

## GLOBAL WIM CALL – 13 JULY 2021

### "Innovative Thinking – How to Change the Conversation"

#### Summary

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Gladys Smith introduced herself as IWIM's new Head of Engagement saying she has been part of IWIM for many years, because she believes in what it does and what as team we are trying to achieve.

For the past four years Gladys has been developing the Latin American region, and in her words "I have been very fortunate to have found women who were ready to start doing organisations and work hard for.

Women had shown a positive attitude, organisation, resilience, and professionalism. It has been fantastic.

Now they know each other, they have their own projects and projects between them. Now I would like to apply this to the rest of the world"

Gladys has been in the mining industry for more than 25 years. She has run her company for 20 years and has been on the board of the Minor Metals Trade Association.

#### **What is innovation and why is it important?**

Innovation is the creation an implementation of new processes, product, service and methods of delivery, which result in significant improvements, in outcomes efficiency, effectiveness or quality. Innovation helps organisations to make themselves unique in their competitive market.

Innovation means to improve or to replace something, for example, a process, a service. Innovation is a process by which a domain, a product or service is renewed and brought up today by applying new processes, new techniques or establishing successful ideas to create new value.

Innovation often begins with idea generation. Where ideas are narrowed down during brainstorming sessions, after which leaders considered the businesses viability, feasibility, and disability. Innovation should solve a problem, and it will help us to find a better way to do a job. In other words, business innovation is the creation and adoption of something new that generates business value.

We need to think about what we can do or in which ways we can improve the methods in our organisations.

This should yield a competitive advantage. It should help the organisation to grow and reach or, or better still, exceed strategic objective.

Gladys: “If we innovate, we will attract and retain talent, we will increase efficiency and brand perception.

As WIM organisations, we have to respect our name and we have to make people respect our name. People are more willing to join our organisation if they perceive it to be innovative”.

*Maya Muchlis | WIME Indonesia*

Innovation should be understood as leadership. Everyone is a leader, by nature. To adapt, to diversify, if we want to our organisations to run in the longer time it's very important being innovative, otherwise we will not grow. Listening to feedback, receiving inputs from many people is very good in terms of finding the best approach for being innovative.

### **Have you been doing something innovative in your organisation?**

*Jocelyn Huntley-Peltier | WIM/WiN-SK*

WIM/WIN SK has changed their sponsorship model. Before it was tied to the annual conference and now organisations can join at any time and choose different services moving more into partnership than sponsorship. We spent time talking with our sponsors on what they need and what they were missing. Through these conversations, we identified they would like to see a job board where they could specifically target hiring women. This has been set up and the cost absorbed by the sponsors themselves.

We also make sure that we have consistent programming that sparks conversations. Currently, we are trying to engage men more

*Iliana Rodríguez | WIM Ecuador*

Asking for help in kind via partnerships to organise events and initiatives

*María Isabel Aillón | WIM Ecuador*

Analyse audiences and separate into different segments and then target them differently; using the different skill set of the board directors to maximum effect.

After the pandemic it was noticed that we need to change and everything changed for everyone and for every industry. We adapt and innovate, we create new ideas to avoid becoming obsolete. For

example, one of the innovation strategies was the to launch the WIM LATAM (grouping of all Latin American WIM organisations) podcast platform (WIM Cast series) and of course this this was very new for everyone. Connection is more important than ever before and a podcast allows this. They are getting lots of new followers from cities, rural areas and other countries. Each WIM organisation in the region is organising/hosting one podcast.

*Rosemary Oppong Kwasié | WIM Ghana*

Partnering with NGOs who want to reach women in the mining sector and this develops capacity of our members and access to funding for projects.

When the pandemic struck, we quickly moved to online discussions but lately we've realised that we need to return to meetings in person as networking is and remains an important element. We are looking for suggestions and ideas for hybrid events or going back to events as everyone has zoom fatigue.

*Maya Muchlis | WIME*

Due to the pandemic, we moved to holding virtual events. This allowed us to reach a broader set of attendees: from the millennials up to senior level management in the companies, attracting over 800 people. This has allowed them to recruit new volunteers in some of the millennials and which allows WIME to work on its succession planning. They have engaged more with female STEM students and student unions. We are focusing on the young generations to get more attention from young generation.

*Ana María Aranibar | WIM Bolivia*

Innovation has been difficult in Bolivia due to the lack of education. We are now working with children as a way to help their mothers to use technology.

*Esther Kandeh - WIM Sierra Leone (WoME)*

It has been very difficult for Sierra Leone because innovation has never existed. We have a lot of women who are working as miners. They have a license but they never organised themselves. GIZ has been providing support in this regard. One of our objectives is to help women form a cooperative and we are starting with 2 districts. Towards the end of the year we will have a conference for artisanal miners to explain that there are ways to do things better, they can work together to improve their lives and that WoME is there for them.

*Mercedes Rodríguez | WIM Argentina*

During our first year we were focused on ourselves and reaching out to members, now we started reaching out to mining industry associations and mining chambers across Argentina.

