

WOMEN'S  
EMPOWERMENT  
PRINCIPLES

# GENDER EQUALITY MEANS BUSINESS



An Introduction to the Women's Empowerment Principles



United Nations  
Global Compact



Training applicable across all WEPs

# Introductions- Facilitators



**NOHA HEFNY**

Multi-award-winning humanitarian, corporate leader and serial social entrepreneur with two decades of experience. Alumni of UNHCR, UNESCO, PepsiCo & McKinsey. Senior Consultant, Strategic Partnerships for the GCC, Unstereotype Alliance UAE National Chapter Lead at UN Women. Expert in Communications, DE&I, WEPs and women economic empowerment. Founder, People of Impact. Top 100 Women in Social Enterprise in 2021 and one of Asia's 100 Women Power Leaders 2022-23



**Dr. MAYA RMEITY**

Strategic Corporate Advisor on Diversity & Inclusion. UN Women Consultant on the Women Empowerment Principles (WEPs), Women Entrepreneurship and Gender responsive procurement. Research Expert on Women's access to Finance and economic empowerment. Co-founder of IMPACTIV-ME. Board Member at International Businesswomen Group (IBWG)- Abu Dhabi

# AGENDA

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**Context**



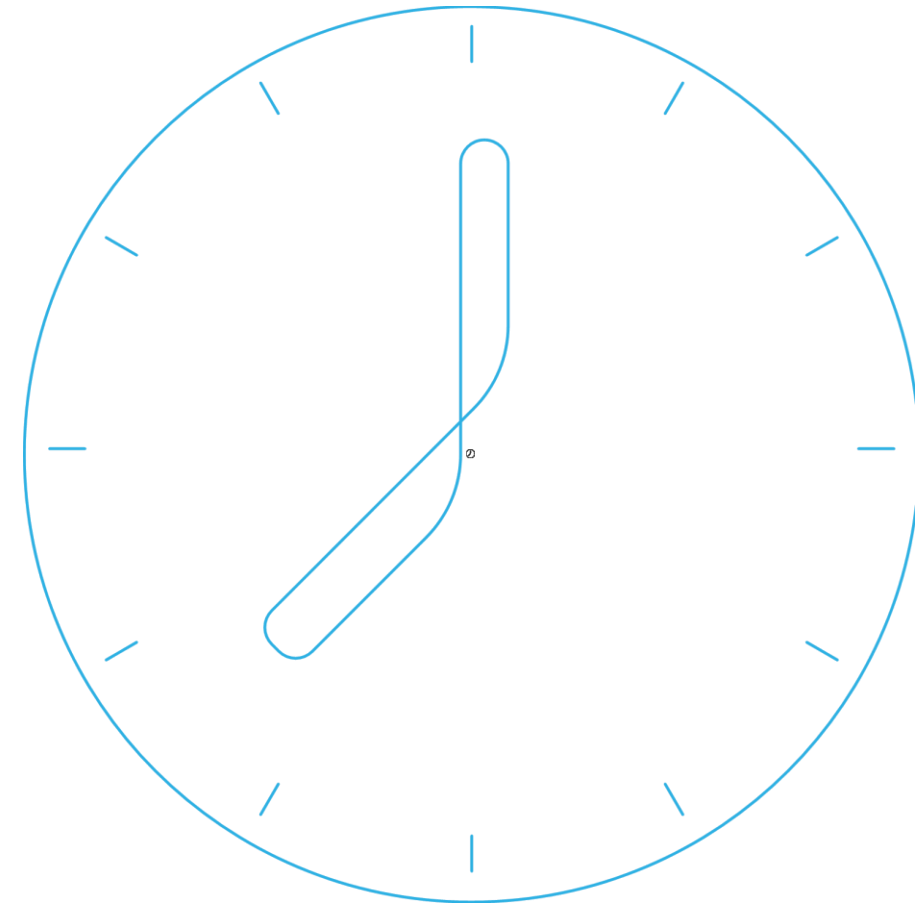
**Introducing the Women's Empowerment Principles**



**Introducing the WEPs GAT analysis tool (GAT)**



**Becoming a WEPs Signatory**





**What does women's empowerment mean to to your organization today?**



**Where would you like to see your organization in the future when it comes to women empowerment and gender equality?**

# 01 CONTEXT



This Mother's Day,  
Get Back To  
The Job  
That Really  
Matters.



©2011 P&G  
www.mrclean.com

The Chef  
does everything  
but cook  
- that's what  
wives are for!



***He does this.***



***She does that.***







### Ariel / Dads #sharetheload

How a detergent brand increased sales in India by 76% by encouraging progressive gender roles



# WE HAVE A VISION OF AN UNSTEREOTYPED WORLD

## Introducing the Unstereotype Alliance (ADVANCING PRINCIPLE 5: GENDER RESPONSIVE MEDIA & ADVERTISING)



- A thought and action platform convened by UN Women to eradicate harmful stereotypes in media and advertising content. A shared vision of an unstereotyped world, our members are committed to using advertising as a force for good.
- 11 National Chapters globally, 209 members including national chapters in Australia, Brazil, India, Japan, Kenya, Mexico, South Africa, Turkey, the UAE and the UK, with six more to launch this year across 5 continents.
- The UAE National Chapter of the Unstereotype Alliance, the first national chapter to launch in the Middle East and the sixth worldwide was convened in 2020. Today it includes 14 members including national and global companies – Etihad Aviation Group, Meta - Facebook, Google, LinkedIn, Omnicom Media Group, Snap Inc., and Unilever, VFS Global, Mondelez, Impact BBDO, MediaQuest, Accor Group, Publicis, and ITP– alongside 3 allies the Advertising Business Group and the Dubai Lynx, the premier festival of creativity covering the MENA Region and Zayed University.
- Join our coalition!



