

## Planning for a sustainable future for your business?

Then you need to know about the Women's Empowerment Principles (WEPs).

With women contributing more to global GDP growth than have either new technology or the new giants, China and India (The Economist 2006), BPW International believes investing in women is the smart business decision of today.

### Getting credit for your investment in Women?

BPW International through its UN consultative status and ongoing consultations with UN Women and UN Global Compact, is engaging with business, government and other NGOs to support implementation of the WEPs and gathering case studies of best practice to report and promote at the highest level. Let us know of your initiatives.

### How can you be a player?

Attend or co-host a WEPs Event or Consultation. BPW International has made the WEPs a top organisational priority and is leading WEPs consultations and events throughout the world. BPW Affiliates work with UN Women and the UN Global Compact locally.

Contact:



## About BPW International

The International Federation of Business and Professional Women (BPW International) develops the professional, leadership and business potential of women on all levels through advocacy, mentoring, networking, skill building and economic empowerment programs and projects around the world.

BPW International is active in global debate and influence for women holding United Nations General Category Consultative Status.

Visit us at: [www.bpw-international.org](http://www.bpw-international.org)  
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**BPW International 1930 - 2011**  
The International Federation of Business and Professional Women

Business

Consultations & events

As Lead NGO Partner  
BPW International supports:



- A Partnership Initiative of  
UN Women and UN Global Compact

**Putting Principles into Practice -**

Advancing Women  
Advancing Business

## Why Women's Principles for Business?

Advancing women in the workplace, marketplace and community are central goals of the Women's Empowerment Principles. We need all stakeholders, and opening avenues for business to engage in women's empowerment is a top priority of UN Women and UN Global Compact.

"Gender equality is not only a basic human right, but as business, economic and development experts now agree, empowering women fuels economies and social progress. The Women's Empowerment Principles offer a tool for a results-based partnership with the business community. Implementing the Principles can make a measurable and real difference in the lives of women and men."



**Michelle Bachelet**  
Executive Director, UN Women

"We see the Women's Empowerment Principles as pointing the way to best practice by elaborating the gender dimension of good corporate citizenship, the UN Global Compact, and business' role in sustainable development"



**Georg Kell**  
Executive Director, UN Global Compact

"At Pax World, we believe that the status and role of women in a company is a key indicator of its growth potential. When women are at the table, the discussion is richer, the decision-making process is better and the organization is stronger."



**Joe Keefe**  
Pax World, President and CEO

## Equality Means Business: The Bottom Line

- Womenomics is all about the bottom line and the **power** of women in the global market place<sup>2</sup>
- Women make 80% of consumer goods purchasing decisions.<sup>3</sup>
- An equal number of men and women team members is the best combination for innovation.<sup>4</sup>
- Fortune 500 companies with women on boards performed better than those with fewer women on boards.<sup>5</sup>
- Companies with the best record of promoting women outperformed the competition by anywhere from 41 to 116 percent.<sup>6</sup>

BELOW: BPW International High-level consultation on the WEPS during CSW54 in New York, March 2010



<sup>2</sup> ABC NEWS GMA June 1 2009 Claire Shipman

<sup>3</sup> Marti Barletta - Marketing to Women

<sup>4</sup> Dr. Elizabeth Kelan, Advancing Women in the Market Place UN March 2009

<sup>5</sup> 2007 Catalyst report *The Bottom Line: Corporate Performance and Women's Representation on Boards*, quoted in EY Groundbreakers

<sup>6</sup> Catalyst, McKinsey/ ABC NEWS GMA June 1 2009 Claire Shipman

## BPW International supports:

**Women's Empowerment Principles - EQUALITY MEANS BUSINESS**



The Women Empowerment Principles are a partnership initiative of UN Women and UN Global Compact. The seven principles are:

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