



Under the patronage of  
**Marlène Schiappa,**  
*Secretary of State for Equality between women and men*

## **PRESS RELEASE**

### **THE ARBORUS ANNUAL INTERNATIONAL MEETING « BEST PRACTICE FOR GENDER EQUALITY »**

**Location : Pavillon Vendôme – 7 Place Vendôme – Paris 75001**

**18 October – 2:00-08:00 PM**

**The annual meeting of Arborus fund's companies members  
on the best practices on gender equality :  
Bureau Veritas, Camfil, Carrefour, Danone, EDF, Keolis, L'Oréal,  
Orange, PepsiCo, Safran, Sodexo.**

On 18th October 2018, the Arborus Fund will bring together in Paris its certified GEEIS' members (Gender Equality European, & International Standard), to share the best practices to implement gender equality and inclusion in the workplace.

"Every year, it is a real pleasure, to observe how we are making progress towards gender equality, all over the world, thanks to the actions of GEEIS-certified companies," said Cristina Lunghi, founder of Arborus.

This annual event, organised by Arborus, highlights the best practices related to the implementation of actions on gender equality in the world.

For the 2018 edition, these practices, which will illustrate the certification criteria of the GEEIS, will focus on several key themes:

- Equal pay
- Implementation of gender diversity in the workplace
- Women in leadership
- GEEIS and its impact on cultural change
- How to engage SMEs in the implementation of gender equality
- The perspectives linked to the new generations

These examples are drawn from the experience of senior managers from several countries, including Belgium, Spain, France and Italy.

Placed under the patronage of Marlène Schiappa, Secretary of State for equality between women and men, the awarding of GEEIS certificates and GEEIS trophies will bring a symbolic and festive dimension to this event. Bureau Veritas will award GEEIS certificate to companies and their international subsidiaries, and Cristina Lunghi, founder of Arborus, the GEEIS trophies.

**Press-Officer :**

Delphine JULIE

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**List of companies and their representatives who will be awarded the GEEIS Trophies:**

**Bureau Veritas:** Jacques Pommeraud, EVP France & Africa.

**Camfil:** Michel Moulin, Managing Director Camfil France; Bart Le Roy, Managing Director Camfil Belgium, Marco Fiori, Managing Director Camfil Italy.

**Carrefour:** Mathilde Tabary, ESR Director Carrefour Group, Elena Ghirardotto, HR Director Carrefour Italy.

**EDF:** Jean-Claude Baudens, Healthcare Safety & Performance at Work Director; Fran Globe, Diversity & Inclusion Manager EDF Energy.

**Keolis:** Bruno Danet, Executive Director HR and Organization.

**L'Oreal:** Margaret Johnston-Clarke, Diversity, Inclusion & Corporate Communications VP.

**Orange:** Line Pélissier, Director of Group Diversity.

**PepsiCo:** Bruno Thevenin, Managing Director France; Belen Moreu, HR Director.

**Safran:** Vincent Mackie, Director of Social Affairs Group.

**Sodexo:** Cathy Desquesses, Chief People Officer; Anna Notarianni, President Sodexo France.

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#### **About Arborus Endowment 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, whose minister was Nicole Ameline. It promotes and develops through the Club Arborus companies labeled 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.

GEEIS or GEEIS-DIVERSITY are awarded for 4 years, with an interim evaluation after 24 months. The GEEIS is a marker of excellence.

Learn more:

<https://www.arborus.info>

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**#GEEIS, #genderequality, #EgaliteFH, @ArborusEgalite**

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