
**WOMEN'S
EMPOWERMENT
PRINCIPLES**

WELCOME PACKAGE



United Nations
Global Compact



WOMEN'S EMPOWERMENT PRINCIPLES



PRINCIPLE 1
HIGH-LEVEL CORPORATE LEADERSHIP



PRINCIPLE 2
TREAT ALL WOMEN AND MEN FAIRLY AT WORK WITHOUT DISCRIMINATION



PRINCIPLE 3
EMPLOYEE HEALTH, WELL-BEING AND SAFETY



PRINCIPLE 4
EDUCATION AND TRAINING FOR GENDER EQUALITY



PRINCIPLE 5
ENTERPRISE DEVELOPMENT, SUPPLY CHAIN AND MARKETING PRACTICES



PRINCIPLE 6
COMMUNITY INITIATIVES AND ADVOCACY



PRINCIPLE 7
MEASUREMENT AND REPORTING

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01

**WELCOME
TO THE COMMUNITY**

MESSAGE FROM THE SECRETARIAT

Gender equality is more than just a moral responsibility. It is also great for business.

By adopting the WEPs you are not only investing in your commitment to gender equality, but also investing in your business.

UN Women and the UN Global Compact encourage their partners and stakeholders to make their commitment to the WEPs visible. There are many benefits to showcasing your status as a WEPs signatory. Consumers, workers, investors and shareholders will know your company has made it a business priority to achieve the highest standards of gender equality and women's empowerment. As a WEPs signatory, your company stands in solidarity with the United Nations to end gender inequality in the workplace, marketplace and community.

This welcome kit includes plenty of promotional materials and templates which you can download for your internal and external communications – you can use them at your meetings, conferences, booths, events to showcase your commitment – but please note the importance of keeping to our branding and logo guidelines and policies.

Also, check out our user-friendly Women's Empowerment Principles Gap Analysis Tool (WEPs Tool); it will help you make a confidential self-assessment of your strengths, and show you what you need to do next.

Whether you want to give us feedback or collaborate to promote the WEPs, contact us at weps@unwomen.org.

WELCOME TO THE COMMUNITY

Congratulations on having taken an important step in the Women's Empowerment Principles (WEPs) journey.

UN Women and the UN Global Compact launched the WEPs in 2010 with the aim of encouraging businesses to advance gender equality and women's empowerment. Our objective is to deepen, broaden and strengthen our private sector engagement to help shift behaviours for gender-responsive business conduct.

By signing the CEO Statement of Support, you have joined a network of thousands of business leaders and demonstrated your commitment to advancing gender equality and women's empowerment in the workplace, marketplace and community.

You have also shown that you know gender equality is not only a matter of fairness – it is critical to job creation, innovation, productivity and sustainable economic growth. Businesses like yours also play a critical role towards the achievement of the Sustainable Development Goals, our roadmap to a more peaceful, just and equal world for all people.

So, your engagement is more important than ever. We thank you for your partnership and look forward to supporting you on your journey.



SIMA BAHOUS
UN Women Executive Director



SANDA OJIAMBO
UN Global Compact Executive Director

02

**COMMUNICATE
YOUR COMMITMENT**

INTERNAL COMMUNICATION TEMPLATE

Use the internal communication template to communicate to all your employees that you have signed and committed to implementing the WEPs! Download and edit this customizable template. Please see page 25 for the WEPs in support of logo use.

Download **customizable template** at trello.com/b/c3b0tDjQ/weps-welcome-package

Alpha

Dear **(insert staff members/ colleagues/ fellow workers/ partners)**

I am delighted to announce that, on behalf of **(insert company name)** I have signed the United Nations Women's Empowerment Principles (WEPs). By signing the WEPs, we are committing **(insert company)** to take bold steps to advance gender equality in our workplace, marketplace and community by focusing our efforts on developing **(insert name of gender equality action strategy/plan)**. Aligning with these seven principles, my priorities will focus on **(insert CEO focus)**

We will need to work together, across all **[departments and divisions]**, to ensure that we foster a truly inclusive, safe and productive workplace for all our fellow employees. I would like all of us to uphold the shared values of gender equality and women's empowerment. This is not only good for us individually, but also for the sustainability, innovation and productivity of our company.

