

Women's Empowerment Principles (WEPs) In a Post-COVID World



*“Our Journey to advance Gender
Equality, Diversity and Inclusion”*

BPW UK – April 24, 2021

**WOMEN'S
EMPOWERMENT
PRINCIPLES**

Established by UN Women and the
UN Global Compact Office





BPW Canada WEPs Journey

2010-2021 and beyond...



Doris Hall

**BPW Canada
Past President 2010-2012**

**BPW Canada WEPs Chair 2012-2022
CCEW Cofounder: Canadian Coalition to
Empower Women (CCEW.ca)**



Sheila Crook

**Global Community Champion for
Women's Economic Empowerment**

**BPWC Women's Empowerment Coach
CCEW Cofounder: Canadian Coalition
to Empower Women (CCEW.ca)**

Let's Explore the WEPs?

Connect ~ Engage ~ Empower



[View WEPs Video](#)

7 PRINCIPLES

LEADERSHIP

FAIR & NON-DISCRIMINATORY

HEALTH – SAFETY & WELL-BEING

TRAINING CAREER ADVANCEMENT

SUPPLY CHAIN & MARKETING

COMMUNITY INITIATIVES &
ADVOCACY

TRANSPARENT MEASUREMENT &
REPORTING

Principle 1



Establish high-level corporate leadership for gender equality.

Principle 2



Treat all women and men fairly at work– respect and support human rights and nondiscrimination.

Principle 3



Ensure the health, safety and well-being of all women and men workers.

Principle 4



Promote education, training and professional development for women.

Principle 5



Implement enterprise development, supply chain and marketing practices that empower women.

Principle 6



Promote equality through community initiatives and advocacy.

Principle 7



Measure and publicly report on progress to achieve gender equality.

Our Journey Begins....

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

WOMEN'S EMPOWERMENT CANADA

"GETTING STARTED"

Club Resource Package



*We
Support*



www.weprinciples.org



In support of

**WOMEN'S
EMPOWERMENT
PRINCIPLES**



Established by UN Women and the
UN Global Compact Office

CCEW National Portal

Canadian Coalition to Empower Women - CCEW

Business

All Sizes/Industries

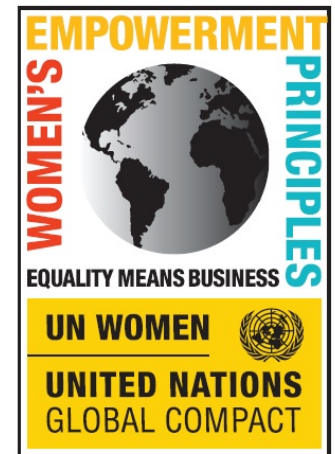
Government

All Levels

Other/
Organizations

All Other Entities

*We
Support*



www.weprinciples.org



In support of

**WOMEN'S
EMPOWERMENT
PRINCIPLES**

Established by UN Women and the
UN Global Compact Office

Canadian Coalition to Empower Women - CCEW

“Building Partnerships for Equality”

CONNECT

Use the Global WEPs &
Sustainable Development Goals

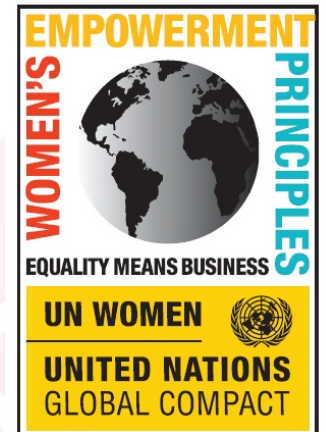
ENGAGE

All stakeholder groups
(Business, Government, Organizations)

EMPOWER

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

**We
Support**



www.weprinciples.org

**SUSTAINABLE
DEVELOPMENT GOALS**

**UN
WOMEN**

empowerwomen



Women's Empowerment Events

"Building Partnerships for Equality"

Panellists represent a cross-section of London industries:



