

## Equality Means Business Bulletin November 2010



Greetings:

The UNIFEM (now part of UN Women) and the UN Global Compact Women's Empowerment Principles team is pleased to provide you this Equality Means Business Bulletin. In only seven months since the WEPs' launch, thanks to you, there is a lot to report. We welcome any feedback about the WEPs and look forward to being in touch. If your company CEO has signed the WEPs, we want to hear about that experience and subsequent efforts to use the seven Principles as a gender lens on practices. We ask other stakeholders from business, civil society, the UN and government to also tell us what they are doing and how they think the WEPs add value. Please, let us know if we can help in any way.

Ursula Wynhoven  
UN Global Compact Office

Joan Libby Hawk  
Special Adviser on the Women's Empowerment Principles

Laraine Mills  
UNIFEM (part of UN Women)

Lauren Gula  
UN Global Compact Office

---

### Save the Date: 3rd Annual Equality Means Business Event, 9-10 March, NYC

On 9-10 March, UNIFEM (now part of UN Women) and the UN Global Compact will host the 3rd annual Equality Means Business event in New York City, focusing on how businesses are using the Women's Empowerment Principles to strengthen their internal and external efforts to advance and empower women. Scheduled to commemorate International Women's Day (8 March), this event will showcase practices aligned to the seven Women's Empowerment Principles, and include stakeholders from Government and civil society to encourage greater integration and support to put the Principles into practice. Invitations and agenda will be circulated in December. If there are people you'd like to add to the WEPs list, please send to: Lauren Gula ([gulal@un.org](mailto:gulal@un.org)) or Laraine Mills ([laraine.mills@unifem.org](mailto:laraine.mills@unifem.org)).

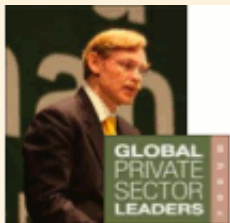
## Over 110 CEOs Sign Statement of Support for the Women's Empowerment Principles

Over 110 CEOs from around the world, representing a wide range of industries, have signed the CEO Statement of Support since launched in June 2010. Recent signatories include: Cebu Magazine Exchange, Inc., Philippines; Microsoft, USA; PARTICIP GmbH, Germany; PepsiCo, USA; Rabutec, Malaysia/Singapore; and Tryg, Denmark, as well as numerous industry leaders in Spain, Brazil and Japan.

- [CEO Statement of Support and List of Signatories \(pdf\)](#)

We are grateful for the support of the many companies, organizations and local UNIFEM (now part of UN Women) and UN Global Compact constituencies that have worked to promote the WEPs within their networks. The drive to engage top leadership continues. For more information on signing the Statement of Support, please contact Lauren Gula ([gulal@un.org](mailto:gulal@un.org)) or Laraine Mills ([laraine.mills@unifem.org](mailto:laraine.mills@unifem.org)).

## On behalf of the World Bank Group, World Bank President Robert B. Zoellick sends Letter of Support for the Principles



Mr. Zoellick joins several members of the World Bank Group's Global Private Sector Leaders Forum in welcoming the WEP initiative and opportunities for future collaboration around women's economic empowerment and women's entrepreneurship.

## Itaipu Binacional, UNIFEM and UN Global Compact team up to roll out the Women's Empowerment Principles in Brazil

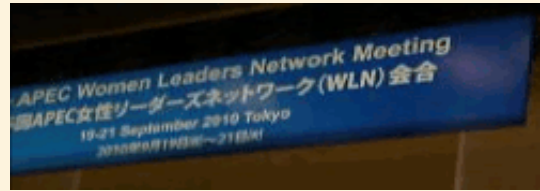


At a regional conference focusing on gender and domestic labour (1-2 September), leading Brazilian public and private companies – including Banco do Brasil, CPRM, Eletrobras, Embrapa, Petrobras, Serpro and Itaipu Binacional – reconfirmed their support for the WEPs and commitments to gender equality. President Lula was presented the WEPs by UNIFEM Regional Programme Director, Rebecca Tavares.



## WEPs take center stage at 15<sup>th</sup> Annual Meeting of the APEC Women Leaders Network in Tokyo

Global NGO and WEP champion, the International Federation of Business and Professional Women (BPW International), supports UNIFEM and UN Global Compact offices to promote the WEPs at local and regional meetings around the world, including at the recent APEC Women Leaders Network (WLN) meeting in Tokyo, 19-21 September. The WEPs were included in the approved recommendations to APEC Leaders and Ministers on the theme: “Creation of New Global Economic Activities by Women - Realization through People, Nature and Culture”.



## Japanese businesses endorse the Women’s Empowerment Principles

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 on 23 September. The City of Sakai, Sakai Chamber of Commerce and Sakai Employer’s Association also showed support.

## WEPs reach growing network of companies in Spain



UNIFEM and UN Global Compact Local Network outreach to public and private companies in Spain meets positive response from over 25 Spanish companies, including Endesa, ENUSA, BMC Maderas, FCC Construcción, and Gesproenergía S.L.