

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

## Session 5: WEP 5

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Gender Equality means better business

## Women's Empowerment Principles (WEPs)

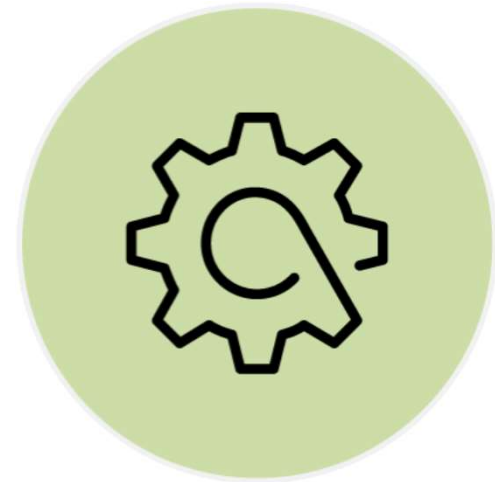
- A set of principles offering guidance on advancing gender equality and women's empowerment in the workplace, marketplace, and community.
- Roadmap for companies to follow to achieve the SDG 5
- UN Women offers resources and tools to support companies' WEPs implementation

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

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## Principle 5

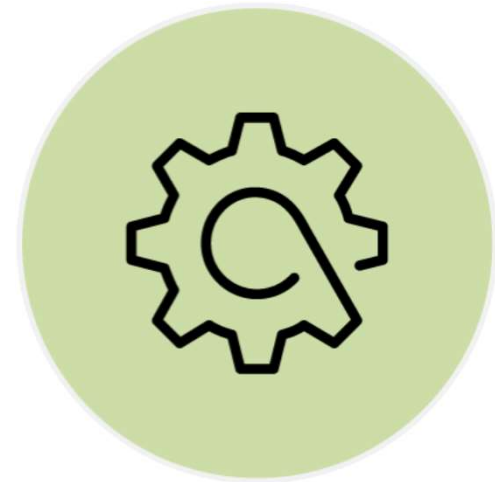
Implement enterprise development, supply chain and marketing practices that empower women



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## How do you do it?

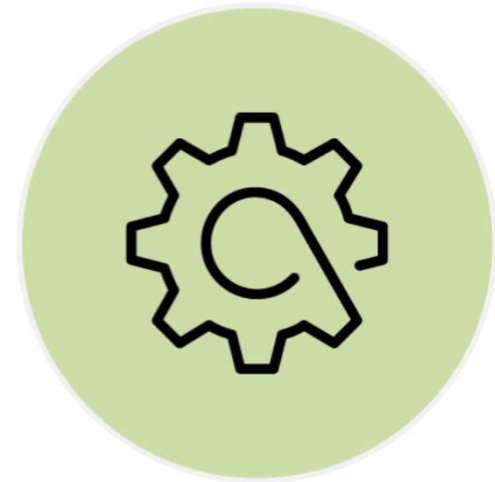
- Require business partners, contractors and suppliers to adopt the WEPs and to provide information on their gender equality policies and practices.
- Establish supplier diversity programmes that actively seeks to expand business relationships with gender-responsive companies and support them in access.
- Invest in women-led businesses and support gender-sensitive solutions to their barriers to accessing capital and financial products and services that meet their needs.



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## How do you do it?

- Remove harmful gender-based stereotypes in all media and company materials and advertising, by systematically respect women and men's dignity and depict them as empowered actors with progressive, intelligent and multi-dimensional personalities.
- Lastly, companies are encouraged to ensure that their products, services and facilities are not used for human trafficking and or labour or sexual exploitation.



We learned from the best

so we could give you and baby our best

Nothing else is breast milk. Nothing else is **Good Start**. [Click to learn why](#)



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Novas Papinhas Y<sup>o</sup>



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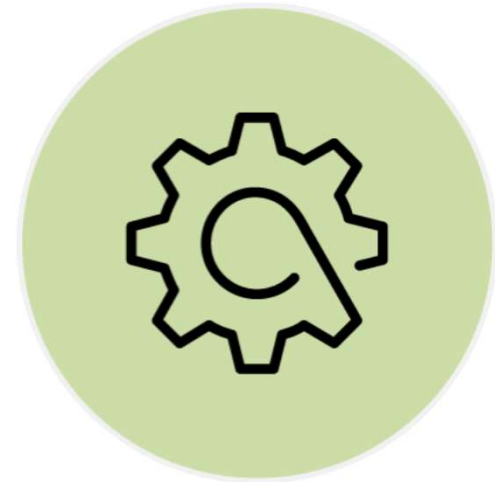
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TOYS THAT HOLD CHARACTER™  
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## Zoom in: Gender responsive procurement

