Women’s Economic Empowerment

Community Engagement Guide

Produced in follow-up to the BPW Ontario Provincial Conference Workshop “Women’s Economic Empowerment Community Engagement Guide”
Sheila Crook - October 1, 2017
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**Acknowledgement/Resource References**
A growing body of evidence continues to drive the business case for Women’s Economic Empowerment. Momentum is building as multiple cross-sector change makers across the globe 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, 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.

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 much could be gained by broadening our outreach and promotional efforts. Expanding the benefits of exploring and applying the seven principles to small business owners, civil society, MUSH organizations (municipalities, universities, colleges and hospitals), labour, business and service organizations, and to government at all levels was deemed essential to advance women’s economic empowerment in Canada.

BPW Canada has stepped up to spearhead the establishment of the Canadian Coalition to Empower Women to promote collaborative partnerships between all stakeholders interested in advancing equality between women and men and girls and boys. Women’s Economic Empowerment and gender equality is an imperative to build strong economies, establish more stable and just societies and improve the quality of life for all women, men, their families in communities across our Nation.

The Canadian Coalition to Empower Women refers to the Principles as a general framework when initiating dialogue with stakeholders about their role in promoting gender equality and women’s empowerment. Our work encourages all stakeholders to consider corporate commitment to the Principles when making decisions about which businesses, organizations or governments to partner with or to procure from.

Building upon the strengths of the WEPs the coalition promotes where appropriate, signing both the UN WEPS CEO Statement of Support and the CCEW Statement of support. We introduce the UN Women’s on line platform empowerwomen.org as a valuable tool to share best practices, encourage collaborative partnerships across stakeholder groups and promote women’s economic empowerment community building events.
Community Engagement & Community Building Defined

**Community Engagement**: Is a growing trend in municipalities to invite community members to contribute their ideas and knowledge to service, programs and policy development. When executed well it promotes timely and meaningful participation in setting civic policies, decision-making, program development, and service delivery. It ensures the potential for well informed decision-making and builds trust between the city and its residents.

**Community Building**: Can be a by-product of effective community engagement and is about relationship building, awareness and innovation through consensus, collaboration and purposeful high-impact action.

**Who is the Community?** The community is anyone who may have influence on or be affected by the issue, topic or initiative. In all cases it is recommended that the event include both content and context experts. (Insert link to tamarack article)

**Content Experts**: related to a women’s economic empowerment community building event are individuals and leaders with specific knowledge, tools and resources to advance women’s economic empowerment.

**Context Experts**: related to a women’s economic empowerment are individuals from any stakeholder group with lived experience. Experientially, they know the challenges, success and benefits of women’s economic empowerment.

A Women’s Economic Empowerment Community Building Event draws upon aspects from both community engagement and community building. It has the potential to shape programs and policy through the participation and sponsorship of government representatives at all levels. It can also bring together the local office of economic development, businesses of all sizes, labour and business organizations, not-for-profit associations and community service groups to share experiences, learn from one another and strike partnerships to achieve common goals. It is from these rich sources of lived experience within your own community that you will identify the context expertise that your event will feature.

Your Women’s Economic Empowerment event will also include content experts. BPW Canada continues to develop Women’s Empowerment content experts and advocates throughout its network of clubs across Canada. It has cultivated much credibility and through alignment with UN Global Compact and UN Women Women’s Empowerment team, and has built on lessons learned from the early WEPS awareness campaigns to spearhead the launch the CCEW.

A host of evidence, research, resources and tools are posted on the CCEW website to support Women’s Empowerment advocates to confidently advance women’s empowerment within their sphere of influence. This guide provides a few tips on conducting your Women’s Empowerment community building event. Events that will build on the already over 100 CCEW signatories and CEO WEPS signatories to create a critical mass of informed community members from all stakeholder groups collaborating in partnership to achieve women’s economic empowerment in communities across Canada - one community at a time.
The Benefits of Women’s Empowerment

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.

For example, research in Europe, Canada and the United States suggests that companies with several senior-level women (no less than three) 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 research demonstrate the business case for a Women Empowered workplace.

Be an Employer of Choice:
Attract and retain the best talent by demonstrating that you provide all employees in your organization with 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.

Celebrate Your Empowerment Endeavours:
Signatories to the Women’s Empowerment Statements of support can honour employees, residents and community leaders. Recognize progressive policies and practices through internal achievement awards and acknowledgement in annual reports. Leadership Awards are also presented to businesses, communities 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 or go to the ccew.ca website

You are in good company! Let the planning begin....
Establishing your WEE event Planning Committee

Your planning committee can start out small and grow as you go, but like most committees it is helpful to have a point person, a chair or co-chairs to keep things moving. Collaborating with another group can also advance your planning efforts, while aligning yourself with one or more organizations from any of the three stakeholder groups (Government, Business Other) can assist with outreach and ensure that your event has broad representation. i.e.

