

WOMEN'S EMPOWERMENT PRINCIPLES

Established by UN Women and the
UN Global Compact Office



#FlexForEmpowerment

SIGN THE PRINCIPLES. SHARE YOUR STORY.



JOIN THE MOVEMENT

www.empowerwomen.org

✉ we.empower@unwomen.org

f @EmpWomen

🐦 @Empower_Women

#FlexForEmpowerment

We welcome you as our Ally for gender equality and women's economic empowerment. The Women's Empowerment Principles (WEPs) are a great platform for companies to champion an internationally recognized framework for gender equality and women's economic empowerment. For decades, Canada has established itself as a leader for gender equality. The #FlexforEmpowerment campaign serves as an opportunity for companies in Canada to share good practices and be recognized for their work supporting women in the workplace, marketplace and community.

In this welcome kit you will find everything you need to #FlexForEmpowerment. We cannot wait to hear about your flexes for empowerment!

- Anna Fälth, Senior Programme Manager – WE EMPOWER Programme and Head of the WEPs Secretariat

Source: rawpixel.com

**PROUD OF YOUR
ADVANCEMENTS FOR
WOMEN'S ECONOMIC
EMPOWERMENT?**

**TELL US ABOUT IT!
WE'RE LISTENING.**

#FlexForEmpowerment



 **weempower**



SIGN THE WEPs. SHARE YOUR STORY. #FlexForEmpowerment



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01

FLEX FOR
EMPOWERMENT
CAMPAIGN

101

FLEX FOR EMPOWERMENT CAMPAIGN OBJECTIVE

Flex for Empowerment is a public engagement campaign designed to increase awareness of the Women's Empowerment Principles (WEPs) while increasing the number of WEPs signatories in Canada and showcasing good practices in the workplace, marketplace and community. The campaign will run from 22 September 2019 through the end of December 2019.

TWO-PART CAMPAIGN

The campaign breaks down into two essential components:

- (1) Highlight and unite advocates for gender equality and women's economic empowerment –ALLIES
- (2) Showcase good practices and policies for Gender Equality – #FlexForEmpowerment

WHO CAN BE AN ALLY?

Allies are individuals, companies, organizations and/or any actor committed to gender equality and women's economic empowerment in the workplace, marketplace and community.

ROLE OF AN ALLY

We know there is strength in numbers. Your role as an ally is to help amplify our message for gender equality and women's economic empowerment in the workplace, marketplace and community and encourage others to do the same. As part of your commitment to women's economic empowerment and the Campaign you will be featured on our website.

WHAT DOES IT MEAN TO FLEX?

To flex your muscles, is to demonstrate your strength. For this campaign, we want you to flex your gender equality muscles by sharing your achievements and progress for women's economic empowerment while encouraging others to do the same. It is a celebration of your achievements!

HOW TO FLEX FOR EMPOWERMENT?

There are many ways Allies can #FlexForEmpowerment.

Company flexes:

- ✓ Sign the Women's Empowerment Principles
- ✓ Share a statement of support for the Women's Empowerment Principles from the CEO/C-suite of your company
- ✓ Host an event to showcase your best practices and policies for women's empowerment in the workplace and encourage stakeholders to join in

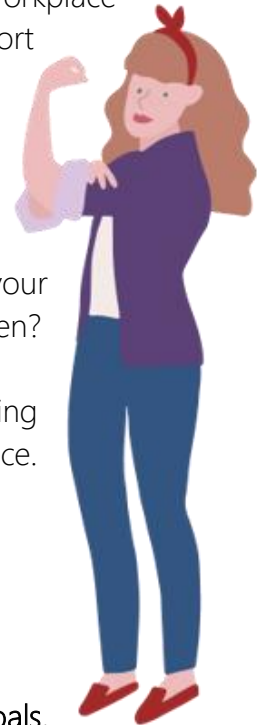
- ✓ Take to social media and tag @Empower_Women with your strongest policy and workplace policies
- ✓ Send out a press release to your network to let stakeholders know about your commitment to the Women’s Empowerment Principles
- ✓ Create a Podcast, Blog or Video and share with our team about how your company flexes for women’s economic empowerment

