

WoMen4Metals: The Industry Branding & Female Empowerment Initiative in the Metals Industry

IWCC Joint Meeting 2024

Washington DC, USA

Founded by (colleagues of)



WoMen4Metals x IWCC (Members)

1

Why me?

The purpose of this presentation is to guide programs benefiting the copper industry and to provide attendees with information to make independent business decisions.

2

Why W4M?

3

What is W4M?


4

How do we work (together)?

5

We want you (to work with us)!





WhatsApp
April 2019:
„Sales is not
perceived female,
neither is metal.
Is there a female
network in the
metals industry?“

„I would like to host an
Aurubis Women Metal
Event in London. But
difficult topic within
Aurubis...“

"You can't be
what you can't
see."

-Marian Wright
Edelman



You can be what you can see



You can be what you can see



You can be what you can see



You can be what you can see



...but also rather „the only one in the room“



Exaggerated?

Some facts & figures from Germany & beyond:

21% 

Women in the M&E industry

Overall, around 21% of employees in the German M&E industry are women¹ (in comparison: 47% of all employees are women²).

10% 

Women in management positions in the M&E industry

Only around 10% of management positions in German M&E companies are held by women¹ (29% of all managers are women³)



Only 1 in 3 executives are very confident that they will deliver on their DEI commitments this year⁴



The Top 5 Reasons why people stay: Job Security, Working Culture, Fair Pay, Learning Opportunities, Flex Working.⁴



Male managers see less progress on DEI - but also see less need for it.⁵

¹ Gesamtmetall (2023). Frauen in Führungspositionen; ² Destatis (2023). Teilhabe von Frauen am Erwerbsleben; ³ Destatis (2023). Frauen in Führungspositionen; Mercer (2024), Global Talent Trends; ⁵ Mercer (2022). Global Talent Trends 2022
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Even more concrete: Aurubis

Expandable women's quota at Aurubis Group*

- 4% female employees / blue-collar jobs
- 28% female employees / white-collar jobs
- 13% female apprentices

*FY 2021-2022

High turnover rate amongst female employees*

- 35 % in blue-collar jobs / Aurubis AG
- 15 % in white-collar jobs / Aurubis AG

Annual average: 7% Aurubis AG

*FY 2021-2022

Critical feedback on gender diversity within the global EVP project

- inadequate working conditions for women were reported, esp. in production (e.g., cases of sexual harassment, exclusion, lack of changing rooms and proper work clothes)

