



Mission permanente de la France  
auprès des Nations unies

***Under the patronage of the Permanent Representation of France to the United Nations  
and in the presence of the Vice-President of CEDAW, Mrs. Nicole Ameline***

## **PRESS RELEASE**

**Launching of the GEEIS-SDG Trophy: the first international award positioning  
gender equality as the driving force behind the United Nations Sustainable  
Development Goals**



**Monday, September 16, from 6pm to 8pm – Followed by a reception**

**UNITED NATIONS**  
Private Dining Room  
1st Avenue and 46<sup>th</sup> St gates – New York

At the United Nations in New York, on 16 September 2019, a group of global companies will gather to receive a new award which, for the first time, positions gender equality as the driving force behind the accomplishment of the United Nations Sustainable Development Goals (SDGs).

The GEEIS-SDG Trophy was created by Arborus, the international non-profit organisation behind the international gender equality label GEEIS. The new award demonstrates the inseparable link between SDG5, gender equality, and the safeguarding of the planet and peace in the world, as captured by the other SDGs.

This new trophy will be awarded to companies that are GEEIS certified and signatories of the international conventions of the Global Compact and Women's Empowerment Principles.

GEEIS, Gender Equality European and International Standard, is already an internationally recognised label for companies who demonstrate a strong and effective commitment to achieving gender equality in the workplace. To date, 15 international companies around the world have received GEEIS certifications, covering a total of 200 entities in 37 countries..

Companies accredited with GEEIS are recognised not only for respecting local laws on gender equality, but for going beyond such laws, putting in place equal processes and good practices.

GEEIS is not only a tool that guides companies in their equal opportunities policy. The accreditation conveys a positive, forward-looking message to co-construct a better world, respectful of women and men as well as planet, and to prepare a world of peace for future generations.

Arborus is now going one step further with the GEEIS-SDGs, demonstrating that gender equality is the central pillar of all other actions in favour of sustainable development.

GEEIS-SDG is in line with Goal 5 of the SDGs, in particular the issue of gender equality in the workplace.

Most importantly, the award recognises the impact of equality between women and men on all of the SDGs.

In particular, the trophy shows the link between SDG5 with SDGs 1, 2,3, 4 8 and 10. The trophy also takes into consideration SDG16, "Promote justice, peaceful and inclusive societies", which cannot be approached directly by the private sector. However, companies can make a positive contribution to SDG16 through the work they do related to SDG5.

*Cristina Lunghi, founder of Arborus, said: "We are convinced that we need to change the paradigm to have a more equal and peaceful society. At the crux of this change is women's empowerment, so that they can achieve real equality with men. This is why we have created the GEEIS, to guide, structure and evaluate gender equality and inclusion policies of companies around the world. GEEIS already takes into account the objectives of the G7, G20 and Beijing + 25 on sustainable development with and by women. This is why I am delighted to consolidate our messaging in launching the GEEIS-SDGs Trophy".*

The GEEIS-SDGs Trophy also aims to raise awareness among private and public decision-makers and society at large, on the importance of making gender equality the central pillar of any systemic and strategic approach to achieving the Sustainable Development Goals.



The GEEIS-SDGs is made possible with the support of France and in convergence with the UN and international bodies in charge of monitoring SDGs.

All companies certified with the GEEIS label were invited to put forward applications for the GEEIS-SDG trophy.

For this inaugural year, the companies that will put forward projects for the ceremony include Camfil, Danone, L'Oréal, Orange and Sodexo.

Each company was invited to submit up to two projects from anywhere in the world, of which one will be selected, upon approval of the jury.

The applications are assessed by a selection panel led by Cristina Lunghi, Founder of Arborus, and composed of:

**Nicole Ameline**, Former Minister, Vice President, CEDAW

**Laura Palmeiro**, Global Compact Expert

**Mara Marinaki**, EEAS Principal Gender Advisor

**Sonia Ramzi**, Former right Hand of Dr Boutros-Ghali UNESCO, UNESCO Expert

**Bertrand Frot**, Represents the United Nations Development Program

The winning projects will be announced and presented on 16 September at the United Nations by Cristina Lunghi.

