

The Gender Equality Seal In Action



"Gender equality allows us to complete the vision of the future, a vision of a new global development agenda."

Luis Carlos Avila, CAFAM, Colombia.

Brazil

- ▶ The **Bank of Brazil**, knowing the importance of the father's responsibility in caring for the newborn infant, expanded the period of paternity leave. Thus, the employee may take paternity of the baby's life. In addition, within the context of parental responsibility in raising sons and daughters, internal marketing action was developed to celebrate Father's Day.

Chile

- ▶ **CODELCO** is working to increase women's participation in traditionally masculine industries and to promote the value of their contribution to the company's productivity.

Costa Rica

- ▶ The **Banco Nacional of Costa Rica** implemented a leadership programme to increase women's representation in decision-making positions. As a result, 70 women assumed leadership positions.

Colombia

- ▶ The **Company CAFAM** established a corporate policy of 100 percent equal pay for equal work, regardless of employee position.
- ▶ **Surtigas** strengthened its work-life balance program to promote parental co-responsibility among male and female employees with special measures and strategies such as flexible hours, telecommuting and obligatory paternity leave. *"This has helped break social paradigms and myths about parental equality and shared personal care,"* said Claudia Trucco, Director of Surtigas.

Mexico

- ▶ **Omnilife** put in place a number of measures to ensure gender equality including: posting non-discriminatory job descriptions, eliminating pregnancy exams, selecting personnel in keeping with description of posts, employing women in non-traditional jobs, and using inclusive language in employment contracts and other company documents.

The success of the Gender Equality Seal Certification Programme has led to a growing demand from governments and companies in other countries. UNDP is now supporting governments in regions throughout the world to adapt and implement the Gender Equality Seal Certification Programme.



Empowered lives.
Resilient nations.

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**The Gender Equality Seal:
A Certification Programme for Public and Private Enterprises
supported by UNDP**



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The Gender Equality Seal Certification Programme

To close persistent gender gaps in the workplace, the United Nations Development Programme (UNDP) is supporting governments to develop a Gender Equality Seal Certification Programme through which they can recognize private and public companies for meeting specific standards to promote gender equality and empower women. By successfully completing the certification process, companies are awarded a Gender Equality Seal that officially recognizes their achievement of gender equality in the workplace.

Building on international commitments to gender equality as well as the United Nations Global Compact's Women's Empowerment Principles, the Gender Equality Seal Certification Programme helps companies create equitable conditions for men and women and establish environments where women's work and contributions are valued.

The Gender Equality Seal Certification Programme was pioneered in Latin America and is now available globally. Since its launch in 2009, more than 1,400 public and private companies in Latin America have been certified with a Gender Equality Seal. Certified companies cite benefits such as: reater efficiency and staff performance, increased employee commitment to public image.

Women's Economic Empowerment Challenges

- Women's average wages are between 4 to 36 percent less than men's and the gap widens in absolute terms for higher-earning women (ILO).
- Women are more likely than men to work in informal employment.
- In 2013, women held 24 percent of senior management roles globally¹.
- Women carry a disproportionate burden of unpaid care work, which deprives them of time and opportunity to earn money, acquire new skills or participate in public life.

¹Catalyst.org

"There is a direct relationship between women's representation and a company with greater efficiency. Companies are more productive when they take advantage of a variety of ideas from both male and female perspectives. It's not only a conviction, it's practical."

Laura Albornoz, Director of CODELCO Chile

Gender Equality Seal: Corporate Benefits

- A More Just and Equitable Work Environment
- Greater Efficiency and Staff Performance
- Enhanced Public Image
- Increased Employee Commitment
- Reduced Absenteeism

With the adoption of the 2030 Agenda for Sustainable Development, the Gender Equality Seal Certification Programme provides a concrete tool for the public and private sectors to come together to help achieve the Sustainable Development Goals. Implemented by national governments with the support of UNDP, the Gender Equality Seal Certification Programme leverages the key role companies can play to address gender disparities in the workplace and promote gender equality, which is critical for inclusive, sustainable development.



How It Works

UNDP supports the development of the Gender Equality Seal Certification Programme by working with national government institutions responsible for the promotion of gender equality. After assessing each country's particular situation, UNDP works with governments to create a model for certification tailored to their country's specific needs and changes.

Companies participate voluntarily in the Gender Equality Seal Certification Programme. After undergoing a rigorous self-assessment exercise, they carry out a series of steps to meet the established certification requirements. The first step is developing a written commitment to gender equality. Subsequent steps include training senior management and staff on gender equality, adopting policies to address sexual harassment and eliminating gender pay gaps.

"UNDP plays a relevant role as convener by providing training on gender issues, organizing regional forums that are good opportunities for learning, and establishing networks for exchanging information with other companies in other countries."

Francisco Mendez, Manager of Human Resources, Bago, Chile

Key Areas for Gender Equality Seal Certification

- Increasing women's role in decision-making at Middle and Upper Management positions.
- Detecting and eliminating gender-based pay gaps.
- Developing and implementing policies to improve work-life balance.
- Increasing women's presence in occupational areas that are traditionally male-dominated.
- Using inclusive and nonsexist communication inside and outside the company.
- Promoting zero tolerance to sexual harassment in the work-place.

South-South cooperation is a key component of the Gender Equality Seal initiative. UNDP helps companies and governments directly support and learn from their counterparts in other countries. UNDP also convenes regional dialogues between governments, the private sector and workers' organizations to stimulate debate and share best practices on closing gender gaps in the workplace.