To learn more about the WEPs, visit weps.org.

Be sure to download and use the "In support of" WEPs logo email signature file at the end of your email.



High-level
Corporate
Leadership



Treat all Women
and Men Fairly
at Work without
Discrimination



Employee Health,
Well-Being
and Safety



Education and
Training for Gender
Equality



Enterprise Development,
Supply Chain and
Marketing practices



Community
Initiatives and
Advocacy



Measurement
and Reporting

In support of

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EXTERNAL COMMUNICATION TEMPLATE

Use the external communication template to publicly communicate that you have signed and committed to implementing the WEPs. Send it to the press and post it on your website. Please see page 25 for the WEPs in support of logo use. Share with us on Twitter so we can help make your commitment visible!

Download **customizable template** at trello.com/b/c3bOtDjQ/weps-welcome-package

Alpha

adopts WEPs

(Insert city, country)
(Insert date)

(Insert Company) has adopted the United Nations Women's Empowerment Principles (WEPs) as part of its commitment to promoting gender equality and women's empowerment in the workplace, marketplace and community.

(Insert Company) CEO (insert name) signed the Principles on (date) at a special ceremony at (insert place), and was congratulated by (insert name of United Nations official or other high level representatives).

CEO (insert name) said: "We are delighted to sign up to these principles – we will be implementing them with concrete actions such as (insert examples) and hope to have them in place by (insert date)."

“We congratulate [Insert your company name] for taking the first step on their WEPs journey. We consider [company name] a key partner in closing gender gaps in the workplace, marketplace and community and in advancing the Sustainable Development Goals.”

SIMA BAHOUS
Under-Secretary-General of the United Nations
Executive Director of UN Women

“For over a decade, the Women's Empowerment Principles (WEPs) have helped companies accelerate gender equality and advance women's empowerment in the workplace, marketplace and community. With women representing half the world's population yet remaining under-represented in business, the WEPs provide the necessary roadmap to break down barriers to women's economic empowerment. I welcome you to this growing community of Signatories and thank you for using the WEPs as a guide on your journey to sustainability, to lead and shape the path towards a more equitable world where women and girls thrive.”

SANDA OJIAMBO
Executive Director of UN Global Compact

ABOUT THE WOMEN'S EMPOWERMENT PRINCIPLES

The Women's Empowerment Principles (WEPs) guide businesses on how to promote gender equality and empower women in the workplace, marketplace and community. Jointly established by the UN Global Compact and UN Women, the WEPs are underpinned by international labour standards and human rights and by the recognition that

businesses have an important role in promoting gender equality and women's empowerment. Adopting the seven principles is the best way that businesses can deliver on the ambitions for gender equality and women's empowerment as outlined in the 2030 Agenda on Sustainable Development and in the 17 SDGs.

In support of

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For more information,
see www.weps.org, @WEPrinciples
About (insert company)

KEY MESSAGES

WHAT ARE THE WOMEN'S EMPOWERMENT PRINCIPLES?

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. 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 and women's empowerment.

The WEPs are a primary vehicle for corporate delivery on gender equality dimensions of the 2030 Agenda and the United Nations Sustainable Development Goals. By joining the WEPs community, the CEO signals commitment to this agenda at the highest levels of the company and to work collaboratively in multistakeholder networks to foster business practices that empower women.

WHY DO WE NEED EQUALITY IN THE WORKPLACE?

To uphold human rights and be inclusive, just and fair: It is really as simple as that. Gender equality in the workplace, marketplace and community advances the Agenda 2030 on Sustainable Development. It is good for society; it is good for the economy; and it benefits everyone.

To improve corporate performance: Women's equal participation at every level of the company – from the factory floor to the corporate board – leads to better financial performance, and raises returns on investment, market share and stocks.

To attract and retain talent: Companies with fair HR systems that respond to both women's and men's needs lead to inclusive recruitment practices, improved retention rates, reduced absenteeism and turnover rates, and an equitable promotion system.

To attract investments: Investors know that companies that promote gender equality are more productive, more profitable and maintain a positive reputation. They are holding companies to more rigorous standards and choosing to invest in sustainable companies that balance purpose and profit and meet the needs of both shareholder and stakeholders.

