



## **BPW International**

### **Vision and mission with the Women Empowerment Principals (WEPs)**

#### **What is our vision?**

Women empowered and equal in the workplace

#### **What is our mission:**

Leading the Women's Empowerment Principles awareness campaign internationally by:

- Working with UNIFEM offices and UN Global Compact focal points to raise WEPs events and or consultations with the private sector and community groups
- Empowering company executives to understand key elements integral to promoting gender equality in the workplace, marketplace and community
- Encouraging CEOs to sign the CEO Statement of Support
- Working with individuals, community, business and government to inspire action
- Keeping government and the private sector accountable to national and international human rights standards

#### **How do we do this?**

We do this by:

- Listening, learning, communicating and educating
- Being open, expert, committed and impartial
- Fostering collaborative, diverse, flexible, respectful and innovative workplaces

#### **How will we fulfil our responsibilities?**

Feedback from Affiliates running WEPs consultations and events will allow BPW International to organise our work into the following areas:

- **Policy development and research** - reports, input, "best practices" and CEO pledges derived from Affiliates will allow us to write submissions to UN Commissions, parliamentary and other enquiries, examine federal legislation with Affiliates and work with civil society and multinationals on how to advance women in the workplace. Through these activities we can monitor the performance of government and companies and make recommendations on how policies could better meet human rights obligations. We exercise leadership by bringing to public attention the importance of inclusion of women's talents, skills, experiences and energies and by influencing outcomes to maximise intentional actions and deliberate policies.

- **Education and public awareness** - the ongoing research provided by Affiliates will allow us to update our toolkit and learn from each others experiences. It will also allow us to develop publications and educational resources and get our message ow into the communities with a view to promoting the WEPs and raising public awareness about important human rights issues.
- **International technical cooperation** - through our general consultative status at the ECOSCO we work closely with various UN Agencies and deliver findings in relation to the seven principles. We can share experiences in relation to our technical work with the WHO for example - considering health at work and we can feed back health related issues and how these are being addressed from the CEOs office in developed countries to the factory floor in emerging countries as this relates to principle #3: ensuring the health, safety and well-being of all women and men workers.

### **How does this WEPs kit affect our core work?**

The way we execute our core business in relation to women in the economy and women in decision making levels over the next term will be influenced by the success measures and activities of clubs/Affiliates as set out in this toolkit.

Not all areas of the toolkit will apply to all regions in the same way. Each region will need to review what they do and how they do it giving consideration to their respective country and region culture.

We are committed to undertaking our core business in a way that best achieves our vision and mission because despite progress made in some countries, women continue to confront discrimination, marginalisation and exclusion, even though equality between men and women stands as a universal international precept - a fundamental human right.

Our strategic plan is about building on our strengths and identifying what we want to do better so that we can move closer towards seeing women empowered and equal in the workplace, marketplace and community. The plan is as much about how we work as what we do.

### **What are our strategic goals?**

To achieve our vision and mission in relation to the WEPs

1. **Leadership** - We exercise a leadership role in raising awareness of the WEPs
2. by being visible, courageous and influential on gender diversity issues
3. **Education** - We assist all members around the world to understand and exercise human rights in the workplace
4. **Monitoring** - We hold individuals, organisations and government responsible for their human rights obligations
5. **Innovation** - We are best placed to deliver innovation through diversity of race, colour, age, ethnicity, multicultural, ..... that enhances the quality and impact of our work.
6. **Empowerment** - We support and inspire others to engage in meaningful activity on the WEPs