



IN BRIEF



EMPOWER WOMEN: THE MOVEMENT FOR WOMEN'S ECONOMIC EMPOWERMENT

Photo © Karin Schermbrucker/UN Women.

What's the Issue?

Today 5 out of 10 workers globally are women. Yet the majority has insecure jobs, earns on average 20% less than men, and does most of the unpaid work.

Investing in women's economic empowerment sets a direct path towards gender equality, poverty eradication and inclusive economic growth. Women make enormous contributions to economies, whether in businesses, on farms, as entrepreneurs or employees, or by doing unpaid care work at home.

As the world is moving towards an ICT-based knowledge society, new skills and ways of working, interacting and learning are required. Seizing the momentum presented by this digital era means increased engagement online whether for business or career development purposes. Online platforms can facilitate women's access to key sources of information, opportunities to build networks and partnerships, and to the increasing number of online mentoring programmes and web-based and mobile-assisted learning tools.

TAKE ACTION TODAY FOR A BETTER TOMORROW,
JOIN EMPOWERWOMEN.ORG:

@empower_women
Facebook.org/EmpWomen
Instagram.org/Emp_Women
empower.women@unwomen.org

Our Solutions

In September 2013, the Government of Canada and UN Women developed and launched an online knowledge gateway – EmpowerWomen.org – to advance women's economic empowerment.

Today Empower Women promotes online collaboration, learning and innovation by connecting women and men from the private sector, civil society, academia, governments and international organizations in more than 190 countries.

“We believe that technology can be a game-changer for women and girls. Our Empower Women online platform gives women access to success stories, resources and tools directly from their mobile devices.”

- Dr. Phumzile Mlambo-Ngcuka, UN Women Executive Director

Empower Women enables individual women to further their aspirations and economic goals while creating a global community driving women's economic empowerment at the local, national and international levels.

Empower Women offers unparalleled content, learning and community-building tools that help women find decent work and run businesses that create equal opportunities for women and men. Many of these resources are provided by its members, who contribute to the [Library](#) and [Learning Center](#).



How Empower Women makes a difference in women's lives

Inspiring change

Empower Women's registered members inspire change for women's economic empowerment:

I AM (wo)MAN: The I am (wo)man Campaign showcases daily personal photo or video stories on what women's economic empowerment means to women and men across the world.

WE INSPIRE: The WE Inspire Blog features weekly inspirational articles by activists, entrepreneurs, innovators and leaders from all countries and backgrounds.

Mobilizing the Private Sector

iLEARN: The iLearn mobile-learning platform, available in six languages, provides cell phone users access to advice and inspirational stories from motivated and driven women entrepreneurs.

THE BUSINESS HUB: The Business Hub is a global platform to connect businesses and to showcase their lessons learned and good practices on women's economic empowerment in the workplace, marketplace and community.

Engaging experts and practitioners

DISCUSSIONS: Practitioners and experts from business, governments, international organizations and academia engage in ongoing open e-discussions with women and men from all walks of life.

Members are also invited to share their expertise, skills and knowledge via Google Hangouts and Webinars.



Photo © Rendall Gutierrez/ I am (wo)man Campaign.

Championing progress

Hundreds of dynamic Empower Women global Champions are committed to making change happen for women's economic empowerment offline, within their communities and workplaces, as well as online on Empower Women:

"My decision to become a Champion was based on the desire to make a contribution to equal opportunities for women and men, no gender discrimination and no violence [...]. EmpowerWomen.org is a great educational platform, and I believe that awareness-raising can become a key instrument of improving women's lives."

- Anna Balbasova, Belarus

"I decided to become a Champion for a myriad of reasons, but chiefly, I believe it should be a focal point for everyone. It was the perfect way to advocate and facilitate dialogue."

- Kavelle Christie, Jamaica

"We work as a team. We share a special bond and we strive for women's economic empowerment. I may not be able to change the entire socio-cultural system. Yet, I am determined to change the lives of girls and women I touch with the support of UN Women's EmpowerWomen.org."

- Prasida Khanal, Nepal

"Being a Champion is a priceless experience. I have connected with like-minded individuals. It is a great learning experience and one that I will always cherish and be grateful for!"

- Jaslin Kalsi, Australia

"It is been a great experience. For me personally it has had an important impact on my professional future."

- Nastassja Wahnhas, Germany

"Some of us were able to call on global policy makers and civil society organizations to play their role in women's economic empowerment."

- Yinka Olaito, Nigeria

"I could not be more proud of the accomplishments we have each achieved simply by letting our voices be heard."

- Elisa Chan, Australia

Going regional

Through EmpowerWomen.org we connect women and men globally in [Arabic](#), [French](#) and [Spanish](#) and have presence in Bangkok, Cairo, Dakar, Istanbul, Nairobi, New York and Panama City.