- Economic Development
- Chambers of Commerce
- Downtown Business Association
- Women’s Organizations
- Municipal / Government Services
- Academia / Health or Community Service Providers to list a few.

Establish your WEE Event Goals (Why Engage Now - Goal Setting Work Sheet-Pg.10)

By asking yourself a range of questions about what you hope to achieve through your Women’s Empowerment Event you can clearly define goals that will guide your planning committee.

Determine your WEE event Level of Engagement (Match your Goal & Level of Engagement-Pg.11)

Considering your event goals you can determine the level of engagement you hope to achieve through your event. Engagement can be seen along a continuum from wanting to inform, consult, involve, collaborate or empower.

WEE Community Engagement Continuum

<table>
<thead>
<tr>
<th>GOAL</th>
<th>INFORM</th>
<th>CONSULT</th>
<th>INVOLVE</th>
<th>COLLABORATE</th>
<th>EMPOWER</th>
</tr>
</thead>
<tbody>
<tr>
<td>To provide stakeholders with balanced and objective information to assist them in understanding the problem, alternatives, opportunities and solutions.</td>
<td>To obtain stakeholder feedback and analysis of alternatives and examples that demonstrate the challenges and benefits of empowering women.</td>
<td>To work with stakeholders to ensure that their concerns and aspirations are clearly understood and examples of the benefits of women’s empowerment are shared.</td>
<td>To build partnerships between and within stakeholders in each aspect of women’s empowerment and to make positive change through collaborative decision making from development to solutions.</td>
<td>Lessons learned &amp; tools/resource sharing to promote stakeholder led projects, help to set priorities and promote proactive decision making at the community level.</td>
<td></td>
</tr>
<tr>
<td>“Here’s what is happening”</td>
<td>“Here are some options, what do you think”</td>
<td>“Here’s a problem, what ideas do you have”</td>
<td>“Let’s work together to solve this problem”</td>
<td>“You care about this issue and are leading an initiative, how can we help?”</td>
<td></td>
</tr>
</tbody>
</table>

The continuum progresses from the left to right. So if you confirm your level of engagement is for example to EMPOWER, your event goals will include those outlined in all levels to the left of empower. A Women’s Economic Community Building Event tends to lend itself to a collaboration and empowerment. The seven women’s empowerment principles provide a framework to inform, consult and involve.

Putting Women’s Economic Empower and your Community in Context

Once you have defined your goals and determined your desired level of engagement, it is time to step back and look at your community with fresh eyes. Based on assessment of previous, current and future events and activities related to women’s economic empowerment, you can determine specific stakeholder groups and individuals to engage.
Who should you engage and what techniques to use? *(Who/Techniques Worksheet-Pg. 12)*

Asking a few questions at this early stage can help you target groups or individuals to serve as content and context experts. It will also assist in creating your promotional outreach list to extend personal invitations to attend your event.

With your goals, level of engagement and brainstormed list of participants and potential attendees, you are ready to determine the types of techniques best suited to your event.

**WEE Community Engagement – Techniques – Workshop/Panellists**

**Workshops/Panel or Awards**

A Workshop/Panel and/or awards type format is particularly well suited to a Women’s empowerment event.

There are a number of other engagement techniques that can be used to enhance your program planning and promote your event. They can also be incorporated directly into the implementation of your event.

**Other Engagement Techniques (Techniques Worksheet-Pg. 13)**

Consider what other engagement techniques you will need to use in your planning, promotion and follow-up. i.e. Social Media, Website and interview on public TV or Radio.
Event Sponsorship & Promotion

There are many sponsorship opportunities available within your municipality. Conduct an online search and you will be surprised by the wide range of potential sources of funding.

BPW networks have access to W.O.R.K sponsorship of up to $500.00. Many businesses are committed to corporate citizenship. If you check out your business networks and review their vision, mission and values you will find those who have indicated that they are wanting to partner and empower women. They are a good place to begin. Warm contacts are always the most successful so ask your committee members for leads.

Establish your sponsorship levels and provide a wide variety of ways organizations can support the event. Draft a message that can be used in email, letter, telephone or face to face contacts. *(Sample Sponsorship Levels-pg.16)*

Program and Event Design & Implementation – *(Sample Program Pg.22-23)*

Based on your goals and level of engagement, you can begin to design your event program. Plan the program length based on your goals, target audience and time of day. Your WEE event can take many forms. A sample event program that includes a panel discussion, recognition awards and community engagement participation is included for your review.