## About us...

### About Arborus Fund



The Arborus Endowment Fund was born on the initiative of the association Arborus \* and major international companies, on April 8, 2010, under the patronage of the European Economic and Social Council. Its action is directed towards the promotion of equality between women and men in the world through the dissemination of a European and global standard, the GEEIS: Gender Equality European & International Standard.

In order to meet the requirements of this growing internationalization, the Arborus Fund has opened the GEEIS Diversity Standard in 2017. The benchmark will propose, from January 2019, a labeling criterion for the prevention and treatment of issues relating to violence against women. .

This certification is implemented with the world leader in certification, Bureau Veritas Certification.

The association Arborus was created in 1995 by Cristina Lunghi. A pioneer in the field of equality between women and men, she founded the Egalité en France label which she developed for the Ministry of Equality and Parity, at the time presided by Nicole Ameline. It promotes and develops through the Club Arborus companies accredited in France.

### About the GEEIS

The GEEIS and GEEIS-DIVERSITY labels are aimed at all European and international groups wishing to participate in building a more equitable society based on gender equality and diversity. The repository has been designed for any type of business regardless of size, configuration and activity, in any country and on any continent.

To obtain the GEEIS and GEEIS-DIVERSITY, the group must set up piloting, training and communication tools to aim for equal opportunities. The labels are issued after an on-site audit and a desk study. The certifying body measures the level of resources deployed and ensures the proper deployment of the HR policy in terms of gender equality and diversity at the parent company and in the group subsidiaries that are concerned. by GEEIS or GEEIS-DIVERSITY. A series of criteria makes it possible to evaluate the involvement and the progress made.

### About GEEIS-SDG Trophy



Arborus launched the GEEIS-SDG Trophy to combine SDG5, gender equality – and in particular the issue of equality in the workplace – to the other SDGs. The aim is to demonstrate the inseparable link between gender equality and the attainment of social and societal progress, the safeguarding of the planet and peace in the world.

The Trophy illustrates how the companies that already hold the GEEIS offer the guarantee to respect not only the local law on gender equality but to go beyond it by equal processes and good practices.

GEEIS-accredited companies are recognised pioneers on the issues of equality between women and men (SDG 5), with which Arborus works, both locally and internationally. The companies know that their performance is based on their human capital made by women and men, and, for this human capital can to flourish, it is necessary to evolve in a world of freedom and peace (SDG 16).

SDG16, "Promote just, peaceful and inclusive societies", cannot be approached directly by the private sector. However, companies can make a positive contribution through the work they do related to SDG5. This is why Arborus founded the GEEIS-SDG Trophy – to strongly demonstrate the vital role that companies play in the achievement of all the SDGs.



### About Cristina Lunghi

A Franco-Italian citizen, Cristina Lunghi, has been working as an international expert in gender equality for almost 20 years. **In 1995**, focusing on the business world, Cristina Lunghi not only created her own consulting firm, but also founded a non-profit organization, called **Arborus**

Its goal is to help companies achieve better equality between men and women by ensuring that women are promoted to decision-making positions. To meet this goal, Cristina Lunghi guides corporations in their implementation of labor laws and European directives on gender equality and equal opportunities, which in turn allow them to turn legal obligations into strategic opportunities.

**In 2008**, Cristina Lunghi launched the Arborus Fund to promote the Gender Equality at European & International levels. The program comprises innovative tools, such as the Gender Equality European Standard and the Gender Equality International Standard Labels. It is certified by Bureau Veritas, the world leader in certification processes.

In March 2019, she launched, an international trophy, allowing companies to engage, on the basis of their gender certification GEEIS, on one or more of the SDG . She created the GEEIS-SDG Trophy. The first awards will be delivered in New York at the United Nations the 16<sup>th</sup> Of September.

She is the author of five books on the same topic and mother of two children.

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