To increase innovation capacity: A diverse workforce fosters diverse ideas and generates dynamics that encourage creativity and leads to innovation.

To diversify the supplier base: A diversified pool of suppliers enhances supplier availability and security; promotes innovation through the entrance of new products, services and solutions; drives competition; and increases market penetration and access to new markets. Investing in and engaging with women-owned businesses in corporate supply chains also boosts the reputation of companies among their stakeholders and shareholders.

To meet the needs and demands of consumers: Increasingly, consumers are demanding products and services from companies with transparent, responsible business practices that advance gender equality. Women influence the majority of purchasing preferences and decisions. A diverse workforce and supplier base, representing the composition of its consumer base, can help a company meet the product and service needs of their consumers.

To end harmful gender-based stereotypes in advertisement and outreach materials: An unsteretyped world is no longer only a social imperative, but a business one. Advertisements which portray women respectfully as progressive and modern, authentic and multi-dimensional helps advance gender equality while improving customer perception and brand reputation.

To fully integrate into communities: Companies that undertake community consultations with local leaders – women and men – establish strong ties and programmes that benefit all community members and advance gender equality and sustainable development.

*For a comprehensive list of resources, visit www.weps.org/resources.

If you are **engaging your business partners on gender equality issues, make sure to invite them to adopt the WEPs by signing the CEO Statement of Support and complete the [online form](#).

03

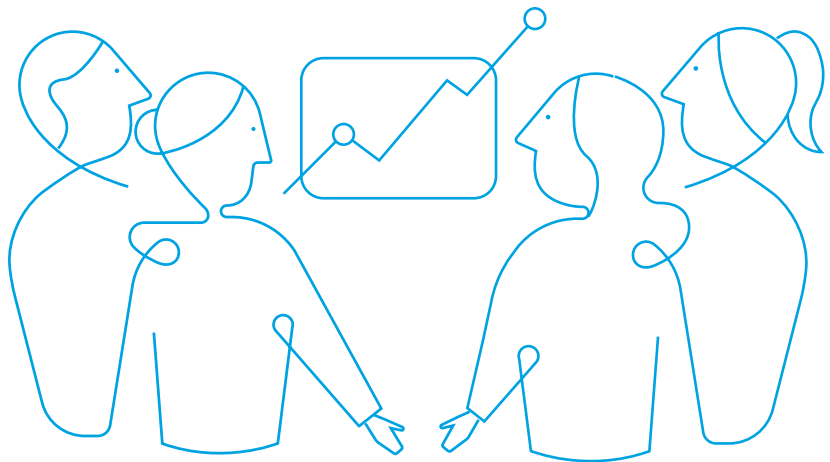
COMMUNICATION ASSETS

COMMITMENT POSTER

Communicate your commitment. Download and edit the commitment card template, then print and display this in your offices.

Download **commitment poster** at
trello.com/b/c3bOtDjQ/weps-welcome-package

Insert commitment here
Fero moditio is um
mossecum dunt,
coreium fugiaeratet
acerchi liquamet endit
quo quatus, omnia
verferspides etur?



Alpha

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QUOTE CARDS

Think about the power of your signature. Now think about the power of your words! Give us your best quote and share with the world. Download and personalize the social media card template and share on all your platforms. Be sure to tag @WEPrinciples and add #WEPs in your message.