# The Unstereotype Alliance global membership

## Convener



## Vice Chairs



## Global Members



## Global Allies



## National Chapters



# UAE NATIONAL CHAPTER

## Convener



## Members



## Allies



# A deeper dive into the context in the media and advertising industry



**16% to 24%**  
in newspapers

**15% to 24%**  
in radio news

**21% to 26%**  
in TV news



Only around  
**1 in 4**  
people heard or read about  
in news are women.





# Women and the Media

## NEWS

PRINT, RADIO  
& TELEVISION



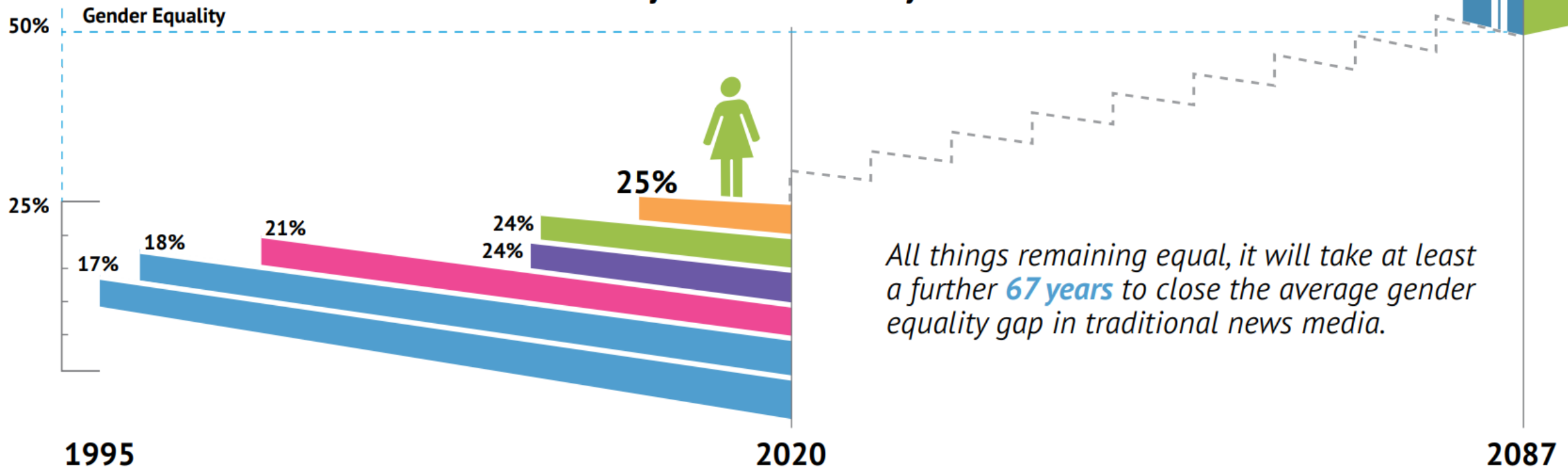
9%

Stories evoking gender (in)equality issues.

4%

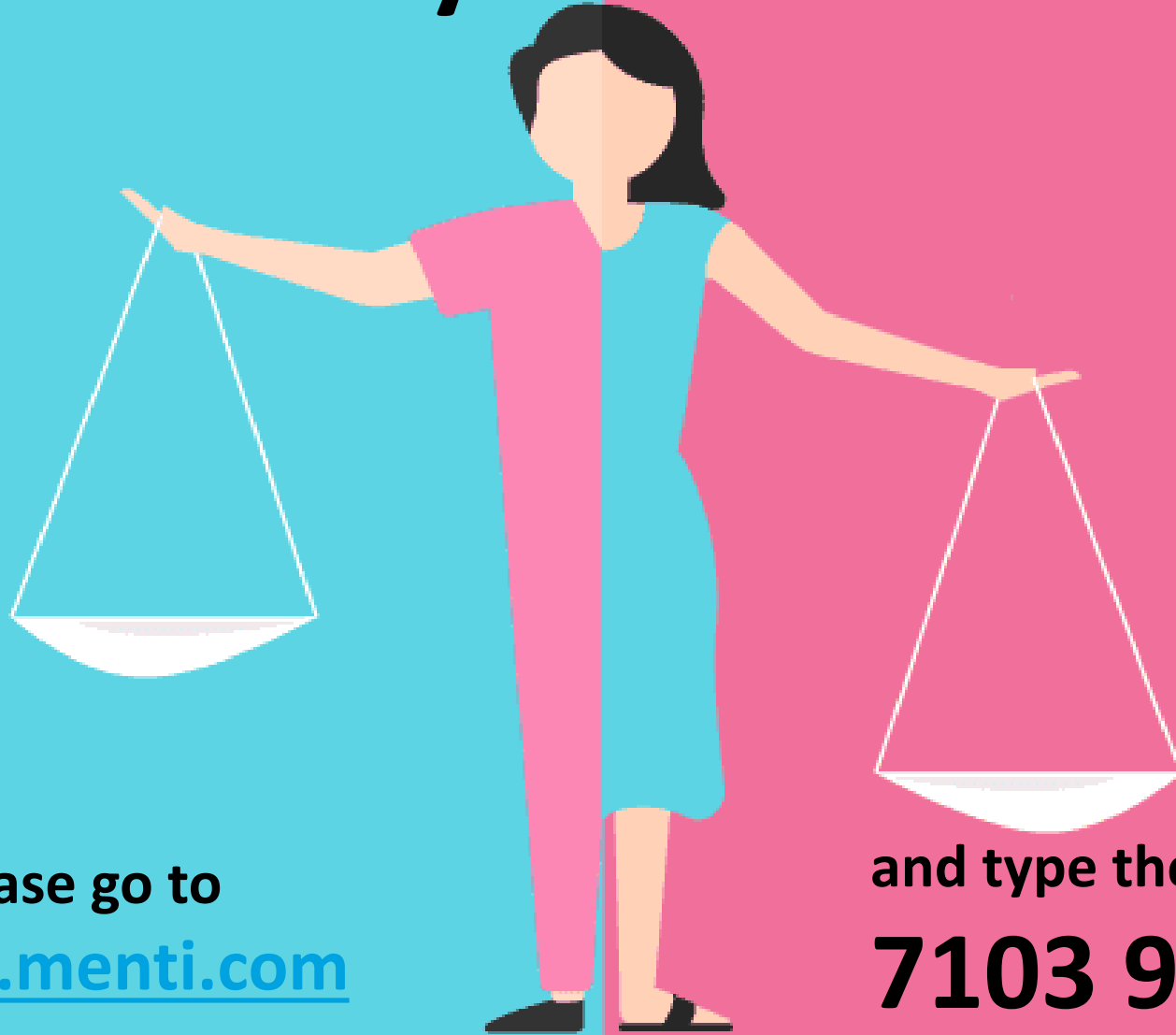
Stories clearly challenging gender stereotypes.