Follow-up/Evaluation and Debriefing *(Evaluation Worksheets-pg.14)*

It is important to consider how your will evaluate your community engagement event. You can incorporate an evaluation into the program planning and adjust as you go along. The evaluation techniques you select should be based on your overarching goals, the level of engagement and complexity of the issues involved. Things to consider may include;

- Engagement Challenges
- Vulnerabilities
- Outcomes
- Recommended Improvements

Appendix

Worksheets

- WEE Event – Why Now/Goal Setting
- WEE Event – Level of Engagement
- WEE Event – Who & Techniques
- WEE Event – Planning & Evaluation

Sample Resources

- Sample Promotional Flyer
- Sample Sponsorship Levels
- Introductory Letter
- Panelist Preparation
- Why Now and WEPs Worksheet
- Sample Event Planning & Budget
APPENDIX/WORKSHEETS

- WEE Event – Why Now/Goal Setting
- WEE Event – Level of Engagement
- WEE Event – Who & Techniques
- WEE Event – Planning & Evaluation
Women’s Economic Empowerment (WEE)

Why Engage Now? – Goal Setting Work Sheet

To assist with determining the goals of your WEE Community Event you can explore the following questions.

<table>
<thead>
<tr>
<th>Purpose/Goals</th>
<th>Thoughts/Comments</th>
</tr>
</thead>
<tbody>
<tr>
<td>To share and explain what women's economic empowerment is all about</td>
<td></td>
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<tr>
<td>To seek community feedback on the benefits and challenges to achieving women’s empowerment in our community</td>
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<tr>
<td>To engage community talent and support in putting the women’s empowerment principles to work in their own sphere of influence and/or within the broader community</td>
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<tr>
<td>To garner support from community leaders in specific or all stakeholder groups i.e. 1. ____ Government, 2. ____ Business, 3. ____ Other</td>
<td>*OTHER: Includes all other stakeholders, entities and individuals within what we define as a broad third sector. It includes civil society and not-for-profit organizations, business associations, labour organizations, Municipalities, Universities/Colleges, Schools and Hospitals, (MUSH) and any other private and public sector organizations that are distinct from government or business.</td>
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<tr>
<td>To engage the community in a planning process specific to developing policy, programs or services related to promoting women’s economic empowerment.</td>
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<tr>
<td>To engage the community in celebrating leaders within the community who have been successful in integrating one or more of the women’s empowerment principles into their organizations routine operations.</td>
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<tr>
<td>To provide the community with tools and resources to help advance women’s economic empowerment.</td>
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<tr>
<td>To provide stakeholders interested in advancing women’s economic empowerment a forum to build partnerships, collaborate and share best practices.</td>
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<tr>
<td>Other:</td>
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</table>

Based on your selections summarize your WEE event key goals:

1. 
2. 
3. 
Consider the summary of the Women’s Empowerment Event goals captured on page 10 and determine which levels of engagement as defined above most reflect the intention of the event. Is it primarily to inform or consult? Or do you wish to actually involve participants in a way to promote better understanding and purposeful follow through? Or perhaps it is to offer opportunities for ongoing collaboration and leadership for a proactive community response?

Place a check mark in the appropriate level of engagement for each of your event goals.

<table>
<thead>
<tr>
<th>Goal</th>
<th>Inform</th>
<th>Consult</th>
<th>Involve</th>
<th>Collaborate</th>
<th>Empower</th>
<th>Comments</th>
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</table>
Women’s Economic Empowerment (WEE)

Who Should We Engage? - Work Sheet

Considering the goals and level of engagement that you have set for the WEE Community Event you can more clearly define event details and begin to brainstorm some specific stakeholders you will want to engage.

<table>
<thead>
<tr>
<th>Who should be engaged?</th>
</tr>
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<tbody>
<tr>
<td><strong>Questions</strong></td>
</tr>
<tr>
<td>Who are directly impacted by the aims of this event?</td>
</tr>
<tr>
<td>Who will be indirectly impacted?</td>
</tr>
<tr>
<td>Who is already engaged or has contacted you about this issue?</td>
</tr>
<tr>
<td>Are there existing community networks working on this issue?</td>
</tr>
<tr>
<td>Who has unique skills, insights or resources to offer to your WEE community event?</td>
</tr>
<tr>
<td>Content Experts</td>
</tr>
<tr>
<td>Context Experts</td>
</tr>
<tr>
<td>Other</td>
</tr>
<tr>
<td>Who can exert power and/or offer support for your event?</td>
</tr>
<tr>
<td>Who should be invited to ensure a balanced representation across the various stakeholder groups? (i.e. government, business, other...)</td>
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<tr>
<td>Who should be involved in the event planning committee?</td>
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</table>

**Community Members/Stakeholders/Leaders**

*Government - Business - Other Organizations - Individual*

A panel discussion and/or a combination of women’s economic empowerment presentation video and activities in a workshop format is one of the engagement techniques found to be well suited to a WEE community building event.

