



BPW Canada WEPs Journey

Began in 2010.....



Linda Davis

President - BPW Canada 2018-2020
The Canadian Federation of Business
and Professional Women



Doris Hall

Past President - BPW Canada 2010-2012
BPW Canada WEPs Chair 2012-2020

(Thought starter) - 35 seconds....

Linda Davis.... as BPW Canada President, I am pleased to provide a brief statement about the history of BPW Canada's involvement with WEPs.

BPW Canada was introduced to the WEPs in 2010 at a BPW International Leadership Summit in NY.

The presiding President Doris Hall, at that time immediately recognized the game changing power of the Women's Empowerment Principles and the board adopted them as one of BPW Canada's Key Initiatives.

Although, our WEPs strategy has evolved over the past 10 years, we know that to move forward, post COVID -19, a re-commitment to the WEPs is more important than ever.

Next slide..

The BPW Canada/CCEW WEPs Partnership



 **empowerwomen**
MENTOR

Sheila Crook

Global Community Champion for
Women's Economic Empowerment

CCEW – Canadian Coalition to Empower Women
Women's Empowerment Coach

BPW Ontario WEPs Chair
BPW Canada Women's Empowerment Coach

Past BPW Ontario President
Past BPW Canada Secretary
Communications & Strategic Advisor



Linda Davis Thought Starter (25 seconds)

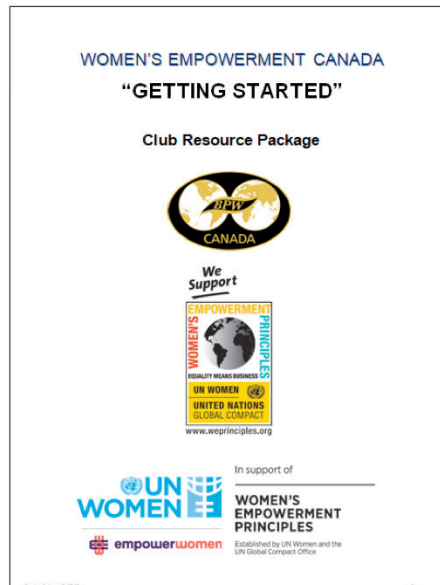
I am now honoured to introduce Sheila Crook, who will share how BPW Canada through our emerging partnership with the Canadian Coalition to Empower Women (CCEW) has leveraged the WEPS to date.

Sheila will also indicate how BPW Clubs across Canada today are well positioned to join the #WECommit campaign, sign the WEPs and ensure gender equality is embedded in our post COVID recovery strategy.

Next Slide

The BPW Canada / CCEW WEPs Journey

- BPW Canada Relationship Building with Government Representatives
- WEPs Web-training
- BPW WEPs Advocate Insights
- Spearheaded the CCEW



Thought Starters (1.40 minutes) Thanks President Linda.

BPW Canada **began their WEPs journey** by introducing the **7 Principles to the government representatives** with whom we had already **established relationships**.

We met with Rona Ambrose the Status of Women Minister with the Conservative government of the day, and at the same time reached out to each of the opposition parties Women's Issues Critics.

Over the years we ensured that **we met with each new minister** up to the **current Liberal government Minister, Maryam Monseff**.

We are confident that this perseverance and consistent messaging on the importance of the **WEPS and women's empowerment**, helped to advance the **gender equality agenda** in Canada.

Examples of progress include the Canadian Government;

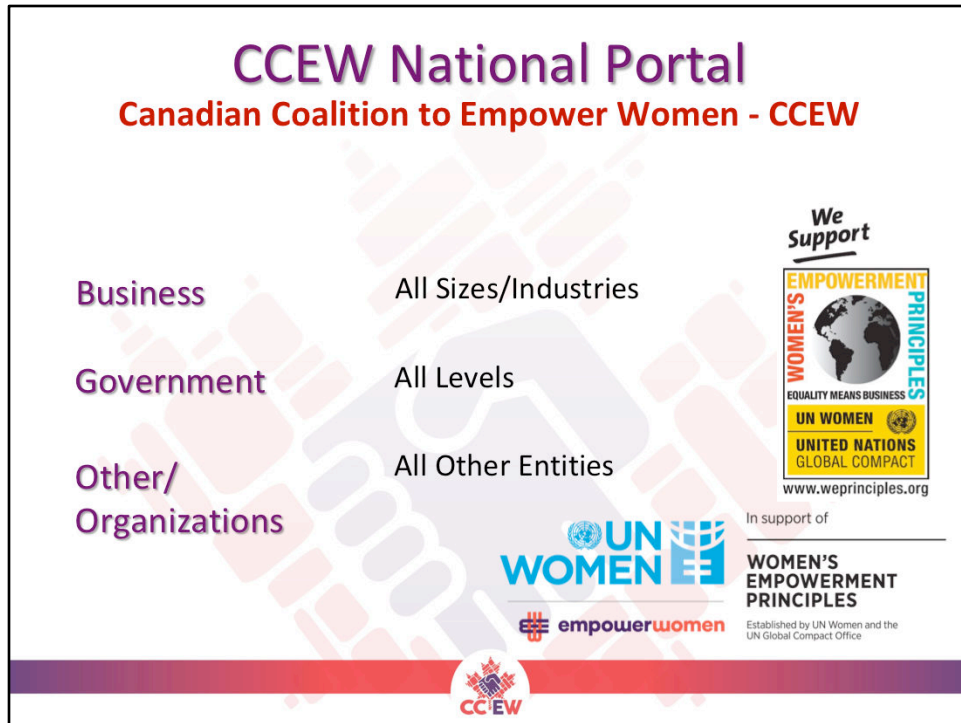
- Providing **seed funding** for what is today the **empowerwomen.org** online platform, Installing the **first Gender Parity Cabinet**, they
- Created a **Women and Gender Equality Department**, Presented the **first Gender-based Budget**
- Passed **Federal Pay Equity legislation** and Proclaimed an **annual Gender Equality Week** in Canada in **September**
- Recent **appointment of Chrystia Freeland Deputy and Finance Minister**