### Women subjects and sources by medium.



**Source:** Who makes the News? the 6<sup>th</sup> Global Media Monitoring Project Report, 2021 (UN Women in collaboration with GMMP)

# Let us hear from you?



Or please go to  
[www.menti.com](https://www.menti.com)

and type the code  
**7103 9300**

02

**Introducing the  
WOMEN'S  
EMPOWEREMENT  
PRINCIPLES**



**Gender Equality Means  
Business and this is what the  
WEPs is all about!**

# PROMOTING WOMEN'S EMPOWERMENT

## A TRIPLE WIN FOR BUSINESS



Gender equality drives economic growth and improve business performance.



**USD 28 trillion**

Could be added to economies by 2025 through advancing women's equality .

McKinsey & Company, 2018



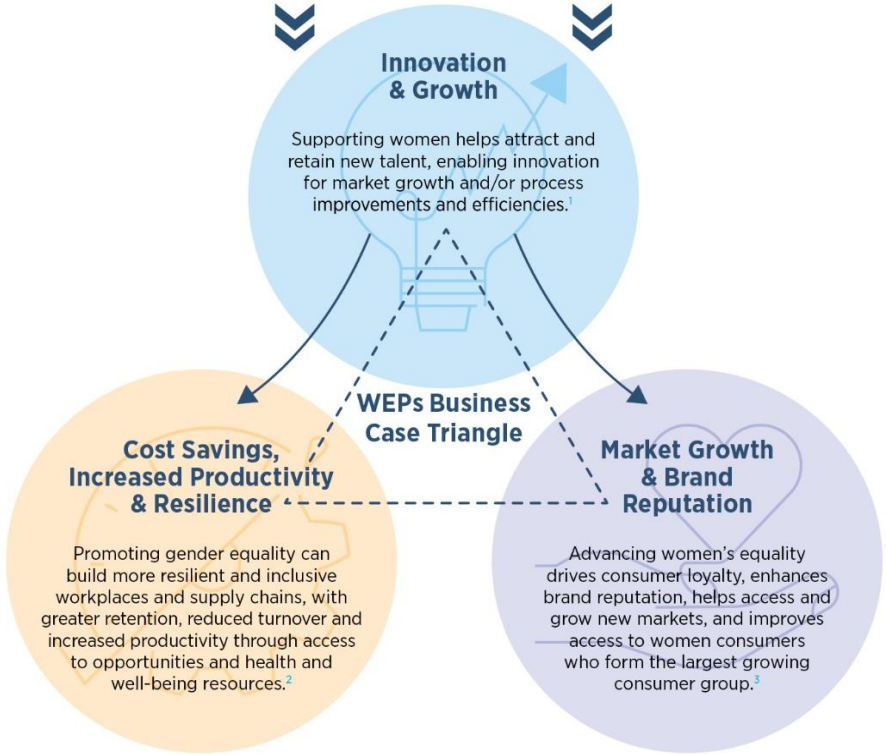
**5 GENDER EQUALITY**

Achieve gender equality and empower all women and girls



# BENEFITS FOR BUSINESS

Companies with more diverse leadership teams perform financially better and are more likely to have superior value creation.<sup>2</sup>



<sup>1</sup> McKinsey and Company (2018). Delivering through Diversity.  
<sup>2</sup> BSR (2016). Women's Empowerment in Global Value Chains. A Framework for Business Action to Advance Women's Health, Rights and Wellbeing. Business for Social Responsibility.  
<sup>3</sup> McKinsey and Company (2018). Delivering through Diversity.



Gender diverse companies outperform their peers.



