

WE COMMIT ACTION GUIDE

BACKGROUND:

This #WeCommit practical guide provides examples of actions companies, business associations, chambers of commerce and beyond can take to show support for and commitment to implementing the Women's Empowerment Principles (WEPs) and advancing gender equality in the workplace, marketplace and community.

Examples of activities to promote the WEPs:

IF YOU ARE A...

POTENTIAL SIGNATORY: **CONSIDER**

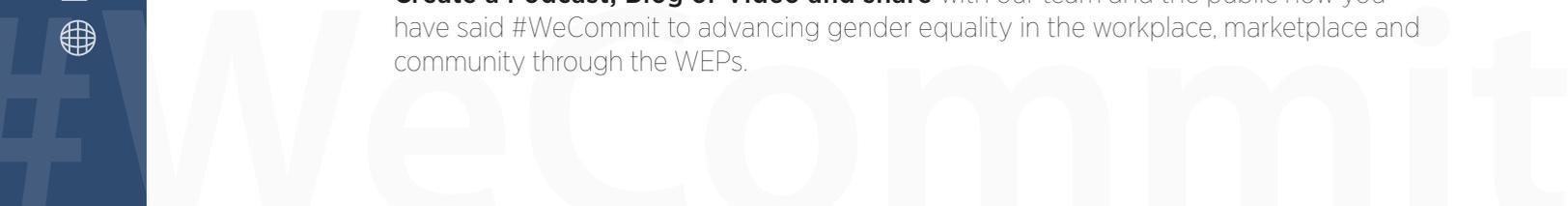
- ✓ **Gain awareness** of the WEPs and garner senior internal support for signing.
- ✓ **Familiarize yourself** with the WEPs resources and tools.
 - Start with the WEPs [brochure](#) and [video](#).
- ✓ **Follow us on social media** at [@WEPrinciples](#) and stay updated with the latest stories about the WEPs community with #WEPs.

POTENTIAL SIGNATORY: **SIGN**

- ✓ **Sign** the [WEPs CEO Statement of Support](#) and submit your WEPs application at [weps.org/join](#).
(NOTE: Your company will only be considered a WEPs signatory the moment your application is approved.)

SIGNATORY: **ACTIVATE**

- ✓ **Create your [Company Profile](#)** on [weps.org](#).
- ✓ **Communicate your commitment:**
 - Download the [WEPs Welcome Package](#).
 - Create your CEO Quote Card.
 - Share and say **#WeCommit** to the WEPs on social media and your networks.
(Don't forget to tag us on Twitter [@Empower_Women](#) and [@WEPrinciples](#) and on Facebook [@EmpWomen](#).)
 - Send out a press release to let others know about your commitment to the WEPs.
(TIP: You can use the template found in the WEPs Welcome Package.)
- ✓ **Take the [Gender Gap Analysis Tool](#)** to self-assess your gaps and learn about opportunities to improve gender equality in your workplace, marketplace, and community.
- ✓ **Include text and logo below** on your organization's website and other materials in line with the [WEPs logo policy](#).
- ✓ **Create your company [case study](#)** to be published on WEPs website, highlighting progress in the implementation of one (or more) of the seven Principles.
- ✓ **Organize a presentation or webinar on WEPs** to your organization/group, led by a member of the WEPs Secretariat at UN Women.
- ✓ **Host an event to showcase** good practices and policies for women's empowerment in the workplace, marketplace and community and encourage your stakeholders to join.
 - **Create a Podcast, Blog or Video and share** with our team and the public how you have said #WeCommit to advancing gender equality in the workplace, marketplace and community through the WEPs.





SIGNATORY: **ENGAGE**

- ✓ **Activate your business partners, vendors and suppliers** to sign the WEPs with the view to foster gender-responsive and inclusive value chains..

NOT ELIGIBLE TO SIGN THE WEPs: **PROMOTE**

- ✓ **Join as one of our Allies** to embrace the WEPs framework for dialogue and action and stay committed to gender equality and women’s empowerment.
- ✓ **Share #WeCommit messages on social media** and help us spread the world.
- ✓ **Actively recruit new WEPs Signatories** and help them say #WeCommit.

Sample text for website:

The Women’s Empowerment Principles (WEPs) offer guidance to companies on how to promote gender equality and women’s empowerment in the workplace, marketplace, and community. The WEPs platform offers the private sector a global network of like-minded companies and guidance on advancing gender equality and women’s empowerment in the workplace, marketplace and community. The WEPs were jointly established by UN Women and the UN Global Compact and are grounded in international labour and human rights standards. The WEPs also reflect a growing recognition that businesses have a stake in, and a responsibility for, gender equality and women’s empowerment.

The WEPs bring together stakeholders to raise awareness and implement business practices that empower women, including in the context of the 2030 Agenda for Sustainable Development and the Sustainable Development Goals. Goal 5 promotes gender equality and women’s empowerment and Goal 8 promotes sustained, inclusive and sustainable economic growth, full and productive employment and decent work for all. The European Union has invested in making the WEPs a reality through three programmes across the globe: [WE EMPOWER—G7, Win-Win](#) (Latin America and the Caribbean), and [WeEmpowerAsia](#).

Logo:

The “In Support of” logo may be used by the WEPs signatories for promotional activities aimed at increasing awareness of the WEPs and provided that it aligns with the [WEPs logo policy](#) and that you have completed [the logo use agreement](#). It should be clear that its main purpose of using the logo is to support the mandate of UN Women, UN Global Compact and the WEPs. See ‘Logo Usage [Guidelines](#)’ for further details.

In support of

**WOMEN’S
EMPOWERMENT
PRINCIPLES**

Established by UN Women and the
UN Global Compact Office

Learn more about the WEPs at:

- Website:** weps.org
- E-mail:** weps@unwomen.org
- Twitter:** [@WEPrinciples](https://twitter.com/WEPrinciples)



Funded by the European Union



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