

XXVII BPW INTERNATIONAL CONGRESS

HELSINKI FINLAND 17-21 JUNE 2011

**RESOLUTIONS REPORT**

The following resolutions were considered by the General Assembly:

<b>Topic</b>	<b>Proposed by</b>	<b>Result</b>
<b>Resolutions related to BPW International operations</b>		
Implementation of the revised Constitution and Regulations	Executive Board	Withdrawn
Membership dues increase	BPW International Executive	Amended and passed
Centralised communications	BPW International Executive	Passed
Extending the Friends category	BPW International Vice President Membership	Passed
Selection of Congress	BPW International Executive	Amended and passed
BPW International branding	BPW International Executive	Amended and passed
Emergency resolution: Strategy Framework	BPW Europe	Passed
Senior BPW	BPW Argentina	Lost
BPW Teenager	BPW Argentina	Lost
Adolescents collaborating with BPW	BPW Argentina	Not presented
<b>Resolutions related to BPW International advocacy</b>		
Sexual exploitation	BPW Australia	Passed
Equal pay	BPW The Netherlands (for Europe)	Amended and passed
Blood donation	BPW Argentina	Passed

Affiliates are responsible for implementing resolutions at the national level and reporting progress annually to BPW International.

## Resolutions related to BPW International operations

### **RESOLUTION: MEMBERSHIP DUES INCREASE AND ANNUAL COST OF LIVING ADJUSTMENT**

Mindful that from 1998 to 2004 Congress approved an annual increase in dues whereas since 2005 dues have not been increased;

Recognising that membership has stabilized at approximately 25,000 members, with no substantial increases foreseen;

Mindful that low income affiliates only pay 50% of dues and that our budget is based on approximately 95% of membership dues;

Recognising that BPW International fixed costs increase annually and this increase needs to be acknowledged and accommodated;

Recognising that BPW International needs to operate in today's economy with realistic budgets for financial sustainability;

The BPW International Executive Board proposes a membership dues increase of **€5** and an annual cost of living adjustment of **€1** to accommodate rising operational expenses.

Implementation by BPW International for 2013 membership dues

### **RESOLUTION: COMMUNICATIONS STRATEGY**

Whereas BPW International is represented in 96 countries across five continents

Whereas institutional communications now include many platforms

Recognizing that these communication platforms transmits the identity and image of the organization

Aware that standardization of transmittals is very important on the international stage

BPW International therefore resolves to address this issue by ensuring that communication from the president's office to the members and external audiences is consistent with a policy and plan that takes full advantage of new opportunities in electronic communications but maintains a consistent image across all communications.

A clear policy and action plan should be developed by the Executive Board, informed by communications from the Affiliates, with the following primary goals:

1. Branding – consistent use of the logo and name
2. Public Relations – constant management and evaluation of contacts and relationships among BPW International, its affiliates and external public such as sponsors, agencies, governments and other organizations
3. Media Relations – increased visibility through developing productive relationships with media channels by providing information about the organization, updating and maintaining the website and engaging through use of social media.

Implementation by the BPW International Public Relations Team

## **RESOLUTION: EXTENSION OF FRIENDS CATEGORY**

Aware that many women who are not BPW members, and have no intention to join, want to show their support for the aims and ideals of BPW

Recognising that women will not achieve full equality with men unless men also support our efforts

Recognising that many men support the ideals of BPW International and want to show their support

BPW International resolves that:

- Friends of BPW be extended to include women who are not members and men, who want to support the aims and ideals of BPW International and to be included in celebratory events
- these women and men pay the standard Friends fee plus €25
- all friends are invited to Friends functions held at Congress.

Implementation by BPW International

## **RESOLUTION: SELECTION OF INTERNATIONAL CONGRESSES**

Mindful that intensive demands are made on an affiliate hosting an International Congress

Recognising that the affiliate leadership at the time of a Congress may have changed along with the hosting federation's capabilities.

Aware that the financial responsibility of the Congress lies with the Executive Board and is a key factor in the success of any congress

Aware that in 2008 Congress agreed that International Congresses will be rotated in the regions

Recognising that due diligence should be applied to any application to host an International Congress of BPW International and that an analysis of the capacity of the Affiliate to host a Congress must be properly assessed

BPW International resolves that the BPW International Executive will be responsible for selecting the Congress after all bids have been fully reviewed and it has been determined that the host affiliate has in place all the requirements to be selected.

Implementation by BPW International for Congress in 2020

## **RESOLUTION: BPW INTERNATIONAL BRANDING**

Mindful that in 1999 BPW International agreed on a universal logo to be used by all affiliates

Believing that BPW International needs to further strengthen our brand

Recognizing that colour is a critical component of a powerful brand strategy and contributes to building brand recognition

BPW International agrees to establish a Brand Taskforce to consult on the development and implementation of an integrated brand strategy that: communicates who BPW is; specifically addresses ways to standardise the use of colour in all marketing and communications materials; and clearly communicates our brand proposition.

