



Europa Expérience Europa Experience



The 3rd Edition of **GEEIS-SDG** Trophy for 6 international companies

With the United Nations agencies responsible for monitoring the SDGs
and with the cooperation of the European Commission in France.

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Cristina Lunghi, General Delegate of the Arborus foundation

Arnaud Franquinet, President of the Arborus foundation

21 Nov. 2022 : The 3rd edition of GEEIS-SDG Trophy

At the “Europa Experience” in Paris, on 21 November 2022, a group of global companies gathered to receive a new award which, GEEIS-SDG Trophy, for the third edition, positions gender equality as the driving force behind the accomplishment of the United Nations Sustainable Development Goals.



CARREFOUR, DANONE, INDITEX, KEOLIS, L'ORÉAL, SODEXO



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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, 30 international companies around the world have received GEEIS certifications, in a total of 200 entities. Companies at national levels have being GEEIS certified in Tunisia, Italy, United Arab Emirates, France, Portugal, Marocco.

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.



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The 3rd 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.



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The 3rd edition of GEEIS-SDG Trophy

Cristina Lunghi, founder of Arborus, said : “ I am very happy to see that these trophies launched in 2019 at the United Nations headquarters in New York continue to enthuse the companies holding the GEEIS label in order to pave the way towards a new project of society that makes equality between women and men the lever for the solution of all the crucial issues that need to be addressed urgently and that are taken up by the UN's SDGs.”

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



Carrefour

Women empowerment within the
Carrefour Organic Cotton Filière
INDIA



INDITEX

SALTA Project
EUROPE



Alban Baladna

Milk Collection Centers development
in Upper **Egypt**



L'ORÉAL

L'Oréal Professionnel
Empowering The Salon Community
L'Oréal Pakistan



KEOLIS

Creating better working conditions to
attract and retain female Tram Drivers
AUSTRALIA



sodexo
SERVICIOS DE CALIDAD DE VIDA

Fairy Grandmothers
BRAZIL



Women empowerment within the Carrefour Organic Cotton Filière



In 2017, when faced with difficulties in sourcing organic materials the group decided to create Organic cotton Filiere in India, and adopt a responsible and fair behavior in doing so. In consequence, the way the indian Carrefour organic filièr works today combines several SDGs and integrates the goal 5, which is equality between women and men

So the project presented in this GEEIS SDG award focuses on the promotion the place of women in partner agricultural groups in India during the creation and development of the Carrefour organic cotton filièr.

Thanks to the involvement of the Carrefour Foundation and the Carrefour Global sourcing teams, indian Women have benefited from these empowerment projects in 3 ways. Through capacity building, the received training to implement organic cotton farming methods. To improve irrigation for the farming families, Carrefour foundation financed the digging of wells. And in input center was created ran by women for the production of Biofertilizers and pesticides.



ACHIEVEMENTS (TO DATE)

- Training in organic cotton farming methods (3000 women farmers trained)
- Improved irrigation: 109 wells dug - 272 families impacted - including 300 women
- Creation of 4 organic fertilizer and pesticide production units benefiting 40 women

GOALS 2023/2027

- 20000 women farmers by 2027 in India will be organic farmers
- Working with partners like ASA who will focus on women empowerment at the farm level, producer company level



Alban Baladna

Milk Collection Centers development in Upper Egypt

In 2011 Danone, Danone Ecosystem and CARE International partnered to empower small milk producers in Egypt with a focus on the key role of women in dairy production. The target was to have social impact by opening milk collection centers and providing small milk producers with access to a wide range of services including milk analysis, weighing, storage, and veterinary services to increase and maintain their cow's productivity. As well as business impact as it provides access to better-quality fresh milk in the region.