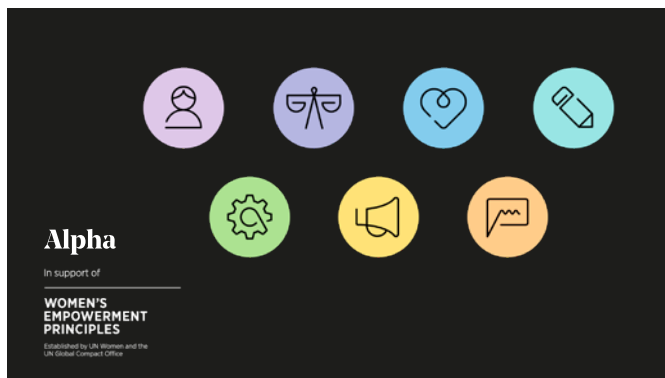
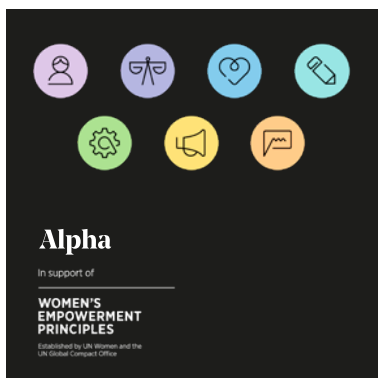
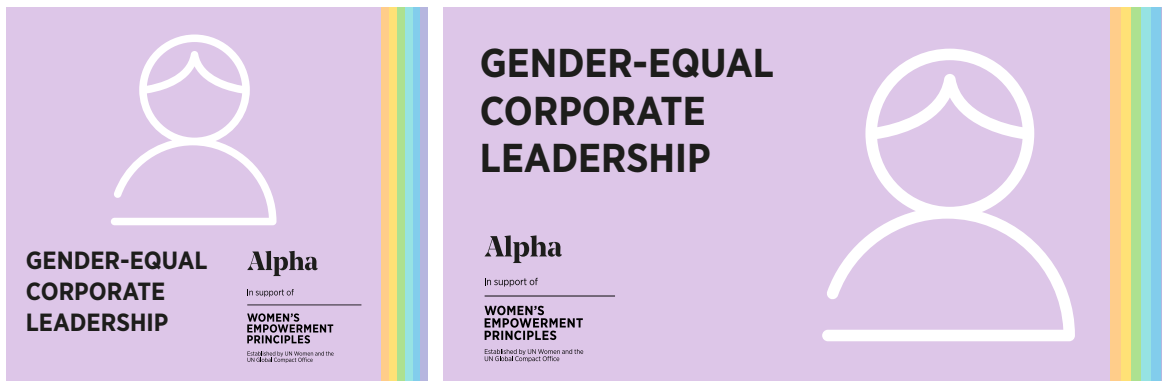
Download **quote cards** at
trello.com/b/c3bOtDlQ/weps-welcome-package



EVERGREEN CARDS

Download and use the evergreen cards for any occasion, then share on your social media platforms. Be sure to tag @WEPrinciples and add #WEPs in your message.

Download **printable templates** at trello.com/b/c3b0tDjQ/weps-welcome-package



PRINTABLE TEMPLATES

Make your commitment and actions visible. Download and print these materials. Display them in your office, at your desks, during events and conferences, everywhere!

Download **printable templates** at trello.com/b/c3b0tDjQ/weps-welcome-package

POSTERS



POSTCARDS

Front



Back



BANNERS

Download **printable templates** at
trello.com/b/c3bOtDjQ/weps-welcome-package

SIGN THE PRINCIPLES TODAY

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EQUALITY MEANS BUSINESS

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ADVANCING GENDER EQUALITY ACROSS THE WORKPLACE, MARKETPLACE, AND COMMUNITY.

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SIGN THE PRINCIPLES TODAY

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BANNERS

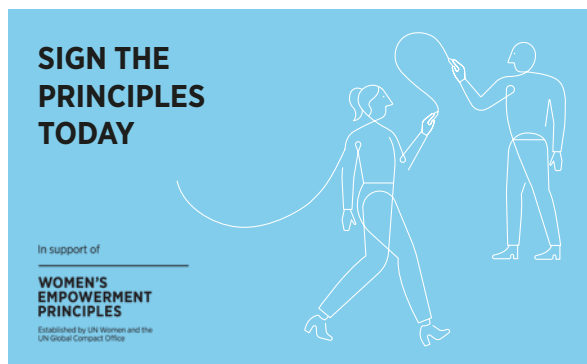
When displaying banners, please always use the black banner with all seven Principles to show your commitment to implementing the entire WEPs Framework. If your activity focuses on a particular Principle, you can also display that Principle banner along with the black banner.



