# WOMEN'S EMPOWERMENT PRINCIPLES

## WEPs GENDER ACTION PLAN • TEMPLATE

As a Women's Empowerment Principles (WEPs) signatory, you have taken an important step to advance gender equality in the workplace, marketplace, and the community. This WEPs Gender Action Plan Template brings you to the next phase of your WEPs journey.

A gender action plan is a road map for gender equality and women's empowerment. It could help your company embed gender equality into its business model (strategies, systems, governance, etc.) and should contain a succinct compilation of goals, indicators, and targets. The process of creating a gender action plan will allow you to strengthen and amplify your commitment and take steps to advance gender equality throughout your organization.

In completing this Template, we recommend that you also use the WEPs self-assessment to evaluate your company's gender equality performance across the workplace, marketplace, and community, and to identify gaps and opportunities for continuous improvement. We also encourage you to explore the proposed indicators in the WEPs Transparency & Accountability Framework Reference Guide. See for additional information about the WEPs here. Upon completion of the WEPs Gender Action Plan, you can provide a link to it on your WEPs Company Profile page.

**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

# WOMEN'S EMPOWERMENT PRINCIPLES

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|---|---|
| **COMPANY NAME:** | |
| **CHIEF EXECUTIVE OFFICER:** | |
| **FULL NAME:** (Person filling out this template) | |
| **TITLE:** | |
| **EMAIL:** | |

| | | | |
|---|---|---|---|
| **Number of employees:** | | **Headquarters** (Country)**:** | |
| **Presence in other countries:** | | | |

| Self-assessment score: | 1st round score | Month | Year | 2nd round score | Month | Year | 3rd round score | Month | Year |
|---|---|---|---|---|---|---|---|---|---|
| | | | | | | | | | |

| Do you have a current gender equality action plan: | YES | NO | If yes, when was it introduced: | Month | Year |
|---|---|---|---|---|---|
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**Brief Company Profile:**

**Value Proposition, Vision and Mission statements:**

**Motivation for your gender action plan:**

**The main goals of your gender action plan:**

**1** PRINCIPLE

High-level corporate leadership

Corporate leadership is a key and integral part of making gender equality and women's empowerment a top strategic priority. It publicly signals the CEO's and the executive team's goals and targets for implementing the WEPs and how the seven principles will become part of the company's business model, corporate sustainability strategy, day-to-day operations and organizational culture.

| Main Goal: | | | | | | | | |
|------------|--|--|--|--|--|--|--|--|
| Indicator: | | | | | | | | |

| Goal | Measures / Activities | Indicator | Baseline | Targets & Timeline | | | | Owner |
|------|----------------------|-----------|----------|------|--|--|--|-------|
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# 2 PRINCIPLE

**Treat all women and men fairly at work without discrimination**

Treating all employees fairly at work aligns with international human rights principles. It also translates to better talent acquisition, higher employee retention and satisfaction, increased productivity and better decision making. Removing all forms of discrimination in corporate policies, strategies, culture and practices is a solid step forward in a company's WEPs Journey.

| Main Goal: | | | | | | | | |
|------------|---|---|---|---|---|---|---|---|
| **Indicator:** | | | | | | | | |
| Goal | Measures / Activities | Indicator | Baseline | Targets & Timeline | | | | Owner |
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**3** PRINCIPLE

**Employee health, well-being and safety**

Employers play a key role in preserving and promoting the physical and emotional health, safety and wellbeing of their employees. Sexual harassment and violence signify high costs to women in terms of lost earnings, missed promotions and overall wellbeing. Companies are impacted in form of employee absenteeism and productivity losses.

| Main Goal: | | | | | | | | |
|------------|--|--|--|--|--|--|--|--|
| **Indicator:** | | | | | | | | |
| **Goal** | **Measures / Activities** | **Indicator** | **Baseline** | **Targets & Timeline** | | | | **Owner** |
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# 4 PRINCIPLE

**Education and training for career advancement**

Training for all employees about how the company is advancing gender equality and women's empowerment can align everyone around shared values and help ensure compliance with company policies and practices. Effective programmes to support women's professional advancement include education and training that is complemented by networking and mentoring programmes.

| Main Goal: | | | | | | | | |
|---|---|---|---|---|---|---|---|---|
| Indicator: | | | | | | | | |
| Goal | Measures / Activities | Indicator | Baseline | Targets & Timeline | | | | Owner |
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**5** PRINCIPLE

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

Negative and diminished conceptions of women and girls are one of the greatest barriers for gender equality. Advertising is a powerful driver to change perceptions and impact social norms– portraying women and men in modern, authentic and multi-dimensional roles. Companies can also influence business partners through inclusive supply chain policies and standards of engagement.

| Main Goal: | | | | | | | | |
|---|---|---|---|---|---|---|---|---|
| Indicator: | | | | | | | | |
| Goal | Measures / Activities | Indicator | Baseline | Targets & Timeline | | | | Owner |
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# 6
**PRINCIPLE**

**Community initiatives and advocacy**

Companies are increasingly investing in community development programmes to make valuable, effective and responsible contributions to gender equality and women's empowerment. A key motivation is to respond to consumer preferences to buy from companies with gender-responsive business practices and who are actively supporting community initiatives.

| Main Goal: | | | | | | | | |
|---|---|---|---|---|---|---|---|---|
| Indicator: | | | | | | | | |
| Goal | Measures / Activities | Indicator | Baseline | Targets & Timeline | | | | Owner |
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## 7 PRINCIPLE

**Measurement and reporting**

Transparency and accountability are required for companies to uphold their commitments to gender equality in the work-place, marketplace and community. Measuring and reporting mechanisms are crucial to monitor and track performance and progress. Business leaders and stakeholders agree that while not everything of value can be counted, it is difficult to manage what is not measured.

| Main Goal: | | | | | | | | |
|---|---|---|---|---|---|---|---|---|
| **Indicator:** | | | | | | | | |
| **Goal** | **Measures / Activities** | **Indicator** | **Baseline** | **Targets & Timeline** | | | | **Owner** |
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**How (and by whom) will progress be monitored:**