



**THE GLOBAL GOALS**  
For Sustainable Development



*Empowered lives.  
Resilient nations.*



# The Gender Equality Seal

for Private Enterprises  
in Uganda.



# **A certification program that enables businesses to increase productivity, profitability and partnerships through:**

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**Employee performance schemes that reduce gender-gaps at the work place.**

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**Innovations for gender-appropriate product design and customer services.**

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**Networking with global companies that support the sustainable development goals.**

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## **What the Gender Equality Seal is about:**

The Gender Equality Seal (GES) promotes investment in systems that integrate gender equality into the work environment and business strategies. It is a learning and certification programme, supported by the United Nations Development Programme (UNDP), to help businesses achieve Gender Equality, which is Goal Five of the 17 Sustainable Development Goals. (SDGs).

The SDGs (global goals), were signed up by world leaders in September 2015 at the United Nations General Assembly in New York. Private companies that get the Gender Equality Seal certification attain sustainable business growth, which in turn leads to sustainable development.

## Why getting the Seal is good for private companies:

The Gender Equality Seal certification programme provides private companies a mechanism to level the playing field for both women and men at the work place. It also helps companies to make their human resource management systems equitable and more gender sensitive.

Working to achieve the Gender Equality Seal helps management of private companies understand how their decisions affect female staff compared to male colleagues; how gender-pay-gaps come about and how to work out a work-life-balance for employees.

## ...Compliments Certification of Government Institutions.

For Government, the Gender Equality Seal complements the Gender and Equity Certificate that is used to assess the gender responsiveness of sector plans and budgets, as provided for by the Public Finance Management Act (PFM 2014). The seal offers government entities; methods, tools and indicators for measuring the gender effects of taxation

## Where has it worked and the benefits:

Originally pioneered in; Costa Rica, Uruguay, Brazil and Chile, the Gender Equality Seal Certification Programme is now expanding globally. Over 400 companies across eleven countries of Latin America have been certified since 2009.

These companies have reported witnessing a broad range of benefits, including; a better work environment, greater productivity, efficiency, improved relationships among staff, employee commitment, a reduction in absenteeism and attraction of diversity of talent.

## The 10 steps for obtaining the Gender Equality Seal (GES)

1. Formulate the company's written commitment to gender equality
2. Establish a gender equality committees
3. Train senior management and staff on gender equality
4. Undertake an internal organizational assessment of the company's policies and practice
5. Develop a company wide policy and plan of action for gender equality
6. Implement the gender equality plan of action
7. Conduct an external audit of the progress achieve
8. Achieve official government recognition and certification of the Gender Equality Seals
9. Once the gender equality seal has been awarded; monitor, audit for quality assurance.
10. Take actions to improve the programme and maintain certification status

## Uganda's private sector endorses the gender equality seal for Private enterprises:

On 19th August 2016, the private sector in Uganda through their umbrella body – the Private Sector Foundation of Uganda (PSFU) pledged to adopt the Gender Equality Seal Certification Programme for Private Enterprises at a ceremony witnessed by the Hon. Matia Kasaija, Minister of Finance, Planning and Economic Development; and Hon. Peace Mutuuzo, Minister of State for Gender and Culture.



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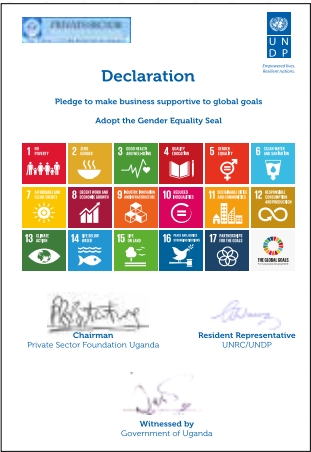
**"PSFU acknowledges that the Seal provides them with a concrete tool to contribute to the achievement the SDGs by reducing gender gaps through promoting women's economic empowerment as well as bringing equality in the workplace."**

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Patrick Bitature  
Chairperson Private Sector Foundation of Uganda



Patrick Bitature, the Chairperson of PSF Uganda and SDG 8 Ambassador for Uganda; Almaz Gebru, the UNDP Uganda Country Director and Honourable Matia Kasajja, the Minister of Finance, Planning and Economic Development sign the declaration. Looking on is Prof. Maggie Kigozi, one of Uganda's eminent business people and Uganda's SDG 5 Ambassador. Below is the signed declaration.



“Adapting the UNDP Gender Equality Seal to our private sector development plans and corporate practices will be vital in making workplaces and marketplaces levelled playing fields for women and men as well as converting SDG 5 into tangible strategies for better employment outcomes and business practices,”

Gideon Badagawa, Executive Director Private Sector Foundation

# History is made

Uganda made history by becoming the first country in Africa to have its Private Sector committing to adopt and implement the UNDP Gender Equality Seal for Private Enterprises.

Africa's pioneer 13 companies from Manufacturing, ICT, Banking and Service sectors include: Nile Breweries, Alam Group of Companies, Delight Uganda Limited, Aloesha Organic Natural Health Products Limited, NBS Television, Graphic Systems, Standard Chartered Bank, DFCU Bank Limited, Finance Trust Bank, Victorious Education Services, Eye to Eye Consult Limited Hostalite Limited and Simba Telecom.



