

## PRESS KIT

# *The Second Edition of **GEEIS-SDG Trophy** for 6 international companies.*

**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

## 25 June 2021 : The second edition of **GEEIS-SDG Trophy**

At the Ministry of Europe and Foreign Affairs, in Paris, on 25 June 2020, a group of global companies gathered to receive a new award which, GEEIS-SDG Trophy, for the second edition, positions gender equality as the driving force behind the accomplishment of the United Nations Sustainable Development Goals.



## ***The second edition of GEEIS-SDG Trophy***

At the Ministry of Europe and Foreign Affairs, on 25<sup>th</sup> June 2021, a group of global companies gathered to receive a new award which, for the second edition, positions gender equality as the driving force behind the accomplishment of the United Nations Sustainable Development Goals.

The GEEIS-SDG Trophy was created by Arborus, the international non-profit organization 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 trophy awarded to companies that are GEEIS certified and signatories the international conventions of the Global Compact and Women's Empowerment Principles.

GEEIS, Gender Equality European and International Standard, is already an internationally recognized 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, in a total of 200 entities. Companies at national levels have been GEEIS certified in Tunisia, Italy, United Arab Emirates, France, Portugal, Morocco.

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

## ***The second edition of GEEIS-SDG Trophy***

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. It also integrates other SDGs, in particular the SDGs 1, 2, 3, 4, 8 and 10 with the overall goal of SDG16, “Promote justice, 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.

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



## ***The second edition of GEEIS-SDG Trophy***

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, whose Generation Equality Forum is held in Paris for its celebration, 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 approach to achieving the Sustainable Development Goals.

The GEEIS-SDGs is made possible with the support of France very committed on gender equality issues and in convergence with the UN and international bodies in charge of monitoring SDGs, and by the fantastic enthusiasm of the CSR/GEEIS teams in companies.

## *A world tour of projects that make equality the lever of sustainable development*



# The laureates



WARUNG ANAK SEHAT, SCHOOL CANTEENS IN INDONESIA



INDITEX

SALTA Project



LEGRAND SCHOLARSHIP PROGRAM TO PROMOTE EDUCATION & WOMEN EMPOWERMENT



L'ORÉAL



ORANGE DIGITAL CENTER





# CANTEEN LADIES IN INDONESIA



1-5 years old

**30.8%**

**STUNTING**



Above 5 years old

**8.8%**

**OBESE**

Danone Ecosystem Fund, Danone and SGM, an Indonesian brand, believe access to nutrition is every child's right and no child should be left behind.

This is why they initiated the **Canteen Ladies program**. Canteen Ladies are informal **women entrepreneurs** who run their business in schools' area **to serve healthy foods and beverages for schoolchildren**.

THOSE WOMEN ARE FUNDAMENTAL TO DRIVE CHANGES. Indonesia schoolchildren spend >6h at public school without provided meals services hence depended to Canteen Ladies.

**More than 350 women** received training, coaching and assistance to run a profitable social business kiosk by serving nutritious foods & beverages to schoolchildren.

During the covid-19 crisis, the coalition mobilized again to support the women in **reinventing themselves as entrepreneurs** and finding new sources of revenues, in partnership with the Food bank of Indonesia and Google Indonesia.

## EXPECTED RESULTS

- Progression observed if possible to quantify in number of Women : **234 women sustain their livelihood**
- Time required for setting up and obtaining results : **1 year**

## OBTAINED RESULTS

- Progression observed if possible to quantify in number of Women : **154 women regain economic stability in 6 months**
- Time required for setting up and obtaining results : **project is now sustainable and on-going.**





## SALTA PROJECT

*"For a better integration and sustainability  
of people far from employment"*

# INDITEX

"I tend to say that I take the young people that nobody wants," explains Jean-Jacques Salaün, the CEO of Zara France and initiator of this project, which was born after the events in the suburbs in 2005. "And my alter-egos generally reply that they take the young people that everyone wants". Among the profiles selected: young women who have been forced into marriage, political refugees who are totally destitute, young people who have broken with their families or society. In 2008, the French subsidiary set up an operation to offer young people who had dropped out of school (without training or qualifications) a job and a future. The concept? Select (after an initial screening by the local partners) young volunteers, take them out of their neighborhoods, train them in sales, offer them (from the first day of training) a permanent contract paid above the minimum wage and then offer them a full time job in two stores. Given the success of the "Projet jeunes", it was very quickly internationalized and turned to Salta project name. The project is built in the same way from one country to another.

Inditex is very committed to gender diversity and the place of women in our professions, our industry, but also civil society in general. For 3 years now, we have been using GEEIS as a tool for steering our global policy on gender equality.

