

COVID-19 Feminist Response and Recovery Project Proposal Approved July 24, 2021



BPW Canada

September 2021-March 2024

BPW Canada: Women's Economic Empowerment – Five Point COVID Feminist Response and Recovery Project

2. Gender-based Inequities & Societal Vulnerabilities Revealed

- **Undervalued** women's contribution to the economy
 - "Essential work" – now COVID Heroes
 - Low wages, Part-time/No Benefits...
 - Women's Time Famine: burden of unpaid work, domestic work/child/elder care/home schooling
 - Lack of access to affordable quality child care
- **Underrepresentation / Overrepresentation**
 - UNDER: Trades, STEM, Boards, Leadership
 - OVER: Care & Service Economy, Retail, Travel
- **Equal Opportunity Myth-Busting**
 - Myths obscure the systemic and structural roots of gender inequality i.e. free choice vs. real barriers to inclusion and a work culture in which all can thrive
 - Leaky pipeline - qualified candidates
 - Leadership roles and on boards

1. WEE COVID Recovery Pivot

- Urgent need to pivot, reset and accelerate a targeted women's economic empowerment (WEE) strategy to counter the disproportionate impact of COVID on women i.e.
 - 100,000+ women left the workforce 10X that of men – women's participation rate at 30 year low
 - Care & service economy, retail, travel and SMEs hit hard
- Intersectional GBA+ & Gender-bias awareness
- A gender-based COVID-19 recovery strategy for the workplace requires expanded stakeholder engagement and strengthened partnerships built on an informed appreciation for the diverse lived experiences of all Canadian women.
- The time for bold innovative action is NOW!

5. Gender+ Analysis & Intersectional Approach

- All Canadians are a product of our history and hold biases based on our own intersectional identities and experiences
- Unconscious gender-bias challenge
- Awareness training & ownership to promote gender equality diversity and inclusion (**IDEAS-Inclusion, Diversity, Equality, Access, Solutions**)
- GBA+ Gender-based Analysis - workplace policies & practices
- Emphasis on structural and systemic change