Civil Society Organization Flexes:

- ✓ Share [WE EMPOWER social media messages](#), [events](#) and [learning resources](#) with your coworkers, friends and family.
- ✓ Write a story to highlight workplace changes and the impact in your community and share on [Empower Women](#)
- ✓ Start conversations about gender equality and women’s economic empowerment while encouraging the private sector to make commitments to workplace equality by sharing inspirational stories of the measures taken to support women in the workplace, marketplace and community. (Blog, Podcast, Newsletter))

Individual / Employee / Everyone Flexes:

- ✓ Identify potential signatories within your respective network of private-sector organizations/companies. For example, does your friend/family member work in a great company that empowers women? Tell us about it!
- ✓ Conceptualize events/activities to encourage dialogue on advancing gender equality and women’s economic empowerment in the workplace.



OUR KEY MESSAGES

PROMOTING WOMEN’S ECONOMIC EMPOWERMENT IN THE WORKPLACE, MARKETPLACE AND COMMUNITY

- ✓ **Gender equality and women’s economic empowerment are not just lofty goals. They are drivers of business and sustainable economic growth.** The evidence is clear: investing in women as employees, entrepreneurs, customers, and community partners is good for everyone.
- ✓ **Women’s economic equality is good for business.** Companies greatly benefit from increasing employment and leadership opportunities for women, which is shown to increase organizational effectiveness and growth.

WOMEN'S EMPOWERMENT PRINCIPLES

- ✓ By implementing the Women's Empowerment Principles and joining the 2,400+ other signatories, companies have a framework to help guide them to promote gender equality and women's economic empowerment in the workplace, marketplace and community. It is good for business, good for women, good for society and good for the economy.

02

COMMUNICATIONS &
SOCIAL MEDIA KIT

SUGGESTED SOCIAL MEDIA COMMUNICATIONS

SOCIAL MEDIA ASSETS (Twitter, Facebook & Instagram) [HERE](#)

CUSTOMIZABLE TEMPLATES [HERE](#)

PARTNERS

Twitter [Main] [@Empower Women](#); [@WEPrinciples](#) // cc [@EUinCanada](#) [@eu_eas](#)

Facebook: [@EmpWomen](#) // cc [@EUinCanada](#); [@EuropeanExternalActionService](#)

Instagram cc [@eudiplomacy](#); [@EuropeanExternalActionService](#)

HASHTAGS

[Main ENG]: [#FlexForEmpowerment](#) [#WeEmpower](#) // cc [#EveryoneBenefits](#)
[#EqualityMeansBusiness](#) [#GenderEqualityWeek](#)

[Main FR]: [#VanterPourlÉgalité](#) [#WeEmpower](#)// cc [#onygagne](#)
[#SemainedelÉgalitédesSexes](#)



SUGGESTED SOCIAL MEDIA MESSAGES

CAMPAIGN LAUNCH & PARTICIPATION ANNOUNCEMENT (GENDER EQUALITY WEEK)

[Version 1]

ENG: 📣📣 It's #GenderEqualityWeek in **CA**! Let's join @Empower_Women to #FlexForEmpowerment and call on companies to prove that #EqualityMeansBusiness by signing the @WEPrinciples today: <https://www.empowerwomen.org/en/weps/signtheweps> #WeEmpower

FR: 📣📣 C'est la #SemainedelÉgalitédesSexes au **CA**! On se joint à @Empower_Women pour se #VanterPourl'Égalité et pour demander que toutes les compagnies au **CA** signent les @WEPrinciples prouvant que quand il s'agit d'égalité #onygagne! #WeEmpower <https://www.empowerwomen.org/en/weps/signtheweps>

[Version 2]

