

Curriculum Vitae



Name:	Gunelie Winum
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Status:	Single, 1 adult son 23 years old

Short summary

Gunelie Winum has 15 years' professional work experience with corporate social responsibility (CSR), providing strategic advice, training and developing tools and resources for HQ company and their global suppliers. She has lived in Asia and trained about 2,000 factory management on decent work. Prior to working with CSR, she worked with development aid in Africa. Gunelie is a graduate from Norwegian School of Economics (NHH), supplemented with one year development studies at University of Agder, Norway.

Gunelie's expertise includes:

Supplier capacity building on Decent Work and Social Dialogue

- Developed and implemented in-depth training workshops for about 2000 supplier top- and mid-management in China; Bangladesh: Vietnam and India on the business case for decent work, i.e. linking business and decent work indicators.
- Developed and implemented in-depth training program on social dialogue for factory management and worker representatives in Vietnam, including facilitation of democratic elections. The impact assessment successfully evidenced the business case for social dialogue.
- Initiated and developed practical good practice guide for factory top and mid-management and transfer of the guide to an e-learning platform.
- Developed a social dialogue framework targeting the three stakeholder groups: buyer, supplier management and worker representatives.

Human and labour rights risks, remediation and improvements

- Developed risk assessment and reporting tool, resources and training modules
- Provided hands-on remediation and improvement advice to numerous large, medium and small companies. The advices included, but not limited to child labour, forced labour, excessive overtime, OHS and alike.

Sustainable purchasing practices

- Initiated and conducted surveys among 1482 Asian suppliers on how Buyers' purchasing and pricing practices impact on wages and working conditions. The findings and recommendations are summarized in the guide "Suppliers Speak Up" (IEH and Sustainable Trade 2014) which is referred to as good practice in the OECD Due Diligence Guide on responsible supply chain management for garment and footwear companies (OECD 2017, page 70).
- Buyer training and improvement advice, leading to concrete changes in internal purchasing strategies and practices

Key qualifications

Holistic; Innovative; Influential; Inspiring; able to Enable & Empower

In-depth knowledge of best practice and root-causes to compliance-gaps across sectors and countries

Extensive global network spanning from top management in large, medium and small Buyer and Supplier companies, international institutions, Trade Unions and NGOs

Job experience

08/2013 - dd	Responsible Business Advisors / Sustainable Trade www.rbadvisors.no www.sustainabletrade.no	Consultancies
01/2002 – 08/2013	IEH – Ethical Trading Initiative Norway Head of International Program	Multi Stakeholder initiative
96-97 and 99-01	“Ny Tid” Administrative Manager	Weekly News Magazine
1997 – 1999	SAIH - Norwegian Students’ & Academics’ Int’l Assistance Fund Managing Director	Educational NGO
1995 – 1996	“Klassekampen” Marketing	Daily newspaper
1992 - 1995	Namibia Association of Norway Project Manager	Educational NGO

Education

1990-91	Agder University, Kristiansand, Norway: one year cross-subject Development Studies <u>Thesis:</u> <i>“IMF and World Bank in Tanzania and Ghana: Bonanza or Overkill?”</i>
1985-1990	Norwegian School of Economics (NHH): four year programme in economics and business administration consisting of three years at bachelor/undergraduate level and one year at master/graduate level <u>Major Courses:</u> International Economy; Strategy & Leadership <u>Additional course:</u> one year study in Psychology, University of Bergen <u>Thesis:</u> <i>“Bonuses and incentives as a means to increase productivity”</i>

Boards & Awards

- **Board of Advisors, “I Impact India”**
- **Advisory Board, “Capturing the Gains”** (2010-13) Capturing the Gains’ research brought together an international network of experts from North and South to research and promote strategies for fairer trade and decent work in global value chains www.capturingthegains.org
- **European Board of Directors, Social Accountability International** (2011-13)
- **IEH Award of Honor**, (2012). Given as first and only for professional capacity both at national and international level

Speaker/moderator/Jury member

- Speaker, **Better Buying**, Geneva 2016. Speaker. Arranger: Better Buying, C&A Foundation
- Speaker, **Bangladesh Apparel Summit**, Dhaka, Dec 2014. Arranger: Bangladesh Garment and Manufacturers Export Association (BGMEA). Presentation led to newspaper interview in newspaper Daily Star: “Apparel makers should go for a new pricing model” <http://www.thedailystar.net/apparel-makers-should-go-for-a-new-pricing-model-54749>
- Moderator/trainer, **“2% CSR Bill” for Scandinavian companies operating in India**, June 2014. Arranger: Innovation Norway
- Guest speaker, **Brands Ethic Work Group**, Bangalore, May 2014
- Moderator **8th International Conference on Corporate Social Responsibility**, Bangalore Jan 2014. Arranger: Institute of Directors, India.

- Speaker, 3rd **CSR LEBANON FORUM: “Social Responsibility of Corporations in Times of Uncertainty”**, Beirut March 2013. Arranger: CSR Lebanon under the patronage of H.E. the Lebanese President General Michel Sleiman and in collaboration with the United Nations Global Compact (UNGC), and the Central Bank in Lebanon
- Panelist, **Capturing the Gains Summit**, Cape Town, Dec 2012. Arranger: Capturing the Gains
- Moderator Decent Work session, Program Committee Member, **The Oslo Conference on Corporate Social Responsibility**, Nov 2012. Arranger: Norwegian Ministry of Foreign Affairs
- Jury member **“Glassbjørnen”** (Glass Bear) Environmental and Social Award, Oslo 2007, 2008, Arranger: GRIP with support from Norwegian Ministry of Environment.

Publications

- **Dialogue@Work Vietnam** final report and impact assessment (2016)
- **“Suppliers Speak Up”** (main author, published with IEH, 2014). A practical guide for Buyers on responsible purchasing practices. The Guide brings forward surveys and discussions with 1500 suppliers in Vietnam; China, India and Bangladesh, initiated and facilitated by undersigned. Available upon request.
- **“Better Business, Better Lives”** (2009) Awareness raising video targeting Buyers on how their purchasing practices potentially can undermine compliance in their supply chain and steps they can do to improve. <http://vimeo.com/6865415>
- **Evaluation of Norad-funded project Uganda Media Women’s Association (2001)**

Courses

- SA8000 Social Auditor Training (5 day course successfully completed, 2003)

Language proficiency

English, Norwegian:	Fluent written and oral
Danish, Swedish:	Very good written and oral
French, German:	Fairly good written and oral
Spanish, Portuguese:	Basic written and oral

Computer Skills

- Microsoft Office [Word, Excel, Power Point, Outlook], internet, using CRM databases

Other

- 1994-2004: Volunteer in Norwegian Council for Africa, hereunder head of project committee with field project follow-up in Uganda, Mozambique and Zimbabwe and evaluation of Uganda Media Women’s Association
- 6 months simple living in Cape Verde Islands with my then 7 year old son (2001)
- Cabaret Text Author, Student Cabaret Norwegian School of Economics (1990), also played at Norway’s most famous Cabaret Theatre
- “Den Store Styrkeprøven”, 550 km Bicycle race Trondheim – Oslo (1984)

References

Upon request