**48%**  
higher operating margin

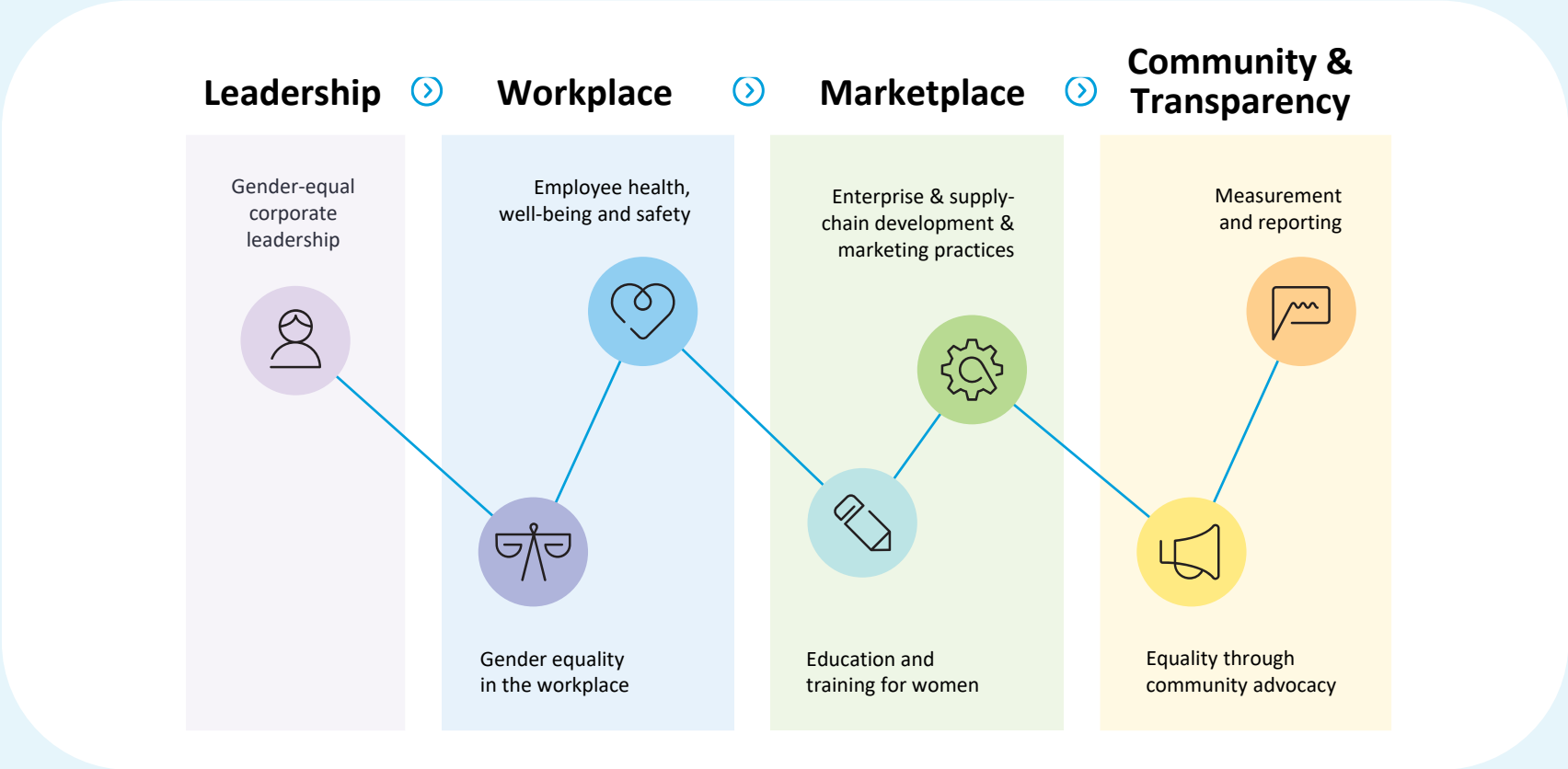
WEF, 2019

WEPs is a comprehensive  
framework and roadmap for  
**ACTION!**



# A VALUE CHAIN APPROACH TO WOMEN'S EMPOWERMENT

The WEPs provides value chain approach to women's empowerment beginning with **leadership**. Each principle addresses an area of the value change across **workplace, marketplace** and **community**.



# 7390 SIGNATORIES WORLDWIDE AMONG THEM

## 135 in UAE



# PRINCIPLE 1: GENDER-EQUAL CORPORATE LEADERSHIP



- ✓ High-level support for gender equality and human rights
- ✓ Gender goals and targets (everyone is accountable)
- ✓ Stakeholder engagement (all functions should be engaged)
- ✓ Gender-sensitive policies
- ✓ Gender diverse board/governance bodies

**10.2%**  
of Board Members  
in MENA are Women  
(Deloitte, Regional Overview 2022)



## Video Guidance:

- <https://www.weps.org/resource/principle-1-high-level-corporate-leadership>
- [Online template available for guidance.](#)

In UAE

8.9% of Boards seats are held by women in UAE in 2022, compared to 3.5% in 2020 according to Aurora50 and Mohammed Bin Rashid School of Government (MBRSG).

# PRINCIPLE 2: GENDER EQUALITY IN THE WORKPLACE



- ✓ Non-discrimination policy
- ✓ Equal pay and benefits
- ✓ Gender-sensitive recruitment and retention
- ✓ Women in leadership and management
- ✓ Flexible work policies
- ✓ Child and dependent care programs

## Guidance and Tools

1. The gender decoder : a free online tool to check whether a job advert includes subtle male language that discourages women applicants. <http://gender-decoder.katmatfield.com/>
2. Equal Opportunity Employer Statement <https://www.betterteam.com/equal-opportunity-employer-statement>
3. Pay Gap Assessment tool [Diagnosis for Equal Remuneration Tool](#)
4. [Guidance](#) on equal pay, sexual harassment, family-friendly policies, child-care and gender responsive procurement, and other key topics.



In a study of over 250 US companies, comprehensive maternity and paternity leave policies improved employee retention rates, attracted more talent, and increased employee productivity

# PRINCIPLE 3: EMPLOYEE HEALTH AND SAFETY



- ✓ Safe working conditions
- ✓ Zero-tolerance policy towards violence and sexual harassment
- ✓ Equal access to health insurance and services
- ✓ Paid time off for medical care and counseling
- ✓ Training for security staff and managers



## Guidance Tools

- [Domestic Violence Policy Template | WEPs](#)
- [Gender-Based Violence and Harassment at Work Policy Template | WEPs](#)
- [WEPs Action Card - Tackling Sexual Harassment in the World of Work | WEPs](#)
- WEPs Sexual Harassment Self Analysis Tool

**Having a robust reporting mechanism in the workplace is crucial**

Unfortunately, the COVID-19 pandemic led to some countries in the MENA reporting a rise in cases of domestic violence and calls to helplines due to prolonged confinement at home during lockdowns and curfews. Globally the surge was at 25% creating a shadow pandemic

# PRINCIPLE 4: EDUCATION AND TRAINING FOR WOMEN



- ✓ Equal access to education and training programs
- ✓ Networking and mentoring opportunities
- ✓ Clear business case for women's empowerment
- ✓ Gender diversity in nontraditional jobs and revenue generating roles



## Guidance Tools

### Mentoring guidance

Sodexo has reported a US\$19 return on every US\$1 in mentoring and promoting diversity and inclusion.