ENG: 📣📣 STOP SCROLLING 📣📣

It's #GenderEqualityWeek & it's time to #FlexForEmpowerment about our achievements towards gender equality! Join the movement with us and (@empower_women/@emp_women and @EUinCanada) by signing the @WEPrinciples and sharing your stories today! #WeEmpower

FR: 📣📣 ARRÊTEZ 📣📣

C'est la #SemainedelÉgalitédesSexes & c'est le temps de se #VanterPourl'Égalité. On se vante de nos réussites pour faire progresser l'égalité des sexes! Joignez-vous à nous et (@empower_women/@emp_women and @EUinCanada) en partageant vos réussites dès maintenant! #WeEmpower

[Version 3]

ENG: It's #GenderEqualityWeek in **CA**— you know what that means: it's time to #FlexForEmpowerment with (@Empower_Women/@Emp_Women and @EUinCanada)! Sign the @WEPrinciples today and show us how #EqualityMeansBusiness: [empowerwomen.org/weps](https://www.empowerwomen.org/weps) 📷 #WeEmpower

FR: C'est la #SemainedelÉgalitédesSexes au **CA** – c'est le temps de se #VanterPourl'Égalité avec (@Empower_Women/@Emp_Women and @EUinCanada)! Signez les @WEPrinciples et montrez-nous que #l'ÉgalitécestduSérieux: [empowerwomen.org/weps](https://www.empowerwomen.org/weps) #WeEmpower

[Version 4]

ENG: Sharing your progress on #GenderEquality in the workplace? Definitely not a weird flex. 📖

#FlexForEmpowerment by highlighting our advancements this #GenderEqualityWeek in CA, like (insert achievement)! Join us the movement by signing the @WEPrinciples at <https://www.empowerwomen.org/en/weps/signtheweps> ! #WeEmpower

FR: Partager son progrès vers l'égalité des sexes? Ça ne devrait pas gêner personne! 📖 Se #VanterPourLégalité c'est partager nos succès comme (insérer exemple de réussite). Joignez-vous à nous et signez-les @WEPrinciples ici: <https://www.empowerwomen.org/en/weps/signtheweps> #WeEmpower

[Version 5]

ENG: Though we still have a long way to achieve #GenderEquality, it's also important to celebrate our wins. 🏆 This #GenderEqualityWeek, we are showcasing progress. We are going to #FlexForEmpowerment — are you? #WeEmpower

FR: Bien que nous ayons du chemin à faire pour #l'égalitédessexes, il est aussi important de célébrer nos réussites. 🏆 Cette #Semainedel'ÉgalitédesSexes nous mettons en valeur notre progrès. Nous allons nous #VanterPourLégalité – et vous? #WeEmpower

[Version 6]

ENG: #Everyonebenefits from #GenderEquality and we are celebrating our achievements during #GenderEqualityWeek. We joined (@Empower_Women/@Emp_women) to #FlexForEmpowerment! Sign the @WEPrinciples and share stories of your achievements today! #WeEmpower

FR: Quand il s'agit de #L'ÉgalitédesSexes #onygagne tous! Nous célébrons donc nos réussites durant la #semainedel'égalitédessexes. On s'est joint à (@Empower_Women/@Emp_women) pour se #VanterPourLégalité! Signez les @WEPrinciples et partagez vos réussites aujourd'hui! #WeEmpower

SIGNING THE WOMEN'S EMPOWERMENT PRINCIPLES

[Version 1]

ENG: 🤝🤝🤝 Hey (Insert targeted Organization/Business handle) we're so excited about your progress towards #genderequality. Take it a step further, #FlexForEmpowerment and sign

the @WEPrinciples at <https://www.empowerwomen.org/en/weps/signtheweps> !
#WeEmpower

FR: 🙌🙌🙌 (Insérer organisation cible) nous sommes super impressionnés de votre progrès vers #L'ÉgalitédesSexes. Allez plus loin encore, il est temps de se #VanterPourL'Égalité et de signer les @WEPrinciples!
<https://www.empowerwomen.org/en/weps/signtheweps> #WeEmpower