You may however, also use other community engagement techniques to support your WEE event. See next page for a list of additional techniques that you can incorporate into the event planning, implementation and follow-up activities.
Based on your WEE event, goals and level of engagement you may consider if and/or how any of the Community Engagement Techniques outlined below would be effective to enhance your event. The engagement techniques may be used during program planning and/or to help promote the event. Some techniques may also be incorporated directly into the event program or used as a follow-up activity.

Identify possible members of your event planning committee or other community contacts who could coordinate the implementation and use of the selected items according to your planning timeline.
Women’s Economic Empowerment (WEE)

Evaluating your Community Engagement Event

It is important to plan how your will evaluate the community engagement event. Plan the evaluation and incorporate it into the program and adjust as you go along. Consider evaluation techniques that are based on your overarching goals, the level of engagement and complexity of the issues involved.

Things you may consider in the evaluation. Did the event as implemented help to achieve your overarching goals? How did each of the engagement techniques used during event promotion, implementation and follow-up contribute to your goals?

It is recommended that a debriefing session be scheduled immediately following the event so that the planning committee can explore both intended and unintended outcomes while the spirit of the event is fresh.

Regardless of whether you used a traditional event evaluation form or electronic feedback, compile and analyze the feedback and look for insights and potential improvements for future similar events.

This is where it is very helpful to have established key metrics and data sources related to your primary event engagement goals.

<table>
<thead>
<tr>
<th>Goal</th>
<th>Anticipated Level of Engagement (see pg 9 &amp; 10)</th>
<th>Key Metrics</th>
<th>Data Sources</th>
<th>Comments</th>
</tr>
</thead>
<tbody>
<tr>
<td>#1</td>
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<td>#3</td>
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</tbody>
</table>

Example:

<table>
<thead>
<tr>
<th>Goal</th>
<th>Level Engagement</th>
<th>Key Metrics</th>
<th>Data Source</th>
<th>Comments</th>
</tr>
</thead>
<tbody>
<tr>
<td>To Promote Awareness and understanding of</td>
<td>Inform, Consult</td>
<td>Panelists able to self-assess progress</td>
<td>Presentation and workshop materials</td>
<td></td>
</tr>
<tr>
<td>the benefits of Women’s Empowerment</td>
<td>and Involve</td>
<td>toward 7 WEP’s principles</td>
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<tr>
<td>To Engage Stakeholders from diverse range of</td>
<td>Collaboration</td>
<td>All three stakeholder groups participate</td>
<td>Representation/ participation list</td>
<td></td>
</tr>
<tr>
<td>groups</td>
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<td></td>
<td></td>
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<tr>
<td>To Establish/ Strengthened Cross -</td>
<td>Empower</td>
<td>Relationships established</td>
<td>Follow-up events/activities</td>
<td></td>
</tr>
<tr>
<td>Stakeholder Partnerships</td>
<td></td>
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</tbody>
</table>
Sample Sponsorship Levels
Sample Promotional Flyer
Introductory Letter
Panelist Preparation
Sample Event Implementation Plan & Budget
Women’s Economic Empowerment Community Event – Sample Sponsorship Levels

**PLATINUM SPONSOR ($2,500)**
As a Platinum sponsor your organization will gain prominent exposure both during the event and from the date of your commitment leading up to the event.
- Top billing as the event Primary Sponsor on Event Sponsor Poster
- Presenting Sponsor acknowledgment on all event electronic mailings and communications
- Presenting Sponsor exposure on Event Program
- On site corporate display
- Recognition and corporate link on the BPW Bowmanville web-site and facebook page

**GOLD SPONSOR ($1,000)**
As a Gold sponsor your organization will gain prominent exposure both during the event and from the date of your commitment leading up to the event.
- Event Program exposure as sponsor
- On site corporate display
- Recognition and corporate link on the BPW Bowmanville web site and facebook page

**SILVER SPONSOR ($500)**
As a Silver sponsor your organization will gain prominent exposure both during the event and from the date of your commitment leading up to the event.
- Event Program exposure as sponsor
- Recognition on the BPW Bowmanville web site and facebook page

**BRONZE SPONSOR ($100)**
As a Bronze sponsor your organization will receive exposure during the event.
- Event Program exposure as sponsor
- Recognition on the BPW Bowmanville web site and facebook page

**GIFT IN KIND DONATION**
In addition should a gift in kind manner of support be of interest, we would be pleased to discuss how you can best contribute to the success of this event. i.e. Advertisement/Promotion, Graphic Design, Printing, Refreshments, Facilities, AV Equipment etc.

