

EMPOWER HER

Background:

President Biden has made gender equity and equality a central issue of his administration. The October 2021 release of the first ever National Gender [Strategy](#) to advance the empowerment of women and girls attests to the commitment of the administration and the high impact and engagement that can be expected for initiatives that support the strategy.

The first strategic priority listed in the national strategy is to “improve economic security and accelerate economic growth”. This is an area in which the U.S. Commercial Service and the [American Chamber of Commerce to the European Union](#) (AmCham EU) and the [AmChams in Europe](#) (ACE) have a direct role and a unique platform to advance the goals of gender equality and women’s empowerment through trade and economic development.

The U.S. Commercial Service (CS) and the AmChams around the world partner to bring together the public and private sector and facilitate free and fair trade to build prosperity for the United States and our host nations. Understanding that the advancement of women is of vital importance to maximizing economic opportunity and growth, both the CS and the AmCham EU are seeking ways to reinforce the message of equity and to impact the speed and breadth of attaining the goal of gender equality in the economic sphere.

The month of March is traditionally a time of celebration and calls to action on women’s issues, so it is an auspicious time to begin activities and initiatives focused on gender equality. At the Transatlantic Conference on March 24, CS was proud to have U.S. Secretary of Commerce Gina Raimondo announce its planned joint initiative with AmCham EU to promote and empower women’s advancement in international trade. The [EMPOWER HER](#) initiative combines the reach and leadership of CS and AmCham EU to, among other goals, help to realize the call to action of this year’s International Women’s Day - “Imagine a gender equal world. A world free of bias, stereotypes and discrimination. A world that’s diverse, equitable, and inclusive. A world where difference is valued and celebrated. Together we can forge women’s equality. Collectively we can all #BreakTheBias. Celebrate women’s achievement. Raise awareness against bias. Take action for equality.”

EMPOWER HER is meant to be an overarching theme for CS/AmCham collaboration on women’s empowerment and gender equality. Many AmCham member companies are already hard at work creating and implementing programs and initiatives that advance these goals. With the official launch of EMPOWER HER in May 2022, CS Europe hopes to facilitate the spread of these ideas and best practices. We would also like to call on U.S. companies to remain leaders of diversity, inclusion, and corporate social responsibility in the global economy and to join us in fostering gender equality and women’s empowerment in every country in which we operate.

CS Europe and AmCham EU invite you to join the U.S. Government, your international partners, and your colleagues and peers in promoting gender equality and women’s empowerment. By doing so we not only increase productivity and profitability, we also create a more equitable and fairer world – a legacy we can all stand behind.

Call to Action:

An immediate and visible action companies and leaders can take that is both symbolic and impactful would be to join other business leaders and companies in Europe in signing and sharing the attached Declaration of Support for Women’s Economic Empowerment and incorporating its tenets and principles into your companies’ ethos and daily operations.

AmCham (Enter Country)'s Declaration of Support for Women's Economic Empowerment

We, the signatories to AmCham (Enter Country)'s Declaration of Support for Women's Economic Empowerment:

Recognizing the contribution of women around the world and the importance of an equal and equitable environment for women to thrive as leaders, entrepreneurs, and innovators;

Supporting the United Nations 2030 Agenda on achieving gender equality and empower all women and girls, and the WTO "Joint Declaration on Trade and Women's Economic Empowerment" (2017) that recognizes the contribution of inclusive trade policies to advancing gender equality, women's economic empowerment and the subsequent positive impact on socio-economic growth;

Acknowledging that gender equality and diversity are fundamental prerequisites for achieving sustainable development and inclusive growth;

Determined to collaborate to advance gender equality and diversity in (Enter Country);

DECLARE that in signing this Declaration, we support the first steps for a better future, one that is more inclusive, diverse, and fair by:

Committing to increase female representation in leadership positions;

Investing to increase and deepen programs that develop skills and opportunities among women;

Promoting leadership development opportunities for women and other under-represented groups through targeted initiatives such as sponsorship and mentor programs;

Identifying opportunities to reduce gender pay gaps and implementing gender diverse requirements for all open roles;

Advocating for enhanced cooperation with relevant stakeholders on the topic of gender equality and diversity, including with government agencies, the other private sector stakeholders (including associations representing women traders), to foster a harmonized and coordinated approach in implementing a gender equal and inclusive business environment throughout the whole trade process;

Sharing experiences and best practices regarding the implementation of gender equality and diversity;

Supporting work-life balance for all employees, offering flexible work arrangements whenever possible, to promote a healthy work environment for staff;

The undersigned member of AmCham (Enter Country) calls on all businesses in (Enter Country) to implement comprehensive and sustainable policies, procedures and activities to promote gender equality and diversity in line with the commitments above. They also call on Governments, the public sector and members of the international community to support efforts to advance gender equality and diversity.

Name: _____

Name of Company: _____

Date: _____

Signature: _____