[Version 2]

ENG: We're serious about our commitment to #genderequality because #everyonebenefits from it. Not to brag but... we signed the @WEPrinciples! What about you?
#FlexForEmpowerment #WeEmpower

FR: Notre engagement à #L'ÉgalitédesSexes c'est du sérieux parce qu'#onygagne tous. Ce n'est pas pour nous vanter mais... nous avons signé les @WEPrinciples! #VanterPourL'Égalité
#WeEmpower

[Version 3]

ENG: Calling all (insert handle – i.e. Catalyst CEO Champions for Change; Women in Governance Members; Top 100 best places to work for women)! Make your commitment to #GenderEquality public – #FlexForEmpowerment by signing the @WEPrinciples TODAY!
#WeEmpower

FR: Appel à tous les (insérer – i.e. Catalyst CEO Champions for Change; Women in Governance Members; Top 100 best places to work for women)! Engagez-vous publiquement à #L'ÉgalitédesSexes en signant les @WEPrinciples AUJOURD'HUI.
#VanterPourL'Égalité #WeEmpower

SHARING BEST PRACTICE EXAMPLES & WORKPLACE STORIES

[Version 1]

ENG: At (insert handle) we are proud to (insert achievement/proud moment i.e. offer parental leave top-up to both fathers and mothers in our office). We are excited about our progress and cannot wait to do more! #FlexForEmpowerment #WeEmpower

FR: Chez (insérer organisation) nous sommes fier(e)s de (insérer exemple de réussite). Nous sommes enthousiastes de notre progrès et impatients de voir (insérer organisation) continuer à progresser. #VanterPourL'Égalité #WeEmpower

[Version 2]

ENG: #ICYMI: Today we (insert achievement/proud moment)!!! 🎉 We are one-step closer to #GenderEquality in our workplace. #FlexForEmpowerment #WeEmpower

FR: Le saviez-vous? Aujourd'hui nous (insérer réussite) !!! 🎉 Nous sommes de plus en plus proche à #L'ÉgalitédesSexes dans notre milieu de travail. #VanterPourL'Égalité #WeEmpower

[Version 3]

ENG: GOAL ACHIEVED ✅ (share achievement of objective/goal RE diversity & inclusion/ gender equality) If we can do it so can you! #FlexForEmpowerment #WeEmpower

FR: OBJECTIF ATTEINT ✅ (partager réussite d'objectif en lien avec l'égalité/diversité). Si nous avons réussi vous le pouvez aussi! #VanterPourL'Égalité #WeEmpower

[Version 4]

ENG: We're proud to share that we (insert achievement/proud moment) to promote #genderequality in our workplace! We're calling on YOU to #FlexForEmpowerment and share your initiatives towards a more equal #FutureofWork for all. 🤖

<https://www.empowerwomen.org/en/weps/signtheweps>

FR: Nous sommes fiers de partager que (insérer réussite) pour faire progresser #L'ÉgalitédesSexes dans notre milieu de travail. Nous vous faisons appel! Partagez vos initiatives pour faire progresser l'égalité. Il est temps de se #VanterPourL'Égalité pour un #FuturduTravail plus égal pour tous. 🤖 #WeEmpower

<https://www.empowerwomen.org/en/weps/signtheweps>

[Version 5]