Sandy Kirkwood-Pearce,
CGA, CPA, LPA
Partner, Chief Operations
Officer
Baker Tilly Trillium LLP (London)
Sandy's Bio



Andrew Crook
Managing Partner and
Broker
PC275 Realty Brokerage
Andrew's Bio



Melissa McInerney
CEO & Chief Creative
Officer
tbk
Melissa's Bio



Courtney Hance
President
The Branding Firm Inc
Board President
London Chamber of
Commerce
Courtney's Bio

Women's Economic Empowerment October 5, 2019, London, ON



EVENT PHOTOS

PANELLISTS

FACILITATOR/EMCEE

SPONSORS

Special Guest:



**Stephanie Dei, UN National
Coordinator**
UNWomen WeEmpower
Stephanie's Bio

Community Engagement Workshop

Facilitator:

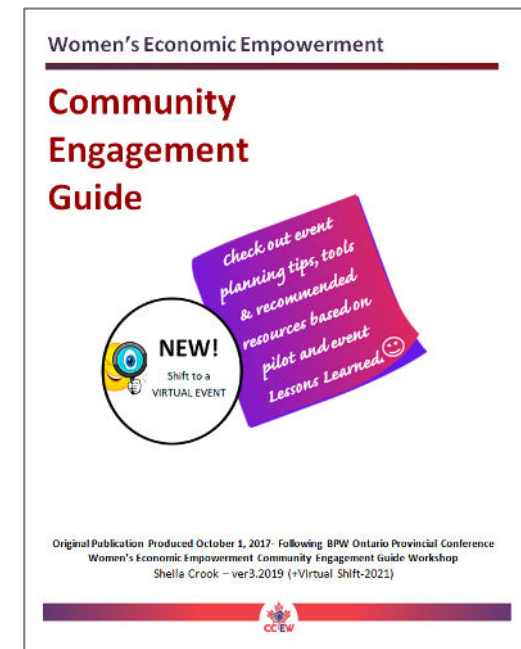
Sheila Crook
Global Community Champion/
Mentor for Women's Economic
Empowerment
Sheila's Bio

Event Emcee:

Doris Hall
Canadian Coalition to Empower Women
- Implementation Coach
Doris' Bio

Sponsors

The event was sponsored by BPW London, Canadian Coalition to Empower Women (CCEW), Women Offering Resources and Knowledge (W.O.R.K.), BPW Canada, Baker Tilly Trillium LLP and BDC. Also sponsored by Munn Conflict Resolution Services and SMC Performance Plus Consulting Services.



Have your Signing Moment posted to the Gallery!

The image shows a screenshot of a web browser displaying the Canadian Coalition to Empower Women (CCEW) website. The browser's address bar shows 'llery.html'. The website header includes the CCEW logo and the text 'CANADIAN COALITION TO EMPOWER WOMEN Partnerships for Equality'. The navigation menu has 'EVENTS' highlighted. Below the navigation, there are breadcrumb links: 'Home > Events > Events Gallery'. A sub-header reads 'Click on a photo to enlarge and view the full description.' There are three buttons: 'SIGNING MOMENTS >', 'EVENTS & MILESTONES GALLERY >', and 'UPCOMING EVENTS >'. The 'SIGNING MOMENTS' section is active, showing a list of organizations: 'Organizations Manitoba Ontario Saskatchewan Canadian Societies/Organizations'. Below this, there is a grid of six photos with captions: 'Elgin Business Women's Network', 'London Chamber of Commerce', 'National Council of Canadian Women', 'Canadian Women's Chamber of Commerce', and 'Canadian Federation of University Women (CFUW)'. A 'Manitoba' section is partially visible at the bottom left. A large yellow starburst with a blue outline is overlaid on the right side of the page, containing the text: 'CCEW signatories All Micro and Small/Med Enterprises and All BPW Clubs can now officially sign the UN WEPS!'. At the bottom right, there is a section for 'WEE Event Community Building Infographic' with a link to view and download the image. The Windows taskbar at the bottom shows the time as 12:39 PM on 2019-11-27.

llery - CCEW

llery.html

Electronics, Cars, Fa... Amazon.ca: Online... Sheila's Favorites (15) Sheila Crook Messenger Control Panel - BP... Draft Writing Site Solution spotlight... My meetings | GoT...

