



## **PRESS RELEASE**

### **GEEIS-SDG Trophies ceremony Edition 2021**

## **Equality between women and men as a lever for sustainable development: proof by example**



**In the presence of**

**DELPHINE O, Ambassador  
and Secretary General of the Generation Equality Forum  
and Anne GUEGUEN,  
Deputy Secretary General of the Ministry of Europe and Foreign Affairs**

**And**

**Charlotte Isaksson, Senior Gender Advisor in the EEAS  
Florence Gabay, COSCOC Commissioner - UN  
Nicole Ameline, former Minister and member of CEDAW - UN  
Laura Palmeiro, Senior Advisor Global Compact  
Sonia Ramzi, Former right Hand of Dr Boutros-Ghali UNESCO, UNESCO Expert  
Bertrand Frot, UNPD Expert  
Cristina Lunghi, General Delegate of the Arborus foundation**

**Ministry of Europe and Foreign Affairs**

**June 25, 2021 - From 5:00 pm to 7:00 pm**

On June 25, 2021, Arborus organizes at the Ministry of Europe and Foreign Affairs, the second edition of the GEEIS SDG trophies launched in 2019 at the United Nations headquarters in New York under the high patronage of the Permanent Representation of France to the United Nations.

These trophies, have the mission to demonstrate the crucial link between the SDG5, which concerns equality between women and men, and the other goals, which aim in particular to save the planet without forgetting the goal of peace in the world which constitutes a common thread.

The GEEIS-SDG Trophies will be awarded to GEEIS-certified companies that are signatories to the Global Compact and WEPs international conventions.

For this second edition, we note the entry of new companies: INDITEX and LEGRAND alongside DANONE, LOREAL, ORANGE and SODEXO.

These companies are members of the Arborus Foundation and thus participate in the work of disseminating a European and international culture of equality between women and men and the inclusion necessary for a better world. They are all holders of the GEEIS label.

GEEIS is a European and international label for gender equality and inclusion. It is an internationally recognized label for companies that demonstrate a real commitment to gender equality in the workplace. To date, 15 international companies have received GEEIS certification, representing 200 legal entities worldwide and 37 countries covered by the label.

GEEIS-certified companies are recognized for implementing innovative equality and inclusion processes that go beyond the application of local and international legal frameworks.

GEEIS is not only a tool to guide companies in their equal opportunity policy. The label conveys a positive message, resolutely turned towards the future to build a better world, respectful of women and men, but also of the planet, in order to prepare a more prosperous and peaceful model for future generations.

With these Trophies, Arborus goes further by demonstrating that equality is the central pillar of all other actions in favor of sustainable development.

Thus, the GEEIS-SDG is in line with Goal 5 of the SDGs, and more specifically the issue of professional equality. It also integrates other SDGs, in particular SDGs 1, 2, 3, 4, 8 and 10.

Goal 16, "Promote Justice, Peaceful and Inclusive Societies," cannot be addressed directly by the private sector, however, companies can make a positive contribution through the work they do on SDG5.

Arborus wanted to create the GEEIS-SDG Trophy to powerfully demonstrate the vital role that business plays in achieving all of the Sustainable Development Goals.

More importantly, the award recognizes the impact of gender equality on these goals.

*Cristina Lunghi, founder of Arborus, said, "We believe we need a paradigm shift to create a more equal and peaceful society. Women's empowerment is at the heart of this change. That's why we created GEEIS, to guide, structure, and evaluate gender equality and inclusion policies for companies around the world. GEEIS already addresses the G7, G20 and Beijing Plus 25 goals for sustainable development with and by women. That is why I am proud to consolidate our action by launching the GEEIS-SDG Trophy."*

The GEEIS-SDG trophy also aims to raise awareness among private and public decision-makers and society in general of the importance of making gender equality the central pillar of any systemic and strategic approach to achieving the sustainable development goals.

The GEEIS-SDG trophy is supported by France in conjunction with the United Nations agencies responsible for monitoring the SDGs.

All GEEIS-certified companies were invited to apply for the GEEIS-SDG Trophy.

Danone, Inditex, Legrand, L'Oréal, Orange and Sodexo are among the companies that will present their projects at the ceremony.

Applications are evaluated by a selection panel, chaired by Cristina Lunghi, founder of Arborus, and composed of :

- Charlotte Isaksson, Senior Gender Advisor in the EEAS
- Florence Gabay, COSCOC Commissioner - UN
- Nicole Ameline, Former Minister & CEDAW member- UN
- Laura Palmeiro, Senior Advisor Global Compact
- Sonia Ramzi, former right arm of Dr Boutros Boutros-Ghali - UNESCO
- Bertrand Frot, PNUD

The selected projects will be awarded the GEEIS-SDG Trophy on June 25, 2021 at the Ministry of Europe and Foreign Affairs by Cristina Lunghi, founder of Arborus.

## 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



### 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.

**Press contact** : +33 6 89 38 37 66 - [arborus@arborus.info](mailto:arborus@arborus.info)