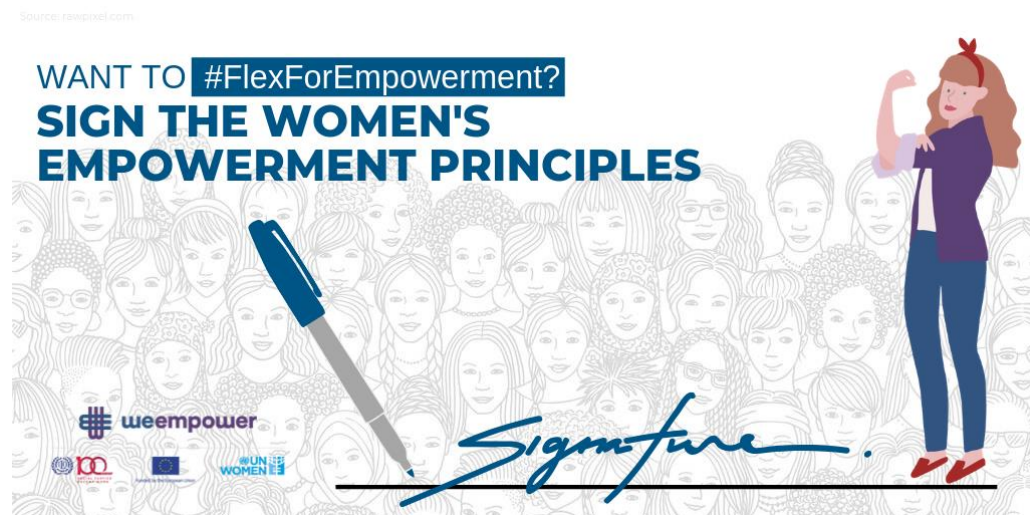
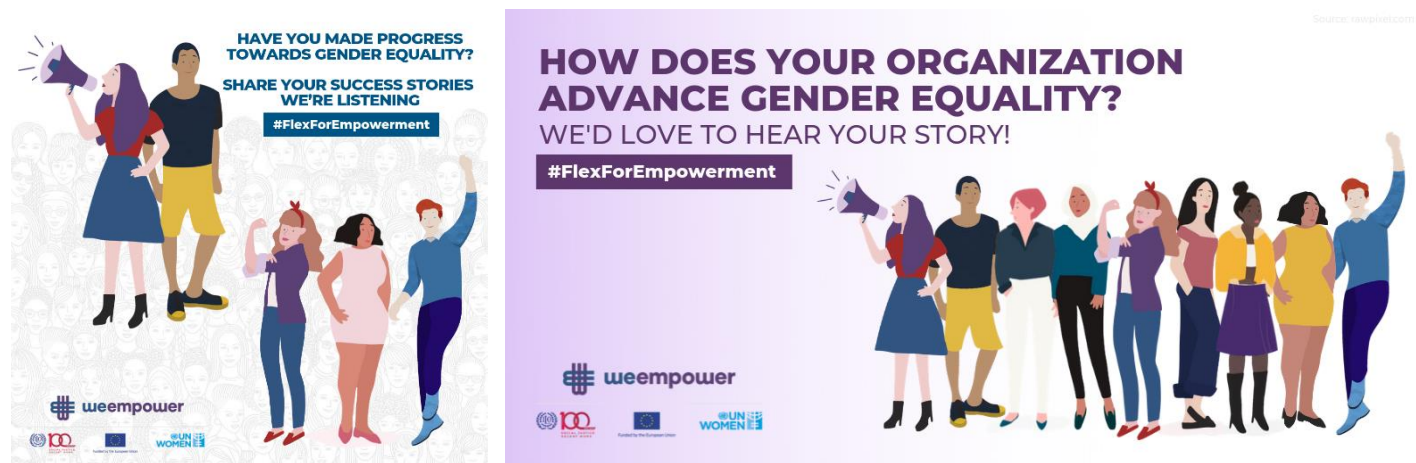
ENG: In my workplace, we #FlexForEmpowerment by (insert achievement/proud moment) – how do you promote #genderequality in yours? Share your proud moment with @Empower_Women below 🙋🙋🙋 and sign the @WEPrinciples today! 🎯 #WeEmpower

FR: Dans mon milieu de travail, on fait progresser l'égalité en (insérer réussite) – comment faites-vous progresser #L'ÉgalitédesSexes au travail? Partagez vos réussites avec @Empower_Women ci-bas 🙋🙋🙋 et signez les @WEPrinciples dès maintenant! 🎯 #VanterPourL'Égalité #WeEmpower

To access emojis directly from your computer: <https://www.emojicopy.com>

SOCIAL MEDIA DESIGNS

Please see [page 8](#) to access all social media designs in high resolution. The link provided will open a folder with all necessary designs, including designs for Twitter, Instagram and Facebook. Below are some examples of what is available in the folders.