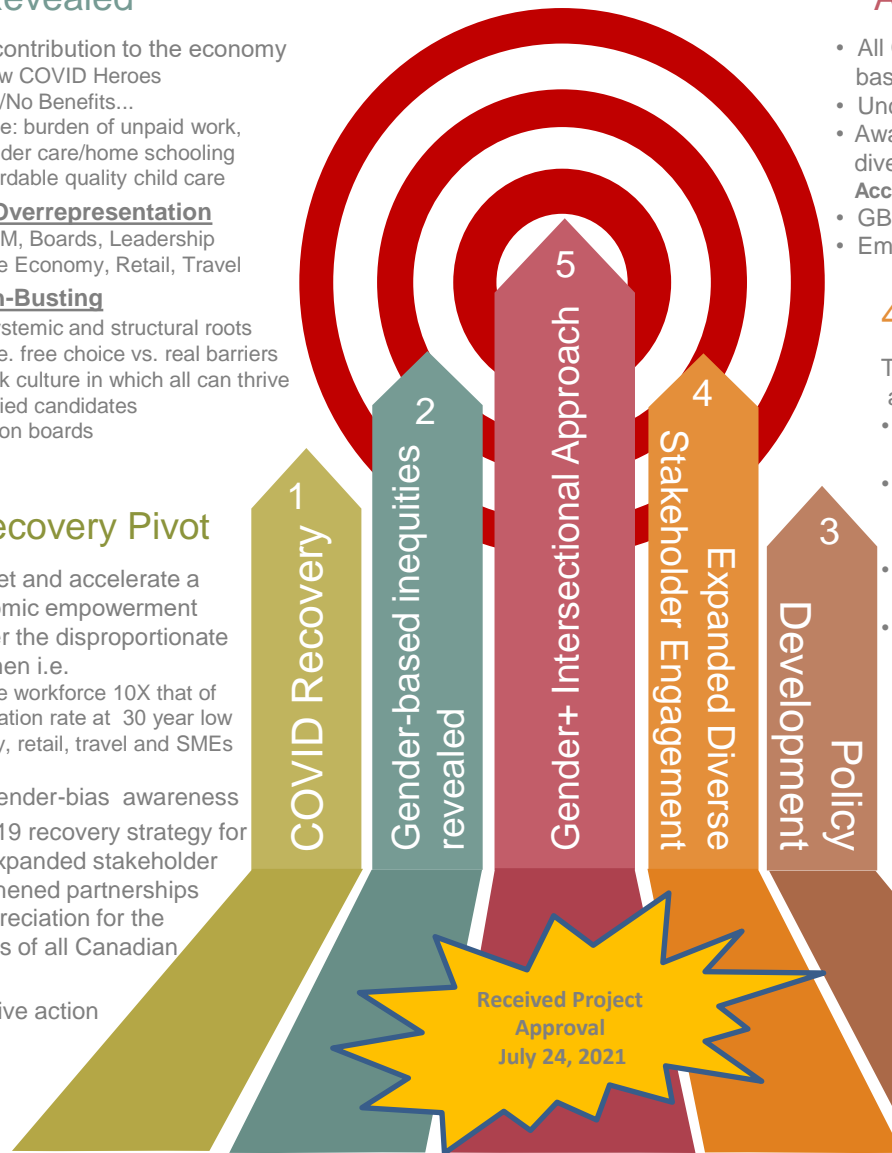
4. Expand Stakeholder Engagement

Targeted Outreach for Diverse & Inclusive (D&I) engagement and representation

- Emphasis on Business of all sizes- **↑ SMEs**, noting large corporations account for approximately 10% of the workforce
- Organizations promoting Gender+ Equality for all women+ and girls in all their diversity including cisgender, nonbinary & trans individuals (black, indigenous, people of colour)
- Government at all levels & all stripes working together to accelerate solutions for structural and systemic inclusion
- Cross-stakeholder collaboration in partnerships for gender+ equality, diversity and inclusion in the workplace, marketplace and community

3. Policies & Practice

- Systemic change through workplace policies & practices promoting gender equality, Diversity and Inclusion
- Giving a voice/seat at the table for those most affected by proposed workplace policy changes i.e. to promote diverse & inclusive representation, equal opportunities, leadership and on boards and valued contribution-equal pay, living wages/benefits & flexible work arrangements
- Promote GBA+/measurement guidelines underway (Standards Council of Canada & WAGE)



BPW Canada: Draft Timeline 2022-2024

Women's Economic Empowerment IDEAS & Recovery Project

Pre-Project Fall 2021

Project Steering Committee

- Diverse representation regional, work and lived experience
- Women's Economic Empowerment COVID Recovery Planning
- GBA+ & Gender Bias Training for the BPWC Board and Project Steering Committee

Coordinator Hire Feb – Mar 2022

On boarding

- Contract, work arrangement & resource allocation
- Project fundamentals
- Work Plan review/refinement & ongoing project management
- Tech Support: Online Community, Social Media, Web Conferencing and Collaborative Training Forums etc.
- Initiate outreach and data collection strategy to cultivate diverse & inclusive engagement of project Partners and Stakeholders

Innovative IDEAS Challenge July 2022 – Feb 2024

Promote/Host Gender Equality+ Innovation Events

- Online webinars, training, panels, fireside chat, podcasts and local in-person community building events
- Social media Gender Equality & IDEAS Innovation Challenge
- Celebrate & accelerate recovery through aligned IDEAS solution building i.e. 50 -30 Challenge, WEPs, SDGs, and Generation Equality Commitment Makers initiatives
- Promote partnerships among diverse organizations to support the inclusion of racialized, black Indigenous and/or "Aboriginal" Peoples, People of Colour ("Visible Minorities"), Persons living with disabilities (including visible and episodic disabilities) LGBTQ2S+ and/or gender and sexually diverse individuals
 - Policy co-creation/forums for systemic change

Community Events Aug 2022 – Dec 2024

Partnerships for Equality Community - Building Events

- Community Event-Aug 12,22 Toronto
- Additional events scheduled in communities across Canada as partnerships are formed in the targeted (5 Regions)
- Celebrate, Share & Co-create Innovative solutions for the workplace, marketplace and community

WE IDEAS Online Community Recovery Platform April – June 2022

Pivot CCEW website to an online Women's Empowerment & Recovery Platform for Gender+ Inclusion, Diversity, Equality & Access Solutions (IDEAS)

- Engage expanded diverse community organizations, business of all sizes and government at all levels in a gender-focused recovery platform to:
 - Build partnerships for gender equality, diversity & inclusion (IDEAS)
 - Webinars, Panel Discussions, Forums, Policy Development etc.
 - Promote understanding and awareness
 - Shared diverse experiences & best practices
 - GBA+ and Gender-bias & Intersectionality awareness training
 - Inspire innovative systemic cross-sector solutions
 - Inclusive work place policies & practices
 - Government supports/programs/incentives

Recruitment Jan 2022

Recruitment Strategy

- Coordinator job description, skills, attributes, knowledge, experience aligned with core project values
- Posting/screening
- Interview Panel Preparation
- Candidate Interviews and selection

Project Transition & Sustainability Oct 2024 – Dec 2024...

Recovery Project Momentum & Sustainability

- Project outcomes and priority recommendations
- Develop and implement project transition strategy to sustain and promote ongoing accelerated progress to achieving gender equality diversity and inclusion in Canada (IDEAS)
- Determine Stakeholder/Partner Needs and desire for Ongoing Key Priorities & Commitments
- Strategies for Sustained Momentum and Partnerships
- Avenues for Ongoing Policy Development & Systemic Change in the Workplace, Marketplace and Community
- BPW Canada Standing Committee for Women's Empowerment through Inclusion, Diversity Equality, and Access Solutions (IDEAS)



Next Steps

- Meeting with assigned government project manager to sign and explore contractual requirements
- More details on requirements going forward will be issued through Mailchip - end of August
- Save the Date for club representatives/interested members to attend webinar to Learn More
 - Sept 29th, 2021- 8 pm EDT
- Clubs asked to submit a club representative to doris.empowerment@ccew.ca
- Project Committee will be finalized at end of September to ensure regional representation and diversity that considers intersectionality and inclusion
- GBA⁺ and Bias and Myth Busting Training to follow