

Sao Paulo

Overall Score: 32.6 out of 100. To compare, top-placed New York City had a score of 62.9

Overall Rank: 42 out of 50 cities measured

Areas of Strength

On the dimensions measured, Sao Paulo does particularly well on policies that can help impact a supportive *culture* and *technology* use for women entrepreneurs including high scores in:

- ✓ Presence of city and/or national level policy advocacy organization specifically for women's equality issues
- ✓ Measure of equality between women/men who use their mobile phones to make a transaction
- ✓ Average cost of internet
- ✓ Collect technology use data by gender

Areas to Improve

- In Sao Paulo, women have few role models in positions of leadership in business or politics
- There is no clear or enforced policy to reduce gender inequality in the workplace, in the form of fair pay or promotions
- The presence of and support for Women-Owned Businesses has seen small improvements, but still receive relatively little support from the public or private sphere

Key Recommendations

- Women need more female role models in leadership positions in business. Sao Paulo could do more to encourage women to serve in leadership roles in business, such as on boards or as managers and executives
- Women need more female role models in leadership positions in wider society. Sao Paulo could do more to encourage women to serve in leadership roles in politics, especially in local politics
- Policies that give women more access to procurement would help them advance their businesses
- Support of civil society, such as supporting groups that advocate for women in business, would help foster the support networks for women entrepreneurs
- Policies to level the playing field for working women, and particularly help them return to work after having children, will help women get the experience they need to found successful businesses

Recent Positive Developments:

- ✓ The election of the first female President, Dilma Rousseff, in 2010
- ✓ In August 2017, Congress reformed the Provisions of General Character Applicable to the Securities Issuers and Other Participants of the Securities Market so private entities reveal the gender distribution of their directive positions
- ✓ Recently, Congress reformed the Federal Labor Law so working mothers can transfer up to five of the six weeks of leave before the birth of their babies to the post-natal leave period. Additionally, during lactation, working mothers will have the right to decide between having two extraordinary rests per day, of half an hour each, to feed their babies or to perform the manual extraction of milk. When this is not possible, the workday will be reduced by one hour for six months, without affecting their salary