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" We are making history this is unique. Its the very first country that is doing Gender equality seal for provate Entreprises in Africa Uganda will be the touch bearer for Africa in this Crusade."

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Abdoulaye Mar Dieye  
Assistant Administrator and Director, Regional Bureau for Africa



Looking on are: Ms. Almaz Gebru, UNDP Uganda Country Director, Ms. Rosa Malango, United Nations in Uganda Resident Coordinator and UNDP Uganda Resident Representative.



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**"Promotion of shared care responsibilities between families and companies is a key tool enterprises can adopt in order to retain their productive and efficient staff. "**

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Dickson Mushabe  
Hostalite Ltd, Regional Manager E.A



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**"We know these things, we experience them daily in our businesses but we do not know how to streamline them. I have signed because I want to learn how to integrate gender into my businesses because I work with and support several young women."**

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Julian Omalla  
Founder and Managing Director Delight Uganda Limited



# Profiles of Africa's Pioneer Enterprises



Aloesha Organic Natural Health Products is a Private Company Limited by guarantee that was incorporated in 2012. We are manufacturers and suppliers of standardized organic food supplements, herbal extracts, phytochemicals and cosmetic herbal healthcare products which have been validated over the years as effective, safe and consistent. We have significant presence in major regions across Uganda and have also greatly penetrated on the international markets.



NBS Television is a Ugandan national television that started in mid-2007 drawing on candid reflections of successful television networks from across the world.

NBS is 100% Owned by Ugandans. Surveys on Local Content by Uganda Communications Commission (Industry statistics: UCC 2014), put NBS television as the number one local content provider.



Nile Breweries Limited is a leading beverage company in Uganda and is a subsidiary of ABInbev, the largest brewing group in the world and is an equal opportunity employer and promotes gender equality within the company. Nile Breweries Limited has a strong and clear commitment to Equality, Diversity and Inclusion.



Delight (U) Ltd is a private limited company, incorporated on the 30th October 1996 in the Republic of Uganda. The company engages in production of fruits and processing of juices under the brand name of "CHEERS".

The company does production of mainly Orchard fruits and seedlings (Mangoes, Guavas, Citrus, Coffee) on 20-acre of land in Senge Wakiso district with poultry structures of a 45,000 birds capacity, 1400 acres in Nwoya district and 20 acres in Tororo (KIDERA Demonstration Farm) with a poultry farm and nursery. The fruits mainly feed into the processing plant in Kwempe with an output of 12,786 Liters of ready to drink juice and 13,440 Liters of dilute to taste juice per day.



DFCU was established in 1964 as a development finance institution. Over the years dfcu has been associated with many success stories in Uganda's economy in various sectors including transport, education, floricultural, agricultural, manufacturing and agro-processing.

DFCU is a universal Bank providing a full range of banking products and services to large corporate companies and institutions, middle size local businesses as well as retail and small businesses.

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Graphic Systems (U) Ltd (GSUL) is the leading industrial printing and packaging firm in Uganda. GSUL entered the printing sector in 1997 in Kampala, Uganda. During the last 19 years GSUL has attained growth and experience that brings its unit to the forefront of the Ugandan market.

The vision of GSUL entails the provision of quality products backed up by management and production expertise. Effectively, the aim is to provide our clients, from the largest multinationals to the smallest local firms, a one-stop shop in their backyard.



Hostalite is a leading provider of information technology services in Uganda and the East African region. We believe that every progressive business or organisation requires a Professionally Designed and mobile responsive Websites hosted on highly effective and secure servers

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Standard Chartered Bank Uganda Limited is an international Bank with a rich history spanning over 100 years of existence in the Ugandan market having opened our doors in Uganda on 12th August 1912. Our core businesses in Uganda are Retail Banking, Commercial Banking and Corporate and Institutional Banking.

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Founded in 1998, Simba Telecom was the launch distribution partner for South African telecoms Network MTN in Uganda. Within six months of starting Operations, Simba and MTN were able to sign up five times as many customers As the existing network had been able to sign in four years. Simba built a large nation wide distribution network and has signed up millions of customers onto the MTN network.



Alam Group of Companies has been in existence for over half a century and is primarily involved in the building and construction industry.

Founded by Manzur Alam, from whom it draws its initials, the company has grown business tentacles with the very aim of serving the building, mechanical and construction industry of East Africa wholesomely.

Our mission is to pursue excellence in manufacturing, agriculture and tourism for the benefit of our clients, the community and environment.



Eye to Eye Consult Ltd is a fully integrated Marketing and Communications Agency. We provide our clients with top notch Design, Branding, Printing, Public Relations, Event Management and Marketing services.

Our team of proactive and passionate professionals is dedicated to helping our clients effectively communicate their brand message.



Victorious Education Services started in 1999 as a Kindergarten with 30 (thirty) children and 3 (three) staff members out of whom 2 were female.

The Institution now has four campuses in Kampala and One campus in Mukono which is a fully fledged boarding school. The Campuses comprise of 3 Kindergartens and 2 Primary Schools with 183 female and 247 male staff totaling to 430 members of staff and about 4000 pupils.



Finance Trust Bank is a fully fledged commercial bank categorized under tier 1 financial Institutions in Uganda. The company has a history of 32 years, having started as an NGO to empower women economically and socially. Today, Finance Trust Bank has 36 branches which are strategically positioned all over the country serving over 470,000 customers of whom 50% are women and youth.



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