



BPW International 1930 - 2011
The International Federation of Business and Professional Women

fact sheet 9:

RESOURCES AND CONTACTS

The following resources are available so that members can organise successful consultations with industry/and or the private sector. We are constantly updating and improving our resources so if you think that we can improve on our information, we would love to hear from you.

The WEPs campaign logo is available in jpg and eps format. Should you wish to receive the version for graphic design purposes, just send an e-mail to: <presidents.office@bpw-international.org> and we will arrange to have an appropriate format emailed to you. The official WEPs logo and BPW International logo are below:



Key Documents



Women's Empowerment Principles: Booklet [Arabic](#) | [Chinese](#) | [English](#) | [French](#) | [Portuguese](#) | [Russian](#) | [Spanish](#)

Women's Empowerment Principles: Executive Summary [Arabic](#) | [Chinese](#) | [English](#) | [French](#) | [Japanese](#) | [Portuguese](#) | [Russian](#) | [Spanish](#)

Women's Empowerment Principles: Presentation [Arabic](#) | [Chinese](#) | [English](#) | [French](#) | [Portuguese](#) | [Russian](#) | [Spanish](#)

Reprinting pages from the WEPs brochure, including the principles, is possible as long as the pages are boxed and there is attribution within the box at the bottom in print no smaller than 9 point. "This material is reprinted without alteration from the UN Women/UN Global Compact written and produced brochure, Women's Empowerment Principles—Equality Means Business."

WEPs Merchandise

The WEPs button badges are a great way to raise visibility of the WEPs. Consider making an online order with the President's Office for your WEPs event.



BPW key people

In 2010 President Benham invited Vice President Freda Miriklis to chair the WEPs Taskforce and appointed the following members. Each region has a member on the taskforce. These members have been chosen because they have significant contacts in government, private sector and industry associations and may be of assistance. Please contact them. Meet your WEPs Regional BPW Representative:

Chair	Australia	Freda Miriklis	<freda.miriklis@bpw-international.org>
Africa	Johannesburg	Toni Gomes	<ceo@bpw-jhbsa.co.za>
Asia Pacific	Taiwan	Madam Lu Hsiu-lien	<bpw.taiwan@gmail.com>
Europe	The Netherlands	Dr H.G.L.M. (Jet) Brummelhuis	brummid@telfort.nl
Latin America	Brazil	Maria Elvira Salles Ferreira	mariaelvirasalles@hotmail.com
North America	U.S.A.	Virginia Russell	sales@vipbasketstore.com



wep

BPW International works closely with the initiators of the Women's Empowerment Principles. Technical questions about the WEPs can be directed to our contacts directly and please remember to copy the President's Office on all communication. Here are our contacts:

Ursula Wynhoven UN Global Compact	Joan Libby Hawk Special Adviser on the Women's Empowerment Principles UN Women & UN Global Compact
Laraine Mills UN Women <laraine.mills@unwomen.org>	Lauren Gula UN Global Compact (gula@un.org)

The partnership between UNIFEM (part of UN Women) and UN Global Compact produced the WEPs and is responsible for their content and the global programme that is engaging a range of stakeholders to adopt the seven Principles and work in various ways to integrate them into policies and programmes with the end result of advancing women in the workplace, marketplace and community.

To work together successfully, the UN Women and UNGC role and responsibility must be appropriately positioned and certain key organizing approaches must be maintained. The Collaboration Note provides guidance for Affiliates and provides the essential language and visual that must be used in public and private materials to provide clarity and position the WEPs in the context that:

- Aligns with the UN Women/UNGC global initiative and messages,
- Connects UN Women regional and country offices, UNGC local networks and others in the UN system
- Opens consultation with women's organizations and civil society, and
- Assures Governments and funders that the linkages are clear and coherent helping to leverage their participation.

Please read the following Guidance Points as listed in the *Collaboration Note: Guidance for Supporting Organisations*.

BPW Leaders attending the 2010 BPW Presidents Seminar learnt about the WEPs from UNIFEM (part of UN Women) and UN Global Compact officers [initiators of the WEPs] first hand. Members of the BPW WEPs working group lead WEPs discussions in the Regional breakout session. FLR (Bottom): Laraine Mills, UNIFEM, VP Freda Miriklis, President Liz Benham, VP Gabriella Canonica, Ursula Wynhoven, UNGC FLR (Top): Laura Gula, UNIFEM; Danielle Hodgson WEPs Working Group; Viv Hazel WEPs Working Group; Anita Househam, UNGC



wep



Guidance notes for BPW clubs & federations

A. Required Language for All Public and Organizational Communications

The paragraph below should be used at the outset of any communication about the WEPs, to introduce them in a standard way and position the initiative with UN Women and UNGC and highlight the BPW Affiliate/Associate Club's endorsement and commitment.

The Women's Empowerment Principles – Equality Means Business is a partnership initiative of UNIFEM (part of UN Women) and the UN Global Compact. It encourages engagement with the private sector, non-governmental organizations, the United Nations and governments to advance and empower women in the workplace, marketplace and community. While designed as a tool for the private sector to strengthen and create company policies and programmes to achieve gender equality, these seven principles provide a platform for all stakeholders to move their commitments to gender equality closer to implementation. The principles emphasize the business case for corporate action to promote gender equality and women's empowerment, and are informed by real-life business practices and input gathered from across the globe. As a global organization of business and professional women, BPW International endorses the WEPs and has made their promotion and realization a top organizational priority.

The following paragraphs need to be used in any project proposal, position paper or brief that asks for support—whether funds or partnership, or communicates the programmatic approach or content that a WEPs-BPW Affiliate/Associate Club envisions or plans.

