

## JOIN THE 'WEPS ACTIVATOR' 2.0

# Unleash the power of Gender Equality across your company and value chain

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

With support of the European Union (EU), 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 access to participate in the 'WEPS Activator' and join the Women's Empowerment Principles (WEPS) community. The **'WEPS Activator' is a 9-month journey** bringing together a small group of companies and their business partners to advance gender equality through interactive trainings, peer learning, and individual mentoring.

Generation equality has 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. However, the COVID-19 pandemic is intensifying existing gender discrimination, leaving women hardest hit by the socio-economic impacts. The WEPS Activator will help your business to overcome these and unleash the opportunity for women and your business.

### Voices from the WEPS Activator Participants



*"The WEPS Activator has inspired us to create an Action Plan to embrace a gender-lens into our business. We will shortly start internal trainings on gender equality and other actions, driven and inspired by the Activator Trainings."* - Silvia Mazzanti, Product and Sustainability Manager, Save The Duck



*"Our participation in the WEPS Activator has encouraged the ALDI Nord Group of Companies and ALDI South Group to start developing a gender policy and a gender action plan for our supply chains."* - Lena Schweighöfer, Specialist CR/QA International, ALDI Nord Group of Companies



*"As an international wholesaler, we are as diverse as our millions of customers, which is why diversity and inclusion is a fundamental part of our corporate culture. METRO not only aims to empower all employees to develop their full potential, but also to provide equal opportunities for everyone in our entire value chain. The WEP Activator provides us with helpful impulses for this."* - Rafael Gasset, Chief Operating Officer, METRO



**Phumzile  
Mlambo-Ngcuka**

Executive Director,  
UN Women

*"With the full participation of women in the economy comes job creation, innovation, productivity and sustainable economic growth. The Women's Empowerment Principles (WEPS) provide a powerful framework to advance gender equality and women's empowerment in the workplace, marketplace and community and set a global norm for the private sector."*

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Funded by the European Union



Gender equality means good business



## UN Women WEPs ACTIVATOR 2.0 – New Programme - How to sign-up to the WEPs Activator program?

Sign-in to be part of the 'WEPs Activator' by contacting: [info@amfori.org](mailto:info@amfori.org) and fill your 'Expression of Interest Form' [here](https://mfb.li/amforiWEPS).  
[<https://mfb.li/amforiWEPS>]

- Before September 9th, 2021
- Programme Period: October 2021 – June 2022

### Budget Requested:

Participation in the WEPs Activator costs 12.000 €. If companies want to invite suppliers to selected sessions, this costs an additional + 2.000 € per supplier.

\*Maximal total 5 suppliers per company. If you are interested to have more suppliers, please reach out directly to [info@amfori.org](mailto:info@amfori.org).

All places are allocated on a 'first come first serve basis' – [REGISTER NOW](#)

## The UN WOMEN WEPs Activator

The 'WEPs Activator' is a capacity-building programme that brings together a cohort of up to **15 companies and a selected group of their strategic business partners** for an opportunity to learn and exchange knowledge and insight on gender-responsive policies and practices through training and mentoring. The 2nd edition of the WEPs-Activator will be incorporating a lot of learnings from the first 16 amfori members who finalized the programme in June 2021. The programme will feature new tools and materials, including assessment and action-planning tools in different areas, such as sexual harassment and gender-responsive procurement and exchange with other practitioners in the space.

**Also NEW – Choose up to 5 committed business partners** to join selected sessions throughout the 9-month programme.

## Through WEPs Activator, you will

- Engage with a network of 5,000+ companies
- Increase recognition, trust & visibility for your business
- Gain access to knowledge resources & tools
- Scale up your business & create impact
- Receive a personal certificate for participation in the WEPs Activator from UN Women and amfori

## The WEPs Activator Programme Journey










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

The Women's Empowerment Principles (WEPs) are a set of seven 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.

1.  Gender-equal corporate leadership
2.  Equal opportunity, inclusion and non-discrimination
3.  Employee health, well-being and safety
4.  Education and training for women
5.  Gender-responsive enterprise and supply chain development
6.  Community advocacy for gender equality
7.  Transparency, measurement and reporting

## Benefits to Join



### What tools will you and your selected business partners have access to?

- UN Women Gender Assessment Tool (GAT)
- UN Women Gender Action Planning Tool
- amfori Self-assessment and Action Planning Tool on Gender Equality for producers
- UN Women Sexual Harassment Assessment Tool
- UN Women Gender-Responsive Procurement Assessment Tool
- UN Women Reporting Framework and Platform



### Key facts

- Timing: October 2021 – June 2022<sup>1</sup>
- Cohort Size: 15 companies + up to max. 75 suppliers (for selected trainings only)
- Benefit from 12-hour interactive online training with experts (invite relevant colleagues to specific sessions i.e. CSR, HR, Procurement, Leadership)
- Receive 1 individual mentoring session (1 hour)
- Participation in the WEPs Awards & Closing Ceremony
- Every participating company can select up to 5 suppliers to join selected sessions



### What's needed from you?

- Dedicated champion on gender equality in your company to drive & nurture organizational change (core participant to join the Activator)
- CEO Level Commitment to join the WEPs during the process
- Create internal buy-in and participation from relevant departments (CSR, HR, Sourcing etc.)
- Undertake anonymous Gender Assessment (GAT)
- Monitor your business partners' progress
- Executive-level gender commitment
- Time commitment: 1-2 days per month (9 months)



### Overview of Training content

- Introduction Interview 1-2-1 with the Trainers to understand the needs of your company
- Getting to know your fellow-companies – Introduction into your WEPs Activator Journey
- Gender Equality & Introduction into the WEPs  
[open to business partners](#)
- Assessment, Planning & Reporting [open to business partners](#)
- Gender Bias Training
- Equitable Workplaces
- Women & Leadership
- Optional Choice for a deep-dive session on:  
[open to business partners](#)
  - Sexual Harassment
  - Gender-Responsive Procurement
- Training & Professional Development [Optional]

1. amfori and UN Women reserve the right to cancel the WEPs Activator programme, should there be too few participants. Any invoiced amount will be refunded in full.

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