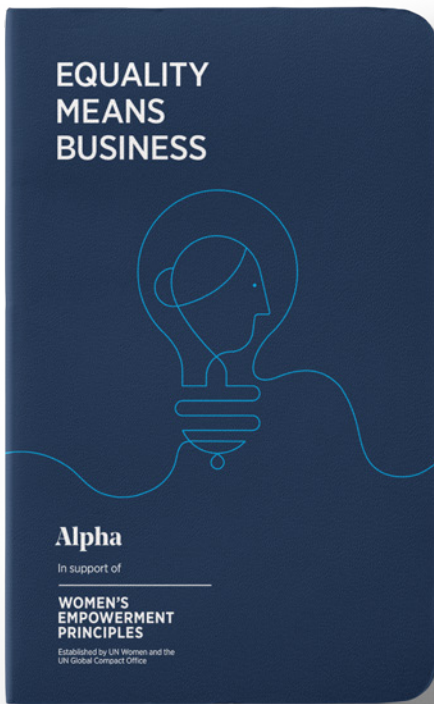
PROMOTIONAL MATERIALS

Download **stickers** at
trello.com/b/c3bOtDjQ/weps-welcome-package

   Facebook, Instagram, Twitter



NOTEBOOK



CANVAS BAG



04

WEPS IN SUPPORT OF LOGO USE GUIDELINES

PROMOTING THE WEPs

As UN Women and the UN Global Compact, we encourage all our partners and stakeholders to help promote the WEPs signature and implementation throughout the world.

For those eligible to sign the WEPs CEO Statement of Support, we encourage you to make their WEPs commitment visible. There are many benefits

to showcasing your status as a WEPs signatory. Consumers, workers, investors and shareholders will know that your organisation has made it a business priority to achieve the highest standards of gender equality and women's empowerment and that your company stands in solidarity with the United Nations to end gender inequality in the workplace, marketplace and community.

ABOUT THE WEPs LOGO

The WEPs logo has a clean line above the name to symbolize the signature line of the CEO Statement of Support. The line embodies a clear place to start your

company's WEPs journey to achieving gender equality and women's empowerment .

USING THE “IN SUPPORT OF” LOGO

Maintaining **consistency in the display** of the WEPs name and logo by the UN Women and the UN Global Compact is an important aspect of the WEPs outreach strategy. Accordingly, where supporting organizations incorporate the WEPs name and logos in their materials for the permitted uses outlined above, they are asked to strictly adhere to the following guidelines regarding the reproduction and display of the WEPs name and logos. The logo must be **black on light backgrounds and white on dark backgrounds**.

The “In Support of” logo may be used by the WEPs signatories for any promotional activity aimed at increasing awareness of the WEPs, provided they adhere to these Guidelines.

In support of

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This means that the usage should make clear that its main purpose is to support the mandate of UN Women, UN Global Compact and the WEPs. The primary focus should be the WEPs and not the relationship between the WEPs and the company or the services or products of the company. In short, it is an opportunity to promote the WEPs themselves and encourage others to sign; and not an opportunity for favourable publicity for the company because of its signature of the WEPs. See below for a few sample use-cases.

In all materials on which the WEPs logo or WEPs “In Support of” logo is used, the logo must appear in isolation, uncluttered by competing images. The logo should appear horizontally. The logo should not be used as part of a sentence or word phrase or associated with any non-related symbols or graphical elements. The Endorser logo must not be used out of context where it is unclear to which organization is the supporter of the WEPs.

To use the “In Support of” logo, the signatories must agree to the below Terms and Conditions and complete and sign the **Agreement Form [here](#)**. Once the agreement is completed, a high-resolution PNG and AI files will be provided.

PERMITTED USE OF THE “IN SUPPORT OF” LOGO

Entities that have been authorized to use the “In support of” logo on their website are strongly encouraged to link the logo to the WEPs homepage at www.weps.org. Only use “In Support of” Logo in

third-party applications, as the UN logo can not be used in a commercial context. Follow colour, clear space and minimum size principles of the “In Support of” logo.

Only use our secondary name artwork in third-party applications, as the UN logo can not be used in a commercial context. Follow color, clear space and minimum size principles of our name artwork.

