

# Women's Empowerment – Why Now?

A growing body of evidence is driving the business case for Women's Empowerment and momentum is building as multiple cross-sector changes are gaining traction. The Women's Empowerment Principles (WEPs) were introduced by UN Global Compact and the United Nations Entity for Gender Equality and the Empowerment of Women (UN Women). The WEPs seven steps provide companies, government and civil society a set of principles to empower women in the workplace, market place and community.

Introduced to the WEPs through the International Federation of Business and Professional Women, the Canadian Federation of Business and Professional Women, (BPW Canada), recognized the power of the Women's Empowerment Principles and developed a series of webinars to create a team of Women's Empowerment advocates within its network of clubs across Canada.

## The Canadian Coalition to Empower Women (CCEW)

Based on lessons learned from the WEPs awareness campaign and following discussions with the UN Women and UN Global Compact Women's Empowerment Team, it was determined that broadening the outreach and promotional efforts beyond the UN WEPs CEO focus on medium and large corporations could accelerate our efforts. Expanding the benefits of applying the seven principles to include small business owners, civil society and MUSH organizations (municipalities, universities, colleges, schools and hospitals) as well as labour, business associations, community service organizations, and governments at all levels is key to creating a culture that promotes gender equality through women's economic empowerment.

BPW Canada spearheaded the establishment of the CCEW to promote collaborative partnerships across all stakeholders interested in advancing gender equality. Women's Economic Empowerment and gender equality is imperative 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 our Nation.

Today the CCEW recognizes the power of leveraging the seven WEPs Principles to achieve the 17 Sustainable Development Goals (SDGs). By bringing together the **innovative private sector** with **visionary community organizations** and **governmental leaders**, gender equality and inclusive diversity will be achieved in Canada. This work encourages all stakeholders to build local, provincial and national partnerships for collaborative sustainable business practices and inclusive community development. These partnerships promote the benefits of 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 many tools and resources on the [CCEW.ca website](#) and explore the [UN Women's empowerwomen.org](#) and [Global Compact Network Canada](#) platforms.

The infographic features a central list of seven principles on a light yellow background. To the right, there is a vertical banner with the text 'We Support' at the top, followed by 'WOMEN'S EMPOWERMENT PRINCIPLES' in large letters, a globe icon, and logos for 'UN WOMEN' and 'UNITED NATIONS GLOBAL COMPACT'. At the bottom of the infographic is the 'empowerwomen' logo.

**WOMEN'S EMPOWERMENT PRINCIPLES** EQUALITY MEANS BUSINESS

- 1** Establish high-level corporate leadership for gender equality.
- 2** Treat all women and men fairly at work – respect and support human rights and nondiscrimination.
- 3** Ensure the health, safety and well-being of all women and men workers.
- 4** Promote education, training and professional development for women.
- 5** Implement enterprise development, supply chain and marketing practices that empower women.
- 6** Promote equality through community initiatives and advocacy.
- 7** Measure and publicly report on progress to achieve gender equality.

empowerwomen

SUSTAINABLE DEVELOPMENT GOALS

Connect – Engage – Empower



# Women's Empowerment Principles - Equality Means Business



Learn how the Women's Empowerment Principles are being used to advance women's economic empowerment and closing the gender wage gap in Canada and around the world. Make notes beside the principles that resonate with you. Consider how you can use the various principles to advance and empowering women within your community and sphere of influence.

<b>Women's Empowerment Principle</b>		<b>Comments/Opportunities</b>
		Putting the 7 principles to work in business, labour, civil society and government – join our collaborative journey toward gender equality and sustainable development.
1	<b>Establish high-level corporate leadership for gender equality</b>	
2	<b>Treat all women and men fairly at work – respect and support human rights and non-discrimination</b>	
3	<b>Ensure the health, safety and well-being of all women and men workers</b>	
4	<b>Promote education, training and professional development for women</b>	
5	<b>Implement enterprise development, supply chain and marketing practices that empower women</b>	
6	<b>Promote equality through community initiatives and advocacy</b>	
7	<b>Measure and publicly report on progress to achieve gender equality</b>	
<b>Questions/General Comments:</b>		