

## Strategy & Roadmap 2014-17 for the European region

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**Motto: “Leaders of the Future – Be BPW now”**

### I- Our Ambition

To make an impact for Women in the workplace, by advocating towards governments and corporations, and by revealing Women’ potential.

### II- Priorities

- **2 Events:** European Congress & Brussels’ Meeting
- **2 Campaigns:** Equal Pay Day & Women on Boards
- **2 Advocacy Processes:** CEDAW & CSW

### III- Our Approach

- Foster best practices sharing
- Attract young women
- Enhance BPW visibility, in particular social media
- Support women suffering from economic violence

### IV- Resources

#### Human:

- European Coordination Committee (ECC team)
- AISBL executives
- European Congress project team (under the leadership of BPW Switzerland)
- BPW Europe Representatives (European Council of Europe, European Women Lobby)

#### Finance:

2014 Budgeted dues income = € 18,000

Additional resources may come from sponsorships (website banners, events)

## V- Expected benefits for Women

### ■ Events:

#### **European Congress**

- ✓ To reach at least 400 women (BPW and potential future members) with high level keynotes & a reasonable fee
- ✓ To involve every federation (Country Ambassadors, Eurochambers network, contact with ambassadors, specific workshops led by federations in their own language)
- ✓ Make BPW members visible as keynotes
- ✓ To connect young and experienced women
- ✓ Digital visibility (social media) & external communication (link with UN agencies)

#### **Brussels' Meeting**

- ✓ To allocate more time for practices sharing between federations (success stories & lessons we learned)
- ✓ To focus on a few common topics and dedicate more time to discussion & decision making
- ✓ To invite external speakers
- ✓ To reinforce the lobbying / advocacy dimension (training, meeting with Member of European Parliament & permanent representation, other European institutions, leverage BPW Representatives to the UN agencies,...)
- ✓ To enrich social time & builds the "delegates community"
- ✓ To rename it : "BPW Europe Leadership Summit" (open to members) & "European Annual Executive Meeting" (for President and Delegates only) and put it on Facebook

### ■ Campaigns:

#### **Equal Pay Day**

- ✓ To ensure that Equal Pay Day is on the top of every federations agenda
- ✓ To enable federations to share & reapply within clubs (actions and figures, focus on a common topic)
- ✓ To leverage on European institutions existing communication tools
- ✓ Link with international taskforce



### **Women on Boards**

- ✓ To raise awareness of federations regarding this topic (voted by European Parliament, Women Empowerment Principle n°1, BPW International resolution in Jeju)
- ✓ To support federations in implementing advocacy actions : common communication kit & best practices sharing
- ✓ To boost the visibility of Women applicants: foster cross generations' mentoring, Award?
- ✓ To reinforce the “Young women on BPW boards” campaign

### ■ **Advocacy:**

→ **CEDAW (Convention to Eliminate all forms of Discrimination Against Women)**

→ **Commission of Status of Women - CSW (platform of advocacy held in New York every year in March)**

**In 2016, the CSW will be dedicated to “gender equality in the workplace”**

- ✓ To engage and support federations in taking part of this process at national level: training, link with national lobbying, ...
- ✓ To leverage on BPW UN Representatives' and BPW members' expertise