According to a global study :

**63% of women** have never had a formal mentor.

**56% of organizations** have a formal program for mentoring (DDI, 2021).



# PRINCIPLE 5: ENTERPRISE AND SUPPLY CHAIN DEVELOPMENT

- ✓ Procure from women-owned/led enterprises (eg. GRP)
- ✓ Address credit and lending barriers
- ✓ Collaboration with business partners and peers
- ✓ Gender-responsive media and advertising (eg. UA)
- ✓ Product, service, and facility design and delivery for women



### Guidance Tools

- [Guidance on Gender Responsive Procurement](#)
- [Guidance on Gender-responsive media and advertising \(soon\)](#)

More women than men entrepreneurs introduce innovations (new products and services) in developed economies. (WEConnect International, 2017)



Results from the WEPs Gender Gap Analysis Tool found that, as of 2020, only **6% of companies include gender in auditing protocols, supplier scorecards, or other supply chain management tools**, and only **4% track spending with women-owned business** (BSR and UNGC, 2020).

# Why Unstereotype?

A group of people, mostly women, are participating in a protest or demonstration. They are holding up white signs with red and black text. The signs contain messages such as 'LA DISCRIMINATION', 'NOUS RECLAMONS UNE VIE À L'ABRI DE LA VIOLENCE ET DE LA DISCRIMINATION', and 'NO LA EN WE DEMAND JUSTICE AND PEACE FOR ALL'. The background is slightly blurred, showing other participants and the general atmosphere of a public gathering.

## For society

- Stereotypes are pervasive and destructive
- We can help shape the world we imagine for ourselves and others
- Advertising should reflect the society around us
- Collective action is powerful

## For business

- 70% of brand purchasing decisions are made by women
- 72% of men and women say most advertising does not reflect the world around them
- Brands that deliver progressive ads have a higher purchase intent of more than 25% for all consumers and 45% for women



# Membership Benefits of the Unstereotype Alliance



Use of branding and campaign assets

Access to Proprietary tools and knowledge products

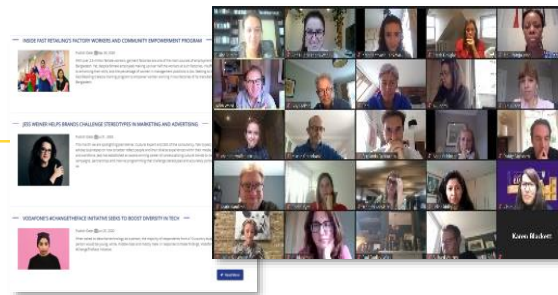
Member-only platform and digital learning tools



Annual knowledge-sharing summit at the UN



UN Women hosted events within industry platforms



Member engagement opportunities



Research and best practice

# PRINCIPLE 6: EQUALITY THROUGH COMMUNITY ADVOCACY



- ✓ Social Impact and responsibility activities and commitments
- ✓ Lead by example
- ✓ Work with community stakeholders
- ✓ Promote and recognize women's leadership in communities
- ✓ Philanthropy and grants to support gender equality and women's empowerment



## Guidance Tools

- [The WEPs Transparency and Accountability Framework Reference Guide](#)



An estimated **US\$14.6 billion** was pledged by the private sector to support programs involving girls and women between 2005 and 2020 (Association of Women's Rights in Development, 2013).

# PRINCIPLE 7: MEASUREMENT AND REPORTING



- ✓ Plans and policies to promote gender equality public
- ✓ Gender benchmarks
- ✓ Measure and report on progress
- ✓ Gender markers into ongoing reporting obligations



## Guidance Tools

- [WEPs Gap Analysis Tool](#)
- [WEPs indicators](#)
- [Principle 7 - Measurement and Reporting | WEPs](#)
- [Advancing Sustainability Management through Reporting | WEPs](#)

28%

of companies, using the WEPs Gender Gap Analysis Tool, have time-bound measurable gender-equality targets, and only 24% report on progress in achieving their goals publicly (BSR and UNGC, 2020).

# Essential Reporting Indicators

<b>Women in leadership</b>	1a	Percentage of women in senior leadership level positions
	1b	Percentage of women on non-executive board (only for companies with a non-executive board)
<b>Equal pay</b>	2	Ratio of the basic salary and remuneration of women to men for each employee category, by significant locations of operation
<b>Equal opportunities in the workplace</b>	3a	Percentage of new hires who are women
	3b	Percentage of promoted employees who are women
	4	Retention rate of employees that took parental leave, disaggregated by sex
<b>Safe and inclusive workplaces</b>	5	Has confidential, anonymous grievance, resolution and non-retaliation mechanisms and procedures to address and respond to reports and incidents of violence and harassment

# Complimentary Reporting Indicators

<b>Equal opportunities in the workplace</b>	6	Percentage of women in traditionally underrepresented roles
<b>Training and development</b>	7	Average hours of training that the organization's employees have undertaken
<b>Gender-responsive procurement</b>	9	Percentage of procurement spend with women-owned businesses
	10	Percentage of procurement spend with businesses with gender equality commitments
	11	Percentage of workers in supply chain receiving a living wage, disaggregated by sex
<b>Gender-responsive marketing</b>	12	Has a stand-alone responsible marketing policy or a commitment embedded in a broader corporate policy that addresses the portrayal of gender stereotypes
<b>Product design and development</b>	13	Has a policy or commitment embedded in a wider corporate policy to integrate inclusive gender considerations into product design and delivery
<b>Women in communities</b>	14	Percentage of financial or pro-bono support for gender equality programs