CANADIAN COALITION TO EMPOWER WOMEN
Partnerships for Equality

HOME WHO WE ARE OUR PARTNERS & SUPPORTERS **EVENTS** RESOURCES

Home > Events > Events Gallery

Click on a photo to enlarge and view the full description.

[SIGNING MOMENTS >](#) [EVENTS & MILESTONES GALLERY >](#) [UPCOMING EVENTS >](#)

SIGNING MOMENTS
[Organizations](#) [Manitoba](#) [Ontario](#) [Saskatchewan](#)
Canadian Societies/Organizations

Elgin Business Women's Network
London Chamber of Commerce
National Council of Canadian Women
Canadian Women's Chamber of Commerce
Canadian Federation of University Women (CFUW)

Manitoba

WEE Event Community Building Infographic
Click [here](#) or on infographic to view and download the image.

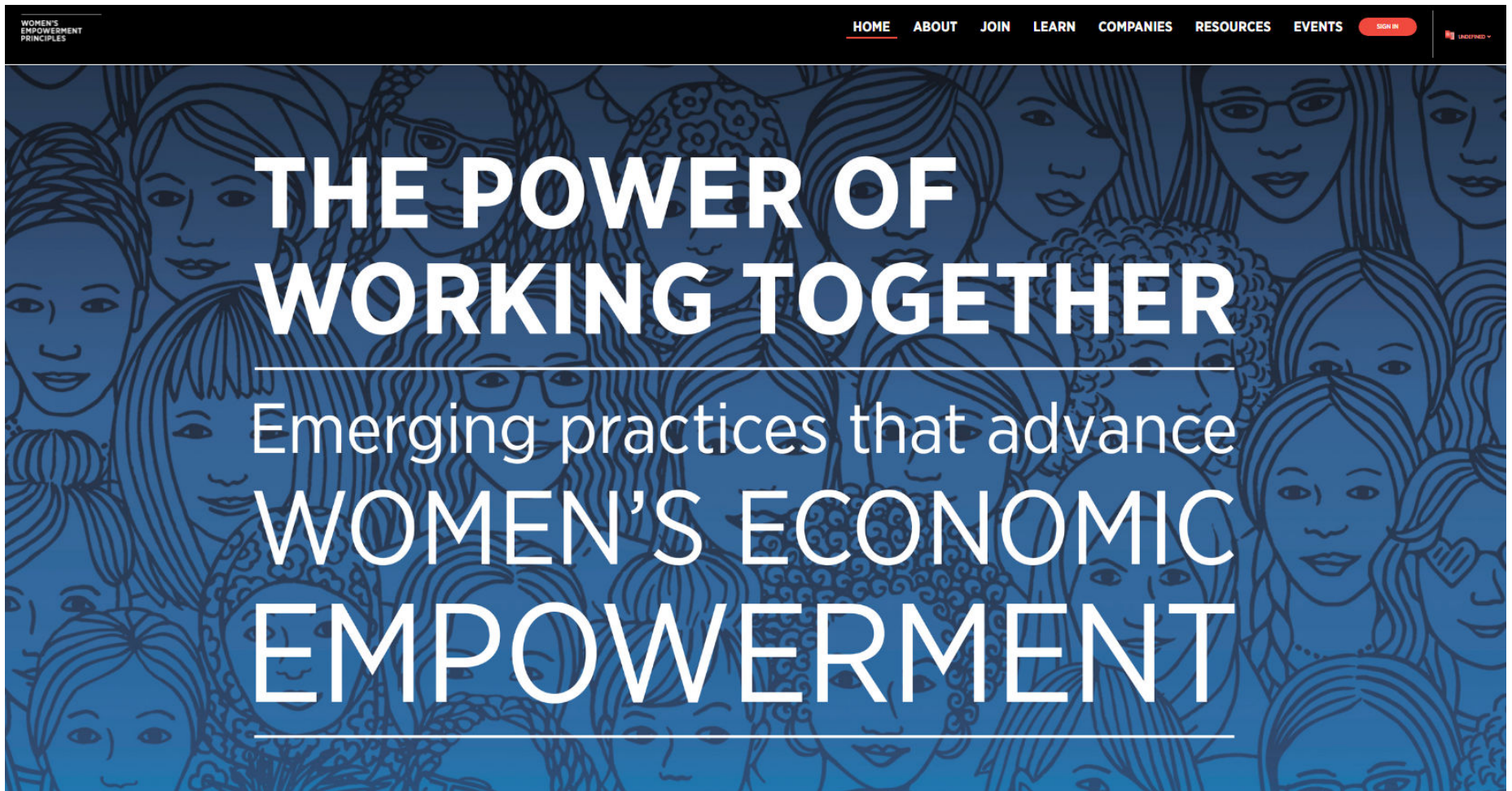
Women's Economic Empowerment Community Building
One Community at a Time

