So what are some potential solutions? A call for gender-smart job strategies.

1. **Use innovative partnerships and solutions to address child care:** Expanding access to affordable childcare is key - a variety of delivery and financing models for childcare services are being used. Some innovative solutions like vouchers, cooperatives, preschool options and public-private partnerships that are being implemented, some in partnership with private sector companies, need to be scaled up. Research from Brazil, Canada, Kenya, and Romania suggests mothers are more likely to use formal childcare arrangements and enter the labor force, when free or low-cost childcare options are available.

2. **Open pathways to good jobs:** Countries should encourage more girls to take up STEM (Science, Technology, Engineering, and Mathematics) subjects, especially by taking a gendered approach to areas of new labor demand like ICT, green jobs. In particular, adolescent girls should be supported through a comprehensive approach. ICTs can be a game changer for women, compensating for restricted mobility by allowing for virtual access to information, financial resources, and social networks. In Kosovo, a pilot program called ‘Women in Online Work’ (WoW) aimed to increase the ability of young underemployed women to work online. The pilot trained about 100 women in skills that are in demand by the ever-growing online freelancing market. By the end of the program, 56 trainees obtained at least one online contract, with cumulative earnings reaching close to US$13,000.

3. **Foster women’s career progress and address gender parity in leadership positions.** Women in senior positions can act as positive role models and instill more confidence among younger women. Exposure to female role models whose positions of leadership or power contradict stereotypes of women’s role can reduce the intergenerational transmission of gender norms. A study of political reservation for women in India showed that teenage girls who have repeated exposure to women leaders are more likely to express aspirations that challenge traditional norms, such as a desire to marry later, have fewer children, and obtain jobs requiring higher education.

4. **Level the playing field in women’s access to good jobs by systematically addressing legal and regulatory inequalities,** and address inequalities such as ownership of assets, to enable women to start a business. In Nigeria, the International Finance Corporation -- the private sector arm of the World Bank Group -- has partnered with Access Bank to extend credit to women-owned distributors to bring more women into Coca-Cola’s value chain, improving business growth.

5. **Strengthen women’s collective voice, partner with the private sector and work to address data and knowledge gaps.** Progress in providing quality jobs for women will require the active participation of the private sector as well as the commitment of governments. However, the formulation of effective measures will require good quality data that is not currently available in many developing countries. A more concerted effort needs to be made to ensure that women themselves are actively engaged in designing gender-sensitive programs. In addition, governments and companies need to be proactive in addressing gender-based violence at home, at work and also while traveling to work.