The strategy must allow for a staged implementation of the agreed strategy with timelines for adoption through to complete implementation. It will enable the development of optional forms of the logo to allow for practical 'localised' use of the brand where deemed appropriate, and will consider the opportunities for Intellectual Property assets to be developed globally.

## **EMERGENCY RESOLUTION : STRATEGY FRAMEWORK**

Proposed as a consequence of discussion at the European Presidents meeting in May 2011, after the closing date for BPW International resolutions.

With reference to our founder's vision and words we propose this congress affirm BPW focus on core business of empowering women through participation:

- participation of women in the economy
- participation of women in leadership and decision making roles at all levels in the community

As required, the call to action and for implementation of this vision is as follows:

During the first year of the triennium the BPW International Executive undertakes to develop an integrated strategy Roadmap with a limited number of components in which BPW members can be empowered to become experts, including consideration of the relevance and role of:

- Awareness raising with Equal Pay Day
- Women's Empowerment Principles WEPS
- Advocacy to progress legislative change
- The role of mentoring and sponsorship of women in leadership and decision roles.

During the second year, or earlier, of the triennium the BPW International Executive undertakes to design a simplified reporting tool that will classify BPW activities within the Roadmap Framework.

This reporting Roadmap Framework should allow reporting by Affiliates to BPW International to be simplified by facilitating reporting of achievements to be formatted for European Union, United Nations and other agreed frameworks including Africa Union and Sub Regional Institutions. This will enable all reports to be derived from a single data set and be easily presented in multiple ways without re-working. This agreed standardised reporting framework replaces the current Affiliate reports.

Affiliates will support the integrated strategy Roadmap by addressing the topics in workshops at a national and regional level as the initiative evolves.

During the third year, or earlier, of the triennium the BPW International Executive undertakes to:

Develop tools that can be rolled down from the Integrated Strategy Framework to Affiliates, to empower and support Affiliates and Clubs to be experts in the limited number of areas defined in the integrated strategy Roadmap.

As part of this process the BPW International Executive considers best practice tools and strategies that have already been developed by individual Affiliates.

The agreed core best practice tool kit will be translated into the official languages.

Affiliates will support the integrated strategy Roadmap by addressing the topics in workshops at a national and regional level as the initiative evolves.

Staged implementation by BPW International and Affiliates during the 2011-2014 triennium

## Resolutions related to BPW International advocacy

### **RESOLUTION: SEXUAL EXPLOITATION OF YOUNG WOMEN AND GIRLS (AND BOYS/YOUNG MEN) THROUGH MOBILE PHONES & INTERNET INTERACTIVE MEDIUMS**

Mindful that action to stop and prevent violence against women and girls is a BPW International priority policy;

Mindful that women take the major responsibility for family wellbeing and health including the protection of their children;

Mindful that the aim of BPW is to support the development of girls and women to their full potential and to achieve equity and justice for them:

Recognising that the workplace and educational institutions are environments where sexual harassment and bullying is often situated

BPW International:

Notes with concern the significant and growing emotional and mental assault occurring in many countries across the globe through the targeting of girls and young women (and boys/young men) through the misuse of modern forms of technology such as mobile phones, social networking sites and other on-line media.

Further notes with grave concern the potential of these technologies being misused to sexually exploit women and girls by people who, for example, share images of these women/girls without their consent and in contexts for which they were not intended. This can amount to sexual abuse and exploitation, and is an assault on the emotional and mental health of the victims, leaving them feeling isolated, shamed, and besieged. This can cause serious long-term damage to the emotional, mental health and personal safety of those affected, including through self-harm and suicide;

Further notes that schools, tertiary education institutions and the workplace are all environments where this abuse occurs and notes the effects of the abuse of increased anxiety and depression, diminished self esteem and fearfulness due to the intimidation undermining the capacity of victims to achieve their potential in education and careers.

BPW International resolves to address this issue as a policy priority by including the misuse of technology for sexual violence against women and girls in the work of the BPW International Health Committee and End Violence against Women and Girls Campaign by:

- advocating for the eradication of sexual abuse and intimidation of women and girls through the abuse of interactive technology as a standard requirement of educational and workplace safety
- working through UN Representatives to promote the inclusion of “sexual violence and modern technology” in UN debates and resolutions on violence against women and girls, and to monitor responses to the problem through the UN system
- empowering affiliates worldwide by providing concise, accurate information on this issue, and a ‘toolkit’ of guidelines and strategies for individual clubs and members to pursue action and advocacy at national levels.

Implementation by BPW International and Affiliates during the 2011-2014 triennium.

## **RESOLUTION: EQUAL PAY**

Noting: the Universal Declaration of Human rights in 1948, which article 23 already says “everyone has the right to equal pay for equal work”; and is dealt with in the European Social Charter in article 4.3.

