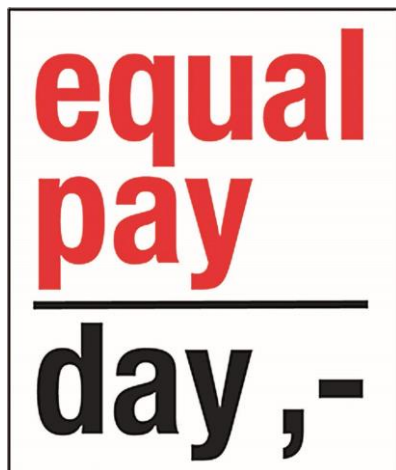




MAKING A DIFFERENCE LEADING EQUALITY

Equal Pay Day. Building a Global Awareness Campaign and Taking Action.

In countries across the world and at all stages of economic development and prosperity, women are still paid less to do the same work as a man. Regardless of a nation's history, economic position or its efforts to address other areas of gender inequality... there is NO country in the world where women receive equal pay for equal work or work of equal value.



BPW International launched the Equal Pay Day (EPD) in 2009 during the United Nations Fifty-third session of the Commission on the Status of Women (CSW53) to highlight the issue of the gender pay gap and to strive for solutions. The EPD marks the day, on which women start to earn, whereas men already start to earn their wage on January 1. The EPD supports WEPs #2: *Pay equal remuneration, including benefits, for work of equal value and strive to pay a living wage to all women and men.*

The EPD logo (left) was designed by a member of BPW Germany (and Award Winning Designer), Natalie Schommler, and is available to Affiliates world-wide for non-commercial use. Contact the President's Office for more information about using the logo.

Empowering women through economic security is central to a sustainable economy. The economic empowerment of women addresses not only poverty but family security, education and health issues. It also has an impact on welfare in retirement and/or old age. There is no sound reason why women should not be paid at the same rate as men.

The EPD dates are different for each country because the gender pay gaps are differing. A shift in the gender pay gap would move the Equal Pay Day further away, or closer to, the beginning of year.

WHAT IS BPW INTERNATIONAL DOING?

- Through its work on promoting the Women's Empowerment Principles, BPW International is bringing the issue of equal rights in the workplace to CEOs, their businesses and governments across the world.
- Continues to co-sponsor (with the Permanent Mission of Germany to the United Nations) annual EPD side events in

New York during the United Nations Commission on the Status of Women.

- Works collaboratively with partners at the international level to expose the underlying causes of the gender pay gap and advocate for the adoption of workplace policies and practices to address this inequality. This includes working with the IOE and UN Agencies like the ILO, World Bank and the UN Global Compact office.

- BPW Europe is considerably active in uniting to take action on this important issue. There are useful tips and facts and figures in the Equal Pay Day WIKI http://www.equalpay.wiki/Kategorie:Articles_in_English

- Encourages affiliates to establish EPD events in their country. Outside of Europe we have been successful in starting campaigns in Australia, NZ, Korea, Japan, Singapore, Brazil, Canada, USA and Argentina.

WHAT CAN YOU DO?

- Visit the EPD WIKI. This is the key resource for EPD events website www.equalpay.wiki

- If there is no EPD campaign in your country, start one! Look at the great events, promotions and media opportunities set up by your BPW International colleagues in other countries and be inspired to do something similar!

- You will need to calculate the Gender Pay Gap in your country by contacting relevant government authorities/bureaus to collect statistics on average hourly earnings so that you can determine the Equal Pay Day in your country.

- Collaborate with other like-minded organizations and work together to attract the attention of your local and national media on this important issue. See also http://www.equalpay.wiki/Berechnung_des_Equal_Pay_Day

- Raise awareness in your workplace.



Equal Pay Day in Belgium



Equal Pay Day in Singapore

- Invite members to send a letter, or send a collective letter from members, to your local political representatives and ask them what they are doing to achieve Equal Pay for Work of Equal Value.

- Report on your EPD events and let us know of any achievements or any setbacks. We want to bring attention to our successes ... and shine light on areas that need our attention across the globe. Use the BPW International Affiliates Annual Report to let us know!

Key messages:

- In no country, the gender pay gap could have been closed so far.

- There is no sound economic reason for the gender pay gap.

- The economic empowerment of women is a human rights issue.

- If you do not have an EPD campaign – start one!