*We thank you for your thoughtful consideration and support for this community event.*
Women’s Economic Empowerment
Together Building a Sustainable climate for Community Success

Join us to.....

Celebrate - Share - Build

We will recognize and hear from community and business leaders in the Clarington region who have benefited from advancing the principles of Women’s Empowerment. Participate in an exchange of ideas about how Women’s Economic Empowerment can strengthen our community, fuel our economy and promote social progress for the women, men and families choosing to live, work and thrive in our region.

Registration: 4:30 - 5:00 pm
Appetizers-Refreshments Provided

Panel Discussion: 5:00 - 6:00 pm
“Why Women’s Empowerment Means Business”

Community Building & Signing: 6:00 - 7:00 pm

Location: Newcastle Community Hall – 20 King Street West, Newcastle
Date: Tuesday October 25, 2016
Time: 4:30—7:00 pm

To Register Contact: Carrie Andrews
@ andrewscarrie54@gmail.com or 905 375-4625 or Click to Register

This FREE EVENT is Sponsored by BPW Bowmanville, Clarington Municipal Council, Ontario Power Generation & W.O.R.K.
Promoted by the Clarington Board of Trade & Office of Economic Development

BPW Bowmanville
BPW Bowmanville is pleased to formally invite you to our Women’s Economic Empowerment Community Building Event, Tuesday October 25th, 2016 at the Newcastle Community Hall, 20 King Avenue W, Clarington, Ontario from 4:30 to 7:00 pm.

Join us to hear how community and business leaders in the Clarington region are benefitting from advancing Women’s Empowerment. Learn why businesses around the globe are adopting the Women’s Empowerment Principles (WEPs) developed by UN Women and the United Nations Global Compact. Discover how Canada through the Canadian Coalition to Empower Women is expanding these benefits to businesses of all sizes, government at all levels and community service, MUSH, and labour organizations across our nation.

We are very proud that Clarington has stepped up to sponsor this first of its kind community building event. We anticipate a lively exchange of ideas about how Women's Empowerment can strengthen our community, fuel our economy and promote social progress for the women, men and families choosing to live, work and play in Clarington.

For more details about this event go to our event page and feel free to share the program poster throughout your organization. Thanks to our major sponsors, Municipality of Clarington, Ontario Power Generation, W.O.R.K. and BPW Bowmanville this is a free community event. Registration is only limited by the hall capacity so feel free to extend an invitation to your executive, board and employees interested in connecting, sharing and building an even better Clarington.

A growing body of evidence across multiple cross-sector initiatives is driving the business case that "women's empowerment is good for business" We look forward to having you join us to explore advancing the principles of Women’s Economic Empowerment in our region. Should you be interested, we will be recognizing signatories to the CCEW statement of support received in advance of the October 25th event.

Best Regards,

Judy Hagerman
President
BPW Bowmanville

Carrie Andrews
Event Co-chair

Sheila Crook
Event Co-chair
Panellist Preparation

WOMEN’S ECONOMIC EMPOWERMENT
COMMUNITY BUILDING EVENT – PANELIST

Thank you for your confirmed participation in the October 25th, Women’s Economic Empowerment Community Building Event in Clarington. Members of the Business and Professional Women’s Club of Bowmanville (BPW Bowmanville) and event sponsors appreciate your commitment to a strong and vibrant community that fully leverages the rich diversity of talent in our Region. We anticipate a cross-section of community stakeholders will be in attendance to learn more about how women’s empowerment - means business.

This is a landmark event and is an incredible opportunity for the Clarington Region to strengthen our efforts to be a community of choice by progressively leveraging all of our talent and supporting the global movement for women’s economic empowerment.

A Global Champion for Women’s Economic Empowerment and representatives from the Canadian Coalition to Empower Women (CCEW), BPW Ontario and BPW Canada will be in attendance to share the work being done on the Global and National stage. Our community panel will share lessons learned and the benefits of empowering women. Followed by an opportunity for all participants to share their ideas by contributing to discussion on how as a community we can take a leading role in scaling up and accelerating the UN Secretary General’s High Level Panel efforts to achieve gender equality by 2030.

