



## Benefits to Signing the WEPs and Canadian Coalition to Empower Women Statement of Support

**Be an Industry Leader:** Higher performance indicators are reported by companies that cultivate a culture that respects and values the rich diversity of ideas and talents of both men and women across all levels of their organization.

Research in Europe, Canada and the United States suggests, for example, that companies with several senior-level women tend to perform better financially. Hiring and retaining women at all levels also expands an organization's pool of talent at a time when shortages are reported throughout industries.

The top-ranked companies on measures of organizational performance tend to have operating margins and market caps more than twice as high as those of the lower-ranked ones.

Companies with three or more women in top-management positions achieve higher scores for each criterion of organizational effectiveness than do companies with no women at the top.

\* McKinsey and Catalyst demonstrate the business case for a Women Empowered workplace.

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**Be an Employer of Choice:** Attract and retain the best talent by demonstrating that you provide all employees in your organization an equal opportunity for advancement, to engage in meaningful work and participation in important decision making.

Leverage the competitive advantage of the seven women's empowerment principles with your customers, suppliers and community.

Promote your commitment to creating an empowering workplace on your website, in recruitment or marketing and promotional material.

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**Celebrate Your Empowerment Endeavours:** Signatories to the Women's Empowerment Statements of support can honour employees and recognize progressive policies and practices through internal achievement awards and acknowledgement in their annual report. Leadership Awards are also presented to businesses and organizations who demonstrate their commitment to the advancement of women.

Annual WEPs Leadership Awards presented by UN Global Compact and UN Women in conjunction with the Commission on the Status of Women in New York – since 2013.

BPW Canada – National Women's Empowerment Signing and Recognition Events – Women's Empowerment Leadership Awards at National Convention every two years

Catalyst Annual Leadership Awards

Check out the UN Women-Empower Women online movement for Women's Economic Empowerment @ [www.empowerwomen.org](http://www.empowerwomen.org)

To learn more contact [empowerment@ccew.ca](mailto:empowerment@ccew.ca)

