

Mission and Vision Statement

This mission and vision statement has a time horizon of 10 to 15 years. Since the organization is still in its initial phase, the current mission statement will be reviewed in approximately 2 years.

Vision (Summary)

WOCEN empowers small and medium-sized social enterprises in the Global South led by women. We accompany selected partner companies on a growth path that significantly enhances their economic, social, and ecological impact. Women entrepreneurs transform their businesses into catalysts for change, making a significant contribution to promoting climate justice, gender justice, and social justice.

Mission

- Business Support
WOCEN strengthens small and medium-sized social businesses led by women. We support female entrepreneurs in building green social enterprises through personal guidance, business, and technical expertise, as well as long-term equity financing.
- Climate Protection and Climate Adaptation
WOCEN supports and empowers women entrepreneurs in developing and implementing business ideas in the field of climate change adaptation and greenhouse gas reduction. Their business value chains are as carbon neutral as possible.
- Women's Empowerment
In collaboration with selected social enterprises, WOCEN empowers disadvantaged girls and women. They are empowered to assert their rights, gain education and participation, and engage as entrepreneurs and climate activists.
- Poverty Alleviation
WOCEN's partner companies offer their employees regular and secure incomes with fair working conditions. This, in turn, creates resilient livelihoods and promotes economic independence for many people. The social impacts extend far beyond the employees and their families, reaching their neighborhoods and communities.

Core Values

1. We uphold human rights. We act based on fundamental human rights with a special focus on women's rights. We support the right to self-determined development.
2. People are at the center of our work. We prioritize people and their relationships, particularly focusing on socially disadvantaged girls and women. We treat people with respect and dignity, regardless of age, origin, ethnicity, gender, skin color, language, religion, physical or mental disability, political affiliation, or sexual orientation. We strive to unleash the potential of people, especially girls and women, and give them the possibility to work for their own peaceful, just, sustainable, and self-determined future.
3. We care for the environment. We are involved in the preservation of creation, climate protection, climate justice, and sustainability. We conscientiously care for the entire environment, including land, plants, trees, animals, water, and air.
4. We are reliable. We have a long-term perspective, remaining committed to the jointly chosen path and established partnerships even in challenging circumstances.
5. We manage responsibly. We use entrusted resources efficiently and responsibly. We are efficient, effective, transparent, and accountable to those we support and those who support us.
6. We practice integrity. We expect the highest standards of personal and organizational integrity from each other. We are open and honest in our interactions and communications with stakeholders, treating each other with respect and speaking the truth in love.

7. We are learners. We considering local circumstances and valuing cultural values and practices. We foster intercultural dialogue and promote the exchange of experiences for mutual learning. We regard mistakes as learning opportunities.

Identity

- WOCEN is an independent Swiss organization for international cooperation with a focus on promoting the private sector, especially small and medium-sized enterprises (SMEs), as well as climate protection, women's empowerment, and poverty reduction.
- WOCEN is a non-profit association with growing community support in Switzerland.
- WOCEN collaborates with civil society, private sector, and government actors.

Approach

- **Countries:** WOCEN gradually focuses on a few countries in Africa and Asia.
- **Project Country Criteria:** Focus is on countries with regions and population groups particularly affected by the impacts of climate change, but also with favorable business environments.
- **Target Groups:** Disadvantaged women and girls living on less than USD 2.15 per day.
- **Sustainable Development Goals:** WOCEN aligns with and focuses on SDG 1 "End poverty in all its forms everywhere", SDG 5 "Achieve gender equality and empower all women and girls", SDG 8 "Promote sustained, inclusive and sustainable economic growth, full and productive employment and decent work for all", and SDG 13 "Take urgent action to combat climate change and its impacts."
- **Partner Company Criteria:** WOCEN collaborates with partner SMEs led by women, reaching and empowering as many women as possible, having a broad social impact, and focusing on climate protection and adaptation.
- **Holistic Approach:** WOCEN follows a social impact investment approach with long-term equity financing with representation on the board of partner companies. Additionally, WOCEN supports partner companies through consultancies to further their growth.
- **Cooperation with NGOs:** Depending on the situation, WOCEN supports additional social and climate projects as well as women's empowerment projects channeled through their partner-SMEs. This can be done in collaboration with local NGOs.
- **Support Organizations:** To achieve our mission, WOCEN collaborates and mandates relevant local support organizations.
- **Key Concepts:** WOCEN values *relevance*, *quality*, and *effectiveness* as key concepts. Our professional project management and impact measurement tools are designed accordingly.
- **Innovation and Learning:** WOCEN develops and tests innovative working models and promotes knowledge and experience exchange within the organization and among partners.

Partnerships

WOCEN pursues cooperative approaches both in the project area and in Switzerland. Collaborative partnerships with complementary NGOs, financial institutions, startups, and professional support organizations, as well as awareness organizations (Climate Movement), take precedence.

Financial Resources

WOCEN progressively seeks a wide range of funding sources: private donors, corporate donations, contributions from churches and church organizations, grant foundations, government funds (federal, cantonal, bilateral, and multilateral donors), and funds from climate-specific sources. The focus is on the donation markets in Switzerland and Germany (through a branch).

Employees

- Once the financial situation allows, WOCEN will establish an office and hire employees responsible for operational measures.

- WOCEN considers employees as the most important resource and promotes their professional and personal development.
- In the recruitment of employees in Switzerland, individuals with a migration background or disabilities are given special consideration.

Members and Volunteers

- WOCEN promotes membership recruitment.
- WOCEN members have a platform to participate as volunteers in public awareness and fundraising campaigns.

Organization and Leadership

- The general assembly determines the organization's principles.
- The board is responsible for the strategic leadership and oversight of the management. Board members are elected by the general assembly and serve on a voluntary basis.
- The management is responsible for the operational leadership, implementing the board's decisions.
- The strategy is developed by the board in collaboration with the management and is under the responsibility of the board.
- WOCEN establishes appropriate structures to enable efficient work, aiming for role-based collaboration models with self-responsibility and self-management in teams depending on the situational context.

Approved by the board on 2 November 2023.