As a panellist, we appreciate your willingness to share your personal and/or organizational insights on what measures, practices, tools, reports and studies were most effective in promoting the equal inclusion and/or the economic and leadership advancement of women in your industry or organization.

Some questions you may wish to consider:

- How did you learn about and what led you to implement your most innovative practices?
- What were/are the most tangible benefits of your empowerment strategy and what if any unexpected surprises resulted from your efforts?
- What challenges if any did you encounter and how did you address them?
- Where and how should future efforts be directed and what specific actions or priorities might accelerate measurable progress towards gender parity?
- Have you successfully supported and implemented any new, equality based policies and procedures?
- Which of the seven Women’s Empowerment Principle does your practice most closely align? (See link to Women’s Empowerment Principles)

Although we hope to provide an opportunity to build relationships and strike partnerships across community sectors we also hope concrete outcomes can emerge from the event, specifically, insights and recommendations for key actions that can be taken by the private sector, government and other stakeholders.

We are proud that Clarington is hosting this first of its kind community building event. In so doing Clarington can not only support high-level advocacy of women’s economic empowerment for our region, but can also support the creation of a roadmap for organizations and communities across Canada who want to be bold and pro-active in inspiring action towards a more rapid achievement of gender parity.

We will be inviting CEOs in attendance to take this opportunity to sign onto the Women’s Empowerment Principles (WEPs) and will also be inviting these CEOs and all other community stakeholders to express their commitment to women’s empowerment by signing the Canadian Coalition to Empower Women statement of support. Signatories will be recognized by the CCEW and receive an Empowerment Award. Should your organization wish to join the growing list of signatories in advance of the event we will be pleased to provide a photo opportunity and present your empowerment award at the event.

We all look forward to seeing you at the Newcastle Community Centre for the event set to start with registration, networking and appetizers at 4:30 and program to begin at 5:00 pm.

Please let me know if you have any questions.

Yours sincerely,

Sheila Crook
Women’s Empowerment Co-Chair

Enclosed: Women’s Empowerment - Why Now?
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 seven Women’s Empowerment Principles (WEPs) introduced by UN Global Compact and the United Nations Entity for Gender Equality and the Empowerment of Women (UN Women) 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, 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

Based on lessons learned from this awareness campaign and following discussions with the UN Women and UN Global Compact Women’s Empowerment Team, it was determined that much could be gained by broadening our outreach and promotional efforts beyond the UN WEPS CEO focus for medium and large corporations. Expanding the benefits of exploring and applying the seven principles to small business owners, civil society, MUSH organizations (municipalities, universities, colleges and hospitals), labour, business and service organizations, and to government at all levels was deemed essential to advance women’s economic empowerment in Canada.

BPW Canada spearheaded the establishment of the Canadian Coalition to Empower Women to promote collaborative partnerships between all stakeholders interested in advancing equality between women and men and girls and boys. Women’s Economic Empowerment and gender equality is an imperative to build strong economies, establish more stable and just societies and improve the quality of life for all women, men, their families in communities across our Nation.

The coalition refers to the Principles as a general framework when initiating dialogue with stakeholders about their role in promoting gender equality and women’s empowerment. Our work encourages all stakeholders to consider corporate commitment to the Principles when making decisions about which businesses, organizations or governments to partner with or to procure from.

Building upon the strengths of the WEPs the coalition promotes the signing of both the UN WEPS CEO Statement of Support and the signing of the CCEW Statement of support. We introduce UN Women’s empowerwomen.org as a valuable platform to share best practices and encourage collaborative partnerships across stakeholder groups to host women’s empowerment community building events.
As you learn how the Women’s Empowerment Principles are being used to advance women’s economic empowerment and close the gender wage gap in Canada and around the world you are encouraged to make notes beside the principles that resonate most with you. Consider how you might advance the various principles within your sphere of influence.

