

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

Session 6: WEP 6

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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

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

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.