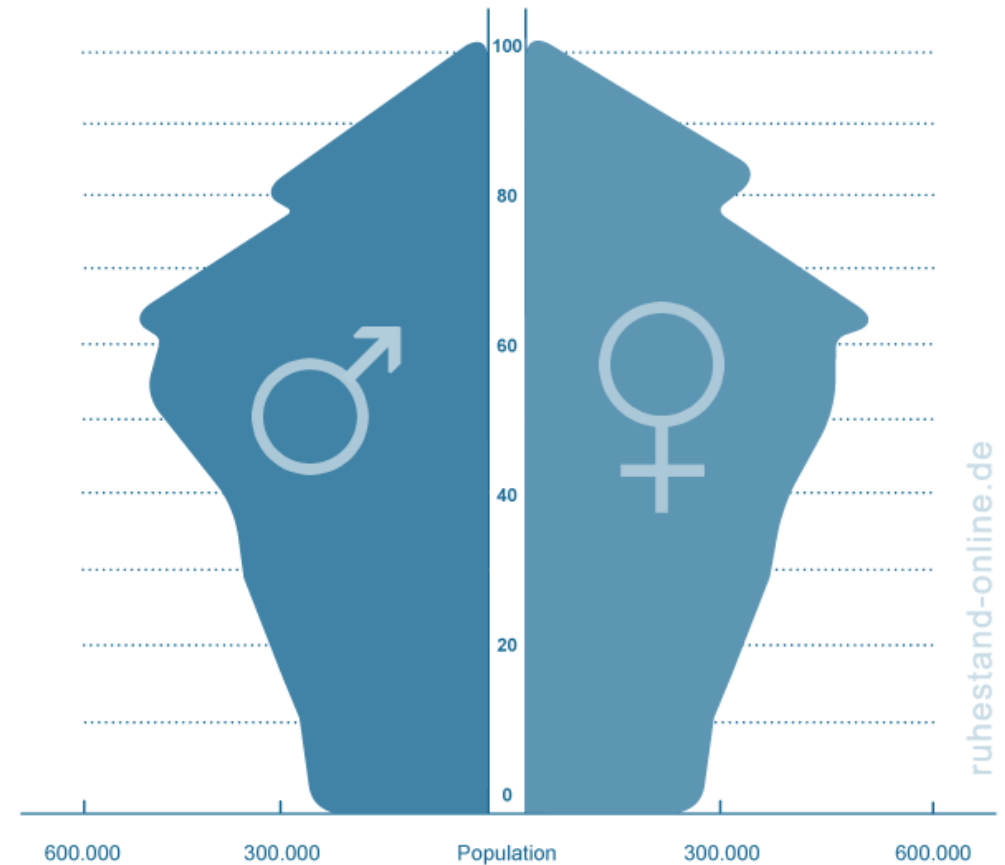
Applications* received Aurubis Group

- 19% female applicants
- 77% male applicants
- 1% diverse applicants
- 3% no specification

*FY 2021-2022

We
– the Copper
Industry –
want to
survive.
Right?

So let's act.
Together.



W4M gets involved
and is creating change
industry-wide
#together





An initiative founded by  **Aurubis**

Vision and Goals of WoMen4Metals



Our vision

Jointly establish the metals industry as an attractive employer for female employees, where fair conditions prevail for all.



Our goals

- ✓ **Attract** more **female employees** to the metals industry
- ✓ Enforce **equal opportunities** for all
- ✓ **Support female employees** on their **career paths**
- ✓ **Gain** more **visibility** for **female employees**
- ✓ **Fill** more **expert & leadership positions** with **female employees**
- ✓ Improve **working conditions** where necessary

W4M focus topics

Recruiting



Career Development & Enablement



Best Practice Sharing



Framework Conditions



Awareness & Communication

Why W4M is relevant & successful

“Our aim is to **attract** more women to our industry, particularly in the production areas. Thanks to the **comprehensive survey** by W4M, I am particularly pleased that we are **eliminating existing shortcomings** and **all** colleagues will **benefit**.”



Michael Jordan
Plant Director,
Aurubis Hamburg



Inge Hofkens
COO Aurubis AG

“We as the Aurubis’ Executive Board extend our warmest congratulations to the entire W4M team on winning the Aurubis Special **Award! Gender diversity** has faced significant challenges in our industry and recognizing the **visible potential** of women in our company breaks down barriers along our industry. You have contributed to the establishment of this **grassroots** initiative with a great invest of private commitment. For this, we say thank you.”



Marie Bolay
R&D Aurubis AG

“I heard about W4M even before I joined Aurubis. It has **helped** me to feel welcome and has already supported my **personal development** as well as facilitated to grow my **network** rapidly. I feel **home** at and with W4M.”

“The **network's reach**, the **strong presence** of W4M reps is remarkable as well as that 30% are male. Winning the renown HR Excellence Award is well deserved for this **exemplary** industry-wide initiative.”



Michael Eger
Partner, Mercer

Impact & results at Aurubis

400 registered internal network members, constantly increasing



all sites involved with local coordinators
Executive Board sponsor of the initiative



70% female
30% male



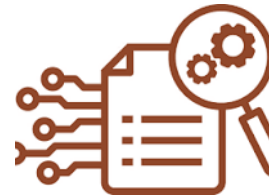
HR Excellence
Award Winner



HR
EXCELLENCE
AWARDS
2023
WINNER



Conversion of **job descriptions** into inclusive ones → increase in female applicants



Data collection and **transparency of the conditions for female employees** at all production sites worldwide



- ✓ **Hygiene products** for female production employees
- ✓ Approval to build additional **sanitary facilities** for women in HH + Lünen
- ✓ Female **Clothing** at all sites
- ✓ Exclusive W4M **training** offerings



- ✓ Monthly **virtual sessions** on various topics
- ✓ **Peer-mentoring**
- ✓ Mystery lunches