*Aida Diop | WIM Senegal*

Decided to change strategy and open an account on each social media platform that exists. This has allowed them to reach out to different audiences and break the deadlock and reuse LI now.

The organisation adds and mentions all information of their activities and projects on social media and mentions their partners. This helps WIM Senegal in fundraising because the decision makers / partners are on social media and see that there are activities, that the group is dynamic and active and uses the funds received for projects and mentions the progress publicly, which in turn allows other donors to take an interest.

### **How can you all help each other?**

*Ana María Aranibar | WIM Bolivia*

Invites Esther from Sierra Leone to send her an e-mail expressing her needs. This way they can build a communication channel and have a more fluent communication for Ana María to be able to give her some ideas regarding training, etc. as Ana Maria is an ASM expert.

*Maya Muchlis | WIME*

WIME Indonesia has regular knowledge sharing events and offers to invite a speaker from Ghana or from Canada, in example to share about the gender issues in their country or any other kind of topic. This is the kind of opportunity to see how organisations can collaborate.

### **What challenges to innovation have you faced?**

*Yvette Philippe | AFESMIB (Benin)*

1. What can be done to help women who work in quarries? In Benin there is very little mining but quarries where women work in ASM. WIM Benin encourages women to continue but often a company settles where they are and women stop because the company earns more. WIM Benin has tried to intercede and ask the company to buy the ASM product so that they can continue but the company in question says the quality of the aggregate does not suit them.

2. WIM Benin supports young girls with homework, school materials, clothes and with the pandemic school grades have fallen sharply

3. WIM Benin mentors and gives support to young women so that they opt for a geology course at university but after several years of support a number of girls decided to switch courses and go in a different direction.

*Khaoula Mimid, Bouchra Gharrad | WIM Morocco*

The sector is difficult because the university courses of Morocco do not follow the reality of the mining trades and there are few study options. Challenge to accommodate women in mining sector and transition in education

*Sayon Berete | WIM Guinee*

Pandemic makes things difficult but rising generation is visionary. They support young girls from school to employment level.

*Rokiatou Coulibali | FEMIMA (Mali)*

Young women are afraid of facing problems while working in the mining sector (integration of women at work) so there are fewer who work and study mining. The problem starts at a young age: girls have to be shown that there is room for them in the mining sector. Give confidence to young women and show examples, help them evolve.

In Mali there is a lot of gem stone mining and they are working on how not to use mercury, the valuation / treatment of minerals, buy equipment. There is an agreement with the engineering school paid by the World Bank and the training is aimed at ASM women.

## Conclusion

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Challenges when leading a WIM organisation will arise: the mining industry, society and your own organisation are changing at any given time and the WIM organisation has to adapt to new trends and different teams at its helm. To increase positioning and growth, innovation is a steady companion.

Many WIM organisations have shown examples of what they do, mostly to rethink their current activities or how they do something and/or to add something else.

Gladys highlighted the need to learn from each other and to being in contact with each other.

*Jocelyn Huntley-Peltier | WIM/WiN-SK (Saskatchewan- Canada)*

“We need to keep engaging with different groups and listening and trying new ideas, those are some great reasons why we need to keep collaborating with others too, because no one person has all the answers.”

Recommendations/Learnings form this call

- When something isn't working take stock and be open to change

- Analyse and try and understand what is not working and why. Then brainstorm with your board or team for ideas
- Talk to other WIM organisations, bring your challenges and questions to organisations during WIM calls or to Gladys to discuss over a one-to-one conversation and IWIM can you introduce you to other organisations
- Social media is a powerful tool. Check out which platforms you are on and how your posts are performing; maybe join others. Find out where your audiences are and which social media networks they use and make sure you become visible on those. Ask help from younger members

**The next WIM Global call will be on the 14<sup>th</sup> of September 2021.**

Muriella Aina Ranaivo from WIMR Mada suggested a topic for a future meeting – how can WIM organisations obtain funding

## English Call

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## Recording

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[https://us02web.zoom.us/rec/share/E7mGEcB5F8r-r0GiafIZDiRbhtOVz9mox9tPND4NDHVnj\\_D8GDOKDInItHViAuFb.iv4NyK8KHdack56n](https://us02web.zoom.us/rec/share/E7mGEcB5F8r-r0GiafIZDiRbhtOVz9mox9tPND4NDHVnj_D8GDOKDInItHViAuFb.iv4NyK8KHdack56n)

Access Passcode: +P6k5i&w

## Attendees

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No.	Name	WIM Organisation
1.	Ana María Araníbar	WIM Bolivia
2.	Maya Muchlis	WIM Indonesia
3.	Iliana Rodríguez	WIM Ecuador
4.	Maryann Deutscher	WIM/WiN-SK (Saskatchewan- Canada)
5.	María Isabel Aillón	WIM Ecuador
6.	Maya Muchlis	WIM Indonesia
7.	Rosemary Oppong Kwasi	WIM Ghana
8.	Mercedes Rodríguez	WIM Argentina
9.	Esther Kandeh	WIM Sierra Leone
10.	Sara Nouri	WIM Afghanistan
11.	Jocelyn Huntley-Peltier	WIM/WiN-SK (Saskatchewan- Canada)