Women's New Ventures
Along & Beyond
Leadership Role
Women's Social Empowerment

**CCEW signatories
All Micro and
Small/Med
Enterprises and All
BPW Clubs can now
officially sign the
UN WEPS!**

12:39 PM
2019-11-27

The WEPs Today! @ www.weps.org



WOMEN'S
EMPOWERMENT
PRINCIPLES

HOME ABOUT JOIN LEARN COMPANIES RESOURCES EVENTS SIGN IN

**THE POWER OF
WORKING TOGETHER**

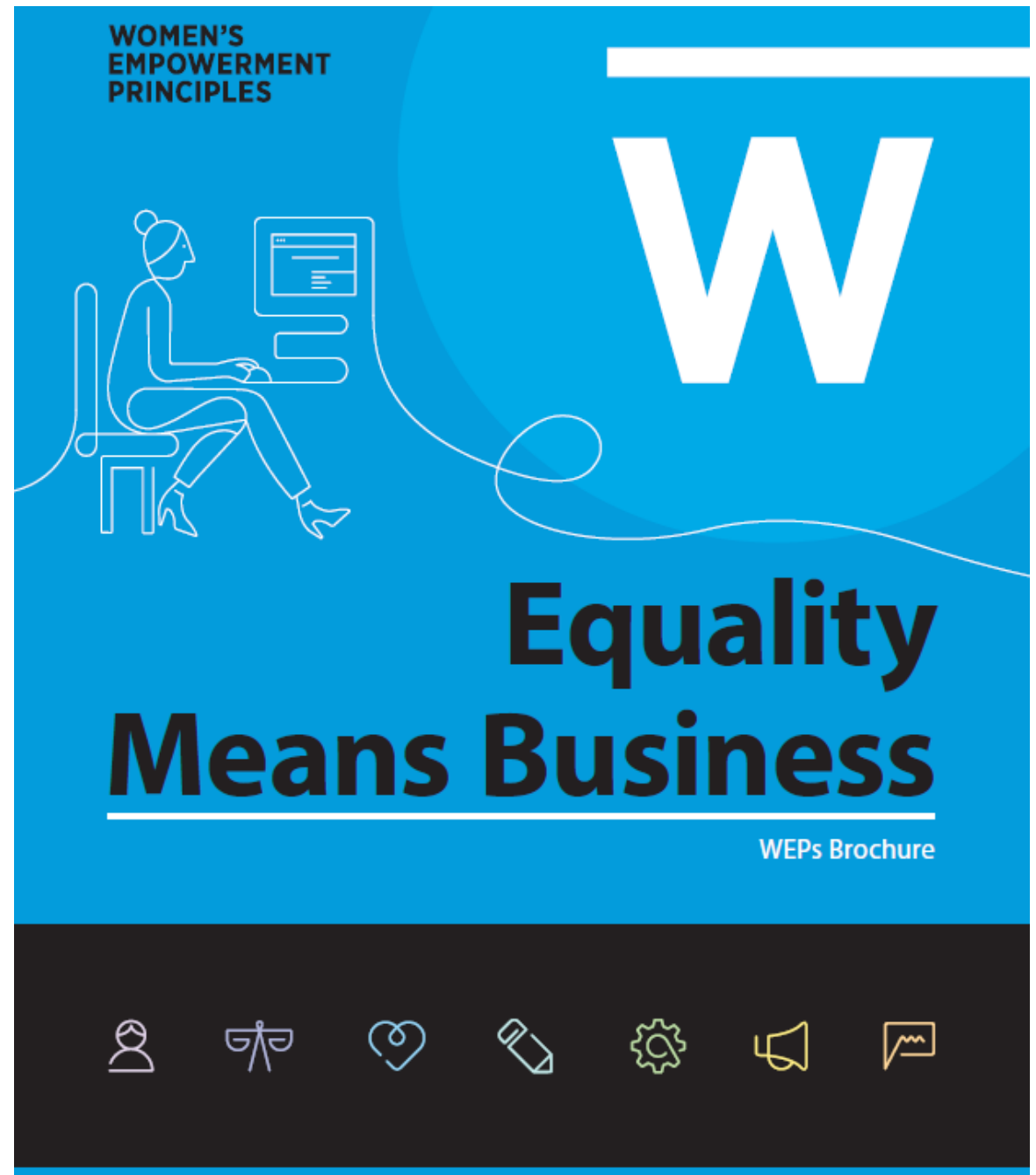
Emerging practices that advance

**WOMEN'S ECONOMIC
EMPOWERMENT**

The image shows a screenshot of the Women's Empowerment Principles (WEPs) website homepage. The background is a dark blue color with a pattern of white line-art illustrations of diverse women's faces. The main text is in white, bold, sans-serif font. At the top left, the text 'WOMEN'S EMPOWERMENT PRINCIPLES' is displayed in a smaller font. At the top right, there is a navigation menu with links for 'HOME', 'ABOUT', 'JOIN', 'LEARN', 'COMPANIES', 'RESOURCES', and 'EVENTS', followed by a 'SIGN IN' button. The main headline reads 'THE POWER OF