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**BPW INTERNATIONAL**

International Federation of Business & Professional Women

## **BPW Europe welcomes the EU Roadmap on Women's Rights**

25 March 2025

As an NGO dedicated to advancing women's rights worldwide, member and co-founder of European Women Lobby, BPW Europe is encouraged to see the EU's commitment through the newly launched EU Roadmap on Women's Rights. This is a much needed and positive signal, especially at a time when we are witnessing a troubling global pushback against women's rights and gender equality with a particular resonance in Europe.

BPW International President, Diana Barragan, emphasizes, *"Europe is playing a leading role in the global effort to implement gender equality, setting an example through the introduction of comprehensive policies such as the EU Roadmap on Women's Rights. This roadmap reflects Europe's dedication to creating a more just and equal society for all women."*

*"The EU Roadmap on Women's Rights represents a crucial step in advancing gender equality, but its success depends on strong implementation. BPW International will continue to advocate for concrete actions that turn commitments into real change, ensuring that women's rights are upheld not just in Europe, but globally."*

The roadmap focuses on critical areas such as combating gender-based violence, ensuring access to quality healthcare (including sexual and reproductive health and rights), closing the gender pay gap, promoting work-life balance, and improving women's employment and pensions conditions. It also highlights the importance of inclusive education, gender-balanced political representation, and reinforcing institutional mechanisms that deliver on women's rights to which BPW is a fervent supporter. One of the key activities of BPW Europe is its yearly Equal Pay Day Campaign and report, which we are delighted to share with you.

The roadmap sets an important foundation, but as the European Women's Lobby (EWL) rightly points out, words must now be followed by bold action. It's imperative that we see this commitment translated into concrete, measurable changes that genuinely empower women across Europe and inspire other regions in the world.

Anu Viks, BPW Regional Coordinator for Europe, added, *"The EU Roadmap on Women's Rights is a significant step in the right direction. We will follow and support concrete action that ensures the commitments made by the governments will result in real, tangible change. This roadmap must guide us toward a future where gender equality is not only an aspiration, but a reality for all women in Europe."*

Appropriate funding and dedicated resources are essential to ensure that policies lead to real, lasting improvements in the lives of women. Together, we can ensure that this roadmap is more than just a statement — it must be a catalyst for tangible, positive transformation, especially on time of cutting budget and funding. Women have an active role into the current society's transformation where their rights and acquis must be kept and improved.

Let's hold governments accountable, and push for the action that matches this commitment. Women's rights are human rights, and they must be protected, upheld, and championed.

**Anu Viks, Chair Executive Council BPW Europe**

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