37

**04**

**THE WEPs**

**GENDER GAP  
ANALYSIS TOOL**



# WEPs GENDER GAP ANALYSIS TOOL

1. Leadership

2. Workplace

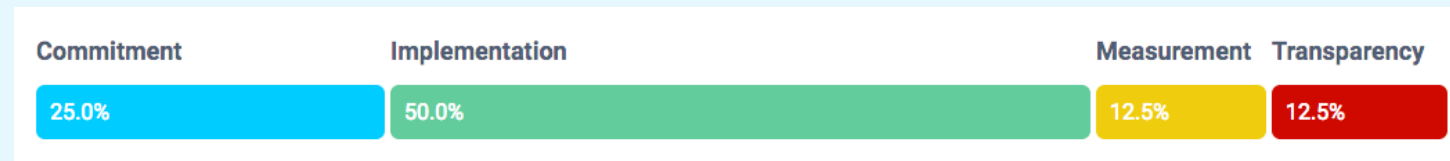
3. Marketplace

4. Community

- A **global framework** grounded in the WEPs and designed for business
- **Free, user-friendly, and confidential** online platform
- **Concise and clear results** for companies to easily identify areas for improvement
- Covers **committing, implementing, measuring, communicating progress, and acting**

## Topics include:

- Gender equality strategy
- Equal pay
- Recruitment
- Supporting parents and caregivers
- Women's health and safety
- Inclusive sourcing
- Advocacy for gender equality in communities of operation.



An [FAQ on the methodology](#) is available.

# TAKING THE WEPS GENDER GAP ANALYSIS TOOL

## 14. Does your company encourage suppliers and vendors to advance performance on gender equality?

- No, our company currently does not have an approach, but:
  - We are interested in learning more.
  - We plan to take steps in the next year.
  - Some of our country offices or business units have taken steps.
  - None of the above.
- Yes, our company encourages suppliers or vendors to advance performance on gender equality.
- Not Applicable, The company does not have suppliers or contract vendors

Commitment

- Has a supplier or vendor code of conduct that explicitly states support for gender equality

### Implementation

- Encourages suppliers and vendors to have a gender equality strategy or policy that addresses: nondiscrimination, equal pay for equal work, and health and safety of women workers
- Has robust due diligence or assessment processes for suppliers and vendors to ensure they are not causing or contributing to adverse human rights impacts, particularly for women and girls
- Undertakes due diligence or assessments to identify human trafficking in its supply chain
- Incorporates gender equality expectations in supplier communications
- Offers independently, or as part of a business association, ongoing capacity building to suppliers and vendors to support continuous improvement on gender equality
- Encourages and works with suppliers to adopt policies and practices that support quality health and hygiene for both male and female workers
- Works with suppliers to develop a corrective action plan if gender equality risks or challenges arise

### Measurement

- Encourages suppliers to set and measure targets and benchmarks on gender equality

### Transparency

- Includes gender equality criteria in standard auditing protocols, supplier scorecards, or other supply chain management tools
- Includes gender-specific questions in supplier self-assessments



# UNDERSTANDING YOUR RESULTS

## Company Y

**Beginner - 22%**  
Current Score

**Apr 29, 2019**  
Last Evaluation

[Take the WEPs Tool](#)

Preview Questions & Resources:

- [PDF Questions](#)
- [Excel Questions](#)
- [View Resources](#)

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HISTORY

### Your Previous Scores

Date	Score	Results
Apr 29, 2019	Beginner - 22%	<a href="#">View Results</a>

### Your Subsidiaries Scores

[View Combined Results](#)

Company X		
Date	Score	Results
Nov 30, 2018	Beginner - 11%	<a href="#">View Results</a>

HELP

### Frequently Asked Questions

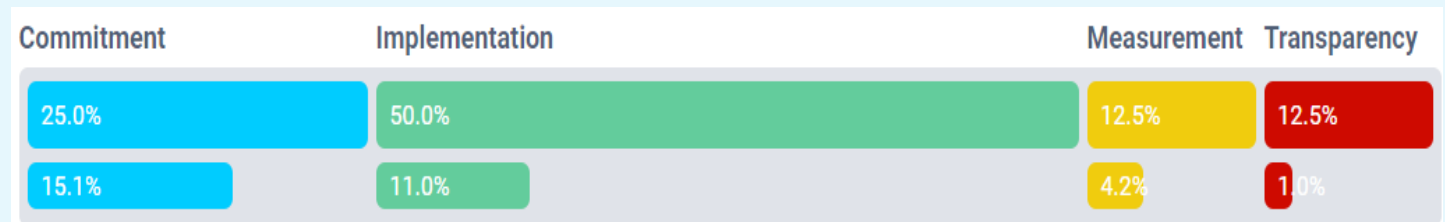
Why use the WEPs Tool - What is the benefit to my company?

Is there a fee to use the tool? What are the resources needed?

Can the self-assessment be completed in sections? May I save as I go?

Will my company's information remain private?