Impact for our industry

>80 Interested companies + associations



On- & Off-Line Workshops on Focus Topics



Empowering Women in Metals
Feb. 2024



W4M
Women 4 Metals



Advisory Committee

Collaborations



W4M Talk @Coiltech 2024



Copper Insights
Podcast



W4M TeaTime 2023



W4M as sponsor at Ceresco 2024

Individual Membership & Packages for Company Supporters

“Ada Lovelace”

Individual member

- ✓ Free of charge



Key Offerings:

- ✓ Access to **closed W4M community platform** via collaboration tool
- ✓ **Access to different resources**, e.g., W4M newsletter, podcast, industry-specific publications
- ✓ **Cross-mentoring program** across the metal industry
- ✓ Access to exclusive **events & training sessions**

“Bertha Benz”

Basic package

- ✓ Company supporters
- ✓ Very low annual fee (max. 2 k€ p.a.)



Add. Offering:

- ✓ **External presentation as supporter of W4M and gender diversity** via W4M website

“Marie Curie”

Advanced package

- ✓ Company supporters
- ✓ Low annual fee (max. 3 k€ p.a.)



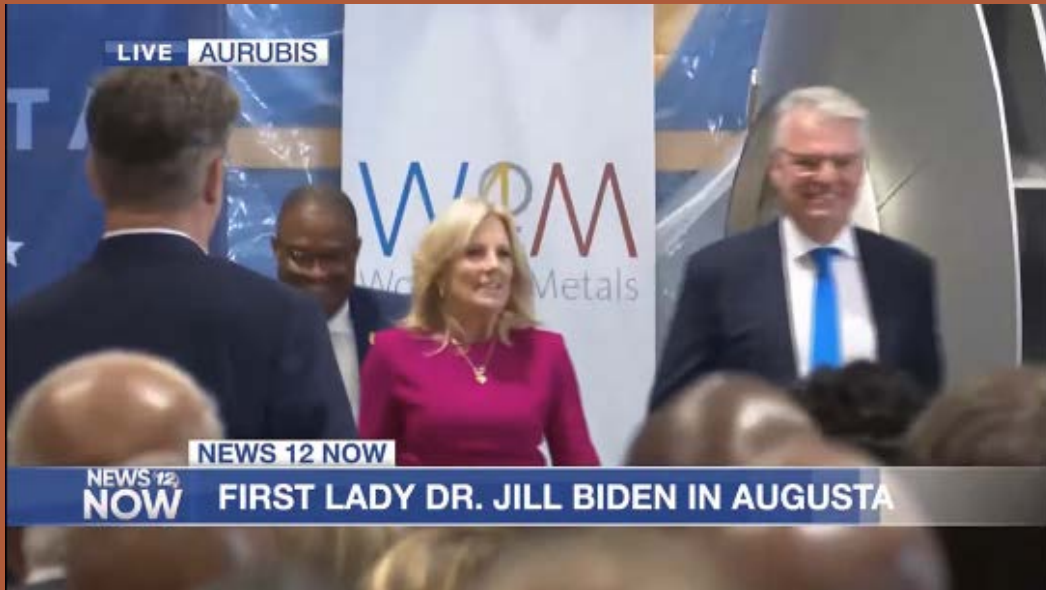
Add. Offerings incl. :

- ✓ Discount & early access to exclusive **events, trainings and programs**
- ✓ Annual **feature in one of the W4M communication channels**
- ✓ **External presentation as supporter of W4M** via joint events, W4M marketing materials, etc.

- Additionally, there are **selected W4M Premium Partners**, the co-creators of the network who will be part of the advisory committee.
- **Marie Curie supporters can individually agree on further ways to cooperate with W4M** (e.g., jointly hosting an event at the company site, virtually, ...)
- As the founder of the initiative, Aurubis **will not generate any profits from it**

... when are you joining us?

Even Dr. Jill Biden is already in ...



... what are you waiting for?



www.women4metals.com

We look forward to working with you 😊

Thank you ☺
I look forward to
exchanging with you!



Tanja Winter, Aurubis AG,
Head of Sales Rod
Co-Founder W4M
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