The partnership has had a positive social impact:

- 7 Milk Collection Centers and 23 Milk collection points created
- 190+ jobs created, 36 are held by women, allowing to address the chronically high unemployment rate in rural Egypt and deploying a significant role for women
- 8 500+ small farmers empowered through sustainable revenue streams, 94% of them being women involved in the milk reception and delivery
- 28 000+ indirect beneficiaries



EXPECTED RESULTS

- Number of women and men involved in the project / action/ measure / process/ program=9000
- Progression observed if possible to quantify in number of Women and Men = 8550
- Expected project duration: : 10 years
- Expected cost of the project : 1,5 M€

OBTAINED RESULTS

- Number of women and men involved in the project / action/ measure / process/ program=**8500**
- Progression observed if possible to quantify in number of Women and Men = **8001**
- Expected project duration: : 10 years
- Expected cost of the project : 1,5 M€



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



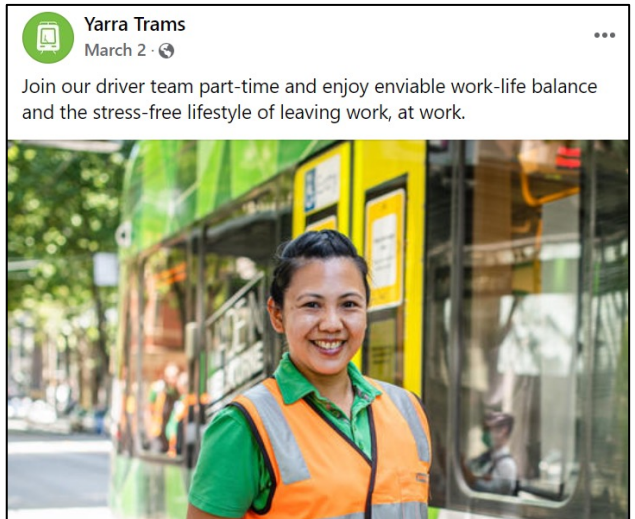
Creating better working conditions to attract and retain female Tram Drivers

According to the Australian Workplace Gender Equality Agency, 68.5% of part-time workers are women. The project targeted this cohort of women who may have been prevented from considering work in rail operations because the industry couldn't offer them roles to suit their needs.

Despite Keolis Downer (the proud operator of Yarra Trams) has increased the number of women in its workforce, we continued to struggle to attract female candidates and to retain them past the first year of their new role. We commenced an investigation in 2018 to find out why less women were tram drivers. One significant factor that kept coming up as a barrier was a lack of flexibility in the role, especially when balancing tram driving with caring responsibilities or studying.

To attract and retain more and better female Tram Drivers, in 2020 Yarra Trams **introduced Part-time Tram Driver roles** – a first for the passenger rail industry in Australia. Advertising for these part-time roles was heavily targeted at women, with a campaign featuring women across all the collateral. Since the introduction of part-time Tram Driver roles:

- Yarra Trams has hired 73 female part-time drivers (representing 50 per cent of part-time hires).
- There have been 1,811 applications, with two thirds of applicants being women.
- 36% of the part-time Driver workforce is female compared to 26% of the overall driver workforce.



EXPECTED RESULTS
-50 female part time drivers hired
- 3% increase in females in overall driver workforce

OBTAINED RESULTS
- 73 female part-time drivers hired
-Females represent 36% of the part-time driver workforce and 26% of overall driver workforce, up from 12% in 2013.
-Time required for setting up and obtaining results : 2 years



Presentation of the Project

L'Oréal Pakistan's Professional Products Division (PPD) Academy has played a dynamic role over the past 13 years in the evolution of the local salon industry. Through partnerships with salons using L'Oréal PPD products, salon staff benefit from professional training offered by L'Oréal hair experts. This program focuses particularly on training and upskilling women - often manicurists and pedicurists – who have expressed a desire to become hairdressers but did not have the means to access such an education on their own.

By offering access to education and training, L'Oréal Pakistan's PPD Academy empowers these women to become financially independent, capable of supporting themselves and their families where they are often the sole source of income.



EXPECTED RESULTS	OBTAINED RESULTS
Objectives for 5 years (2017-2022) Number of stylists trained 2017: 1000 2018: 1500 2019: 2000 2020: 2000 2021: 2200 2022: 3000	Outcome from 2017 to 2022 Number of stylists trained 2017: 850 2018: 1080 2019: 1370 2020: 2100 2021: 2200 <i>Evolution of 159% over 5 years through training 2200 stylists in 2021</i> 2022: 2500 YTD



Fairy Godmothers



Fairy Godmother project have the aim of help women employees who suffer violence. Trough volunteers' employees they will support them in legal orientations and psychological ones.