The Women's Empowerment Principles – Equality Means Business is a partnership initiative of UNIFEM (part of UN Women) and the UN Global Compact. It encourages engagement with the private sector, non-governmental organizations, the United Nations and governments to advance and empower women in the workplace, marketplace and community. While designed as a tool for the private sector to strengthen and create company policies and programmes to achieve gender equality, these seven principles provide a platform for all stakeholders to move their commitments to gender equality closer to implementation. The principles emphasize the business case for corporate action to promote gender equality and women's empowerment, and are informed by real-life business practices and input gathered from across the globe. The _____ (name of BPW Affiliate/Associate Club), endorses the WEPs and has made their promotion and realization an organizational priority.



wep

Recognizing that the WEPs are a joint product of UNIFEM (part of UN Women) and the UN Global compact, the United Nations entities responsible for their content and that provide the gender and international expertise for the creation and dissemination of information and appropriate tools, _____(name of BPW Affiliate/Associate Club) agrees to work closely and collaborate with UNIFEM and UNGC on outreach strategies and communications, resource mobilization and production of WEP-related materials and, consistent with the WEPs approach of inclusion, _____(the BPW Affiliate/Associate Club) is committed to consulting with all stakeholders.

Projects designed to implement the WEPs will encourage business and government to adopt the seven principles that have been developed to maximize women's economic participation at all levels of economic activity, particularly critical to reach marginalized and disadvantaged individuals, and will be executed in partnership with UNIFEM (part of UN Women) and UN Global Compact. All stakeholders engaged in any project, including _____(name of BPW Affiliate/Associate Club), will also work closely with UNIFEM and UNGC, including their regional and national offices and local networks.

B. Programme Design and Consultation

1. _____(name of BPW Affiliate/Associate Clubs) agrees to consult with UN Women and UNGC at the front-end of project formulation and consult in country with UN Women local office or representative, UNGC local network or representative, UN Women National Committee (if applicable), creating a collaboration supporting agreed-on goals and approaches. A minimum of two weeks lead time is necessary for the WEPs team to respond substantively.
2. Recognizing that women's organizations and other NGOs bring valuable expertise on ending discrimination, opening economic opportunities, reaching marginalized individuals and ending violence against women, _____(name of BPW Affiliate/Associate Club) also agrees to engage the full range of stakeholders, including government and men as partners.
3. _____(name of BPW Affiliate/Associate Club) agrees to keep UN Women and UNGC informed on a timely basis concerning developments, and to schedule regular information sharing and coordinating calls and communication. Contact reports with governments must be reported on a timely basis to ensure coordination.



wep

4. _____(name of BPW Affiliate/Associate Club) agrees to share draft documents with UNIFEM and UNGC for feedback, at an early stage, to ensure consistency with UN entities' expertise and global initiative and approval. A minimum of two weeks lead time is necessary for the WEPs team to respond substantively.

5. _____(name of BPW Affiliate/Associate Club) agrees to share finished documents with UNIFEM and UNGC for approval before publication or going public or submission to donors or government. A minimum of two weeks lead time is necessary for the WEPs team to respond substantively.

6. _____(name of BPW Affiliate/Associate Club) and stakeholders agree to share training materials or other outputs from projects for initial review by UNIFEM and UNGC and/or their designees to ensure consistent expertise and alignment with global initiative and then a final review for approval. A minimum of two weeks lead time is necessary for the WEPs team to respond substantively.

7. Training materials and other products produced through this collaboration will be jointly owned by the WEPs initiative and _____(name of BPW Affiliate/Associate Club).

C. Publicity, Marketing and Event Planning

1. Stipulated copy about the WEPs, UNIFEM, UN Global Compact and _____(name of BPW Affiliate/Associate Club) must be used in all materials.

2. _____(name of BPW Affiliate/Associate Club), along with any other organization working to produce materials, agrees to consult with UNIFEM and UNGC at the front-end of any public relations or marketing activity to ensure alignment and approval. A minimum of two weeks lead time is necessary for the WEPs team to respond substantively.

3. _____(name of BPW Affiliate/Associate Club) agrees to keep UNIFEM and UNGC informed on developments and to schedule regular information-sharing and coordinating calls and communication.

/..cont



wep

4. _____(name of BPW Affiliate/Associate Club) agrees to share the plan, proposed design and graphics, event programme and other relevant materials with UNIFEM and UNGC for feedback and approval, at an early stage, to ensure consistency with UN entities' expertise and global initiative. A minimum of two weeks lead time is necessary for the WEPs team to respond substantively.
5. _____(name of BPW Affiliate/Associate Club) agrees to share finished documents with UNIFEM and UNGC for approval before publication or going public. A minimum of two weeks lead time is necessary for the WEPs team to respond substantively.
6. The WEPs authorized logo belongs to UNIFEM and the UNGC and permission must be sought to reproduce.
7. The UNIFEM or UN Women logo and the UN Global Compact logo must be used with permission.
8. No likeness or copy about UNIFEM Goodwill Ambassador Nicole Kidman nor Keith Urban, nor other UNIFEM Goodwill Ambassadors can be used without permission, whether in proposals or any other materials.

D. Fundraising

1. Fundraising proposals, whether to businesses, home governments, or other donor governments must be reviewed in the formulation stage with UNIFEM and UN Global Compact. A minimum of two weeks lead time is necessary for the WEPs team to respond substantively.
2. Fundraising proposals must be approved by UNIFEM and UNGC before submission to funders. A minimum of two weeks lead time is necessary for the WEPs team to respond substantively.
3. Proposal must contain the agreed language about the WEPs initiative and the UNIFEM/UNGC role.
4. Project proposal budgets must include a minimum 7% WEPs international support cost amount; this can be integrated into various budget lines that deal with materials or other deliverables.



wep