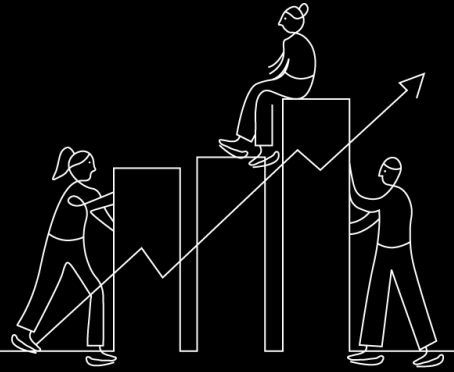

Women's Empowerment Principles



Dear WEPs signatories,

We hope you are all safe and sound.

Today, we would like to bring your attention to a few updates:

- Call for Support of Women in India
- Survey on New Masculinities
- WEPs Email Signature Template
- Lessons from Oxfam's Behind the Brands Initiative

Warm regards,

The WEPs Team

Call for Support of Women in India

Since April 2021, COVID-19 cases have skyrocketed in India, placing a severe strain on the health system. On 4 May, the Government reported a total of over 20 million cases, and a total over 220,000 deaths. Some hospitals have run out of beds and oxygen, medication is running low, and there are vaccine shortages.

As our committed partners, we hope we can count on your leadership and urgent support to provide women access to basic needs in this critical time.

To know more how you can support UN Women's emergency response to the crisis in India, please email us at partnerships.asia@unwomen.org. You can also make a [donation](#).

Click [here](#) for information about UN Women's support in India.

Survey on New Masculinities

The "Win-Win: Gender Equality is Good Business" programme invites you to participate in [a survey](#) on strategies to address the impact of new masculinities at work.

The objective is to survey policies and practices that promote new masculinities and co-responsibility for care work in WEPs signatory companies.

The **deadline** for participation is **8 June 2021**.
The survey is available [here](#).



Please note that the data collected through this survey will only be used at an aggregate level. Your name or company name will not be associated or mentioned.

Participate in the survey!

A survey of strategies to address the impact of new masculinities at work.

We look forward to your participation!



WEPs Email Signature Template

To make it easy for you to showcase your support to the Women's Empowerment Principles, we have created an [email signature template](#). We invite you to use it today!



Lessons from Oxfam's Behind the Brands Initiative



This spotlight on Oxfam is the first contribution from one of our WEPs Allies. It highlights lessons from Oxfam's Behind the Brands Initiative.

Read about it [here](#).

Thank you for reading!

If you have any questions you can email us at weps@unwomen.org.

