

Private Sector Pioneers Driving Gender Equality in Trade with Women's Empowerment Principles in AfCFTA

Session 1: WEPs Basics & WEP 1

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**We want to hear
from you!**

**What makes a
Good business?**



What makes a Good business?

Workplace

Respecting human rights
Non-discrimination
Safe and ensure well-being
A place to grow

Marketplace

Consumer well-being
Inclusive value chains

Community

Consult with local leader to establish strong ties and programmes that benefit all community members



Advancing Gender Equality is good for Society and Economy- **It benefits everyone.**

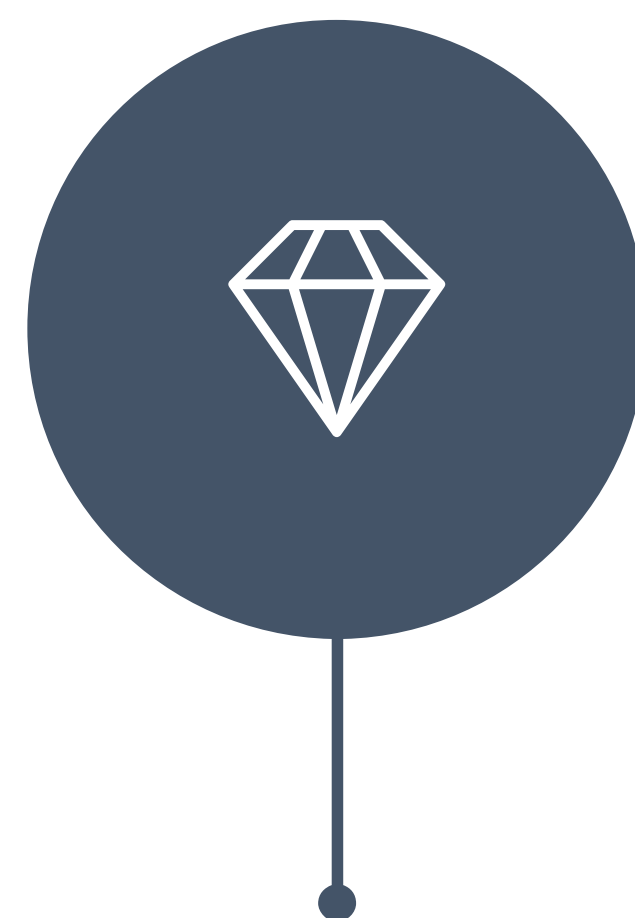


Gender Equality means better business: **Business case is clear**



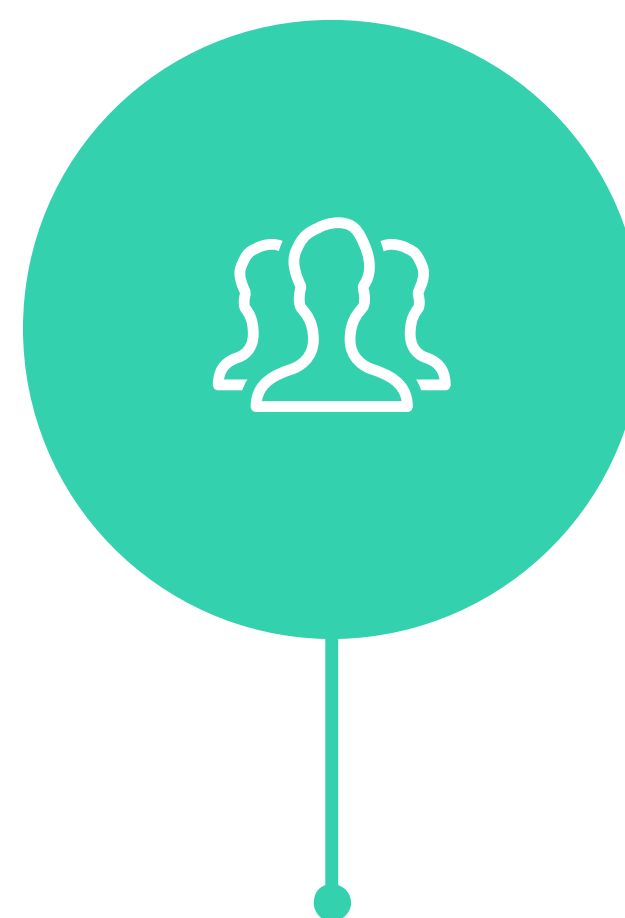
Governance

Women on boards,
executives & Senior
