Every year on 8 March, many companies take the occasion of International Women’s Day (IWD) to celebrate women in their workforce. This document aims to provide recommendations on how to meaningfully leverage IWD to advance gender equality and move the needle for women and girls. These recommendations are applicable for every day.

**ADVANCING GENDER EQUALITY ON INTERNATIONAL WOMEN’S DAY AND EVERY OTHER DAY**

**INTERNAL ACTIONS**

- Use the WEPs Gender Gap Analysis Tool to understand your company’s specific needs and gaps to identify opportunities to improve gender equality and women’s participation, including women-owned businesses.
- Designate your team to specifically review and improve aspects of your organization that need attention to advance gender equality and women’s empowerment.
- Create or strengthen a gender equality council, working group or employee resource group to take gender equality and women’s empowerment seriously.
- Organize internal trainings, such as on inclusive language, or workshops specifically focused on promoting gender equality.
- Engage executive leadership to dedicate time to work with and listen to women in your organization, and measure what is working or what needs to be improved, and put programs in place to be measured.

**EXTERNAL ACTIONS**

- When deciding on measures to take for gender equality, focus on inclusive language, which is one of the most straightforward and impactful ways to make your company more gender-balanced.
- Encourage executives to allocate time to work with and listen to women in your organization, and measure what is working or what needs to be improved, and put programs in place to be measured.

**Key messages for newsletters, articles, press releases or social media:**

- Note: All messages are examples that need to be adapted and tailored depending on your organization’s needs.

**ON ADVANCING GENDER EQUALITY**

**USE THE WEPs GENDER GAP ANALYSIS TOOL TO HELP YOU PRIORITIZE ACTIONS AND IMPROVE YOUR COMPANY’S POLICIES AND PROCEDURES.**

**Further examples for key messaging can be found in the WPS Welcome Package.**

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**Creating a gender-balanced organization**

**Key messages for newsletters, articles, press releases or social media:**

- We can only move the needle on gender equality if women have a voice and a seat at the table. As we approach International Women’s Day, we are conducting interviews with women from across departments to better understand their experiences and impact on the company.
- Allocating work roles for career reflection and advancement.
- Sponsoring the WEPs Gender Gap Analysis Tool to fully understand the company’s policies and procedures.
- Inclusive language, which is one of the most straightforward and impactful ways to make your company more gender-balanced.

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**Gender equality not only improves financial performance, but is also a fundamental human right. An organization that is genuinely committed to gender equality and women’s empowerment is one that respects and values all its employees, regardless of their gender.**

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**Make your commitment to gender equality public by signing the WEPs Global Commitment.**

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**External actions**

- Reach out to your business partners, including suppliers and vendors, to encourage them to sign on to the WEPs too.
- Report back on past targets and plans.
- Publicize your efforts and talk about challenges and learnings.

**Advocate for a new target for gender equality, such as appointing a percentage of women to leadership positions by 2025 or in a sector-specific plan (such as businesses that market to boys or girls) and publicly studying your progress or failure.**

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**Make a donation**

- To the WEPs Gender Pay Gap Initiative, helping to close the wage gap globally.
- To the WEPs Gender Pay Gap Initiative, helping to close the wage gap globally.
- To the WEPs Global Women’s Entrepreneurship Fund, helping to advance women-led businesses globally.
- To the WEPs Youth Employment Initiative, helping to ensure young women and girls are included in the global workforce.

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**Make your commitment to gender equality public by signing the WEPs Global Commitment.**

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**Gender equality is not a luxury but a fundamental human right. It is not only about empowering women and girls, but also about ensuring that all employees, regardless of their gender, are treated with respect and dignity.**

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**Internal actions**

- Announce a new target for gender equality, such as appointing a percentage of women to leadership positions by 2025 or in a sector-specific plan (such as businesses that market to boys or girls) and publicly studying your progress or failure.
- Publicize your efforts and talk about challenges and learnings.
- Report back on past targets and plans.
- Publicize your efforts and talk about challenges and learnings.

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**Gender equality is not a luxury but a fundamental human right. It is not only about empowering women and girls, but also about ensuring that all employees, regardless of their gender, are treated with respect and dignity.**

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**External actions**

- Announce a new target for gender equality, such as appointing a percentage of women to leadership positions by 2025 or in a sector-specific plan (such as businesses that market to boys or girls) and publicly studying your progress or failure.
- Publicize your efforts and talk about challenges and learnings.
- Report back on past targets and plans.
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