

# WATCH & JEWELLERY INITIATIVE 2030

Dear colleagues and friends,

Happy International Women's day. The current state of affairs does not look good. According to UN Women, achieving full gender equality could take close to 300 years at the current rate of progress.

This is a sobering finding and should provide us with an even stronger call to action. It is clear that without action, the erosion of rights of women and girls will continue.

For really meaningful progress, the private and public sector will need to collaborate and place women and girls at the center of all aspects of decision making, including through gender-responsive laws, policies, and budgeting. We need a truly multidimensional and multi-sectoral approach. That's why we so strongly believe in partnerships. Within the Watch & Jewellery Initiative 2030, inclusiveness is a key pillar on which we want to make a real impact. Gender equality is at the heart of this pillar.

We are calling on our industry leaders and stakeholders to join forces and accelerate efforts to make gender equity a reality for all. We know that the origins of these challenges are structural and centuries old. Therefore, we need approaches and solutions that are also systemic to achieve comprehensive and long-term results, leading to both structural, and cultural transformations.

We encourage you to become signatory of the WEPs. The Women's Empowerment Principles (WEPs) are a set of Principles offering guidance to business on how to advance gender equality and women's empowerment in the workplace, marketplace and community. Established by UN Women and UN Global Compact, the WEPs are informed by international labour and human rights standards and grounded in the recognition that businesses have a stake in, and a responsibility for, gender equality and women's empowerment.

The WEPs platform offers the private sector a global network of like-minded companies and guidance on advancing gender equality and women's empowerment in the workplace, marketplace and community. Support for the seven Principles has gathered global momentum – thousands of companies worldwide are now WEPs champions – and therewith also contribute to the Sustainable Development Goals.

The WJI 2030 in partnership with Women's Jewelry Association and the Black in Jewelry Coalition, we encourage you to become signatories of the WEPs and demonstrate your commitment to the gender equality dimensions of the 2030 agenda, through leadership and commitment at the highest level of your company.

We will be launching our WEPs Roadshow – From Advocacy to Championing Gender. in partnership with UN Women WEPS team in April to support the industry in implementing a gender strategy. It will give you practical guidance and toolkits to start or accelerate your journey. More news to come soon.

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## Joining the WEPs network is straightforward:

- [Download the CEO Statement of Support](#) have it signed by your company's CEO, and submit it with your application below
- Please consult the How to Complete the Application ([English](#), [French](#), [Japanese](#)) guidelines and follow the instructions for an easy and faster process.
- Complete your application [form here](#)

When filling out the application, under "WEPs sponsor/referral" please select "other" and write WJI 2030 as your source of referral.

### WEPs Sponsor/Referral

Sponsor/ Referral	Other
<input type="text" value="Other - Please specify"/>	<input type="text"/>

We strongly believe in accelerating commitment and action in order to forward the 2030 agenda, and therefore we kindly ask you to become a WEPs signatory and work collaboratively to foster business practices that empower women.

Read our newsletter on International Women's day [here](#).

Let's champion this topic together.

Warm regards,

### Jennifer Markas

*Executive Director,  
Women's Jewelry Association*

### Iris Van der Veken

*Executive Director & Secretary General,  
Watch & Jewellery Initiative 2030*

### Annie Doresca

*Board President,  
Black in Jewelry Coalition*