management



Workplace

Equal opportunities,
Human rights,
Career development
for all employees



Employee

Living wage,
Flexible work,
Parental leave



Results

General Audit
Social Supply chain

A study on 350
companies in
G7 countries
showed that

**WEPs signatories are
performing better in
these outcome
indicators**

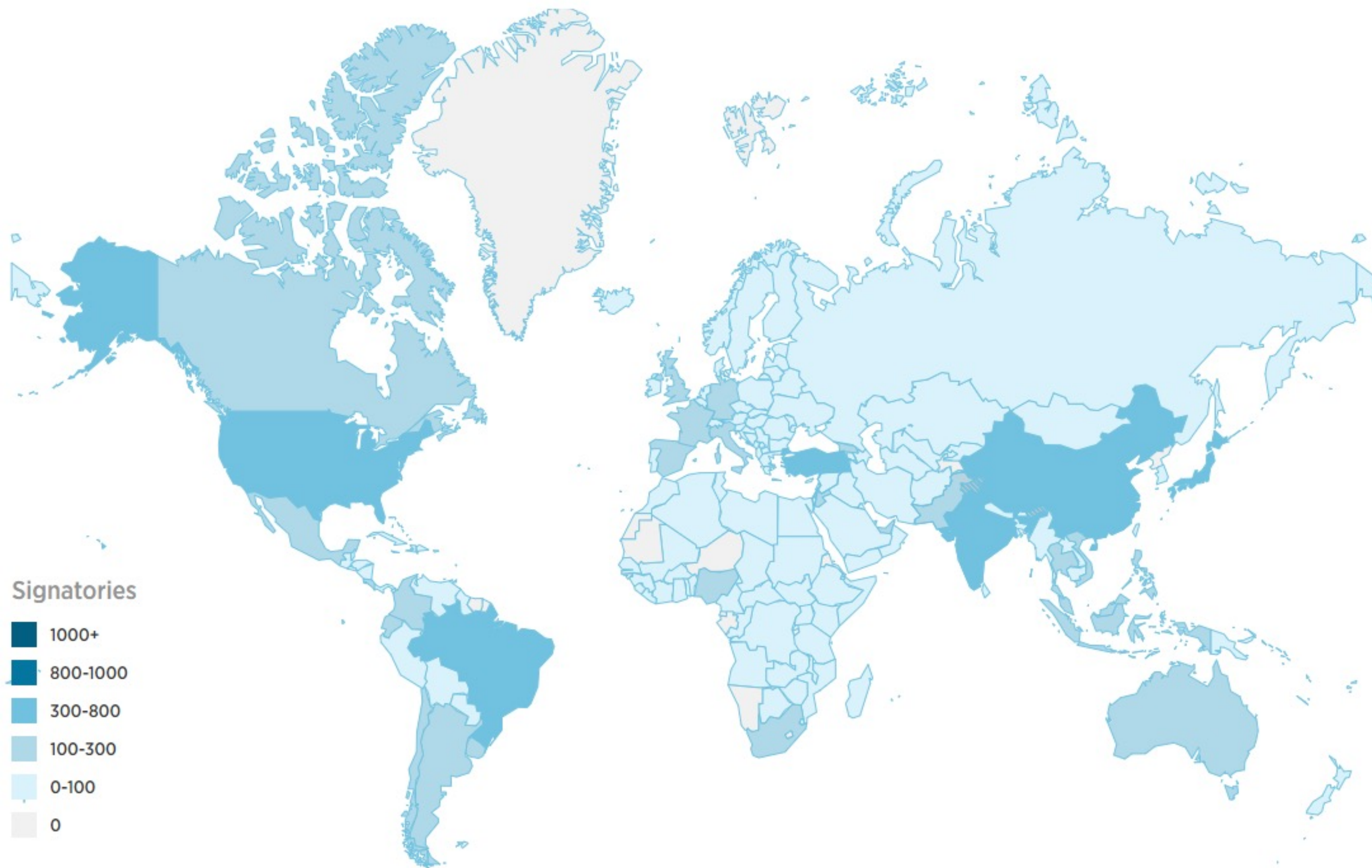
compared to non-
WEPs signatories

Gender Equality means better business

Women's Empowerment Principles (WEPs)

- A set of principles offering guidance on advancing gender equality and women's empowerment in the workplace, marketplace, and community.
- Roadmap for companies to follow to achieve the SDG 5
- UN Women offers resources and tools to support companies' WEPs implementation

<p>1  PRINCIPLE</p> <p>High-level corporate leadership</p>	<p>2  PRINCIPLE</p> <p>Treat all women and men fairly at work without discrimination</p>	<p>3  PRINCIPLE</p> <p>Employee health, well-being and safety</p>
<p>4  PRINCIPLE</p> <p>Education and training for career advancement</p>	<p>5  PRINCIPLE</p> <p>Enterprise development, supply chain and marketing practices</p>	<p>6  PRINCIPLE</p> <p>Community initiatives and advocacy</p>
<p>7  PRINCIPLE</p> <p>Measurement and reporting</p>	<hr/> <p>WOMEN'S EMPOWERMENT PRINCIPLES</p> 	



Over **8,600**
CEOs – on behalf
of their
companies –
from **155+**
countries have
signed the WEPs

Signed the WEPs, now what?

Signing onto the WEPs commits a company to embark on the WEPs Journey to advance gender equality and women's empowerment in its workplace, marketplace and community

Activate

Activate actions with internal stakeholders to advancing GEWE in the workplace, marketplace and community

