



BPW International 1930 - 2011

The International Federation of Business and Professional Women

fact sheet 7:

INFORMATION AND OUTPUTS

Good practice example: **Case 1 – Men are part of the gender equality solution**

“We arranged two private sector consultations during 2009 to ensure that some of the big corporations in our country had a say about what they thought of the Women’s Empowerment Principles—Equality Means Business, a partnership initiative of UN Women and UN Global Compact, and made sure that BPW International received this feedback as part of the multi-stakeholder consultation process. We sought the advice of a leading law firm and industrial law specialists to assist us with planning our meeting and with compiling the invitation list. Pro bono support was sought and the law firm prepared the first report of that meeting. The first consultation was chaired by a male and the second by a female, both high profile.

The meetings have allowed us to form some valuable contacts with industry groups and corporates that we will be inviting as speakers to our club events and that we will be in regular contact with about the WEPs. We will be collecting best practices from each company that reflect management leadership in achieving gender equality goals. We also plan to invite the CEOs of each of these companies sign the CEO Statement of Support. Having a male chair [with a BPW member as co-chair] had enormous benefits. Our chair was able to effectively advocate for the changes that need to be made in the workplace - especially with regard to entrenched attitudes and behaviours and the importance that choice brings for women and men. We could see that this had significant influence over the male attendees and we realised the importance of seeking out more male “champions” to join us.”

weps

Left Blank Intentionally

wep



BPW INTERNATIONAL
International Federation of Business and Professional Women

