

Women's Economic Empowerment – Why Now?

An abundance of evidence has driven the business case and moral imperative for Women's Economic Empowerment with the momentum continuing to build as multiple cross-sector global and national initiatives gain traction.

Global Trends

The Women's Empowerment Principles (WEPs) first introduced in 2010 by UN Global Compact and the United Nations Entity for Gender Equality and the Empowerment of Women (UN Women) helped to set the stage for this moment in time. Today the benefits of the WEPs 7 guiding principles to empower women and promote gender equality in the workplace, marketplace and community have been expanded to **ALL** private, public, state-owned and cooperatives **of any size and industry**, established under national law. In addition Chambers of Commerce and industry associations are also invited to [sign the WEPs](#) statement of support.



The alignment of the **WEPs** with the global **Sustainable Development Goals (SDGs)** and the **Generation Equality (GE)** action coalitions and five-year plan to advance the Beijing 1995 Platform for Action have reengaged global government heads of state, private sector and civil

society organizations in meaningful actions. Over 2,696 GE action coalition commitments are implementing policy and program changes to achieve gender equality and sustainable development to the tune of 40 billion dollars, monitored through a transparent GE [accountability platform](#).

On the National Scene

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 our WEPs awareness campaigns across Canada and following discussions with the UN Women and UN Global Compact Women's Empowerment Team, BPW Canada spearheaded the establishment of the CCEW to promote women's empowerment and to build partnerships across all stakeholders committed to advance gender equality in Canada.



Today BPW Canada and the Canadian Coalition to Empower Women with support from the Feminist Response and Recovery Fund through WAGE – Women and Gender Equality is implementing our IDEAS4GE strategy to promote the full participation and economic recovery for women and all genders in their rich intersectional diversity through **"Partnerships in Action"** across diverse sectors and stakeholder groups. Stakeholders from underrepresented and equity-deserving groups, businesses of all sizes, governments at all levels, and civil

society/non-profit/labour and business & professional organizations are taking a fresh collaborative approach to relearn and co-create impactful solutions.

Powerful partnerships are being formed. Community building events and collaboration with the National **50 – 30 Challenge** team, academia, business, and diverse equity deserving groups are seeing impactful solution-building take root.

We invite you to [join the 50 – 30 Challenge](#) and explore the collaborative resource developed to align the 50 – 30 Challenge What Works Toolkit with the [IDEAS4GE Inclusion, Diversity, Equity and Access lens](#).



Connect – Engage – Empower & Reimagine

