

JOIN THE 'WEPs ACTIVATOR'

Advance your business with gender equality

Kenan and UN Women Partnership to advance gender equality in business:

Kenan Foundation Asia, in collaboration with the European Union-funded program WeEmpowerAsia of UN Women, have joined forces to unleash the potential of women's economic empowerment. The partnership aims to support 600 corporations in Thailand to integrate gender equality into the way of doing business and enhancing their competitiveness by joining the Women Empowerment Principles community.

All businesses stand to benefit from greater equality for women. As part of the partnership, Kenan Foundation Asia is offering free and exclusive access to companies to participate in the awareness training sessions to identify your company's strengths, gaps and opportunities to promote gender parity with the Gender Gap Analysis Tool; and expand on the gender-inclusive business culture at all levels in the organization.

The 'WEPs Activator' is a 10-month journey bringing together leading companies in Thailand to drive business performance via gender-inclusive implementation.



Richard Bernhard
Executive Director,
Kenan Foundation Asia

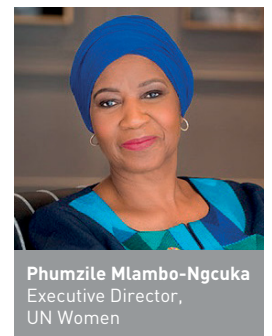
"We urge all companies regardless of size and sector to play an active role in catalysing business action for women's full and equal economic participation and join the WEPs Activator. Now is the time to fast-track your SDG5 agenda, champion best practices and inspire more corporate leaders to make an impact."

The business case for a gender-inclusive COVID-19 recovery

Women have 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 by advancing women's equality. However, the COVID-19 pandemic is intensifying existing gender discrimination, leaving women hardest hit by the socio-economic impacts.



Across every sphere, from health to the economy, security to social protection, the negative impacts of COVID-19 are exacerbated for women. This is the time to ensure that gender equality concerns are fully embedded in our short-term responses and longer-term recovery to build the more equal and resilient societies that we will need coming out of this crisis.



Phumzile Mlambo-Ngcuka
Executive Director,
UN Women



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

In support of

**WOMEN'S
EMPOWERMENT
PRINCIPLES**
Established by UN Women and the
UN Global Compact Office

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. 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.

WeEmpowerAsia - Kenan Partnership

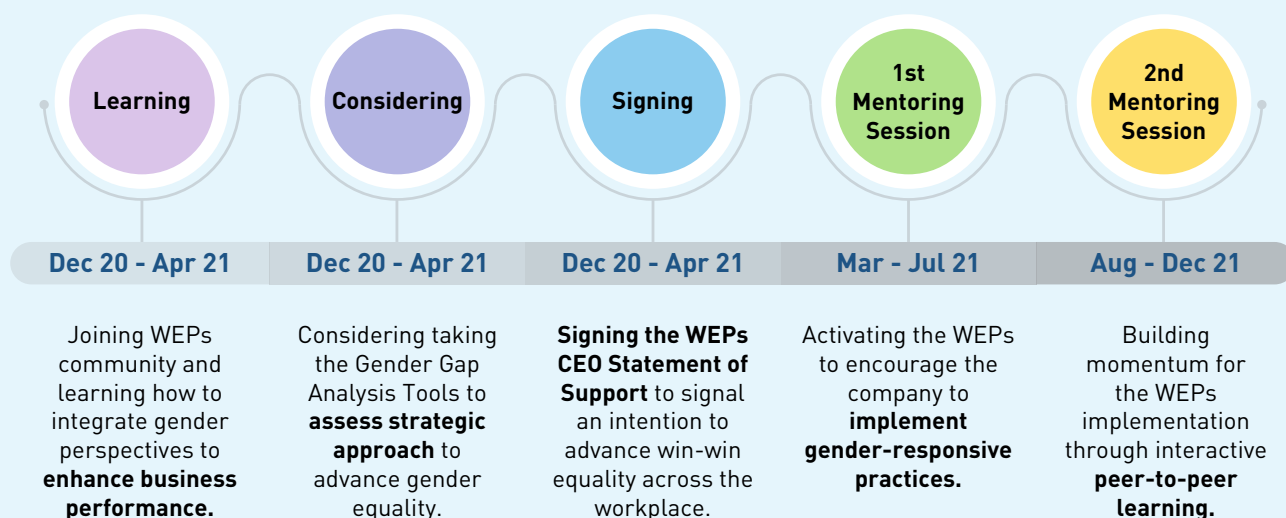
Gender Equality Means Good Business

The 'WEPs Activator' is UN Women's capacity-building program that brings together a cohort of up to 600 companies for an opportunity to learn and exchange knowledge and insight on gender-responsive policies and practices through training and mentoring.

This new program, which is strongly anchored around the Women's Empowerment Principles (WEPs), will enable companies to assess their current progress and set clear targets and action plans to build more gender-inclusive business and supply chains.



The WEPs Activator Journey



What are the benefits?

- Becoming part of the WEPs community
- Exclusive access to free trainings and gender assessment tools
- Building your company's reputation as a champion of gender equality



Key program facts

- Timing: Dec. 2020 – Dec. 2021
- Time commitment: a half-day awareness training session and two full day WEPs implementation trainings
- Cohort size: 30 companies / batch
- Interactive training and peer learning



Training content

- Gender equality in the workplace
- Gender equality assessment and gender action plan
- Business case for gender equality
- Women in leadership
- Gender bias
- Gender equality in supply chains and market places
- And more...



SCAN HERE

to learn more about WEPs Journey