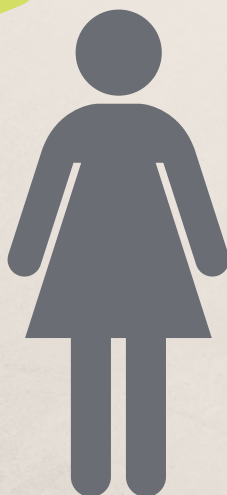




*Empowered lives.  
Resilient nations.*



# The UNDP Gender Equality Seal

A Certification Programme for Private and Public Enterprises from UNDP in Asia and the Pacific

# What is the UNDP Gender Equality Seal Certification Programme?

To close persistent gender gaps in the workplace, the United Nations Development (UNDP), in partnership with national governments and the private sector is developing a Gender Equality Seal Certification Programme through which private companies can be recognized 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.

## **Companies**

Commit and complete the Gender Equality Seal Certification Programme

## **Governments**

Launch the Gender Equality Seal Certification Programme and Award the Gender Equality Seal

## **UNDP**

Works with national governments to create a certification model tailored to their country's specific needs



# Benefits of the UNDP Gender Equality Seal Certification Programme

## Benefits for participating companies:

- A more just and equitable work environment
- Greater efficiency and staff performance
- Enhanced public image
- Increased employee commitment
- Reduced absenteeism



## Benefits for workers:

- Development of a work environment respectful of women's human rights
- Increased motivation and workplace satisfaction, stronger identification with the company and better communication
- Greater opportunities for professional development for women, including access to decision-making positions.



## Benefits for governments:

- A powerful instrument to achieve tangible gender equality results, based upon which other public measures may be designed and promoted to leverage the established relationship between national gender equality mechanisms and employers
- A concrete example of mainstreaming gender equality that national authorities can use to reduce gender gaps and develop national policies on gender equality in the work-place
- A mechanism to develop and leverage public-private partnerships to advance gender equality in the context of the Sustainable Development Goals





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Narrowing the gender gap in the global labor market would not only be equitable in the broadest sense, but would also double women's contribution to global GDP growth between 2014 and 2025.  
(McKinsey Global Institute, 2015)

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## Key Areas for the UNDP Gender Equality Seal Certification:

- Eliminating gender-based pay gaps
- Increasing women's roles in decision-making
- Enhancing work-life balance
- Enhancing women's access to non-traditional jobs
- Eradicating sexual harassment at work
- Using inclusive, non-sexist communication





# The UNDP Gender Equality Seal, the Sustainable Development Goals, and the 2030 Agenda

The private sector can make a critical contribution to eradicating gender inequalities and driving the achievement of sustainable development. By implementing gender equality standards within their own companies, the private sector can ensure equal opportunities for women and men, create inclusive work environments and have cascading impacts on a number of goals of the Sustainable Development Goals.

The UNDP Gender Equality Seal Certification Programme, implemented by national governments with the support of UNDP, support public and private enterprises to address gender disparities in the workplace, establish environments where women's and men's work and contributions are equally valued, and women's economic empowerment is promoted.



Gender equality is vital to achieving the 2030 Agenda for Sustainable Development, which envisions a world in which “every woman and girl enjoys full gender equality and all legal, social and economic barriers to their empowerment have been removed,” as stated by former UN Secretary General Ban Ki-moon.



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