Engage

Share your progress with the WEPs community & engage with external stakeholders

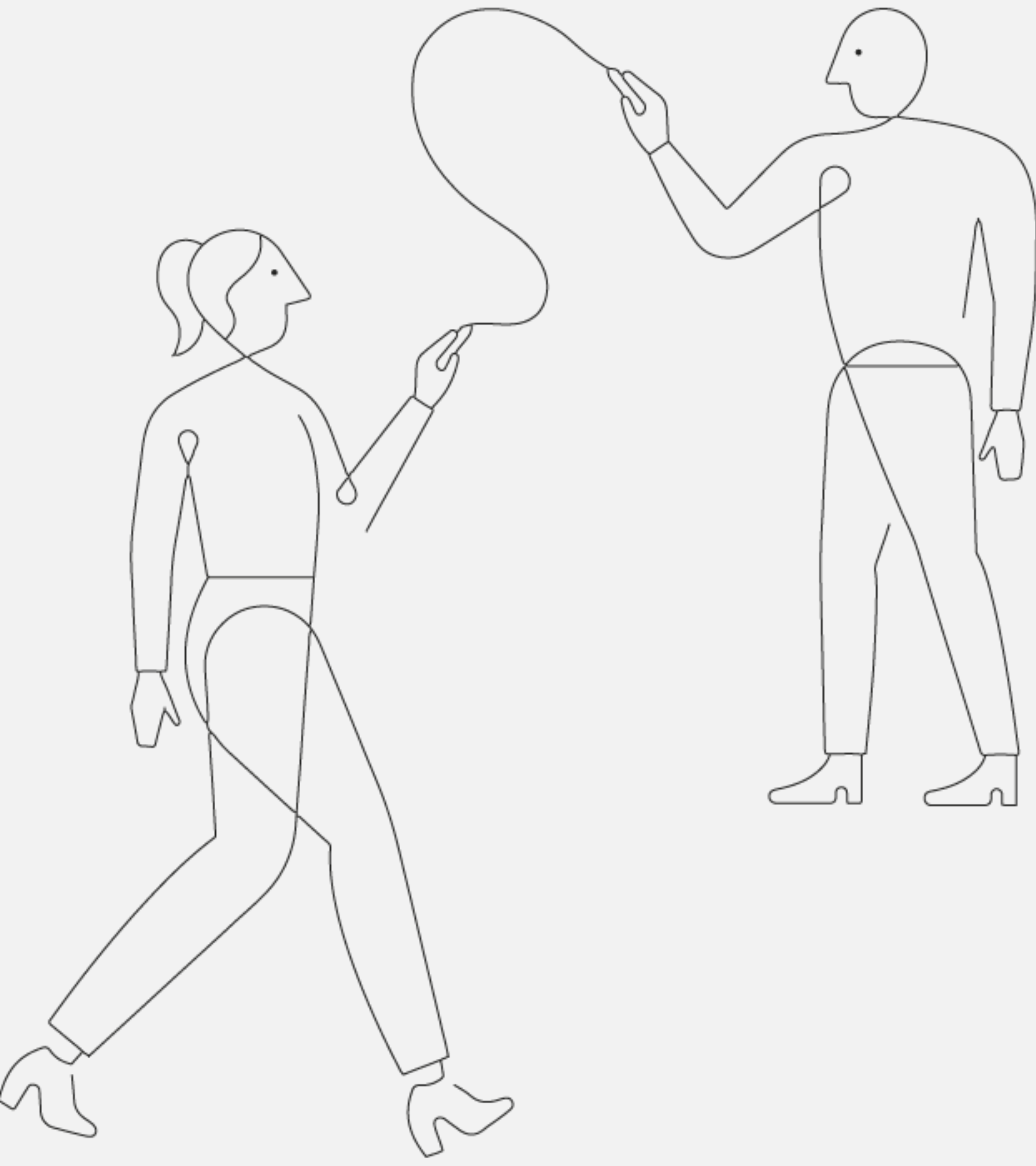


Report

Report on gender equality on the WEPs Company Profile page

Sustain

Collect data, monitor progress, results and impact



Who can join the WEPs?

Companies

- Legally registered
- Private, Public, state-owned,
- Any size
- Any Industry

Exceptions

- Cooperatives (regardless of legal status)
- Industry Associations
- Chamber of Commerce

Not eligible:

NGOs & NPOs, Government, Academia

How to join the WEPs?