WORKING TOGETHER' in large, bold letters, followed by a horizontal line and the text 'Emerging practices that advance'. Below this is another horizontal line and the text 'WOMEN'S ECONOMIC EMPOWERMENT' in large, bold letters.

Discover the Power of the WEPs

- New Brochure provides potential signatories everything they need to know about the WEPs...



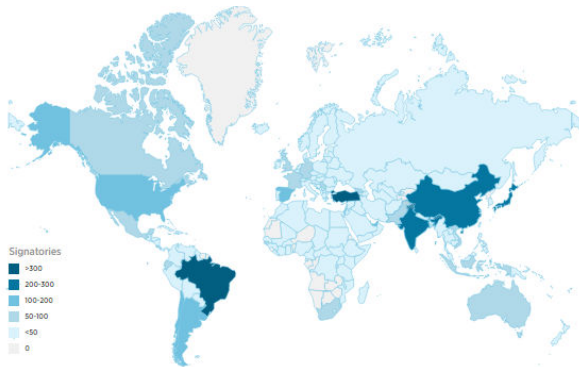
The WEPs Journey in Stages...



Brochure Review
Click [Active Link](#)

Join BPW International - Federations & Clubs Signing the WEPs

WEPs Signatories



Companies

4766 signatories
(as of April 15/2021)

11 Companies

- 11 BPW Federations/Clubs

Business & Professional Women (Valletta) Malta

Business Support Services | Europe and Central Asia | Malta | 22 February 2021

BPW Brampton

Business Support Services | Americas and the Caribbean | Canada | 16 November 2020

BPW London

Business Support Services | Americas and the Caribbean | Canada | 13 November 2020
[View Company Profile](#)

Business & Professional Women CR z.s.

