



BPW International 1930 - 2011

The International Federation of Business and Professional Women

fact sheet 3:

EVENTS SO FAR – A WEPS TIME-LINE

June 2004: The Calvert Women's Principles®² were developed in partnership with UNIFEM as the first global corporate code of conduct focused exclusively on empowering, advancing and investing in women worldwide. While the response to the Women's Principles has been strong and positive, many suggested bringing together an array of global stakeholders to discuss how to promote and implement these goals around the world.

2009

5-6 March 2009: In response, the UN Global Compact and UNIFEM organized the "Advancing Women's Position in the Global Marketplace" event at UN Headquarters in New York, to explore the role of business in improving the status of women around the world. The meeting brought together more than 120 representatives of business, civil society, academia, labour, governments and the UN to develop a more coherent vision of the many ways in which business can help to empower women and advance gender equality, addressed issues such as creating the optimal workplace, women and entrepreneurship, and public-private partnerships to advance women.



23 May 2009: A wider consultative international process around opportunities and obstacles for business working with a set of Women's Principles. BPW International engaged in the consultation phase and actively requested feedback from the private sector, arranging the first industry and business round table consultations in Melbourne, Australia. Affiliates from around the world were also encouraged to participate. The International President and 2nd Vice President were invited to join businesses/organizations and other stakeholders forming an informal working group guiding the Women Principle's vision. In collaboration with business and other stakeholders worldwide, the process developed a robust global business case for the Women's Empowerment Principles, illustrated with examples of good business practice.



ABOVE (FLTR): Henry Skene, Senior Partner, Arnold Bloch Leibler; Vice President, Freda Miriklis; Deputy Lord Mayor, Susan Riley; BPW Australia President, Marilyn Forsythe



2010

BELOW: Photos taken during the WEPs Launch at the Levin Institute, New York, March 2010



President Liz Benham with Cynthia Trudell, Senior VP, Human Resources & Chief Personnel Officer, PepsiCo



President Liz and Vice President Freda with Mr. Georg Kell, Executive Director, UN Global Compact Office

February 2010: New York, USA: BPW leaders attending the 2nd BPW President's Seminar during CSW 54 had a private briefing on the WEPs from UNIFEM (now part of UN Women) and UN Global Compact representatives before their official launch.

9 March 2010: New York, USA: *The Women's Empowerment Principles: Equality means Business* were launched at the Levin Institute. BPW International was represented by President Liz Benham and 2nd Vice President Freda Miriklis.

24 - 25 June 2010: New York, USA: WEPs presented to more than 1,000 CEOs, ministers, heads of civil society at the 10th Anniversary of the [UN Global Compact Leaders Summit](#). The summit was convened to discuss how to build a new era of sustainability, an era where environmental, social and governance issues are deeply integrated into business based on both material and ethical rationales. Thirty-nine chief executives from all regions of the world representing diverse global and national companies expressed their commitment to advancing equality between men and women, the cornerstone of the seven WEPs at the UN Global Compact Leaders Summit. The CEOs were from prominent companies including: Symantec, US; Eskom Holdings Limited, South Africa; Infosys Technologies Limited, India; Total, France; Levi Strauss & Co., US; The Westpac Group, Australia. BPW International was represented by the President and 2nd Vice President. [Read the *BPW Leads* article here.](#)

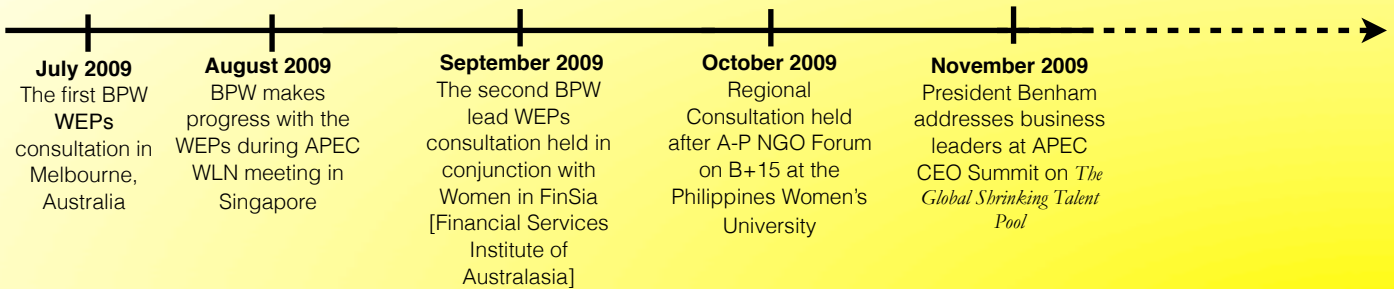
19-21 September 2010: Tokyo, JAPAN: The WEPs were included in the 15th APEC Women Leaders Network Recommendations to APEC Leaders and Ministers, on the theme: *Creation of New Global Economic Activities by Women - Realization through People, Nature and Culture*.