Alpha

.5X MIN

In support of

X

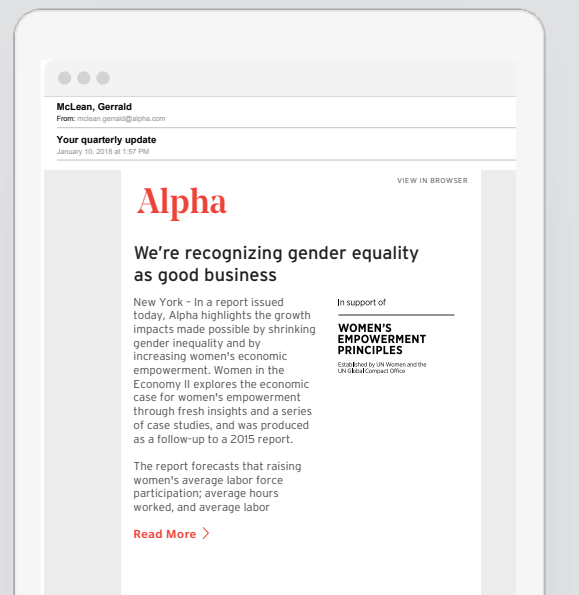
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Note: Always use a descriptive line such as “In support of” when using our name artwork in third-party applications.

Press / Website

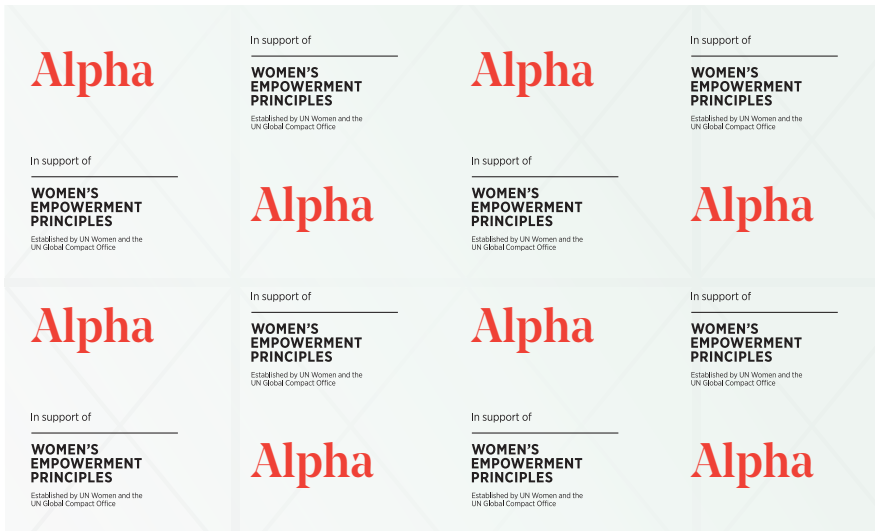
Application example:



Social media / Posters / Banner



Step-and-repeat



NON-PERMITTED USE OF “IN SUPPORT OF” LOGO

Non-Permitted Use of “In support of” Logo

Please note that the following uses will not be permitted:

- Any use of the logo in connection with fundraising.
- Any use of the logo as an endorsement or promotion of products and/or services.
- Any use of the logo in connection with event/conferences in which UN Women or the UN Global Compact is not a co-organizer, host or participant.
- Any use of the logo on social media platforms, including, but not limited to, Facebook, Twitter and LinkedIn, apart from use that is to promote the WEPs (as opposed to promoting the company or promoting the company by capitalizing on its signature of the WEPs).
- Any use of the logo as a permanent graphical element of stationery, business cards, or other variably utilized print materials. Use of the logo as part of an email signature is permitted as set out below.
- Header or footer of the website.



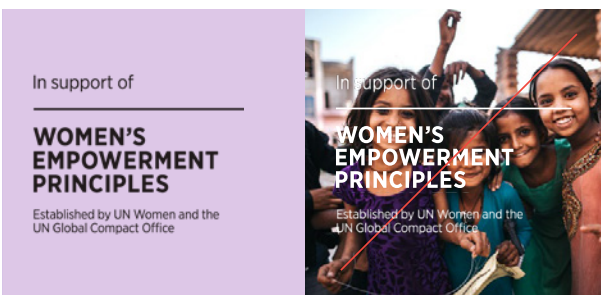
Do always use the approved name artwork.

Don't alter the color or add effects to our name artwork.



Do use our secondary name artwork where a third-party logo is used.

Don't alter our secondary name artwork in anyway.



Do place the name artwork on a simple background.

Don't place the name artwork on a busy background.

