

Women's Empowerment – Why Now?

A growing body of evidence is driving the business case for Women's Empowerment and momentum is building as multiple cross-sector changes are gaining traction. The seven Women's Empowerment Principles (WEPs) introduced by UN Global Compact and the United Nations Entity for Gender Equality and the Empowerment of Women (UN Women) provide companies, government and civil society a set of principles to empower women in the workplace, market place and community.

Introduced to the WEPS through the International Federation of Business and Professional Women, BPW Canada recognized the power of the Women's Empowerment Principles and developed a series of webinars to create a team of Women's Empowerment advocates within its network of clubs across Canada.

The Canadian Coalition to Empower Women

Based on lessons learned from this awareness campaign and following discussions with the UN Women and UN Global Compact Women's Empowerment Team, it was determined that much could be gained by broadening our outreach and promotional efforts beyond the UN WEPs CEO focus for medium and large corporations. Expanding the benefits of exploring and applying the seven principles to small business owners, civil society, MUSH organizations (municipalities, universities, colleges and hospitals), labour, business and service organizations, and to government at all levels was deemed essential to advance women's economic empowerment in Canada.

BPW Canada spearheaded the establishment of the Canadian Coalition to Empower Women to promote collaborative partnerships between all stakeholders interested in advancing equality between women and men and girls and boys. Women's Economic Empowerment and gender equality is an imperative to build strong economies, establish more stable and just societies and improve the quality of life for all women, men, their families in communities across our Nation.

The coalition refers to the Principles as a general framework when initiating dialogue with stakeholders about their role in promoting gender equality and women's empowerment. Our work encourages all stakeholders to consider corporate commitment to the Principles when making decisions about which businesses, organizations or governments to partner with or to procure from.

Building upon the strengths of the WEPs the coalition promotes the signing of both the UN WEPS CEO Statement of Support and the signing of the CCEW Statement of support. We introduce UN Women's empowerwomen.org as a valuable platform to share best practices and encourage collaborative partnerships across stakeholder groups to host women's empowerment community building events.

The infographic features the title 'WOMEN'S EMPOWERMENT PRINCIPLES' in large, bold letters. Below the title is the slogan 'EQUALITY MEANS BUSINESS'. To the right is a vertical banner with the text 'We Support' and 'EMPOWERMENT PRINCIPLES' around a globe icon, with 'WOMEN'S' on the left and 'PRINCIPLES' on the right. Below the banner are the logos for 'UN WOMEN' and 'UNITED NATIONS GLOBAL COMPACT', and the website 'www.weprinciples.org'.

- 1** Establish high-level corporate leadership for gender equality.
- 2** Treat all women and men fairly at work – respect and support human rights and nondiscrimination.
- 3** Ensure the health, safety and well-being of all women and men workers.
- 4** Promote education, training and professional development for women.
- 5** Implement enterprise development, supply chain and marketing practices that empower women.
- 6** Promote equality through community initiatives and advocacy.
- 7** Measure and publicly report on progress to achieve gender equality.

Seven Principles for business offering guidance on how to empower women in the workplace, marketplace and community.

Women’s Empowerment Principles - Equality Means Business



As you learn how the Women’s Empowerment Principles are being used to advance women’s economic empowerment and close the gender wage gap in Canada and around the world you are encouraged to make notes beside the principles that resonate most with you. Consider how you might advance the various principles within your sphere of influence.

| Women’s Empowerment Principle | | Comments/Opportunities (Applying the principles in business/labour, the workplace, marketplace, community, civil society and government...) |
|-------------------------------|--|--|
| 1 | Establish high-level corporate leadership for gender equality | |
| 2 | Treat all women and men fairly at work – respect and support human rights and non-discrimination | |
| 3 | Ensure the health, safety and well-being of all women and men workers | |
| 4 | Promote education, training and professional development for women | |
| 5 | Implement enterprise development, supply chain and marketing practices that empower women | |
| 6 | Promote equality through community initiatives and advocacy | |
| 7 | Measure and publicly report on progress to achieve gender equality | |
| Questions/General Comments: | | |