## French Call

### Recording

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[https://us02web.zoom.us/rec/share/507q0btlyfucWNk\\_RVwIJO6VCyN-tMXMX2m3V462uPHpD4oYXhSEC8gd-beeJ73B.HHd1e3aqcSHfg6z](https://us02web.zoom.us/rec/share/507q0btlyfucWNk_RVwIJO6VCyN-tMXMX2m3V462uPHpD4oYXhSEC8gd-beeJ73B.HHd1e3aqcSHfg6z)

Access Passcode: SFU4012&

### Attendees

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No.	Name	WIM Organisation
1.	Yvette Philippe Agbognihoué	AFESMIB (Benin)
2.	Aida Diop	WIM Senegal
3.	Lydie Ralalarison	WIMR Mada (Madagascar)
4.	Bouchra Gharrad	WIM Morocco
5.	Khaoula Mimid	WIM Morocco
6.	Rokiatou Coulibaly	FEMIMA (Mali)
7.	Sayon Berete	WIM Guinee
8.	Muriella Ranaivo	WIMR Mada (Madagascar)



## Resumé

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Barbara : petite intro en disant que l'innovation peut venir en différentes formes et peut avoir un élément d'action sociale, il ne faut pas comprendre innovation seulement comme un produit ou un département d'entreprise

### **Pouvez-vous donner un exemple (de leurs organisations) d'action innovante ou de innovative leadership ?**

WIM Sénégal

N'étaient que sur un groupe sur LI, ne fonctionnait pas, problèmes techniques... Ont décidé de changer de stratégie et d'ouvrir un compte sur chaque plateforme de réseaux sociaux qui existent. Cela leur a permis de toucher toute catégorie de cible et de joindre un public très différent et de sortir de l'impasse et de réutiliser LI maintenant.

L'organisation rajoute et mentionne toute information sur leurs activités et projets sur les médias sociaux et mentionne leurs partenaires. Cette sensibilisation de l'information touche tous les acteurs différents.

Cela aide WIM Sénégal dans la mobilisation des fonds car les bailleurs de fonds/partenaires sont sur les médias sociaux et voient qu'il y a des activités, que le groupe est dynamique et actif et utilise les fonds reçus pour des projets et mentionne le progrès publiquement ce qui en retour permet à d'autres bailleurs de fonds de s'intéresser.

### **Quels sont les défis rencontrés ?**

*Défis de WIM Benin*

1. Que faire pour aider les femmes qui travaillent dans les carrières ? Au Benin il y a très peu d'extraction minière mais plutôt des carrières où les femmes travaillent en ASM. WIM Benin incite les femmes à continuer mais souvent une société s'installe là où elles sont et les femmes arrêtent car la société gagne plus. WIM Benin a essayé d'intercéder et demander à la société d'acheter le produit des ASM pour qu'elles puissent continuer mais la société en question dit que la qualité du granulat ne leur convient pas.
2. WIM Benin soutient des jeunes collégiennes avec les devoirs, matériel scolaire, vêtements et avec la pandémie les efforts sont tombés et les notes ou résultats scolaires ont fort chuté.
3. WIM Benin mentore et donne appui à des jeunes femmes pour qu'elles optent pour une filière de géologie à l'université mais plusieurs - après de années de soutien - après le bac ont changé d'orientation

### *WIM Morocco*

Le secteur est difficile car les cours universitaires du Maroc ne suivent pas la réalité des métiers miniers et peu d'options d'étude.

### *WIM Guinée*

Déçues aussi et pandémie rend les choses difficiles mais génération montante est visionnaire. Elles accompagnent des jeunes filles de l'école jusqu'au niveau de l'emploi

### FEMIMA

Jeunes femmes ont peur d'affronter des problèmes en travaillant dans le secteur minier (intégration des femmes au travail) donc il y a bien moins qui y travaillent et étudient des filières minières. Elles se forment dans des domaines évolutifs

Au Mali il y a beaucoup d'orpaillage autour de pierres précieuses et elles travaillent sur comment ne pas user de mercure, la valorisation/traitements des minerais, acheter des équipements. Il y a une convention avec l'école des ingénieurs payée par la banque mondiale et la formation visent les femmes orpailleuses.

Problème commence au bas âge : il faut démontrer aux filles qu'il y a de la place pour elles dans le secteur minier. Donner la confiance aux jeunes femmes et montrer des exemples, les aider à évoluer.

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Le Benin demande s'il y a des bourses étrangères ou si un pourrait créer une bourse. Yvette aimerait que des femmes béninoises qui ont étudié en France reviennent au Benin et soient des role models pour les jeunes femmes.

Débat sur les bourses ou possibilités ont suivi.