This is why quite naturally, the SDG trophies are an extension of our work and commitment. **Salta Programme** is linked to Primary SDG and Secondary ODS. The way we run this project at international level helps us to cover **SDG 5** : Gender Equality, **SDG 8** : sustainable development and **SDG 16** : Promote just, peaceful and inclusive societies

To achieve these objectives, the outreach work we do with NGOs and stakeholders is crucial. It is very important not to stigmatize the target audiences and to navigate coherently between humanity, diversity, charity and solidarity.

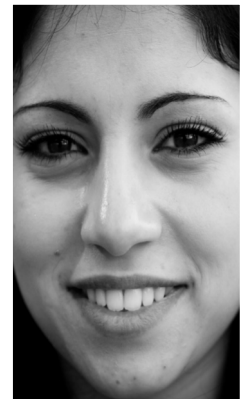
### EXPECTED RESULTS

- Number of women and men involved in the project / action / measure / process/ program : **1350 worlwide year to dtae**
- Progression observed if possible to quantify in number of Women and Men : **50/50**
- Time required for setting up and obtaining results : : **1 year (Project edition)**
- Cost of the project : **Depends on the country and the targeted audience**

### OBTAINED RESULTS

- Number of women and men involved in the project / action / measure / process/ program :  
1302 worlwide year to date
- Progression observed if possible to quantify in number of Women and Men : **59%/41%**
- Time required for setting up and obtaining results : : **Stretch over the year**
- Cost of the project : **10% increase of investment**

C1 - Internal use



SALTA



# LEGRAND SCHOLARSHIP PROGRAM TO PROMOTE EDUCATION & WOMEN EMPOWERMENT



- At Legrand, because we are very committed to the gender equality policy and committed to the GEEIS label, we firmly believe that to obtain real gender equality parity (**SDG5**), we must give the same opportunities to women. One way is to start with education (**SDG4**).
- Indeed, quality education is the UN's fourth sustainable development goal & Gender equity is its fifth. Though they are categorized separately, these goals are deeply intertwined. Indeed, women and girls worldwide have significantly less access to education than their male counterparts – so disproportionately that some 66% of the world's 774 million illiterate population are women.
- Educated women can transform the world! However, there are still instances of girls dropping out of formal education due to lack of financial resources and various other reasons.
- Female students constitute only 26 per cent of total students in engineering colleges across India, public and private colleges put together. While this number has been stable, there is a decline now.
- Within families with limited means, those with more than 2 children often encourage boys in priority to pursue higher education in Engineering field due to financial constraints.
- This scholarship program initiated by Legrand India in 2018 to give opportunities to the meritorious and deserving girl students to study their engineering/Architect graduation from Indian Universities with our financial aid.

## Increase Women in Engineering Profession

Since 2018, we have been aiming to sponsor 50 + students every year. We target to sponsor 500 young women by 2026.

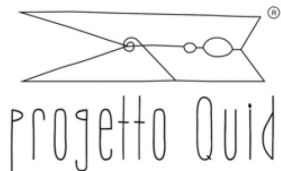
By 2030 at least 450 women who benefited from the scholarship program will have engineering jobs!

## Increase Women Managers/Leaders

By 2030, Legrand India estimates that **52 women** out of 450 beneficiaries will hold management positions!







# L'ORÉAL



This project led by L'Oréal Italy purchasing team, is **supporting Labour inclusion** through beautiful, ethical and sustainable fashion. **QUID** is an Italian **social enterprise** that creates accessories from recycled end-of-series textiles and **offers a secure employment opportunity** to highly **vulnerable people**. It is an Italian small **women-owned** business, **with 84% of women** among 133 employees, **aged 19-65**, from **different 17 countries**, most of them with a fragile status (specifically women victims of violences, for whom work and economic independence are instrumental to overcome personal and social difficult situation and regain self-confidence)

**PROGETTO QUID** – The ethical fashion brand, made in Italy, by Quid : They are working with a network of 10 NGOs to hire vulnerable employees.

It is the winner of the Green Carpet Fashion Award 2020 with the **Responsible Disruption Award** ! QUID's CEO and founder, **Ana FISCALE**, is **committed in empowering other women**. She is a **role model woman entrepreneur**. She received the title of **Cavaliere dell'Ordine al Merito** (The Order of Merit of the Italian Republic).

"Progetto Quid" is one **representative project** of the global inclusive purchasing **L'Oréal Solidarity Sourcing** Program, which is embedded in L'Oréal business model and the inclusive growth commitment. It notably supports women, under the ambitious new Regional Project **WOMEN-OWNED BUSINESS IN WESTERN EUROPE**. In 2020, at WW scale, a total of **47,420 L'Oréal Solidarity Sourcing beneficiaries** come from **68 projects** specifically related to the emancipation of women in 23 countries.