Noting the provisions of the International Labour Organisation's (ILO) 1994 Part-Time Work Convention, which requires countries to incorporate into their public procurement contracts a labour clause, including the issue of equal pay

Noting Article 11(1)(d) of the Convention on the Elimination of All Forms of Discrimination against Women, adopted by the UN General Assembly by Resolution 34/180 of 18 December 1979

Recalling the Directive 2006/54/EC of the European Parliament and of the Council of 5 July 2006 on the implementation of the principle of equal opportunities and equal treatment of men and women in matters of employment and occupation (recast) (3) states that the principle of equal pay for equal work or work of equal value is an essential and indispensable part of the *aquis communautaire*.

Noting the EU Lisbon Strategy for Growth and Jobs, and the European Commission's campaign for reducing the pay gap (2010 - 2015)

Recalling the resolution on Women's economic empowerment of the CSW 54 in 2010 [ij]

### Whereas:

- implementation of the principle of equal pay for the same work and for work of equal value is crucial to achieving gender equality
- the pay gap has a serious impact on the economic and social status of women throughout their working life and beyond
- in spite of the significant body of legislation in force for more than 30 years and the actions taken and resources spent on trying to reduce it, the gender pay gap still persists, women earning on average at least 4 – 8.5% less than men for which no objective reason can be found and this gap does not show any sign of significantly narrowing [iii]; the pay gap is even more pronounced among immigrant women, women with disabilities, women belonging to minorities and unqualified women
- women now achieve a higher pass rate at school than men all over the globe (and especially in all EU Member States, USA and a number of Asian countries) and account for the majority of graduates, without a comparable pay gap reduction
- the pay gap results from direct and indirect discrimination, as well as from social and economic factors, labour market segregation and the overall wage structure and is, moreover, linked to a number of legal, social and economic factors, which go beyond the single issue of equal pay for the same work
- professions and jobs in which women predominate have a tendency to be undervalued in comparison with those in which men predominate, without necessarily being justified by any objective criteria – e.g. the gender-based digital divide that exists clearly impacts on pay
- the pay system, whereby length of service is taken into account in setting the level of pay, is unfavourable to women who have (repeatedly) to interrupt their career because of external factors and contributing to society by means such as child-related employment breaks and care-taking for the sick and elderly
- gender-specific data and a new gender-aware legal framework, enabling the causes of pay discrimination to be tackled, are essential
- (vocational) education can and must contribute to eradicating gender stereotypes from society
- unjust pay differences should not be allowed, the law must be upheld; a legal framework regarding equal pay as belonging to good corporate governance, as good for business, helps.

BPW International urges all affiliates to:

1. lobby governments, UN Institutions and other relevant bodies too develop and implement gender sensitive policies and programmes aimed at promoting women's economic empowerment including enhancing access to full and productive employment, decent work for all and equal pay for equal work or work of equal value
2. adopt and effect measures to promote this by continuing and expanding the Equal Pay Day Campaign and to make Equal Pay Day an annual event in each country
3. report progress on the implementation of this resolution to BPW International within 2 years of this Congress.

Implementation: by BPW International and by all Affiliates during the 2011-2014 triennium

- i In 2011, women are 52% of the world's population and e.g. in the USA 63% of them are single*
- ii Recognizing that the full integration of women into the formal economy, and in particular into economic decision-making, means changing the current gender-based division of labour into new economic structures where women and men enjoy equal treatment, pay and power, including sharing of paid and unpaid work*  
[http://www.un.org/womenwatch/daw/beijing15/outcomes/L%205%20%20Ec%20empowerment\\_Advance%20Unedited.pdf](http://www.un.org/womenwatch/daw/beijing15/outcomes/L%205%20%20Ec%20empowerment_Advance%20Unedited.pdf)
- iii In 2011 women earn 15% less than men in the European Union and up to 25% less in the private sector; whereas the gender pay gap varies between 4% and more than 25%; evidenced by data pointing to extremely slow progress (in the EU from 17% in 1995 to 15% in 2005; women in the north need to work on average 3 months more in order to earn as much as men do in a year*

## **RESOLUTION: BLOOD DONATION**

To support the Millennium Goals 5 and 6 and the policies of WHO and the Pan-American Health Organization (PAHO) on safe blood donation by increasing awareness in the global community about the importance of blood safety, encouraging each country to establish a national blood program and approve legislation on blood safety to achieve a supply of adequate and safe blood for all citizens to allow the achievement of:

Development Goal 5: Improve Maternal Health by reducing by 75% the maternal mortality

Development Goal 6: Combat HIV/AIDS, malaria and other diseases –

6a – by halting and beginning to reverse the spread of HIV/AIDS

6b – by achieving universal access to treatment for HIV/AIDS for all those in need

6c – by halting by 2015 and beginning to reverse the incidence of malaria and other major diseases

Implementation: by all Affiliates during the 2001-2014 triennium