



Launch of the Coalition for Reproductive Justice in Business in Asia and the Pacific

Meeting Summary
15 May 2025, Bangkok, Thailand



Introduction

On 15 May 2025, the UNFPA Asia and the Pacific Regional Office and Organon jointly launched the **Coalition for Reproductive Justice in Business in Asia and the Pacific**. Organized in Bangkok, the hybrid event was attended by over 70 participants from 10 countries representing a total of 27 private-sector companies and partners. The meeting served as a platform to bring together forward-thinking companies to drive investments in sexual and reproductive health and rights across workplaces and supply chains.

Strategic importance of the Coalition for Reproductive Justice in Business

The opening remarks were delivered by **Ms. Maria Rosa Cutillo, Chief of the UNFPA Private Sector and Civil Society Branch**, who introduced the programme. Founded two years ago, the Coalition for Reproductive Justice in Business (CRJB) is dedicated to embedding sexual and reproductive health and rights (SRHR) within private sector operations, workplaces, and corporate social responsibility policies. The integration of SRHR is crucial, offering tangible benefits for both business performance and fundamental human rights. To facilitate this, the Coalition has developed a comprehensive framework of 30 indicators across six key areas, designed to measure and advance these rights. The recent launch of these metrics in Asia-Pacific represents a powerful opportunity to positively impact millions of women, particularly those within global and regional supply chains.

Mr. Koen C. Kruytbosch, Managing Director, Organon, also delivered opening remarks as the co-host. Highlighting Organon's two-decade partnership with UNFPA, he stated that investing in women's health is not just a healthcare issue, but a workplace issue and a societal imperative. He emphasized that while investment in women's health has been insufficient, investing in it drives economic growth, equity, and societal progress. Organon demonstrates this commitment through internal policies, including achieving 100 per cent pay equity in key markets like Thailand, striving for gender-balanced leadership, and implementing family-friendly support. Key initiatives mentioned were the "Her Promise Access Initiative", expanding contraception access globally, and the "Smart Families" project in Thailand. Mr. Koen stressed that every company has a role to play and strongly encouraged participation in the free-to-join Coalition as a vital platform for learning and mutual encouragement.

Spotlights on key initiatives by private-sector companies across the region

Mr. Isuru Gunasekera from John Keells Holdings, Sri Lanka: Representing Sri Lanka's largest conglomerate, John Keells Holdings, with 20,000 employees, Mr. Gunasekera outlined their commitment to diversity and inclusion, aiming for 40 per cent women in the workforce. Key initiatives include 100 days of equal parental leave to reduce hiring stigma for women and emphasize fathers' roles. The company also runs Project Wave against violence through education, reaching nearly 5 million people, an HIV/AIDS awareness programme reducing stigma, and a sanitary napkin initiative providing free pads and education to address period poverty.

Ms. Amrita Ganguly from Tata Motors, India: Ms. Ganguly discussed Tata Motors' comprehensive women's wellness programme for their significant female workforce, comprising approximately 2,000 white-collar and 16,000 blue-collar women. Inspired by the engagement with the UNFPA framework, Tata Motors secured a budget for a four-pronged programme supporting menstruation, maternity, and menopause. This includes centralized and localized support with internal medical professionals, offering interventions that are both self-paced and camp-based. The programme covers awareness, prevention, intervention, and treatment. They also cultivate a culture of support and allyship through training and provide financial assistance for healthcare needs. Ms. Ganguly stressed this is integrated into business design as a moral imperative and strategic case for well-being.

Ms. Taruna Suhasini Lohmrer from IKEA India: Ms. Lohmrer highlighted IKEA India's global focus on a gender-balanced workforce, targeting a 50-50 gender balance and exploring other gender representations. The company aims to support both women and men to extend the impact to families and society. Initiatives include equal parental leave for male co-workers to support partners and extensive sensitization training to normalize topics like menstruation and menopause for managers. Workplace support features medical services, onsite help, various leaves, daycare, dedicated restrooms, mental health counseling, and provision of sanitary products. The company noted improved understanding and collaboration among coworkers, facilitating support like shift swapping. IKEA aims for a mindset shift where support becomes a natural human response.

Mr. Anant Ahuja from Shahi Exports, India: Mr. Anant represented Shahi Exports, the largest Indian garment manufacturer with over 100,000 workers, mostly women. He outlined two key programmes by Shahi which are aligned with the Coalition: menstrual hygiene access and awareness, and family planning and reproductive health support to employees. To increase sanitary pad usage, the company installed vending machines with biometric access in women's bathrooms, and delivered awareness-raising campaigns. For the family planning programme, Shahi partnered with UNFPA India to create satellite clinics near factories, providing access and information, designing them outside the factory to avoid stigma. Mr. Anant noted a strong ROI in Asia-Pacific for such programmes and views the Coalition as a community for learning and encouragement.

Ms. Pearl Turley from SM Supermalls, Philippines: Ms. Turley from SM Cares, the CSR arm of SM Supermalls in the Philippines, outlined programmes that were delivered focusing on women's empowerment, resilience, health, and welfare. With 5.2 million people visiting 87 malls daily, SM Supermalls employs over 6,000 individuals. Of these employees, 61 per cent are women; many of whom hold leadership positions. The company ensures that malls function as inclusive spaces. Key initiatives include long-standing breastfeeding stations serving nearly 2 million mothers, launching an SM Human Milk Depot, and certifying malls as mother-baby friendly. SM was the first private sector organization to launch a campaign on the Safe Spaces Act, educating over 37,000 individuals about creating a violence-free environment. The company partnered with UNFPA Philippines on a violence against women campaign and organized breast cancer awareness and early detection programmes. SM also acknowledges women's leadership and resilience by sponsoring awards in disaster risk reduction.

Closing remarks and next steps

Mr Pio Smith, UNFPA Regional Director for Asia and the Pacific, delivered closing remarks emphasizing the strategic importance of the Coalition, stating that advancing social progress through sexual and reproductive health and the private sector's drive for economic growth go hand in hand. Despite regional progress, deep challenges persist, and workplaces were not designed with women's specific health needs, including sexual and reproductive health and rights, in mind. Failing to address this harms gender equality and workforce potential. Mr. Smith highlighted that investing in women's health, rights, and equality is not just a moral imperative but a strategic investment that unlocks potential, innovation, productivity, and sustainable growth. He referenced the [ROI tool](#) developed by the UNFPA Asia-Pacific Regional Office, that demonstrates measurable returns in investing in the sexual and reproductive health and rights of employees, including a 15 per cent boost in productivity and a 21 per cent decrease in absenteeism. The Coalition is a vital platform for intentional collaboration, leadership, investments, and bold solutions to create supportive environments for women to thrive, ultimately driving economic growth and social progress for everyone. He concluded with a call for participants to join the Coalition and remain unwavering in their commitment to reproductive justice.