1

Gather
internal support

Get the buy in to join
the WEPs internally

2

Fill out the form

Online form-
www.weps.org/join

3

Submit the Form

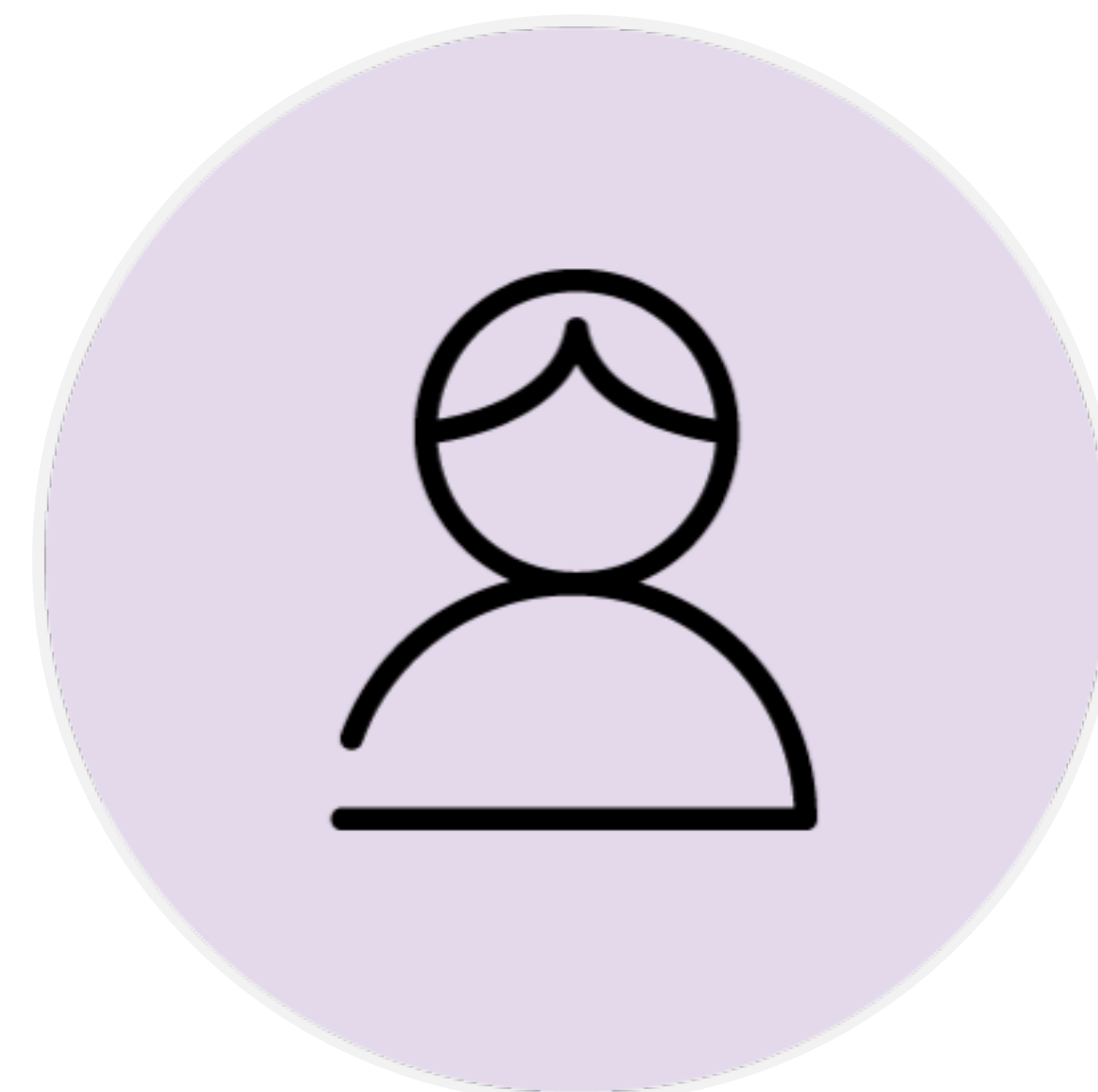
Wait until you have
been approved

Keep in mind:

- **CEO Statement of support** needs to be signed *with date* by the *CEO* or the *person with highest decision making authority* in your company
- **CEO quote** : Try to answer- "how will you contribute to gender equality?"
- **CEO photo** : Professional headshot, no logo picture