## EXPECTED RESULTS

**The perspective is to increase L'Oréal's business with Quid in the following years, sponsoring the project for multiple L'Oréal brands productions**

Qualitative targets :

- Implement systematically *Solidarity Sourcing* as a competitive advantage (distinction vs other suppliers): **inclusive employment supported in L'Oréal value chain at the heart of business decisions**
- Duplicate significant projects for our *Solidarity Sourcing Program*, which aims to give access to decent sustainable work to an additional +80,000 vulnerable people by 2030, in the essential L'Oréal For the Future sustainability social & environmental commitments.

## OBTAINED RESULTS

Number of women and men involved in the project : **L'Oréal purchases represented 6,9 annual FTE jobs (Full Time Equivalent) at QUID**. Globally, in 2020, L'Oréal's purchases enabled 635 people (including 389 in Europe) **to work full-time, in women-owned companies like Quid**.

Time required for setting up and obtaining results : **1 year to launch the partnership and manufacture the first project for Vichy**

Qualitative targets reached the 1st year of implementation :

-Producing **locally, supporting economic activity and employment** at a **women-owned inclusive supplier**, AGILITY: Quid has reinvented itself and adapted extremely quickly, in order to create medical devices mask (a pillar (25%) of our scorecard grill)





# ORANGE DIGITAL CENTER

## A commitment to digital equality



Orange Digital Center is a new concept dedicated to delivering digital innovation and training to all. It is an illustration of Orange's purpose, "giving everyone the keys to a responsible digital world", and social commitment as part of the Engage2025 strategic plan. It makes Orange's commitment to digital inclusion and equal opportunities more concrete as the Orange Digital Centers have real social impact, supporting tomorrow's digital talent and providing access to an inclusive digital ecosystem, free of charge. The three main objectives of these centers are to enable everyone to gain vital digital skills, to help young people find worthwhile careers, and to promote entrepreneurship, especially for women, in line with Orange's gender equality policy.

Acting as a veritable hub of opportunity, an Orange Digital Center groups together under one roof several strategic programmes supporting employability and entrepreneurship: from training and technology incubation, to support, acceleration and investment for start-ups.

The concept is adapted to the requirements and key players of each region. To ensure it addresses local challenges of inclusion for the greatest number of people, it involves many stakeholders, including governments, local and international NGOs or academia for example.



## Asma Ennaifer, Directrice RSE et Communication, Orange Middle East & Africa

The first Orange Digital Center was launched in April 2019 in Tunisia and was the initiative of a Tunisian woman, Asma Ennaifer, former CSR Director for Orange Tunisia. It has since been followed by five others in Senegal, Cameroon, Ethiopia, Côte d'Ivoire and Jordan. The Covid19 context has slowed down the opening of Orange Digital Centers in some countries, but the format has been adapted by offering online training and digital solutions. Despite the crisis, Orange is committed to digital equality on a long-term basis, with concrete objectives such as deploying by 2025 an Orange Digital Center in each of its operating countries, in Africa, the Middle East and Europe. The program, designed in the South, is inspiring for the North: an Orange Digital Center will be deployed in each of the operational divisions in France in 2022.

### EXPECTED RESULTS

500 young people trained per year per Orange Digital Center  
Including 30% of women  
40% of insertion rate

NB : targets are based on GIZ/Orange partnership objectives for 14 African countries for the period 2020-2021.

### OBTAINED RESULTS

Young people trained : 22,200  
(2,000 per year in Tunisia / 280 in Senegal)

→ Percentage of women: 40% in Tunisia / 30% in Senegal

Jobs created: 7316

→ Insertion rate: 95% in Tunisia / 77% in Senegal

Completed projects : 172

School children and high school students introduced to the code: 3,392

Accompanied start-ups: 70



**SheWorks Colombia** is a Sodexo program that seeks the inclusion of women in job positions that are commonly held by men, in order to strengthen and guarantee gender parity in each of the work areas of our company. This program also contributes to the fulfilment of the United Nations Sustainable Development Objectives, mainly to the Sustainable Development Goal 4 (SDG 4) about **Quality Education** by making efforts to reduce the inequality gap in access to education for gender reasons and guaranteeing opportunities to quality training programs for vulnerable women .

**SheWorks** initiatives have a goal to create employment opportunities for women in vulnerable situations and give them access to social security programs, fair pay as well as safe and decent jobs. This contributes to achieving the Sustainable Development Goal 8 (SDG 8) about **Decent work and Economic growth**. These initiatives seeks to reduce the rate of unemployed women without access to education and has a positive impact on their quality of life and that of their children, families and communities.