All volunteers had 3 days of training, with an Attorney specialist in violence against women and with a Forensic Psychologist.

100 Fairies Godmothers, between men and women registered to participate in the program.



EXPECTED RESULTS
<ul style="list-style-type: none"> • Number of women and men involved in the project / action / measure / process/ program: 20 women 0 men to be fairy godmothers • Progression observed if possible to quantify in number of Women and Men: launched in 2020, like a pilot, not expectations • Time required for setting up and obtaining results: 6 months • Cost of the project : 3,000 EUR

OBTAINED RESULTS
<ul style="list-style-type: none"> • Number of women and men involved in the project / action / measure / process/ program: 100 women and men (only one man) • Progression observed if possible, to quantify in number of Women and Men: aprox 1-2 women by month will to be FG (24 by year) community is increasing • Time required for setting up and obtaining results: 1 month of training • Cost of the project: 1,000 EUR (depending on the country which implement) • Impact: This program has already served more than 100 women and saved 5 women of imminent risk of death.

They are proud of having received the GEEIS-SDGs trophy





Words of the companies' GEEIS & SDG's leaders



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Carine KRAUS

Director of Engagement and member of the Executive Committee
Carrefour Group

Carrefour is committed to social issues - this is how we see the role of the company. It is with great pride that we receive this award for our actions in favour of gender equality that also contribute to several other Sustainable Development Goals. We would like to thank our Global Sourcing teams, the Carrefour Foundation and our local partners for their contributions to promoting the role of women in the development of the Carrefour Organic Cotton sector in India.

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Words of the companies' GEEIS & SDG's leaders



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Pinar CANAKCI
Vice President Human Resources AMEA
DANONE

In Danone, the dual project is deeply rooted in our company culture and spirit.

We strongly believe that we cannot prosper without social and environmental progress.

Alban Baladna is a great example of what Danone stands for, creating true social impact where we operate. We are very proud of what this partnership has achieved and look forward to further advance it.

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INDITEX



Rachid BENSABHOUNNE
Global D&I
INDITEX

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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



KEOLIS

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Antonia HÖÖG
CSR & Engagement Director
Keolis

As a world leader in mobility, Keolis Group is committed to create a more sustainable world and we are convinced that fostering gender equality unlock the full potential of the SDG so It's a great honor to see our Australian subsidiary Keolis Downe rewarded with a GEEIS-SDG trophy.

Yarra Trams initiative demonstrates that with proper actions, we can offer to women new career perspectives, even in our historically highly masculine sector.

We are also proud to develop new generation of drivers that will contribute to maintain high standards in public transportation services, helping countries reducing their Carbon footprint.

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Words of the companies' GEEIS & SDG's leaders



L'ORÉAL

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Margaret Johnston-Clarke
Global Chief DE&I Officer
L'Oréal Groupe

L'Oréal Pakistan's Professional Products Division Academy is a remarkable initiative which embeds inclusion in the expertise which has been at the very heart of our business since the beginning: hairdressing. The empowerment of women through salon training is part of how we create the beauty that moves the world.

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Words of the companies' GEEIS & SDG's leaders



Patrick Sochnikoff (He/Him/His)
Group SVP, Corporate & Social
Responsibility & Interim Global
Chief Diversity, Equity & Inclusion
Officer
SODEXO

« Sodexo is honored to receive this award which recognizes our program “Fairy Grandmothers” aiming to fight against gender based violence. This program has been implemented by our teams in Brazil. 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. 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. Gender-based violence is a long lasting disease which is hurting the weakest and stigmatizes inequalities of treatment everywhere in the world. The impact of violence permeates not only women's health, but also their productivity at work, day-to-day absences, opportunities and offers for growth, among others. Sodexo is determined to leverage its global presence, strong values and constructive relationships with its clients, suppliers and public authorities to fight gender-based violence. It is not only the right thing to do, it is also a business imperative as we want our talents to belong to an inclusive organisation, to act with purpose and to thrive by bringing their all-self at work. Sodexo Brazil shows that we can advance gender equality through creating a space for welcoming, receiving complaints and guidance as a strategy to make our company a safer, healthier and, consequently, more productive. I'd like to personally thank Arborus Foundation for this important recognition which is boosting the commitment of our teams and will 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.”





Together for a better world



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