

The Canadian Coalition to Empower Women (CCEW)

A Collaborative Movement for Women's Economic Empowerment



**We
Support**



www.weprinciples.org

WEPs Vision:

Transform corporate behavior and intentionally position gender and women empowerment as essential core business objectives.

WEPs Objective:

Motivate and guide business to take wide ranging actions to empower women in the workplace, marketplace and community and to view such action as an integral and necessary part of corporate sustainability.

In support of



The empowerwomen.org online portal provides unparalleled content, learning resources and community-building tools to advocate for – and insist upon – women's full economic rights, opportunities and leadership. We are dedicated to empowering women everywhere to achieve their full economic potential. The portal serves as a catalyst for a global movement that connects our members, women and men from over 180 countries. It is facilitated by UN Women and received start-up funding from Canada's Department of Foreign Affairs, Trade and Development.



BPW Canada



Founding Member of the International Federation of Business and Professional Women



BACKGROUND

BPW Canada (The Canadian Federation of Business and Professional Women) was founded in 1930, and is affiliated with the International Federation of Business and Professional Women (BPW International). Our vision is to achieve a just and equal status for women in all levels and areas of society where decisions are taken in true partnership with men on mutual respect, for a more balanced and peaceful world. May 20, 2015

BPW International is represented in over 100 countries and across five continents and holds consultative status with the Economic and Social Council (ECOSOC)/United Nations since 1947. Members of BPW Canada have their voices heard at the local club, district, provincial, national and international levels of our organization.

Collaboration

In keeping with our mandate BPW Canada commends the collaboration between the United Nations Entity for Gender Equality and the Empowerment of Women (UN Women) and the United Nations Global Compact for their efforts to bring the business case for gender equity to the forefront. The Women's Empowerment Principles (WEPs) are a set of Principles for businesses offering guidance on how to empower women in the workplace, marketplace and community. We further acknowledge UN Women and Foreign Affairs Trade and Development Canada for introducing the empowerwomen.org as a global platform that engages men and women in the global movement for women's economic empowerment.

BPW Canada, inspired by the UN Global Compact and UN Women WEPs initiative, the BPW International Project WEPs Campaign and the empowerwomen.org platform has made Women's Economic Empowerment a top organizational priority. We invite all stakeholders in Canada to use the [WEPs principles](#) as a guide and the [empowerwomen.org](#) platform to demonstrate their commitment to gender equality in Canada.

Why Gender-based Economic Equality Matters?

In the aftermath of the 2008 economic crisis it is clear that the "TIME IS NOW" to utilize all societal and economic assets to leverage the untapped brain trust of over 50% of our workforce. With women now comprising over 50% of the graduates from our universities, governments and corporations are wise to maximize the full benefit of our tax dollar investments in post secondary education.

The WEPs emphasize the business case for leaders in all levels of government and corporate Canada to take action to promote gender equality and women's empowerment. They provide a "gender lens" through which business and government can analyze current practices and benchmark successful initiatives that will result in an improved bottom line. Credible research and business reports continue to build the business case for why *women mean business* for the 21st Century. In what is poised to be an extremely competitive job market in the context of a shrinking talent pool, corporations who take steps today to cultivate a reputation for being an employer of choice and gain valuable recognition by discerning consumers for their commitment to gender equity in the workplace, marketplace and community will be the industry leaders of tomorrow.

Despite legislated policies that support the universal international precept that equality between men and women is a fundamental human right the gender gap persists. The WEPs offers a blueprint to close this gap by promoting the necessary cultural, behavioural and programmatic changes in the workplace. CEOs, Government and Leaders in Civil Society who explore the seven Principles will find new perspectives and opportunities to create a workplace where women are empowered, a marketplace that fosters equality and a more prosperous and just society for all.



BPW Canada



Founding Member of the International Federation of Business and Professional Women



The Principles

While designed as a tool for the private sector to strengthen company policies and programs to create a culture that can achieve gender equality, the Principles provide a platform for all stakeholders to advance their commitment to gender equality. Together we can create a Canada where women's economic capacity is unleashed and where women are fully engaged in positions of leadership and strategic decision-making. As well as being a useful guide for business, the Principles seek to inform all other stakeholders, including governments, in their engagement with 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 non-discrimination
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

The Canadian Coalition to Empower Women

BPW Canada engaged government leaders responsible for women's issues in discussions to elicit strategic support to promote the WEPs in Canada. Thought provoking discussions with the Ministry Responsible for Women's Issues, the Coordinator for the Status of Women Canada, Critics on Women's Issues, and other Members of Parliament federally and provincially shaped our preliminary awareness campaign to introduce the WEPs across Canada through the BPW Canada Network. Continued dialogue and work with municipal governments, business, labour organizations, private and public entities, UN Global Compact and the UN Women and empowerwomen.org team indicate that support for gender equality is gaining traction.

This momentum has led to the vision for a Canadian Coalition to advance women's economic empowerment to the next level in Canada. BPW Canada working with the WEPs and empowerwomen.org as a platform for action and change is pleased to bring together all stakeholders across Canada through the Canadian Coalition to Empower Women. We are committed to support the efforts of men and women across Canada and to collaborate with elected government representatives at all levels, the Status of Women Canada, UN Women Canada, Global Compact Canada, CEO's and Corporations to explore any partnerships that can advance women's empowerment and sustainable economic development in Canada.

The Coalition is pleased to continue to assist corporations with 10 or more employees to take the important first step in signing the [UN Global Compact and UN Women Women's Empowerment Principles CEO Statement of Support](#). We encourage our Canadian WEPs signatories and all other stakeholders to demonstrate their support for Women's Empowerment in Canada by signing the [Canadian Coalition to Empower Women statement of support](#).

We look forward to working together to advance women's economic empowerment in Canada and for Canada to play a leading role in achieving Planet 50-50 by 2030.

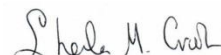


Doris E. Hall



Women's Empowerment Chair
Past President- BPW Canada

dorishall2004@yahoo.ca



Sheila M. Crook



Global Community Champion for Women's Empowerment

sheila@smcperformanceplus.com



BPW Canada



Founding Member of the International Federation of Business and Professional Women

