

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

Session 6: WEP 6

22 February 2024

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1 PRINCIPLE

High-level corporate leadership

4 PRINCIPLE

Education and training for career advancement

PRINCIPLE

Measurement and reporting

2 PRINCIPLE

Treat all women and men fairly at work without discrimination

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Enterprise development, supply chain and marketing practices **3** SPRINCIPLE

Employee health, well-being and safety

6 FRINCIPLE

Community initiatives and advocacy

WOMEN'S EMPOWERMENT PRINCIPLES



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



Principle 6

Community Initiatives and advocacy





Suggested Actions

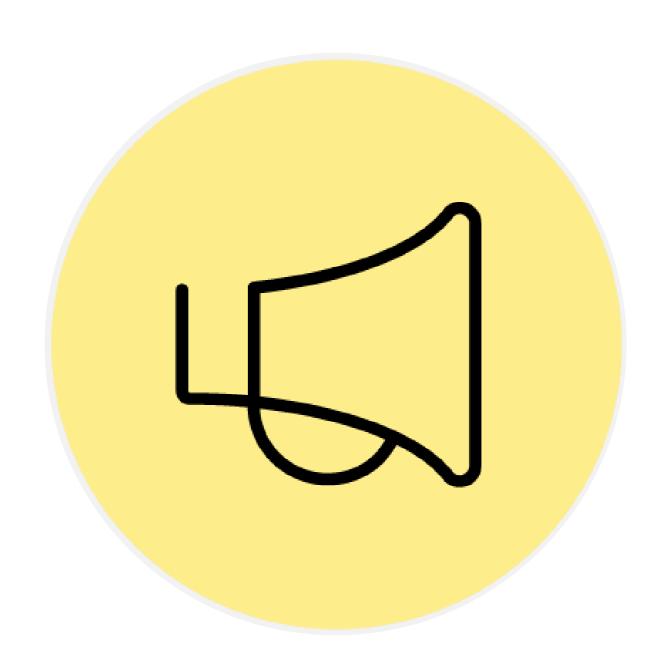
- Lead by example by showcasing concrete actions to advance gender equality and women's empowerment
- Leverage influence to advance gender equality and collaborate with business partners, suppliers and community leaders to achieve results
- Work with community stakeholders and officials to eliminate discrimination and exploitation and open opportunities for women and girls





Suggested Actions

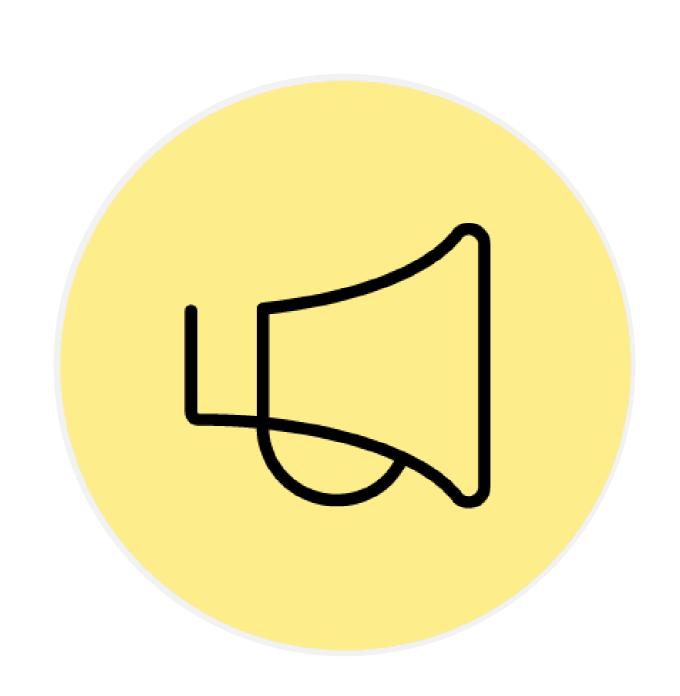
- Promote and recognize women's leadership in, and contributions to, their communities and ensure their active participation in community consultation
- Use philanthropy and grants programmes to support community initiatives





When engaging w/ Local Community:

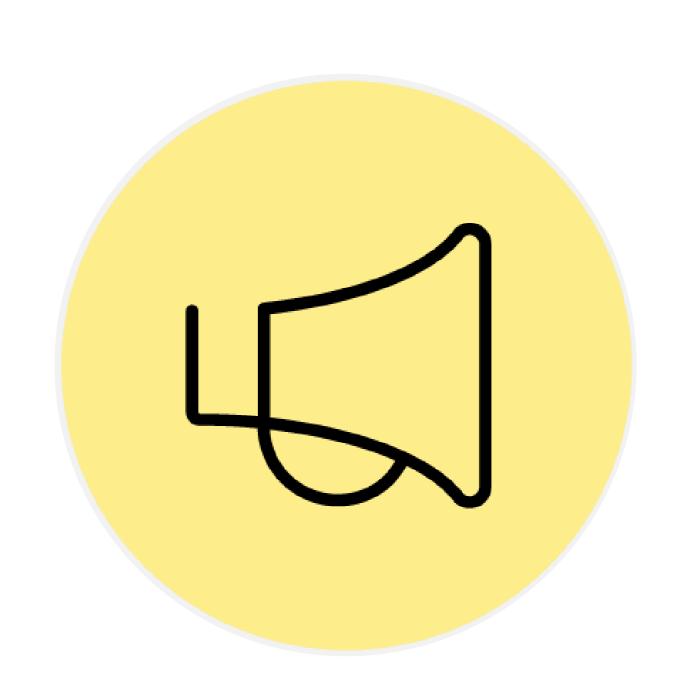
- Collect gender-disaggregated data on stakeholders participating in local initiatives
- Survey participants, or organize focus groups, to receive feedback on community initiatives and disseminate the results
- Carry out community impact analyses to identify specific impacts of community programmes on women and girls





Examples

- A professional services company in South Africa created a programme to develop the next generations of women leaders for Africa.
 - Case study
- An IT company from India supporting girls studying Science, Technology, Engineering, Mathematics (STEM) field





Group Discussion

- 1. What would be possible activities, programmes, stakeholder consultations or community engagement initiatives that a company could undertake to support women's empowerment and gender equality?
- 2. How do you ensure women and girls are consulted? What are some possible ways to consult women and girls in your community before engaging with them on a project?



Thank you!

See you next time with Principle 7.