23 September 2010: Tokyo, JAPAN: 20 leading private Japanese companies including Sharp, Shimano, Shiseido, and Teijin Ltd. demonstrated their support for the WEPs and were recognized in a signing ceremony in Sakai City. The City of Sakai, Sakai Chamber of Commerce and Sakai Employers' Association also showed support.

9-10 March 2011: New York, USA: UNIFEM (now part of UN Women) and the UN Global Compact hosted the 3rd annual *Equality Means Business* event, focusing on how businesses are using the WEPs to strengthen their internal and external efforts to advance and empower women. Scheduled to commemorate International Women's Day (8 March), this event showcased practices aligned to the WEPs, and include stakeholders from government and civil society to encourage greater integration and support to put the principles into practice.



More action. The journey in 2009



Actions speak louder than words. Over the past year, we've been working to drive forward workplace changes and this is just the beginning...

Can you help us change workplace attitudes and behaviours?



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BPW's advocacy of WEPs in the Asia Pacific

22 July 2009: Melbourne, Australia: The first BPW WEPs consultation was organised in conjunction with leading law firm and industrial law specialists - Arnold Bloch Leibler - to provide industry and business leaders in Australia the opportunity to feedback ideas in the consultation phase. The insights from this meeting were reported back to the UN. The meeting was chaired by Senior Partner, Henry Skene and hosted by the City of Melbourne and its significance underlined by a formal reception provided by the Deputy Lord Mayor, Susan Riley.

4-5 August 2009: Singapore: 14th APEC WLN Meeting, on the theme: *Women and Sustainable Development in APEC*. Led by President Benham, BPW International members made excellent progress with the WPs at the APEC WLN meeting. BPW International promoted and discussed the potential of getting behind the UNIFEM/UNGC initiative and generated significant interest from many leaders representing government, private and civil society sectors in the region. During the main plenary session BPW raised a question from the floor in relation to the interest of APEC member economies working with the set of proposed Women's Principles and the progress made to date

in the Asia Pacific region. BPW representatives received strong interest from varying stakeholders seeking to be engaged at some level of the ongoing consultation process.

This led to President Liz calling a meeting of interested participants; amongst the officials present at that meeting were: the Education Commissioner of Philippines, UNIFEM Director, East & South East Asia Regional Office, BPW members and business leaders interested to progress and build on the first Australian consultations. A concept note was later developed for the UNIFEM East & South East Asia Regional Office and used as a case study for our region; consultations were planned for the Philippines with the Commissioner and Former Chair, National Commission on the Role of Filipino Women (NCRFW). Initial discussions were held with UNIFEM East & South East Asia Regional Office to arrange a plenary session during the ESCAP High Level Intergovernmental meeting to Review Regional Implementation of the Beijing Platform for Action and its regional and global outcomes during 16-18 November in Bangkok, Thailand. Initial discussions with Japanese representatives followed to ensure that the WEPs are featured as part of the APEC WLN agenda in Japan the following year.



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APEC CEO Summit
Singapore 12 to 14 November 2009

The Search for Talent

13 November 2009

October 2009: Following discussions at the 14th APEC WLN meeting in Singapore, BPW International prepared and submitted a concept note to UNIFEM stating BPW International's support of the WEPs and commitment to work with UNIFEM and UNGC to raise awareness about them in the region. The concept note was prepared for the UNIFEM East & South-East Asia Regional Office.

16 September 2009: Melbourne, Australia: The second consultation was organized in conjunction with Women in FinSia [Financial Services Institute of Australasia] committee and chaired by Kathleen Townsend - former Executive Director of the Office of the Status of Women in the Department of the Prime Minister and Cabinet and head of Australian delegation at the Fourth Women's Conference in 1995. The meeting was hosted at the offices of UBS Wealth Management.

9 September 2009: Melbourne, Australia: The 2009 Premier's Annual Women's Summit attracted more than 200 corporate, industry and civil society leaders. The theme was *Women's Leadership in the Workplace*. BPW secured the CEO, Australian Mines and Metals Association (AMMA) to present at the Summit. [AMMA is the biggest industry in terms of export dollars; good credentials in terms of its women's policies]. Knott spoke to the initiatives in place to empower and advance women in the workplace, making specific reference to the initiatives in place that relate directly to the Calvert Women's Principles. BPW was attended the meeting and met with key advisers to the Minister of Women's Affairs and her chief of staff.