Advertising | Europe and Central Asia | Czech Republic | 30 October 2020

National Federation of Business and Professional Women's Clubs, Inc.

Business Support Services | Americas and the Caribbean | United States of America | 02 October 2020

International Business and Professional Women Association (IBPW) - BPW Istanbul Club

Medical Services | Europe and Central Asia | Turkey | 25 September 2020
[View Company Profile](#)

Canadian Federation of Business and Professional Women

Business Support Services | Americas and the Caribbean | Canada | 17 July 2020
[View Company Profile](#)

Federación internacional de empresarias BPW Spain

Industrial Conglomerates | Europe and Central Asia | Spain | 01 September 2020
[View Company Profile](#)

BPW Bowmanville

Business Support Services | Americas and the Caribbean | Canada | 14 August 2020
[View Company Profile](#)

BPW Ontario - Business and Professional Women of Ontario

Business Support Services | Americas and the Caribbean | Canada | 08 August 2020
[View Company Profile](#)

International Federation of Business and Professional Women

Business Support Services | Global | Switzerland | 21 July 2020
[View Company Profile](#)



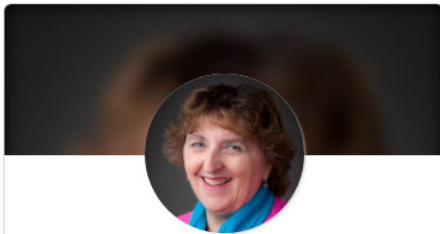
Gain Recognition & Credibility as a Champion for Women's Empowerment

WOMEN'S
EMPOWERMENT
PRINCIPLES

HOME ABOUT JOIN LEARN COMPANIES RESOURCES EVENTS SIGN IN

ENGLISH

Canadian Federation of Business and Professional Women - BPW Canada



Karin Gorgerat (F)

President - Canadian Federation of Business and Professional Women - BPW Canada

"For over 90 years BPW Canada has been dedicated to empowering women and to addressing the issues they face on a daily basis, as entrepreneurs, employers, employees, producers, suppliers, investors, consumers, mothers, caregivers, wives, and partners. We have embraced the WEPs since their inception in 2010 and now more than ever before women's empowerment and gender equality is critical to rebuilding a just and sustainable nation in the post-COVID-19 era."

General Information

WEPs signatory since 17 July 2020

201-500 employees

Baseline


Above 80% women employees.
Above 80% women at management level.
Above 80% women on boards/executive team/partners.

Industry

Business Support Services

Location

Canada, Americas and the Caribbean



Your profile tells business, government and other community leaders that you are a potential partner for gender equality!

Signing the WEPs @ www.weps.org

Join the WEPs

All businesses stand to benefit from gender equality and women's empowerment. 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. Support for the seven Principles has gathered global momentum - thousands of companies worldwide are now WEPs champions - and therewith also contribute to the Sustainable Development Goals.

Joining the WEPs network is straightforward: Download the CEO Statement of Support ([Arabic](#), [Chinese](#), [English](#), [French](#), [German](#), [Portuguese](#), [Russian](#), [Spanish](#), [Serbian](#), [Turkish](#)), have it signed by your company's CEO, and submit it with your application below.

Please consult the How to Complete the Application ([English](#), [French](#)) guidelines and follow the instructions for an easy and faster process.

You may also wish to consult our Frequently Asked Questions ([English](#), [French](#), [Japanese](#)).

To learn about the WEPs Journey, you may consult the WEPs Brochure ([English](#)).

Chief Executive Officer

First Name*

Last Name*

Gender*

Email*

Title*

Signed CEO Statement of Support*

Please upload a PDF of the signed CEO Statement.