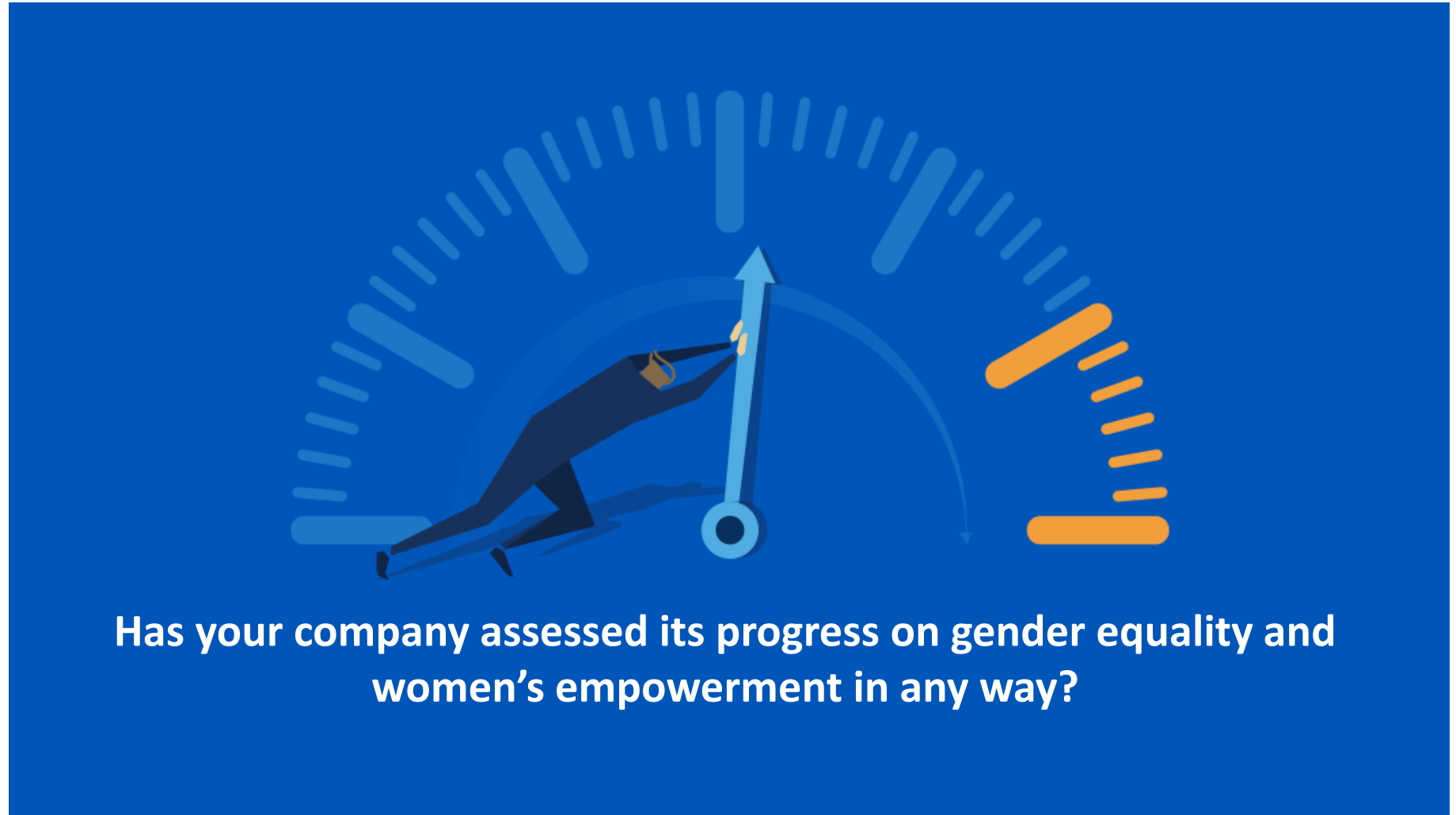
[View All Topics](#)



# UNDERSTANDING YOUR RESULTS



# A question for you?

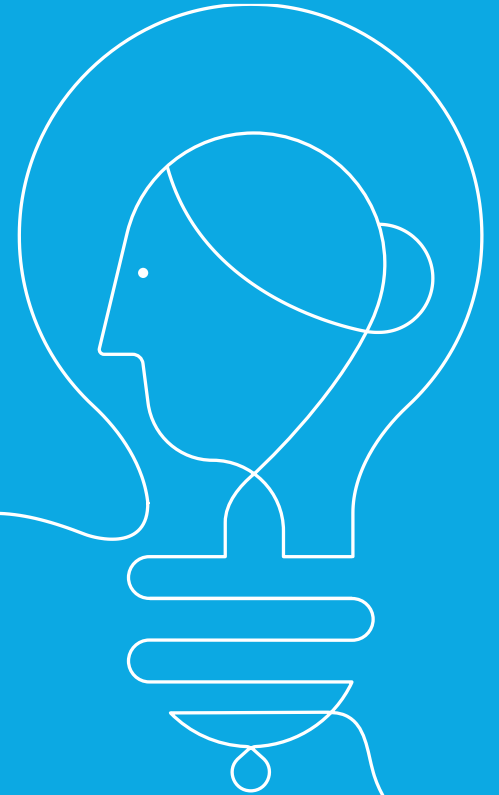


Has your company assessed its progress on gender equality and women's empowerment in any way?

