainability and innovative corporate social responsibility.



Book Launch

“Successful Women Invest eWisely”



“Secrets to success.”

“This is dedicated to all those women who have given up because of adverse circumstances and have forgotten their passion for what they do, their vocation and purpose. The success in my profession and academic experience is marked by the education and coaching I have received from different mentors. For me, education was the instrument of liberation, access to better opportunities and to achieve my personal, spiritual, professional and entrepreneurial fulfillment.

The book is also dedicated to all those young women - who have not been able to complete study or education, because of lack of economic resources.

Or because they have not found themselves and are unaware of their vocation and potential - To all of them. I dedicate this book to the tireless fighters. This work is aimed at women who have a vision about a better future but do not know how to undertake their dreams and make them a reality.”

From,
the Author

Successful Women, Invest eWisely



About the book

In 6 steps, this book empowers you to achieve success. The book encourages active leadership and will show you how to overcome obstacles in your career or life. The book is available in Spanish and can be purchased at:

www.ewisely.com

About the author

After overcoming the injustices of conflict and poverty, Dr. Franco succeeded in obtaining a scholarship for her doctoral studies, her dream job in the United Nations and the creation of her company. Dr. Franco complements her work with her passion for inspiring and coaching women to realise their potential.

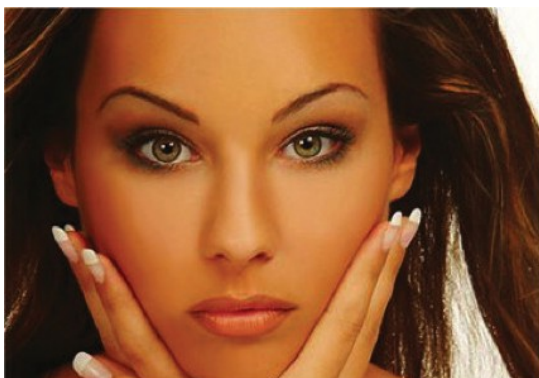


Invest in yourself!



Two Secrets for success

1. Successful women recognise their potential
2. Successful women know their purpose





eWisely at The United Nations



Women, Empowerment & Beijing +20 - the UN

In 1995, the Beijing Declaration was adopted as the action plan and navigation chart to examine issues that impact women and young people around the world.

Every five years, the plan is revised to strengthen the global commitment to women and youth empowerment. The plan is appropriately aligned with global gender needs over the next five years. To date, four revisions have been made: 2000, 2005, 2010 and 2015. The declaration is previously discussed within the framework of the Conference on Gender Equality and Empowerment: Beijing +20.

This year the event was held in Thailand, Asia in cooperation with UN Women. The conference was attended by 52 member states and 188 civil society organisations, who suggested recommendations to implement the plan of action over the next five years. The recommendations contributed substantially to the implementation of the Beijing Declaration and Platform for Action, which took place in the first half of 2015. One of the most outstanding results of both meetings was the global call to concentrate efforts and focus on the following topics:

- Women and poverty
- Women, education, and capacity development
- Women, health, and domestic violence
- Women, armed conflict and the economy
- Women in power and decision-making
- Governance mechanisms for gender equality
- Female human rights
- Women and communication
- Women and the environment

eWISELY and associates have helped develop initiatives which contribute to each of these issues. Especially concerning education, capacity building, poverty, and governance mechanisms for gender equality.

Commission on the Status of Women -United Nations - 9th Session



United Nations Entity for Gender Equality
and the Empowerment of Women



During the conference, a call was made to public and private actors to contribute to the plan of action over the next five years. Adequate participation by the parties and due compliance with the plan will have a significant impact on women and gender mainstreaming at all levels, from the local to the global eWISELY reiterates its commitment to the Plan of Action and the development of initiatives and strategies aimed at promoting their due fulfillment. We invite you to be part of this trip in the next five years.

In the photo, Dr. Isabel B. Franco representing eWISELY & associates.

Invest eWisely around the world



INVEST eWISELY CHILE AND SR MINING

Invest eWisely
Were institutional sponsors at SR
Mining Conference held in November, 2015,
Chile

INVEST eWISELY Y ASIA AND THE UNITED NATIONS

Invest eWisely attended the Nations Conference
on Gender Equality and Empowerment in
Thailand,
Asia



INVEST eWISELY AUSTRALIA AND RESEARCH

Invest eWisely at the Women in Research
meeting at the University of Queensland,
Australia. Lesson: "dare"



INVEST eWISELY & GLOBAL CHANGE

INVEST eWISELY strongly urged the revising of
the international agenda to focus on the links
between mining and agriculture.
Event at the Global Change Institute





Three ways to support us

1. INVEST eWISELY Campaign
2. Women's Stories INVEST eWISELY
3. Invest sustainably, responsibly and eWISELY

Invest eWISELY Campaign

Your investment allows us to offer education and coaching to young people who do not have the resources, however possess the desire to pursue a successful career in the industry.

Visit our website for more information.



eWisely Women's stories

In our last issue we shared with you the story of Gabriela Love, Senior Planning Engineer at Lihir Gold Mine. Gabriela taught us three great lessons: to believe in ourselves, to take risks, to seize opportunities and not to blame. If you are a female leader in the extractive industry or starting your career, and are interested in having your story published in our text issue, then send us your answers to the following questions in a Word Document of two pages maximum with an attached photo of you in your workplace.

Tell us about your life, where you are from and why you decided to enter the industry?

Tell us a story, how did you find your first job in the industry?

What has been your biggest challenge thus far?

What is your experience in your current job?

Do you have any advice to young women, or women in the industry?

Advice or recommendations to other eWISELY women?



Submit your story by filling out the form on our website or sending us an email:

invest@ewisely.com

Invest sustainably, responsibly and eWisely



CSR AND SUSTAINABILITY?

Invest eWisely helps companies, governments and civil society organisations develop sustainable corporate social responsibility agendas with an emphasis on human capital development. Ask us about corporate coaching.

ACHIEVE SUCCESS IN 6 STEPS

Invest eWisely is committed to the realisation of your potential (from graduates to professionals and top executives). Invest eWisely helps you achieve success in 6 steps. Visit ewisely.com



RESPONSIBLE AND SUSTAINABLE ORGANISATIONS

In order to promote a sustainable and socially responsible industry, Invest eWisely and associates, undertake consultancy and research in CSR and sustainability. A percentage of the profits are invested in the education of students and graduates (in mining and the extractive industry) who lack the resources to access quality education.

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