26th October 2009: Quezon City, Philippines: BPW International brought together the National Council of Women of the Philippines (NCWP) and the Philippine Federation of Business and Professional Women (PFBPW) in partnership with the Development Institute for Women in the Asia Pacific (DIWA) to organize an all day Forum entitled: *Women's Principles and Womenomics*. This forum was held immediately after the Asia Pacific NGO Forum on Beijing +15 at the Philippine Women's University (PWU) and was convened under the leadership of Dr Amelou Benitez Reyes, President, PWU & NCWP. At the invitation of BPW International, Senator Leticia Ramos-Shahani [Secretary-General of the World Conference on the UN Decade of Women in Nairobi, Kenya in 1985] gave the key note address. More than 50 leaders attended the meeting representing: non-government organizations, government agencies, academia, religious groups, development managers, women's business groups, media and PWU students. As a central part of discussions, participants explored how the WP's might be useful to stimulate further progress. Key recommendations arising from this forum were submitted to the UN as part of the multi stakeholder consultation process.

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ABOVE: Panelists speaking at BPW Taiwan - *Women's Power and Women's Property* Forum

12-14 November 2009: Singapore: The theme of the APEC CEO Summit was: *Rebuilding the Global Economy: Crisis and Opportunity*. The summit brought together more than 1,200 top business figures and thought leaders, as well as 14 APEC Economic Leaders. The 2nd Vice President accompanied President Benham who was invited to present the WEPs as part of an address on *The Global Shrinking Talent Pool* at the CEO Summit during a dine-around event held at *One on the Bund*.

March 2010: New York, USA: Members of the BPW Australian delegation were invited to a cocktail reception at the offices of the Ambassador and Permanent Representative to the United Nations, New York, welcoming Australians attending CSW 54. The 2nd Vice President took the opportunity [on behalf of BPW International] to discuss Australia's active involvement with the WPs consultations. BPW International was later contacted by The Department of the Prime Minister and Cabinet, and the office of the Minister in the Australian Department of Foreign Affairs and Trade to discuss Australia's progress and continued support of the WEPs in Australia and its intentions in the Asia Pacific region, in particular with the APEC economies. BPW International worked closely with the International Section, Office for Women, Dept of Families, Housing, Community Services and Indigenous Affairs (FaHCSIA) and the 2nd Vice President invited to present at a preparatory meeting for Australian delegates attending the 15th APEC WLN meeting and later appointed Main Australia Representative to the **APEC WLN Drafting Committee** at the 15th APEC WLN meeting in Tokyo, Japan.

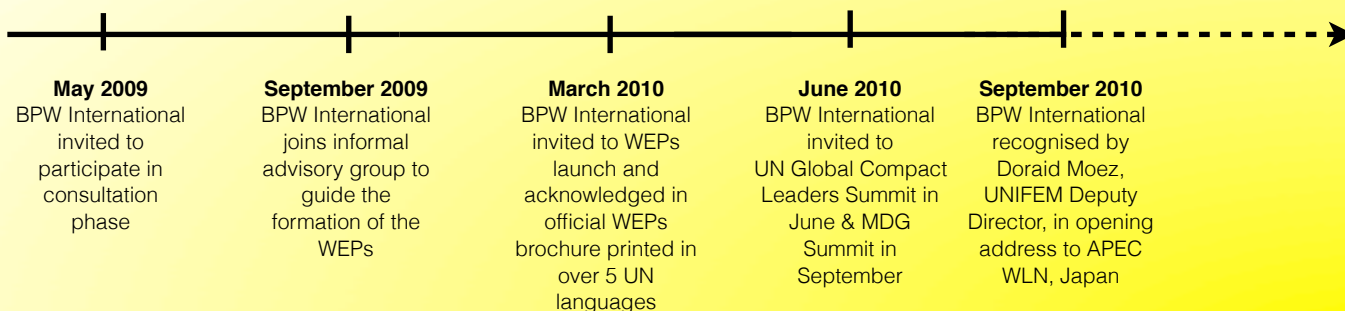
May 2010: Taipei City, Taiwan: Under the leadership of BPW Taiwan President, Annette Lu, [former Vice President of the Republic of China (Taiwan)], BPW Taiwan organised the *Women's Power and Women's Property* Forum. The moderator was Vice President, BPW Taiwan, Mei-Nu Yu, with panellists including: Fu- Mei Chang [Former Minister, Overseas Compatriot Affairs Office], Ju-Hsuan, Minister, Council of Labour Affairs and Angela Chang, Managing Director, Johnson&Johnson, Taiwan. Together with Madam Lu, President Liz and 2nd Vice President Freda, gave the Opening Remarks to the Forum where the WEPs were introduced and discussed during this high-level meeting.

