

JOIN THE 'WEPs ACTIVATOR' : Unleash the power of Gender Equality in your company

amfori – UN WOMEN partnership for more gender-inclusive trade:

amfori and UN Women have joined forces to strengthen women's economic empowerment particularly in the Asian and European region. The partnership aims to support companies to integrate gender equality into the way of doing business.

As part of amfori's Gender Equality Strategy and partnership with UN Women, amfori is offering members exclusive and free access to participate in the 'WEPs Activator' and join the Women's Empowerment Principles community.

The 'WEPs Activator' is a 10-month journey bringing together a small group of companies to advance gender equality through interactive trainings, peer learning, and individual mentoring.

The business case for a gender-inclusive COVID-19 recovery

Women have the potential to make a huge economic contribution: A McKinsey Global Institute report found that \$12 trillion could be added to global GDP by 2025 by advancing women's equality. However, the COVID-19 pandemic is intensifying existing gender discrimination, leaving women hardest hit by the socio-economic impacts.

"Across every sphere, from health to the economy, security to social protection, the negative impacts of COVID-19 are exacerbated for women. This is the time to ensure that gender equality concerns are fully embedded in our short-term responses and longer-term recovery to build the more equal and resilient societies that we will need coming out of this crisis."



Phumzile Mlambo-Ngcuka
Executive Director,
UN Women

'WEPs ACTIVATOR' - Exclusive Free Offer

How to sign-up to the WEPs Activator program?

Apply to be part of the 'WEPs Activator' by sharing a short motivational statement on why your company wants to participate. For further information please contact: info@amfori.org.

- Applications end: September 11, 2020
- Program start date: October 2020



Christian Ewert
amfori President

"We encourage all of our members to demonstrate leadership and join the WEPs Activator. Our mission of Trade with Purpose cannot be realized without business leadership and commitment to women's economic empowerment"

What are the Women's Empowerment Principles (WEPs) ?

The Women's Empowerment Principles (WEPs) are a set of Principles offering guidance to business on how to promote gender equality and women's empowerment in the workplace, marketplace and community. Established by UN Global Compact and UN Women, the WEPs are informed by international labour and human rights standards and grounded in the recognition that businesses have a stake in and a responsibility for gender equality.

In support of

WOMEN'S EMPOWERMENT PRINCIPLES

Established by UN Women and the
UN Global Compact Office

In partnership with



Funded by the European Union

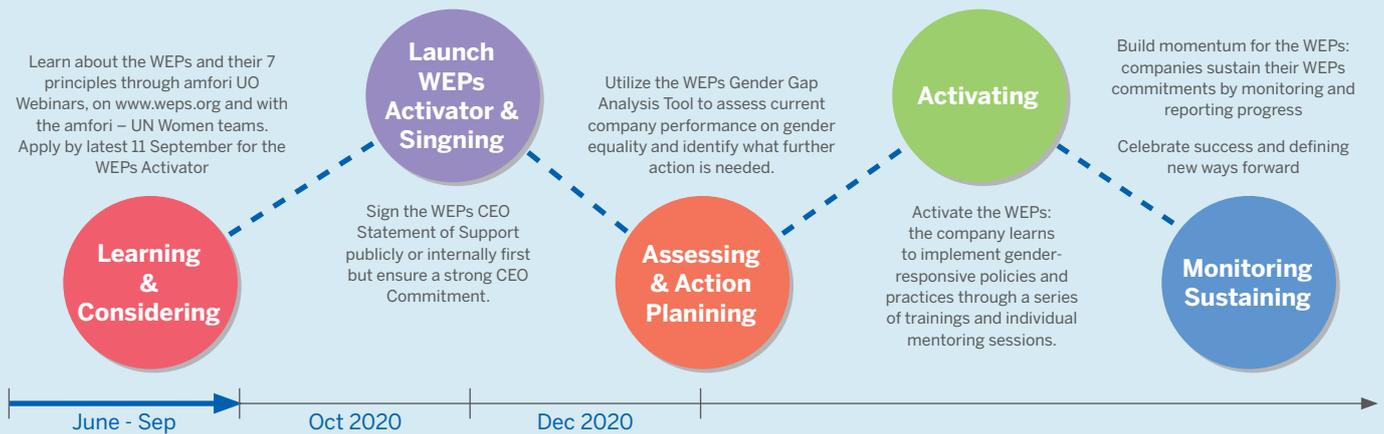


The UN WOMEN WEPs Activator

The 'WEPs Activator' is UN Women's capacity-building programme that brings together a cohort of up to 15 companies for an opportunity to learn and exchange knowledge and insight on gender-responsive policies and practices through training and mentoring.

This new program, which is strongly anchored around the Women's Empowerment Principles (WEPs), will enable companies to assess their current progress and set clear targets and action plans to build a more gender-inclusive business and supply chains.

The Journey



What are the benefits?

- ✓ Engage with a network of 3,000+ CEOs
- ✓ Free Gender Action Plan
- ✓ Increase recognition, trust & visibility
- ✓ Access unparalleled knowledge resources
- ✓ Scale up your business & create impact



What's needed from you?

- Champion gender equality in your company to drive & nurture organizational change
- Undertake anonymous Gender Assessment (GAT)
- Intention to gain executive-level gender commitment
- Time commitment: 1-2 days per month (10 months)
- Genuine feedback on the 'WEPs Activator' program



Key facts

- Timing: **October 2020 – June 2021**
- Cohort Size: of **10-15 companies**
- Project Outline: **Individual Assessment & Action Plan**
- Access interactive online & in-person **training with experts** (Tbc in-person training in 2021)
- Receive individual mentoring sessions
- Participation in the WEPs Awards & Closing Ceremony



Training content

- Gender Equality & Business
- Assessment, Planning & Reporting
- Gender Bias Training
- Equitable Workplaces
- Women & Leadership
- Sexual Harassment
- Training & Professional Development
- Women's Empowerment in Supply Chains (From Sourcing to Marketing)

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