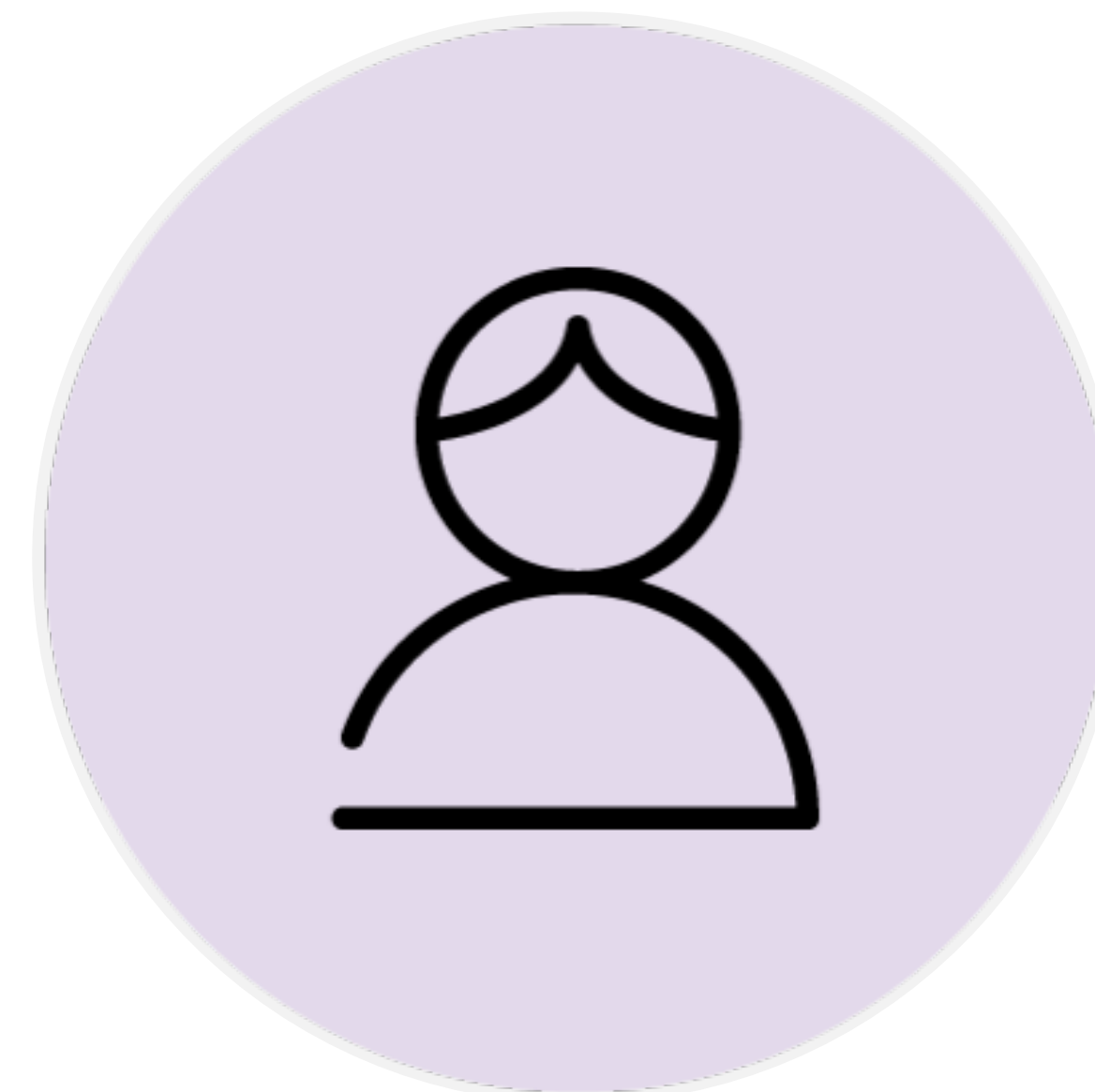
Principle 1

Establish high-level corporate leadership for gender equality



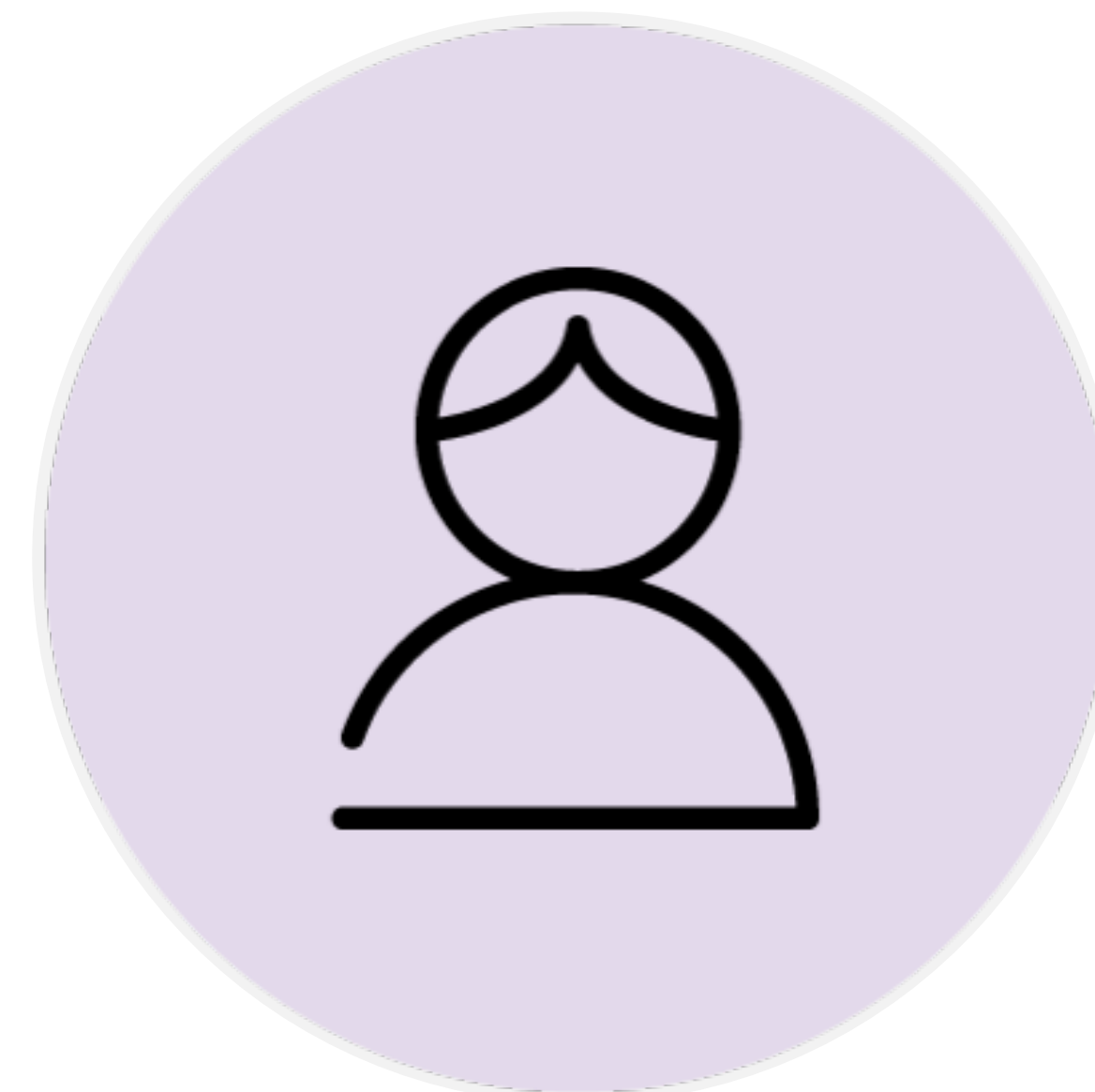
What does it mean?

- Affirm high-level support and direct top-level policies for gender equality and human rights, including from an intersectional lens.
- Establish company-wide goals and targets for gender equality and women's empowerment and measure progress through clear performance indicators
- Review the requirements for board membership, and other governance bodies and committees, to remove any discrimination or bias against women.