CUSTOMIZABLE COMMUNICATIONS

Please refer to [Page 8](#) for a link to download the formatted & customizable templates. Below you will find examples of what is available for your communications about the Women's Empowerment Principles and the #FlexForEmpowerment campaign.

TEMPLATES

INTERNAL – JOINING THE #FLEXFOREMPOWERMENT CAMPAIGN

SUJET : C'est le temps de se #VanterPourl'Égalité chez **(insérer Compagnie)**

Cher-e-s collègues,

J'ai le plaisir de vous annoncer que **(insérer Compagnie)** s'est joint à WE EMPOWER au Canada pour célébrer notre progrès et nos réussites quant à l'égalité des sexes. Bien qu'il nous reste du chemin à faire, nous sommes fiers de ce que nous avons accomplis à date, c'est pourquoi nous avons décidé de nous #VanterPourl'Égalité.

La campagne #VanterPourl'Égalité, organisée par WE EMPOWER (un projet de l'Union européenne, ONU Femmes et l'Organisation internationale du travail), vise la participation du public pour promouvoir l'autonomisation économique des femmes. La campagne focalise sur les réussites et le progrès, ainsi que l'importance de reconnaître les changements que nous avons réussis à mettre en œuvre pendant les cinquante dernières années. Le but central de la campagne est de mettre en valeur notre progression vers l'égalité des sexes ainsi que les politiques que nous avons mises en place pour rendre notre milieu de travail plus égale.

Je vous écris ce **matin/cet après-midi** pour vous puissiez participer à la célébration. Je suis à la recherche anecdotes et d'histoires pour que **(insérer compagnie)** puisse se #VanterPourl'Égalité. Répondez à ce courriel et dites-moi: est-ce que nous avons mis en œuvre des changements qui ont fait progresser l'égalité dans notre milieu de travail? Quelles politiques commerciales vous ont permis de mieux concilier votre travail et votre vie privée? Je veux m'assurer que tout le monde chez **(insérer compagnie)**

Il est important de se réunir pour célébrer nos réussites afin de rester motivé-e-s et engagé-e-s pour continuer de relever les défis qui subsistent avec détermination, sachant qu'il y a une solution.

J'espère que vous vous joindrez tous à **(insérer compagnie)** pour vous #VanterPourl'Égalité!

Salutations,

(insérer signature)

PRESS RELEASE – SIGNING THE WOMEN’S EMPOWERMENT PRINCIPLES (ENG)

(Insert Company)

Signs the Women’s Empowerment Principles

(Insert City, Country)

(Insert Date)

(Insert Company) is pleased to announce that it has signed the CEO Statement for Women’s Empowerment Principles [*optional: in celebration of Gender Equality Week*]. By signing the Women’s Empowerment Principles, (insert company) commits to advancing gender equality in our workplace, marketplace and community through implementing the Women’s Empowerment Principles:

1. Establish high-level corporate leadership for gender equality.
2. Treat all women and men fairly at work - respect and support human rights and non-discrimination.
3. Ensure the health, safety and well-being of all women and men workers.
4. Promote education, training and professional development for women.
5. Implement enterprise development, supply chain and marketing practices that empower women.
6. Promote equality through community initiatives and advocacy.
7. Measure and publicly report on progress to achieve gender equality.

(Insert Company) works to empower women by (insert example).

By becoming a signatory of the Women’s Empowerment Principles, (insert company) strives to (insert objective/goal/gender agenda).

