

## **Idea Name: The Canadian Federation of Business & Professional Women**

**Organization:** The Canadian Federation of Business & Professional Women

**Description:** The City of London needs to lead by example in showing the world that it is a place to live and work where gender equality in the workplace through a changing culture from CEOs in business which filters through all aspects of life. Women are graduating from universities and colleges at a faster rate than men, and women entrepreneurs are driving the growth in businesses. In order to attract families to move to London and raise their children here, we need to be a place free of violence against women and children, and a place where economic equality will grow and thrive. In 2007, Goldman Sachs reported that by reducing the gap in employment rates between men and women would dramatically increase GDP. Equality decreases the poverty rate and decreases the incidents of violence against women. That is the kind of city where families want to raise their children.

**Status:** On June 6th, BPW Canada is introducing the Women's Empowerment Principles (WEPs) to the London community through a seminar hosted by the London Chamber of Commerce to encourage corporate leaders to implement the principles. In addition, Fanshawe College will become a signatory to the WEPs at our national convention to be held at the Hilton Hotel, London on June 23rd. The City of London has an opportunity to become a signatory as well.

### **Partners:**

London Chamber of Commerce  
Fanshawe College  
Sleegers Management  
All MPs representing London

**Cost:** Unknown - **Funding Requested from City (\$)** if any: unknown - **Will this idea move forward without City of London funding?** Unknown

### **Will your idea create jobs? -**

**How many jobs will be created?** 101-500

**Full or Part-time:** Full-time (32hrs/wk+)

**Permanent or Temporary:** Permanent

**Job Level:** Management

**Job Salary:** Salary of \$80,000 - \$100,000 (\$40-\$50/hour)

**What sector(s) will this create job(s) in?** Other

**Is there anything else you can tell us about how your idea will create jobs?** The City of London can set an example of the type of employer it wishes to attract to this city, which will increase the quality of the talent pool for management positions in the City, which will improve the economy of the city overall. **Will this idea leverage investment from others? What kind? How much?** It will increase the safety of London as a place to live and do business. Graduates from our university and college will want to remain in this city as the best place to work and raise a family.

**Will this idea stimulate spin-off benefits? What type? How? When? Where?** - There will be spin-off benefits to other businesses in the city, including arts and recreation.

**Will this idea build new or existing partnerships? How?** Companies will recognize that London is a great place to invest, as it will be recognized as a safe place to live and work, with a low poverty rate.

**Will this idea benefit emerging or established industry sectors? How?** It will benefit all industry sectors.

### **Will this idea fuel transformative change in London's economy?**

**If so, how?** This idea will fuel a change in the culture of all residents in London.

Contact:

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