

9 Gender Seal Certification

WHAT ARE THE MAIN ISSUES

Women in China face multi-dimensional barriers to obtain equal opportunities in economic development and workplace: discriminative policies on recruitment, promotion, maternity leave and retirement; significant pay gaps, whereby women earn on average 35% less than men for doing similar work; and a perpetual 'glass-ceiling' in leadership scenarios with women constituting merely 17% of all legislators, senior officials, and managers in China (Global Gender Gap Report 2015).

POSSIBLE SOLUTIONS

The recommendations proposed by Women's Empowerment Principles (WEP) are:

- Establish high-level corporate leaderships for gender equality.
- Treat all women and men fairly at work, and respect and support human rights and non-discrimination.
- Ensure the health, safety, and well-being of all workers, regardless of gender.
- Promote education, training, and professional development for women.
- Implement enterprise development, supply chain engineering, and marketing practices that empower women.
- Promote equality through community initiatives and advocacy.
- Measure and publicly report on progress to achieve gender equality.

HOW CAN UNDP HELP

- **Gender Equality Seal (GES) Certification Programme:** a collective effort involving national governments, private sector companies and civil society to establish and achieve standards that empower women. Companies that successfully complete the Certification Programme are awarded the Gender Equality Seal – a recognized symbol of gender equality in the workplace.
- **For companies:** good public image for improving gender equality in the workplace, a better working environment with lower employee turnover and absenteeism, and many measurable corporate improvements.
- **For government:** a powerful instrument to achieve gender equality based on national schemes, a concrete example of mainstreaming gender equality, and a mechanism to develop public-private partnerships in this field
- **UNDP could support the programme in the following three steps:**

Baseline Assessment

Tailor the programme into the legal and social context in which the programme will operate; Develop the right framework, model and standard for participating companies to follow.

Programme Implementation

UNDP has identified a ten-step process providing tools and guidance to ensure successful implementation, and help selecting expert to guide enterprises throughout the process and determine whether they have met the criteria to earn GES.

Network building

Build South-South regional networks of enterprises and organisations for gender equality

TO WHOM WE WORK WITH

Mary Kay Inc., Ministry of Commerce (MOFCOM), China Women's Development Foundation (CWDF).

UNDP PAST EXPERIENCE AND SUCCESSFUL CASES

Gender Seal Certification Programme Implemented by UNDP in other Countries: Brazil, Chile, Colombia, Uruguay, Mexico, Dominican Republic, Costa Rica.

9 性别印章认证

主要问题

中国妇女在经济发展和工作场所中，面临获得平等机会的多层面障碍：招聘，晋升，产假和退休的歧视性政策；显着的工资差距，其中女性收入平均比从事类似工作的男性低35%；在领导层中永远的“玻璃顶”，女性只占中国所有立法者，高级官员和管理人员的17%（“2015年全球性别差距报告”）。

可行措施

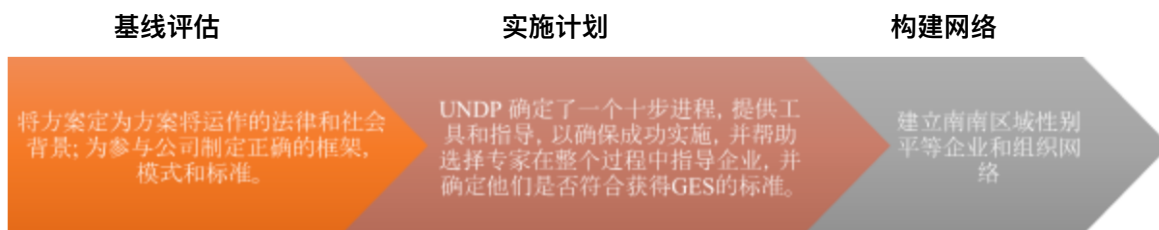
妇女赋权原则（WEP）提出的建议是：

- 建立高层次的企业领导层促进性别平等
- 工作上公平地对待所有女性和男性，尊重人权和支持不歧视
- 确保所有工人的健康，安全和福利，不论性别。
- 促进妇女的教育，培训和专业发展
- 实施赋予妇女权力的企业发展，供应链工程和营销做法
- 通过社区倡议和宣传促进平等
- 衡量和公开报告实现性别平等的进展

UNDP如何帮助

- **性别平等印章（GES）认证计划：**包括国家政府，私营部门公司和民间社会的集体努力，以建立和实现赋予妇女权力的标准。成功完成认证计划的公司将获得性别平等印章 - 工作场所性别平等的公认标志。
- **公司：**良好的公共形象，改善工作场所的性别平等，更好的工作环境，更低的员工流动和缺勤，以及许多可衡量的企业改进。
- **政府：**一个基于国家计划实现性别平等，将性别平等纳入主流，以及在这一领域发展公私伙伴关系的机制。

UNDP 可以按下列三个步骤支持该方案：



我们的合作伙伴

玛丽凯公司，商务部（MOFCOM），中国妇女发展基金会（CWDF）等。

UNDP的过往经验和成功案例

由UNDP执行性别印章认证计划的**国家**：巴西、智利、哥伦比亚、乌拉圭、墨西哥、多米尼加共和国、哥斯达黎加