

Women's Empowerment – Why Now?

A growing body of evidence is driving the business case for women's economic empowerment, diversity and inclusion in Canada and momentum is building as multiple cross-sector initiatives gain traction. Much has changed since The Canadian Federation of Business and Professional Women, (BPW Canada) was first introduced to The Women's Empowerment Principles (WEPs), a joint program by UN Global Compact and the United Nations Entity for Gender Equality and the Empowerment of Women (UN Women).

Based on lessons learned from the BPW Canada WEPs awareness campaign a broadened **Women's Empowerment Strategy** was created with the support of the UN Women and UN Global Compact Women's Empowerment Team. It was clear that government at all levels and business of all sizes in particular small business owners the economic engine in Canada could benefit from applying the women's empowerment guiding principles (WEPs). In addition, the expanded approach included reaching out to business associations, labour, civil society, MUSH organizations (municipalities, universities, colleges, schools and hospitals) and community service organizations. Building understanding and forming partnerships for equality across these organizations, with government and the private sector was deemed essential to create an inclusive and economically viable Canada.

The Canadian Coalition to Empower Women (CCEW)

Spearheaded by BPW Canada the CCEW was created to promote understanding and collaborative partnerships across stakeholders committed to advancing gender equality.

Today the emboldened WEPs seven steps are joined by a host of emerging global and national initiatives to provide companies, government and civil society guiding principles, tools and resources to empower women in all their diversity in the workplace, market place and community.

For a better post-COVID world the CCEW and BPW Canada has elevated its collective efforts to accelerate our recovery. As a Generation Equality Commitment Maker, and supporter of the national 50-30 Challenge, we recognize the power of these initiatives and continuing to leverage the seven WEPs Principles to achieve the 17 Sustainable Development Goals (SDGs).

We are pleased to bring together the **innovative private sector** with **visionary labour and community organizations** and **government leaders** to build sustainable economies, establish more stable and just societies and improve the quality of life for all women, men and their families in communities across Canada.

All stakeholders are invited to build local, provincial and national partnerships for collaborative sustainable business practices and inclusive community development. These partnerships promote the benefits of Inclusion, Diversity, Equity, Access and Solutions (IDEAS) for gender equality through [signing moments](#), recognition and award events, sharing best practices and hosting Women's Economic Empowerment Community Building initiatives.

To learn more, check out the tools and resources on the [CCEW.ca website](#). Explore the [WEPS](#), [UN Women's empowerwomen.org](#), [Generation Equality](#), [Global Compact Network Canada](#) and national [50-30 Challenge](#).