[Upload requirements](#)

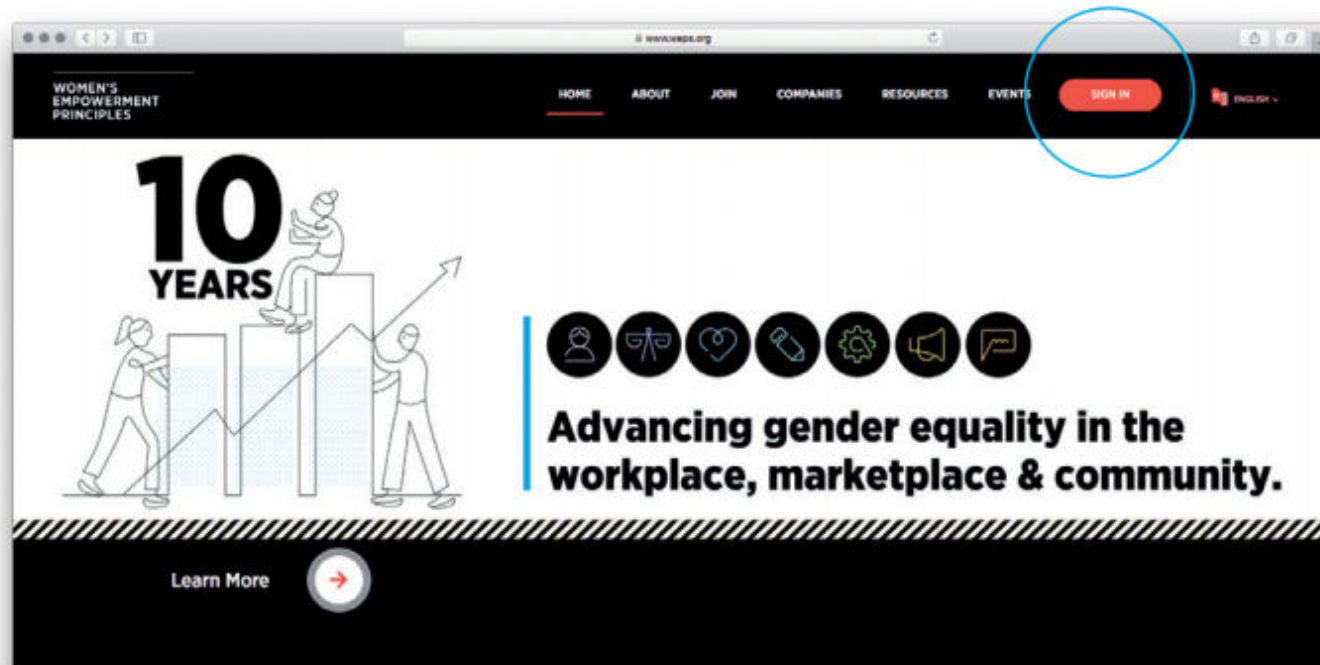
CEO Quote*

WEPs Guidance Note: Create your Company Profile Page - PDF

WOMEN'S
EMPOWERMENT
PRINCIPLES

WEPs GUIDANCE NOTE
How to Create a Company Profile Page

1. Go to weps.org and click 'Sign In' in the red box in the upper right corner.



BPW Canada Member: COVID Impact

BPW Canada Member Survey on COVID Impact

- 27% business owners, 31% employed full-time, 16% retired, 11% engaged in unpaid work at home, 8% part-time employment

During COVID:

- Family Care hours steadily increased
- 50% were working from home
- 13% chose to retire
- 1 member lost their job
- Gov't support/subsidies < 50% accessed a range of CERB/EI, Wage & Commercial Rent Subsidy, Tax remittance deferral, provincial supports...

Canadian Women's Diverse Pandemic Lived Experiences

- 100 thousand women have left the Canadian work force
- Compounding Intersectional identity inequities and systemic vulnerabilities revealed-disproportionate risk & impact

BPW Canada/CCEW: Intersectional Gender-based COVID Recovery Women's Economic Empowerment (WEPs) Pivot

2. Gender-based Inequities & Societal Vulnerabilities Revealed

- **Undervalued** 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
- **Representation: Under/ Over**
 - 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 men – women's participation rate at 20 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 Canadian women and girls.
- The time for bold innovative action is NOW!