The program also supports the fulfilment of the Sustainable Development Goal 10 (SDG 10) about **Reducing Inequalities**, by contributing to the elimination of biases and stereotypes based on gender, through the creation of opportunities that allow participating women to increase their income.

#### EXPECTED RESULTS

- 32 women to follow Maintenance Technician training with emphasis on electricity, led by the National Learning Service SENA
- 15 months training includes: 9 months of learning sessions and 6 months of internship.
- Budget of \$184,338, 630 COP to cover the costs of the program.

#### ACHIEVED RESULTS

- 16 women in vulnerable situations received their Technician certification delivered by SENA
- 15 months of training delivered on time despite the Covid Crisis.
- Training delivered within budget.



*They are proud of having received  
the GEEIS-SDGs trophy*





## Words of the companies' GEEIS & SDG's leaders



**Putri Realita –  
Global Diversity &  
Inclusion Lead, DANONE**

Women are instrumental in the deployment of long-term solutions addressing the Sustainable Development Goals. Investing in women is key as empowered women generate a virtuous circle by empowering their families, communities, economies, and environment.

The CANTEEN LADIES project co-created by Danone Ecosystem Fund, Danone and Care International was designed to empower women to become entrepreneurs, while providing healthier snack options to kids during the school day. For the past seven years, the project has addressed this health challenge while creating work opportunities for more than **350 women** in the Java area and has fed more than **24,000 children**.



# INDITEX



**Rachid BENSANNOUNE**  
Global D&I  
INDITEX

“

It is a real opportunity to be recognized for our social project which has been directly linking equality and sustainable inclusion for over 12 years now. Congratulations to all our teams and stores who are mobilizing for Salta in more than 13 countries.

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## Words of the companies' GEEIS & SDG's leaders



**Bénédicte BAHIER**  
Executive VP Human Resources  
Legrand

We are proud to receive this GEEIS-SDG trophy for the scholarship program set up by Legrand India! This program gives every year the opportunity to 50 + young girls to pursue their studies and to guide them towards more autonomy.

We are convinced that diversity and equal opportunities generate more well being, more performance, more growth, and more economical development and we want our ecosystem to share this idea.

As a global group, Legrand is proud to contribute to improving lives for a durable world.



## L'ORÉAL

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With this GEEIS-SDGs 2021 award, we are proud to see the joint actions of L'Oréal's purchasing and supply teams rewarded for their contribution towards achieving to the UN Sustainable Development Goals.

The L'Oréal Italy Quid project is an illustration of L'Oréal Solidarity Sourcing's major global program, which fights against inequalities in 57 countries, including 81,138 beneficiaries in 2020, 2/3 of whom are women.

Inclusive purchasing is both an extension and a key lever of internal commitments to Diversity and Inclusion within our extended ecosystem.

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**Axelle VENOT-HALLU**  
L'Oréal Global Solidarity Sourcing Director  
L'Oréal



## Words of the companies' GEEIS & SDGs leaders



**Asma Ennaifer**

CSR and Communication Director  
Orange Middle East & Africa

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*The Orange Group and I are very proud to see our Orange Digital Center initiative rewarded with a GEEIS-SDG trophy! The Orange Digital Centers are a perfect illustration of our purpose: as a trusted partner, giving everyone the keys to a responsible digital world. They are central to our social commitment, opening up digital technology for all young people, especially girls and women, through operational training and support. In line with Orange's gender equality policy, they also contribute to the digital inclusion and professional integration of women, thus enabling them to become key stakeholders in tomorrow's world.*

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## Words of the companies' GEEIS & SDG's leaders



**Mia Mends**  
Global Chief Diversity &  
Inclusion Officer  
Sodexo

“

Sodexo is honored to receive this award which recognizes our SheWorks program which has been successfully implemented by our teams in Colombia.

At Sodexo, we are strongly committed to advancing gender equality. As a world leader in Quality of Life services, we foster an open and inclusive culture where everyone can thrive. Our global gender balance strategy is a key driver in ensuring that both women and men have equal access to growth and opportunities in our workplace.

Achieving gender equality drives our performance and is critical to reaching a Better Tomorrow for our employees, our clients and consumers, and the communities we serve.

SheWorks Colombia shows that we can advance gender equality through training in areas where there are recruitment needs.

I'd like to personally thank Arborus Foundation for this important recognition which will allow us to continue to promote this project internally and inspire other countries in which we operate.

It is by working effectively with Arborus and its ecosystem of engaged businesses that we can all contribute to a more equal and prosperous world.

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Together for a better world



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