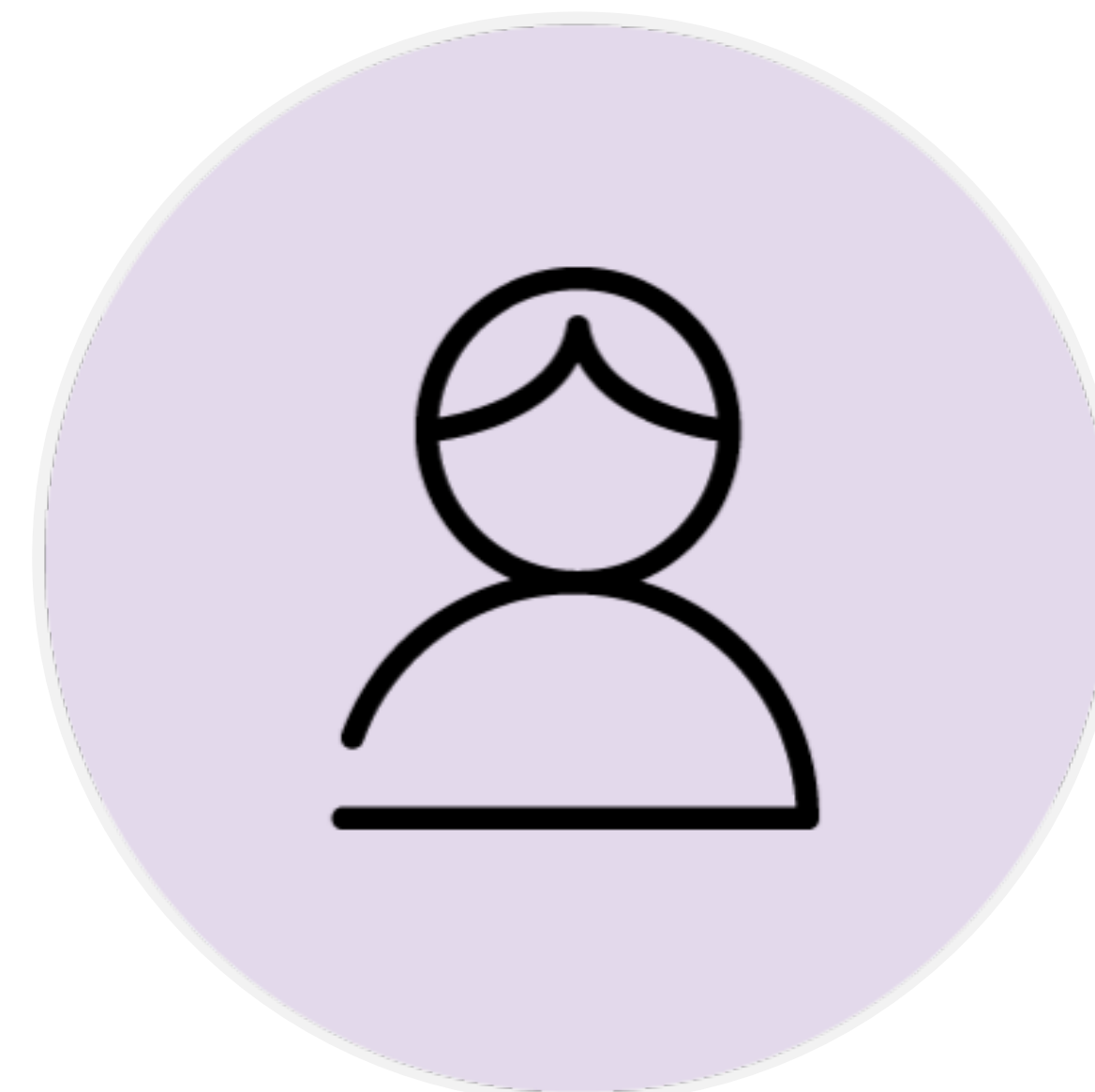
Examples

- A Tech company from Africa focused on developing intentional policies and procedures to ensure gender equality and non-discrimination.
- A construction company in Europe developed a WEPs Action Plan to increase the percentage of women in senior management from 20 per cent to 50 per cent. Of the top 10 managerial positions, five are occupied by women.
- One of the largest logistics operators in Europe established a dedicated organization-wide taskforce to drive cultural and organizational change on diversity and gender equality



What can YOU do?

- Start making small steps on changing organizational culture
- Make sure to embed gender equality and women's empowerment a top strategic priority of the company
- Assess your company's level of gender equality and women's empowerment
- Set up Gender Action Plan and set up tangible targets



Thank you!

See you next time with Principle 2!