31 July - 1 August 2010: Wellington, New Zealand: Delegates at the BPW Oceania Conference (BPW Sub-Regional Meeting) represented members from: American Samoa, Australia, Cook Islands and New Zealand; a video presentation was made by BPW Papua New Guinea. 2nd Vice President Freda promoted the WEPs to participants calling for them to lobby their key economies in the lead up to the 15th APEC WLN Meeting. President, BPW New Zealand, Angela McLeod and Vice President Freda had a private reception with Mrs Pansy Wong, Minister for Ethnic Affairs, Minister of Women's Affairs and Rowena Phair, CEO Ministry of Women's Affairs, to update the New Zealand government on BPW International's progress and intentions with the WEPs, seeking New Zealand's support for the WEPs at the forthcoming 15th APEC WLN Meeting, Tokyo, Japan.

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More focus. The journey so far



Actions speak louder than words. By making the WEPs an organisational priority BPW Affiliates are united through common purpose.

We have been able to achieve so much and this is just the beginning...



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September 2010: Korea: As part of a series of events held in the lead up to the G-20 Summit in Korea,

BPW Korea in partnership with the Ministry of Gender Equality and Family and the UN Global Compact, Korea, prepared a WEPs seminar. President Liz Benham provided the key note address with opening remarks given by Asia Pacific Regional Coordinator Young Hai Park, President BPW Korea, Eunice Hwang, in association with, the Minister of Gender Equality and Family and the Secretary General and Vice President of the UN Global Compact, Korea, commemorating the Seoul G-20 Summit. This national event generated significant media interest with President Benham interviewed by several media agencies. President Benham also presented at another WEPs event organised by BPW Jeju and at a meeting with the First Lady, she commented on the significance of the WEPs for the Korean economy.



Leading the way: President Liz chairing the highly rating "Strategy for Women's Initiative in Economy (or Business)" discussion panel organised by BPW Japan

FLTR: Ms Liz Benham, President BPW International; Ms Kimie Iwata Representative Director & Executive Vice President, SHISEIDO CO., Ltd. Hon. Pansy Wong, Minister for Women's Affairs and Ethnic Affairs, New Zealand; Dr Amelou Benitez Reyes, President, National Council of Women of the Philippines; Ms Fumiko Hayashi Mayor, City of Yokohama, Japan; Ms Nicole Hollows CEO & Managing Director, Macarthur Coal Ltd

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19-21 September 2010: Tokyo, Japan: The theme of the 15th APEC WLN meeting was *Creation of New Global Economic Activities by Women -- Realization through People, Nature and Culture*, focusing on women and economy. BPW International strategically planned and worked with key APEC stakeholders to successfully raise awareness around the WEPs during this meeting. Forward planning with key members of the APEC Organising Committee, several economies, UNIFEM Headquarters and Liaison Office Japan, BPW Japan and founders of APEC WLN were integral to the overall success, ensuring that the WEPs were well recognized.

As part of our advocacy efforts BPW International successfully executed a WEPs awareness raising campaign. President Benham lobbied the USA economy and organized WEPs badges that were worn by prominent leaders, speakers and BPW members during the meeting. Vice President Miriklis was confirmed as the principle Australian Representative for the WLN Drafting Committee and worked with Australia to ensure that the WEPs were included in the WLN Recommendations to APEC Leaders and Ministers and lobbied with other economies, calling on the support of BPW Asia Pacific affiliates. The WEPs were unanimously accepted by the WLN Drafting Committee and mentioned as an overarching recommendation that included them as one of the three pillars for inclusive growth.

29-30 October 2010: Pago, Pago, American Samoa: BPW American Samoa held its first *Leadership Conference: Women Mean Business*, which was the first conference of its type, attracting over 70 attendees. The conference launched the WEPs introducing them as a strategic way to start a long term project, integrating the WEPs into the corporate and government environment. Merrilee May, President, BPW American Samoa said: "We are excited about the prospect of bringing women together to work toward common goals for the improvement of the business community in American Samoa".

4 May 2011: BPW Ankara President, Arzu Özyol, is organising the *Women's Empowerment Principles -- Equality Means Business* Forum at Yeditepe University, Istanbul. This will be a full day event and will precede the Global Summit of Women meeting which will also be held in Istanbul, Turkey. In the lead up to this event, BPW Ankara arranged for the Turkish translation of the WEPs booklet and have made the translation available to the UN.

However, the Principles are also intended to inform other stakeholders in their engagement and partnership with the business community. In this context, I will take this opportunity to thank all the partners that have worked so hard to promote the Women's Empowerment Principles in Japan and around the world. Let me especially highlight the partnership with the UNIFEM Japan National Committee, the UN Global Compact Network team in Tokyo and the International Federation of Business and Professional Women.

Keynote Address by Moez Doraid, Deputy Executive Director, UNIFEM (part of UN Women) at Opening Ceremony, 15th APEC WLN Meeting, Tokyo, Japan



RIGHT: Moez Doraid delivers Key Note Address during APEC WLN Opening Ceremony