To Support our Clubs, BPW Canada created a **series of educational webinars to develop a team of Women's Empowerment Advocates** within our network of clubs across Canada. Understanding of course that the extensive resources and training materials now available through the UN Women WEPS secretariat, **were not available at the time**

In very short order, this dedicated team of WEPs advocates discovered the importance of engaging a broader group of stakeholders to advance gender equality.

BPW International **coordinated an exploratory meeting** with UN Women and Global Compact, where **we secured support for a broadened Canadian WEPS initiative**.

Spearheaded by BPW Canada the vision for the **Canadian Coalition to Empower Women CCEW** was born.



Thought Starter (30 seconds)

The CCEW was initially designed to **promote awareness** and provide **all stakeholders the opportunity to declare their support** for **Gender Equality** and the **WEPS by signing the CCEW Statement of support**. (which was a mirror document to the UN CEO WEPs statement of Support)

- **Businesses of all sizes,**
- **Governments at all levels** and a
- **third Sector that included all Other/Organizations** or **Entities** that did not fall within the **Business or Government** categories.
- Were introduced to the benefits of the WEPs



20 seconds.

We are thrilled that today **all of the CCEW Businesses and BPW Clubs** who had **signed the CCEW Statement of support** can now officially sign the **WEPs**.

This past week the **CCEW issued a special COVID 19 communication** to these signatories. We **thanked them for their pre COVID-19 support, invited them to continue their commitment during our recovery phase and to formally sign the UNWEPs**.

CLICK next slide

Canadian Coalition to Empower Women - CCEW

"Building Partnerships for Equality"

CONNECT Use the Global WEPs & Sustainable Development Goals

ENGAGE All stakeholder groups
(Business, Government, Organizations)

EMPOWER

- Awareness Campaigns
- Best Practice Sharing
- Promotion
- Recognition / Awards
- Community Building Events

We Support



SUSTAINABLE DEVELOPMENT GOALS

UN WOMEN

#empowerwomen



Thought Starter (40 seconds)

Today the CCEW supports our signatories beyond their signing moment to help Build Partnerships for Equality by

CONNECTING and **ENGAGING** all stakeholder groups across Canada ...to effectively **Leverage** both the **Women's Empowerment Principles** and the **17 Sustainable Development Goals** to advance gender equality in Canada.

We **EMPOWER** our Stakeholders - by **promoting - Awareness campaigns , Best practice sharing**, and supporting **Recognition/Awards and Community Building events**.

BPW Bowmanville and BPW London have both hosted Women's Empowerment Community Events.

London is now in the process of establishing a Community based **Coalition to Empower Gender Equality**.

Next Slide



40 seconds

All of the CCEW partners including BPW Canada clubs can promote their events and access a wide range of targeted resources on the ccew website,

Just a few Examples include.

A Guide for Launching a National Women’s Empowerment Strategy, 3rd edition of The Women’s Empowerment Community Engagement Guide, and host of Webinars, Sample Event Programs, Training Materials with direct links to our global partners are available in this one location...

We know that BPW Clubs around the world are exploring how they will operate in the new normal post COVID world.

At the very least, for the moment, community building events and outreach activities will need to adapt.

Digitizing awareness campaigns and creating collaborative virtual solution building opportunities is certain to be the way of the future.



40 minutes

BPW Canada’s post COVID strategy will include **re-embracing the WEPS**. We know that **our clubs CAN maintain their community standing as leaders for gender equality by leveraging the power of the WEPs and engaging in the #WECommit digital campaign**.

Across the rest of **2020 and into 2021 the CCEW and BPW Canada** will support our **clubs in signing the WEPs**, and **invite our club members who own business, and businesses in our communities to also sign the WEPs and deepen their commitment to gender equality**.

As reinforced today by the UN Secretary General – we know that building collaborative relationships with businesses, organizations and government at all levels, in our communities is how we will ensure that we **“build – back – better,”** a stronger, and more inclusive Canada.

Working together - Gender Equality can be a reality in Canada and around the World. **#WeCommit hope you do To!**

Thank you.