<table>
<thead>
<tr>
<th>Women’s Empowerment Principle</th>
<th>Comments/Opportunities (Applying the principles in business/labour, the workplace, marketplace, community, civil society and government...)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 Establish high-level corporate leadership for gender equality</td>
<td></td>
</tr>
<tr>
<td>2 Treat all women and men fairly at work – respect and support human rights and non-discrimination</td>
<td></td>
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<tr>
<td>3 Ensure the health, safety and well-being of all women and men workers</td>
<td></td>
</tr>
<tr>
<td>4 Promote education, training and professional development for women</td>
<td></td>
</tr>
<tr>
<td>5 Implement enterprise development, supply chain and marketing practices that empower women</td>
<td></td>
</tr>
<tr>
<td>6 Promote equality through community initiatives and advocacy</td>
<td></td>
</tr>
<tr>
<td>7 Measure and publicly report on progress to achieve gender equality</td>
<td></td>
</tr>
</tbody>
</table>

Questions/General Comments:
<table>
<thead>
<tr>
<th>TIME</th>
<th>ACTIVITY RESPONSIBLE</th>
<th>DETAILS</th>
</tr>
</thead>
</table>
| 3:00 | Room Set-Up All      | - Registration Table with cloth & supplies: pens, name tags, blank cards, list of registrants (Judy & Barb)  
|      |                      | - Food & Refreshment Tables with table cloths  
|      |                      | - Panelist table with cloths & chairs & flowers – on Stage?  
|      |                      | - BPW Table – BPW brochures and membership applications  
|      |                      | - Blank cards and 3 sheets flip chart paper & pen at each table  
|      |                      | - Caterer – table cloths (Judy & Barb)  
|      |                      | - Flowers for Panelist Table and Registration Table (Judy & Barb)  
|      |                      | - Signing Table with cloths/Chairs (copies of CCEW/UN CEO WEPs – Sheila)  
|      |                      | - Food Table for District – off to side near kitchen?  
|      |                      | - Microphones /Panel Table/Podium MC-Panel Moderator  
|      |                      | - Signage / BPWO Table top / BPW Canada Pull Up Sign – Sheila  
|      |                      | - BPW Ontario Pull up – Joanne C/Maide  
|      |                      | - Room Layout drawing for Hall staff set-up i.e. positioning and # of tables etc. (Sheila)  
|      |                      | - Small plates for food once event begins (To put food on plates and set at each table)  
| 4:30 | Registration Terry & Deborah Karen & Kris | - 2 Registration Tables (BPW Registration & General Registration)  
|      |                      | - Check in all attendees, check off names from registration list,  
|      |                      | - Provide attendees with card to write questions for panelists  
|      |                      | - Invite attendees to leave business card in container for draws/ have blank paper for people who don’t have biz cards (container – Carrie)  
|      |                      | - Panel Gifts & Door prizes (Carrie)  
|      |                      | - Invite attendees to get food and drink & mingle  
| 5:00 | Program Intro Corinna T – MC | - Invite attendees to take a seat  
|      |                      | - Recognize “VIPs” in audience & sponsors who contributed financially  
|      |                      | - Introduce Sheila Crook UN Global Champion for Women’s Economic Empowerment who will present a brief “Why Now” intro BPW, WEP’s, CCEW purpose of the event...  
| 5:10 | Panelist Program Corinna T- MC/ presentations) | - Introduce panel (5 minutes per panelist) and moderate the Q & A session end of all  
|      |                      | - Invite attendees to write questions on cards-to be asked at end of presentations or to come to microphone to ask questions at end  
|      |                      | - Bios/photos to be collected for inclusion into PPT – BPW Club contact to forward to Sheila if received by Oct 14th/Follow-up correspondence to be issued by Sheila if not.  
|      |                      | - Receive cards with questions/ask panelists questions  
|      |                      | - Invite audience to come to microphone to ask questions (BPW Runners – Nancy, Barb & Judy) Collect cards with questions for Corinna and/or facilitate audience use of mic to ask questions  
|      |                      | - BPW Members to have pre-prepared questions in case no one from the audience has a question  
|      |                      | - Introduce CBOT/Economic Development Office Executive Director Sheila Hall to thank Panelists for their commitment to women’s empowerment ... while gifts of appreciation are presented by President Judy Hagerman....  
| 6:10 | Community Building Sheila/Carrie | - Introduce Activity - Carrie  
|      |                      | - 3 Questions – “1” do in pairs (Carrie)/”2” do in threes (Carrie)/”3” full table (Sheila)  
|      |                      | - 2 pages flipchart paper & pen per table  
| 6:50 | Recognition Sheila     | - Present BMO-Women Leaders Investment Fund Commendation from BPWC  
|      |                      | - Recognition by BPW Canada & CCEW to all pre-event CCEW signatories  
| 7:00 | Close Judy/Corinna     | - Draw three prizes from biz cards  
|      |                      | - Invite members from audience to sign CCEW or WEPs (signing table)  
|      |                      | - Thank audience for attending - Judy  
|      |                      | - Close event and invite BPW members to pick up their District Meeting Packages at District Registration Table starting at 7:30  
| 7:00 | Signing Sheila/Carrie  | - Facilitate signing of audience members |
Women’s Economic Empowerment Community Building Implementation Plan

This community event program was held in conjunction with the BPW Ontario GTA District meeting.