USE OF THE OFFICIAL WEPs LOGOS

The official WEPs logos are reserved only for the official use of UN Women and the UN Global Compact.

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EMPOWERMENT
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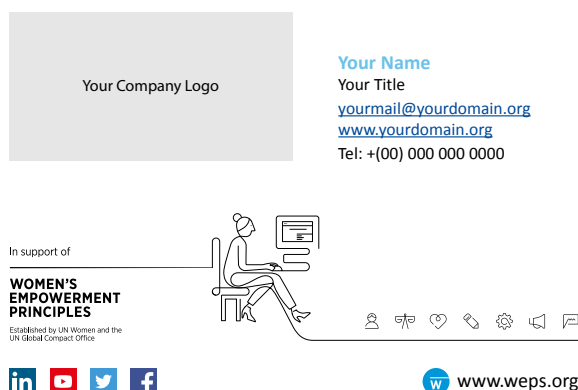
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USING THE WEPs LOGO IN EMAIL SIGNATURE

The use of the WEPs Logo in Email Signature is encouraged to demonstrate the support for the WEPs and promote uptake.

Follow the steps below to update the email signature image:

1. Open word Document with email signature graphic: <https://trello.com/c/OfA1Vmr4/29-email-signature>
2. Insert the email signature image below the regular signature by clicking the "Insert Image" Icon and uploading the saved copy.
3. The image in the Word Document contains hyperlinks to the WEPs website and social media accounts. By copying the entire image, these hyperlinks will be copied by default.



TERMS AND CONDITIONS OF USE

1. I have read and agree to use the Logo in accordance with the Women's Empowerment Principles Brand and Logo Usage Guidelines (the "Guidelines").
2. I understand that the Logo is the property of the United Nations which owns all rights to its use. I agree not to challenge or otherwise carry out any act that would impair the United Nations' rights in the Logo and further agree not to register or otherwise attempt to obtain rights in this Logo or any confusingly similar mark. Nothing herein is intended to grant any right in the Logo other than the right to use the Logo in accordance with the Guidelines and these Terms and Conditions.
3. I agree to fully cooperate with any request by UN Women or the Global Compact Office to review any materials using the Logo and to promptly make any changes requested.
4. My license to use the Logo is related to this request only and will terminate no later than termination or expiration of the activities for which I am seeking this permission today.
5. Your acceptance of these Terms and Conditions is a pre-condition of your permission to use the Logo. The United Nations reserves the right to withdraw permission to use the Logo, in its sole discretion, it believes that the privilege is being used in a way that is detrimental to its interests or these Terms and Conditions are not being met. If such permission is withdrawn, all references to the Logo shall be immediately removed.
6. I am responsible for ensuring that the activities related to the Women's Empowerment Principles are carried out in accordance with the applicable law and for ensuring that, where relevant, the appropriate insurance is maintained to cover the risks arising out of such activities.
7. The United Nations does not assume any responsibility for my activities.
8. I shall hold harmless and defend the United Nations and its officials against any action that may be brought against the United Nations and the Founders, or its officials as a result of my use of the Logo.
9. When using the Logo, I shall in no way convey or imply that I represent the United Nations or related agencies, including UN Women and the Global Compact Office, or its officials.
10. I understand that any permission to use the Logo does not constitute authorization for use of the United Nations logo; nor does it constitute authorization for use of either the UN Women logo and/or the UN Global Compact logo.
11. No permission is granted for commercial use. The logo cannot be modified in any way and it must be placed in such a manner that it is clear from the context that it is the organization that supports the WEPs and not vice versa;
12. Permission to use the Logo is granted without warranty of any kind, either express or implied.

CONSEQUENCES OF MISUSE

The United Nations' reserve the right to take appropriate action in the event of a breach of the Terms and Conditions, including these Guidelines. Possible actions may include, but are not limited to, removal of the

company from the WEPs website and database, and/or reporting the matter to the appropriate authorities. Any suspected misuse of a WEPs logo should be referred promptly to the WEPs Secretariat (weps@unwomen.org.)



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Its contents are the sole responsibility of UN Women and the United Nations Global Compact
and do not necessarily reflect the views of the European Union.*

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 www.weps.org

 [@WEPrinciples](https://twitter.com/WEPrinciples)

 weps@unwomen.org