5. Gender+ 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 (D&I)
- 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
- Business of all sizes, **SMEs**, recognizing large corporations account for approximately 10% of the Canadian workforce
 - Organizations promoting Gender+ Equality for all women+ (cisgender, nonbinary, trans individuals)
 - Government at all levels & all stripes working together to accelerate structural and systemic change
 - 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)
 - Accelerate momentum for tangible systemic change to advance gender equality and sustainable development in Canada





WEPs & COVID-19 Recovery Activities

Pivot to an Intersectional Gender-based WEPs Strategy

*Accelerate a targeted Women's Economic Empowerment COVID Recovery Plan
(Value – Representation – Equal Opportunity Myth Busting)*

Support Clubs, Member & Community Business Owners to Sign the WEPs & Create a Profile

Promote Benefits – Understanding – Best Practice Sharing

Build Multi-Stakeholder Collaborative Partnerships for Equality, Diversity and Inclusion in the Workplace, Marketplace and Community

Celebrate & Engage Virtually and through WEE Community Events & Initiatives

1

Leadership for Gender Equality

2

Fair & Respectful Treatment

3

Health & Safety Training & Development

4

5

Supply Chain & Marketing

6

Community Building

7

Progress Measurement

BPW UK COVID Impact & WEPs



Jo Kinsey: Moderator - OPEN DISCUSSION

The BPW UK – WEPs Journey...

Consider WEPs Clarity & Recovery

Explore

- Why join the WEPs Community?
- Benefits of:
 - Aligning BPW UK priorities with the WEPs & SDGs
 - Timely visibility & credibility
 - Having your signing moment
- Ways to use and implement the WEPs

Signing Moment Sign the WEPs

BPW UK Signing Moment

- Complete the Online Application
- Create your Profile Page
- Celebrate & Communicate your WEPs commitment
- Access/use UN WEPs Social Media Templates

Sustain Momentum Follow-up/Support

Recognize /Celebrate/Build Partnerships

- Showcase visionary leaders and cross-stakeholder collaboration: Business, Government & Community
- Build WEPs Partnerships to:
 - Advance gender equality, diversity & inclusion
 - Promote understanding and awareness
 - Host Webinars, Panel Discussion, Forums, Share Diverse Experiences & Best Practices
 - Promote Intersectional Gender-based Analysis and gender-bias awareness training
 - Inspire systemic cross-sector solutions
 - Inclusive work place policies & practices
 - Government supports/programs/incentives

Report Progress BPW International/UN WEPs

Promote Sharing Progress

- Encourage Signatories to share and report progress
- Update profile, share case studies and resources
- Nominate Signatories for UN WEPs, BPW Women's Empowerment or other related Awards



Activate Action Plan Putting the WEPs to Work

Develop & Activate your plan

- How the 7 Principles support your mandate & set short and long-term priorities
- Check out the WEPs Tools and Guidance Resources @ www.weps.org and empowerwomen.org
- BPW Canada & CCEW.ca

Engagement Members/Community

Engage and Develop Partnerships

- Invite members with businesses to sign the WEPs
- Invite members to help generate a list of potential stakeholders to reach out to i.e.
 - Member employers & business of all sizes
 - Government representatives at all levels
 - Community/Civil Society/Labour organizations
- Review and follow-up with UK WEPs signatories on WEPS.org

The WEPs Journey Not just about the Destination

Enjoy Your WEPs Journey

- Regardless if you are just learning about the WEPs or looking to consider how to best use them to advance gender equality and women's empowerment in your community the WEPs brochure outlines a detailed roadmap to getting the most from the WEPs.
- https://www.weps.org/sites/default/files/2021-03/WEPs_BROCHURE.pdf
- See links to additional supports provided contact info on BPW Canada and CCEW website and social media

BPW UK – Enjoy your Journey



Stay Safe!