ABOUT THE WOMEN’S EMPOWERMENT PRINCIPLES

The Women’s Empowerment Principles (WEPs) are a set of Principles offering guidance to business on how to promote gender equality and empower women in the workplace, marketplace and community. Jointly established by UN Women and UN Global Compact, the WEPs are informed by international labour and human rights standards and grounded in the recognition that businesses have a stake in, and a responsibility for, gender equality and women’s empowerment.

The WEPs serve as the umbrella framework for multi-stakeholder networks to work together to foster implementation and awareness of the internationally agreed standards for business practices that empower women and advance gender equality. The Principles are also the primary vehicle for corporate delivery on gender equality and women’s empowerment dimensions of the 2030 agenda and the United Nations Sustainable Development Goals.

03

WE EMPOWER – G7
AND THE WOMEN'S
EMPOWERMENT
PRINCIPLES

ABOUT WE EMPOWER

The European Union (EU), UN Women and the International Labour Organization (ILO) have joined forces to implement the “Promoting women’s economic empowerment through responsible business conduct in G7 countries,” (WE EMPOWER) programme (2018-2020). Through multi-stakeholder dialogues, leveraging the [Women’s Empowerment Principles](#); WE EMPOWER brings together stakeholders from various sectors and industries to support the implementation of the G7 Roadmap for a gender responsive economic environment.

The overarching theme of the WE EMPOWER programme is gender equality in the future of work and preparing women and girls for the jobs of the future. Within this framework, WE EMPOWER tackles a range of issues, including the gender pay gap, work-life balance, skills building and lifelong learning, entrepreneurship, ending violence and sexual harassment in the workplace, as well as gender-lens investing.

WOMEN’S EMPOWERMENT PRINCIPLES

The [Women’s Empowerment Principles](#) are a set of seven principles that offer guidance to companies on how to advance gender equality and women’s empowerment in the workplace, marketplace and community.

The Principles were jointly launched in 2010 by UN Women and the UN Global Compact and are informed by real-life business practices and input gathered from across the globe. The principles guide businesses to analyze their current initiatives, benchmarks and reporting practices, and then tailor or establish policies and practices to realize gender equality and women’s empowerment. The Principles also can inform other stakeholders, including governments, as they engage with business.

A Framework → A Movement → A Partnership → A Journey



THE WOMEN'S EMPOWERMENT PRINCIPLES AND THE SUSTAINABLE DEVELOPMENT GOALS

The Women's Empowerment Principles (WEPs) contribute to the implementation of each of the Sustainable Development Goals (SDGs), particularly Goal 5 to *achieve gender equality and empower all women and girls*. The achievement of SDG5 is a precondition for accelerating progress for the other SDGs, including SDG8 to *promote inclusive and sustainable economic growth, full and productive employment and decent work for all*.

By signing the WEPs, companies galvanize their shareholders and stakeholders to drive change for gender equality and women's empowerment. They are becoming role models for attracting talent, entering new markets, serving their communities, while measurably improving the bottom line.

SIGNING THE WOMEN'S EMPOWERMENT PRINCIPLES

We encourage all companies to sign, no matter where they are on their journey to gender equality. The Principles serve as a guide and are meant to encourage **all for-profit** companies to improve. There is no cost associated with signing the Women's Empowerment Principles. Only For-Profit companies are eligible to sign the WEPs.

A Two-step Process to Signing onto the Women's Empowerment Principles:

1. Sign the CEO [Statement of support](#).
2. Complete the registration form including CEO Quote and share examples of innovative policies, practices or initiatives via the [online application form](#).

Upon completion of step 1 & 2 the application will be reviewed by UN WOMEN. You will receive a notification by email about the approval of your application. The company will then be listed as a WEPs signatory [website](#).

04

CONTACT
INFORMATION

We are here every step of the way. Please do not hesitate to contact us should you have any questions or would like more guidance. We cannot wait to see you #FlexForEmpowerment.

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