

CASE STUDY

LINKANDO FOR WOMEN 20

Linkando hosts collaboration platform for the W20 dialogue process on „Gender Equality & Inclusion“



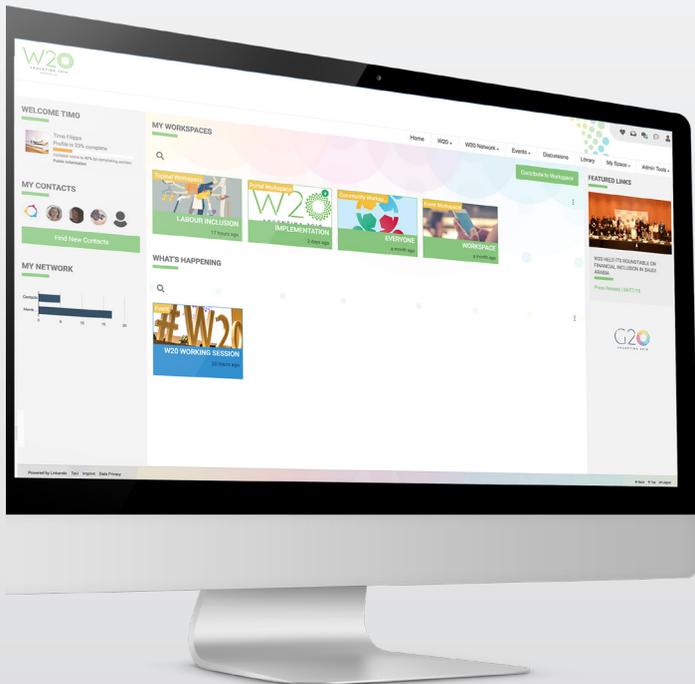
Customer

Women20 (W20) is an official G20 engagement group forming a transnational network of women's organizations, associations of female entrepreneurs and think tanks. The main goal of Women20 is to promote women's economic empowerment as an integral part of the G20 process, exerting influence on decision-making groups and asking the G20 leaders to carry out policies towards gender equality in order to achieve more prosperous and inclusive societies.

Challenge

The joint elaboration and formulation of a W20 communiqué and implementation plan are a central task of the W20 dialogue. The aim of the international delegates' cooperation is to integrate different perspectives, experiences and challenges at national, global and digital level, in order to promote the objectives and their implementation in the G20 community of states and to be able to measure the impact.

As the chair of the W20 Engagement Group as well as the composition of the delegate group changes every year, the chairwoman of W20 Argentina took the initiative to look for ways to strengthen the W20 network and ensure continuity and sustainability for the work done. She wanted the entire interaction, ideas and projects resulting from it to be available to all parties involved, transparently and easily accessible, outlasting any host country changes (Japan in 2019 , Saudi Arabia in 2020).



International Cooperation

The main part of the collaboration takes place on an on-line platform where the 300 delegates, who are spread around the globe and across different time zones, can network with each other and discuss issues within so-called focus groups before finalizing the communiqué. In addition, on-site meetings of the members take place every three months in smaller working groups with varying composition.

The use of a platform should open up and support new possibilities that go well beyond the elaboration of the recommendations and the communiqué. Plans include the implementation of an "Ideas Exchange" to promote the sharing of experiences about how to successfully implement the W20 recommendations and goals, answering questions such as „ Which approaches were effective? Who can advise?“

In addition, the platform should enable the networking of all Summit participants (not just the delegates) to leverage the sphere of activity and great potential of this community.

The solution which had been used until then, was not sufficient for the planned activities. Therefore, W20 was looking for a platform enabling them to implement the Ideas Exchange and support conference communities.

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Linkando is the perfect platform for us, because it has enabled us to implement a digital ecosystem for cross-border collaboration to carry on our international dialogue process. With the platform we create a legacy as we ensure the continuation of the W20 dialogue process. Our successors and partners can seamlessly tie in with our collaborative work.



Susana Balbo,
Chair of W20 Argentina 2018

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Solution

The W20 group decided to introduce the Linkando Smart Work solution, which enables them to implement all current activities as well as to expand and grow.

Linkando was configured based on the requirements of the W20 engagement group – with a focus on ease of use and data protection.

The W20 group required protected spaces and discussion groups accessible by delegates or focus-group members only as well as a forum for a broader exchange. This was achieved by flexible and controlled group membership that guaranteed confidentiality of all data at all times.

Shortly after the launch of the platform, intense collaboration, discussion and networking between the delegates was taking place.

Document Management Integrated

The core recommendations of the W20 were quickly and efficiently elaborated using the Linkando platform. The communiqué was created via Linkando with direct link to Google Docs. Delegates were able to view the texts in the portal in a preview window and make direct changes to Google Docs with one click. This enabled a self-contained coordination process around the editing and discussion of the document. The final reconciliation of the communiqué took place during the W20 summit in Buenos Aires in a non-public meeting.

Conclusion and Outlook

The joint communiqué was presented to the Argentine government representatives of the G20 in Buenos Aires in early October 2018 as part of the G20 Summit. For those responsible, the use of Linkando helps tremendously to ensure the continuation of the W20 dialogue process, giving their successors and partners the opportunity to seamlessly engage in the joint work. This was gratefully accepted by Japan, the new host country, so that Linkando's work for W20 Japan can be continued and expanded step by step. They want to successively implement the ideas exchange, to be able to learn from each other. Interesting projects will be made visible, perspectives, facts and information of this multi-faceted topic can be collected and made accessible.

As the new host, Japan will add governance as a focus point. Although Japan plans to continue by taking over most themes from its predecessors, it has already announced that it will focus on measurability of success using facts and figures in order to hold the G20 countries accountable. Linkando offers the optimum basis for this as a holistic smart working solution with comprehensive reporting options.

The delegates of the W20 come from the following countries:

Argentina | Australia | Brazil | Canada | Chile | China | EU | France | Germany | India | Indonesia | Italy | Japan | Mexico | Russia | Saudi Arabia | South Africa | South Korea | Spain | Turkey | UK | USA