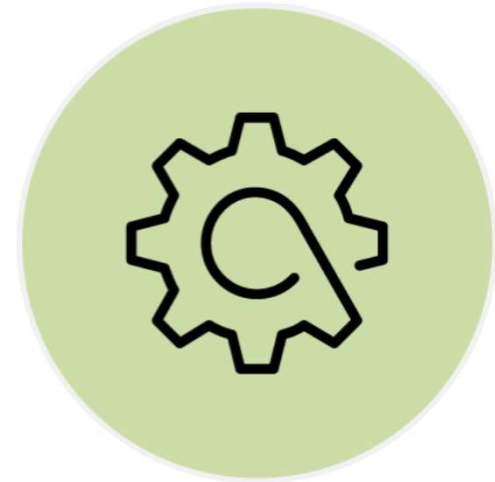
- Definition: Sustainable selection of services, goods or civil works that considers the impact on gender equality and women's empowerment
- The private sector can take action by leveraging buying power and supply chains to have a positive impact on gender equality





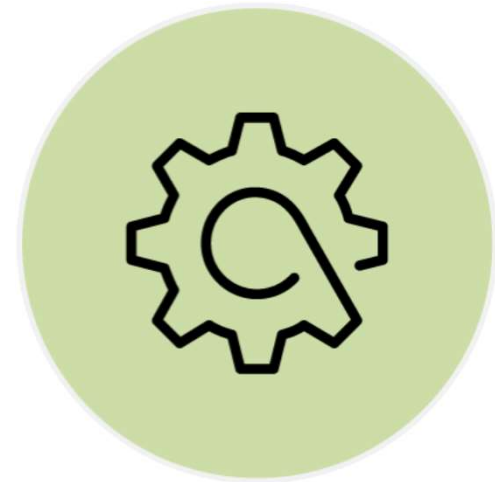
## Benefits of pursuing GRP

- Enhance brand reputation, customer and staff loyalty
- Increase innovation, resilience and productivity in supply chains
- Provide a positive impact in communities where you do business by including competitive women owned businesses in all bid opportunities
- Reduce costs through increase competition with gender inclusive sourcing efforts
- Demonstrate compliance to reporting commitments



## **GRP & WEP 5**

- When WEPs signatories purchase from other WEPs signatories and from women-owned businesses, they enhance their supplier diversity, but also contribute to reducing systemic discrimination.
- Transforming a company's procurement process needs to be consistently carried out.
- A good way to start is through a series of pilots to learn what works and what doesn't, and that can inform scalable practices.





## WEPs Resources- Gender responsive procurement Assessment Tool

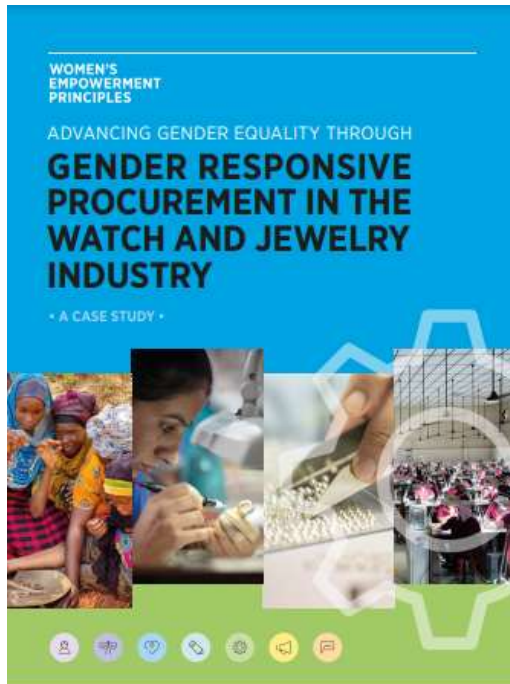


- This tool allows companies to assess progress on their GRP policies and practices on gender-responsive procurement. This self-assessment tool is available to all WEPs signatories.
- Consisting of 31 questions, the tool identifies gaps and areas for improvement based on inputs provided by the company.
- Available for WEPs signatories only



## WEPs Resources-

# Case study: Advancing Gender Equality through GRP in the watch and jewelry industry



- To test GRP assessment Tool, UN Women partnered with the Watch & Jewellery Initiative 2030 (WJI 2030) to launch a pilot programme that evaluates gender responsive procurement in the jewelry industry.



## Group Discussion

1. What are some challenges of pursuing gender-responsive procurement in your line of work?
2. What is needed to promote gender-responsive procurement in your industry?
3. What are some examples of gender insensitive marketing that you have seen and what ideas would you recommend for gender sensitive marketing?

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# Thank you!

See you next time with Principle 6.