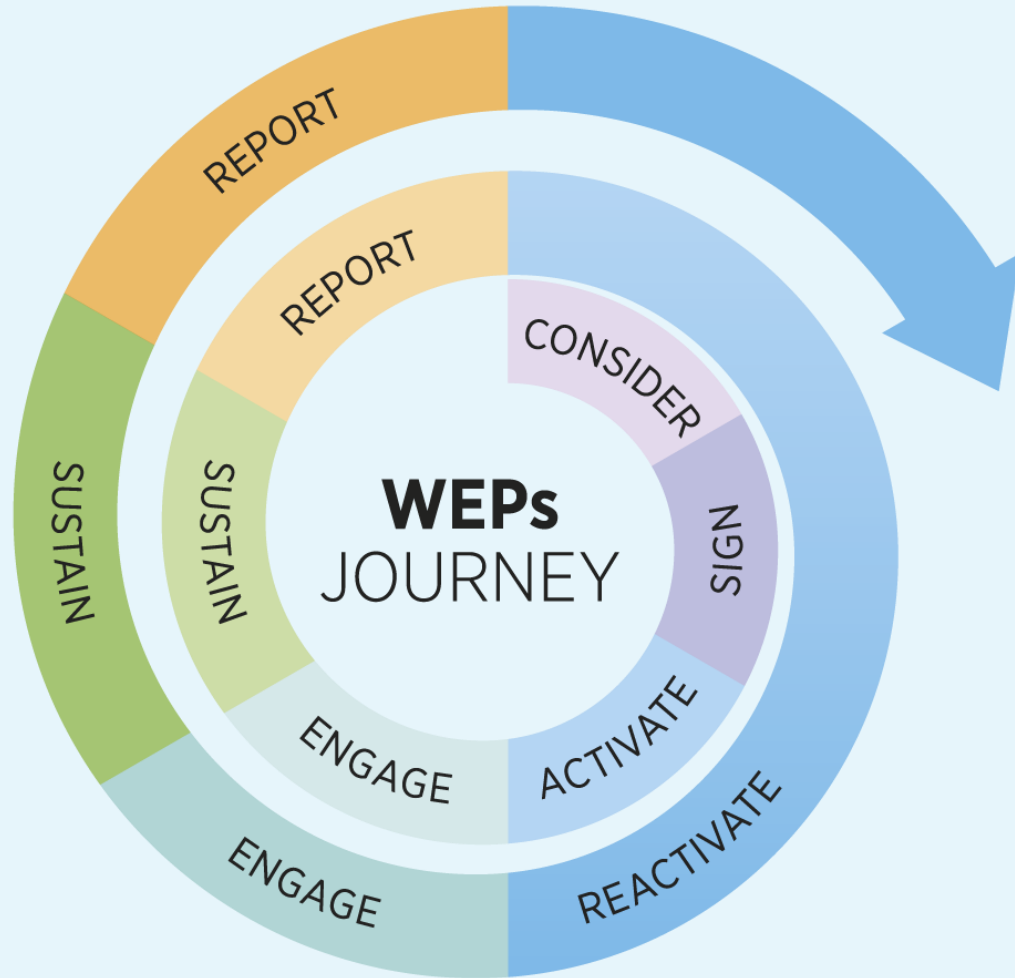
# 05

## THE WEPs

### JOURNEY



# THE WEPs JOURNEY



## 1. Consider

Gain awareness of the WEPs and garner senior internal support for signing.

## 2. Sign

Apply, formalize and communicate your WEPs Commitment with the [WEPs CEO Statement of Support](#).

## 3. Activate

Take the WEPS [Gender Gap Analysis Tool](#) to set a baseline; develop your WEPs action plan and KPIs, set targets, share them on [weps.org](#) and start to implement.

## 4. Engage

Activate your business partners, vendors and suppliers to foster gender-responsive and inclusive value chains.

## 5. Sustain

Continue to communicate progress, experiences and lessons learned on [weps.org](#).

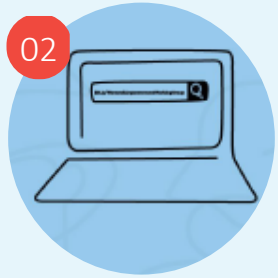
## 6. Report

Share your company's progress against your WEPs action plan; and integrate results into available corporate reporting frameworks.

# SIGNING: HOW TO JOIN THE WEPS



The company's or organization's CEO/President signs the CEO statement of support.

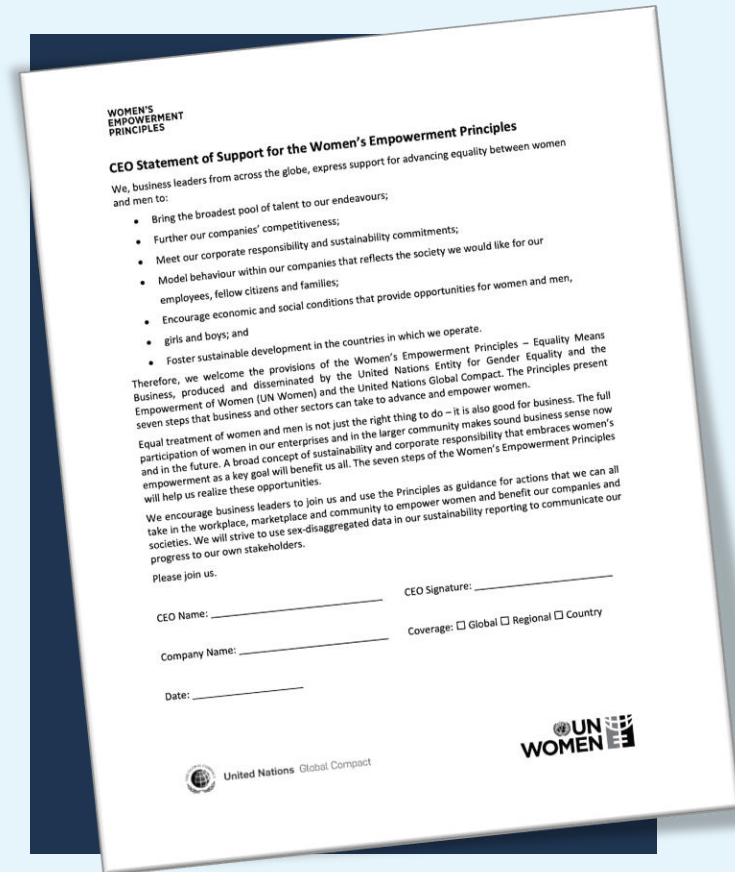


Complete the [online form](#).



Take [WEPS Gender Gap Analysis Tool](#) before or after signing

For more info see the WEPS [FAQs](#).



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**WOMEN'S  
EMPOWERMENT  
PRINCIPLES**

For inquiries or partnerships:

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[www.empowerwomen.org/weps](http://www.empowerwomen.org/weps)  
Follow UN Women UAE on twitter @unwomenuae



**We'd love to hear your feedback**

*If interested to sign the WEPEPs or join the Unstereotype Alliance in the UAE contact:*

Razan Osman  
razan.osman@unwomen.org



**Thank you**