District meeting

7:00       District Mtg. Payment   Karen & Kris  
- Receive payment from those attending the District Meeting
- Provide receipts, District Mtg. Package
- Agenda (Sheila preparing)
BPW Bville  
- Set out food/drinks on District Meeting food Table

7:15- 8:45District Meeting   Judy H  
- Welcome members from the District to Clarington and introduce Katherine A, District Director
- North Toronto, Durham, Bowmanville Presidents are expected to present their reports, Announcements etc.
- Draws – Flowers on Tables & Gifts donated by Sheila

9:00       Clean Up   All  
- Pack up

____________________________

Follow-up

Thank You   Judy  
- Send thank you letters to sponsors, VIPs, signatories, attendees...

Web site   Sheila  
- Post answers to all questions asked at the event
- Post photos

Certificates   Sheila  
- Prepare Certificates and schedule presentation of new signatories at dinner mtgs.

Event Debrief/Evaluation

Budget   Carrie  
- Reconcile event budget with actual expenses/sponsorships
Issue receipts/documentation to W.O.R.K re: Sponsorship

Debrief   Sheila  
- Over all Feedback - What went well? Opportunities/Insights
Women’s Economic Empowerment Community Building Event – Draft Budget

<table>
<thead>
<tr>
<th>Item</th>
<th>Sponsorships</th>
<th>Gift-in-kind Donations (see donation tracking spreadsheet)</th>
<th>Estimate Expense</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tentative Municipal/Community/Corporate Sponsorships</td>
<td>$ 5,250.00</td>
<td></td>
<td></td>
</tr>
<tr>
<td>W.O.R.K funding</td>
<td>$ 500.00</td>
<td></td>
<td></td>
</tr>
<tr>
<td>BPW Bowmanville - Decorations/Panel Gifts</td>
<td>$ 250.00</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Facilitator in Kind</td>
<td>$ 250.00</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Facility Rental</td>
<td></td>
<td></td>
<td>$ 300.00</td>
</tr>
<tr>
<td>Cost for AV equipment</td>
<td></td>
<td></td>
<td>$ 1,500.00</td>
</tr>
<tr>
<td>Advertising/Promotion for event through various media</td>
<td></td>
<td></td>
<td>$ 1,000.00</td>
</tr>
<tr>
<td>Print Material/Program/Packages /Poster/Certificates</td>
<td></td>
<td></td>
<td>$ 950.00</td>
</tr>
<tr>
<td>Refreshments</td>
<td></td>
<td></td>
<td>$ 2,500.00</td>
</tr>
<tr>
<td>Totals</td>
<td>$ 6,250.00</td>
<td></td>
<td>$ 6,250.00</td>
</tr>
</tbody>
</table>

**Note:** There is no entry fee for this community building and public awareness event.
Resources and Acknowledgments

Special thanks to the City of Peterborough for sharing their insight, resources and progressive approach to community engagement. Further acknowledgement goes out to the Clarington Municipal Council, business and community partners, BPW Bowmanville, BPW Ontario and BPW Canada for stepping up to host the first CCEW sponsored Women’s Economic Empowerment Community Building Event from which this guide was created. Finally, appreciation is extended to the numerous entities and visionaries who have provided a rich abundance of research and resources to shape this guide and to support any individual or group of stakeholders wishing to advance women’s empowerment by hosting a Women’s Economic Empowerment Community Building Event.

Community Engagement - City of Peterborough Community Engagement Guide: Prepared by the Tamarack Institute May 2017

Engaging Queenslanders: A guide to community engagement methods and techniques
Queensland Government Department of Communities


Global Compact - http://unglobalcompact.org

UN Women - http://www.unwomen.org

UN empowerwomen online platform for change - Empowerwomen.org

Equality Means Business Training Manual
- Training for Gender Equality for Women’s Empowerment in the Private Sector
  o Trainers Tool Kit
  o Participant Handout

Final Report and Recommendations for the Gender Wage Gap Strategy Steering Committee
Minister of Labour and Minister Responsible for women’s Issues – June 2016

Women’s Economic Empowerment: Call to Action – Discussion Paper
Minister of the Status of Women – August 2017

The Power of Parity: Advance Women’s Equality in Canada

Canadian Coalition to Empower Women website - ccew.ca