



# PRESS KIT

## The 4th Edition of **GEEIS-SDG Trophy** for 8 international companies : **DANONE, INDITEX, KEOLIS, LEGRAND, L'OREAL, SAFRAN, SODEXO, SONEPAR**



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

### WITH :

**Valérie Drezet-Humez**, Head of the Representation of the European Commission in France

**Nicole Ameline**, Expert CEDAW-UN

**Florence Gabay**, VP Robert Schuman Institute, Civil society representative to the United Nations for the NGO campus which

**Arnaud Franquinet**, President of the Arborus foundation

**Delphine O**, UN Women's Generation Equality Ambassador

**Cristina Lunghi**, General Delegate of the Arborus foundation

**Bathylle Missika**, Head of the Networks, Partnerships and Gender Division - OECD Development Centre

**Catherine Tripon**, National spokesperson and co-head of the employers' section of l'Autre Cercle

## 12 Dec. 2023 : The 4th edition of **GEEIS-SDG Trophy**

At the “Représentation en France de la Commission Européenne” in Paris, on 12<sup>th</sup> December 2023, a group of global companies gathered to receive a new award which, **GEEIS-SDG Trophy**, for the fourth edition, positions gender equality as the driving force behind the accomplishment of the United Nations Sustainable Development Goals.





## The 4th Edition of GEEIS-SDG Trophy

At the “Representation de la commission européenne en France” in Paris, on 12<sup>th</sup> December 2023, 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. 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 is 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 recognized label for companies who demonstrate a strong and effective commitment to achieving gender equality in the workplace. To date, in 54 countries, 30 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 4th 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 relate 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 4th Edition of GEEIS-SDG Trophy

Cristina Lunghi, founder of Arborus, said :

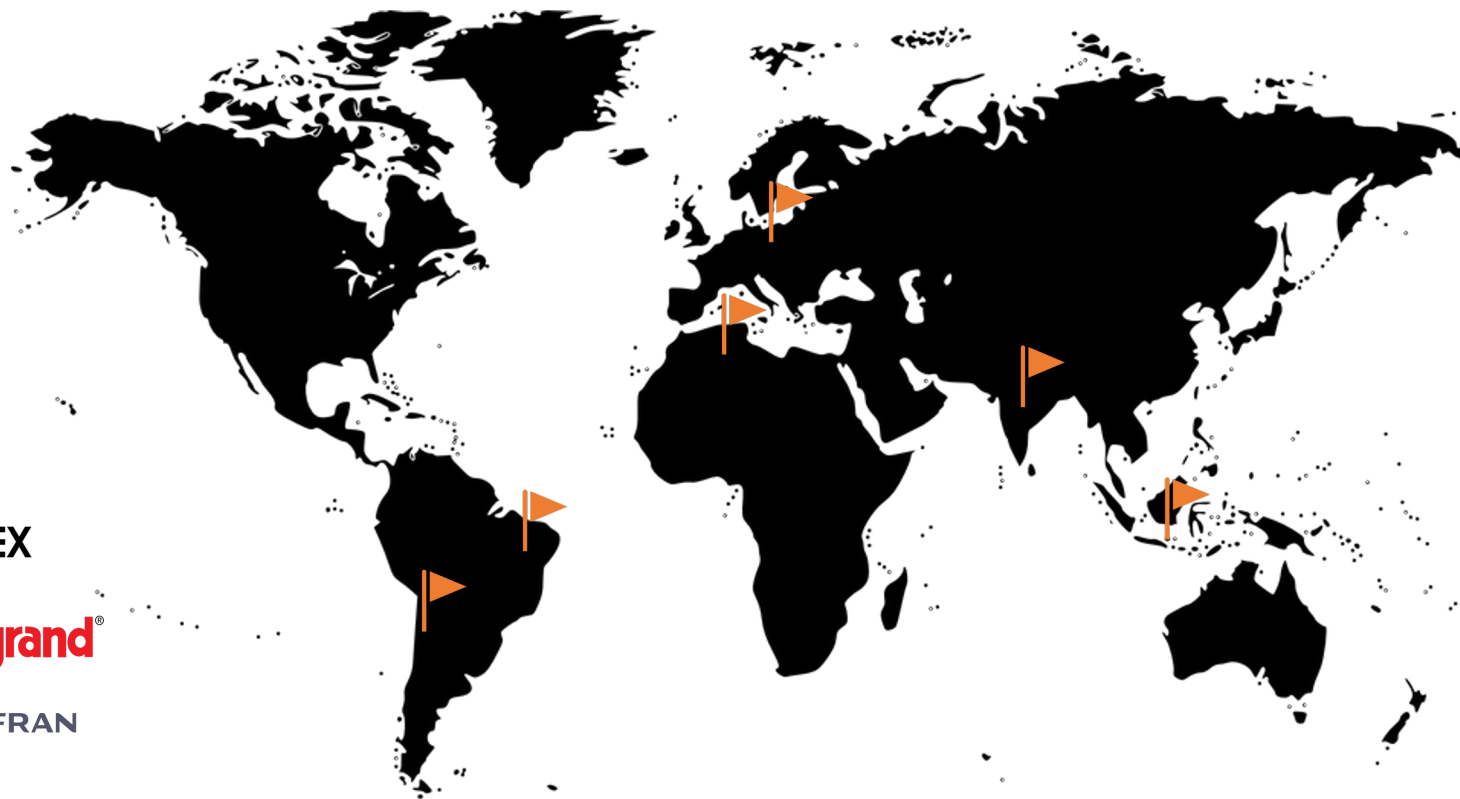


“ I am very happy to see that these trophies launched in 2019 at the United Nations headquarters in New York continue to enthuse the companies holding the GEEIS label in order to pave the way towards a new project of society that makes equality between women and men the lever for the solution of all 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.



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



INDITEX



# The laureates



NAVAZA Filters – Bridge the access to water gap  
**Indonesia**



Women's protection and safety initiative **India**



A worldwide deployed supply chain that puts women  
at its heart : the example of **Bangladesh**



Support for forced displacement women **Brazil**



Transforma Project – empowering transgender  
communities **Brazil**



Bourse du mérite – ISTIHQAQ **Morocco**



Inclusion of Ukrainian refugees **Poland**



RedMaestra - The first community of electrician  
women in **Chile**



**NAVAZA Filters** – Bridge the access to water gap in **Indonesia**





## Nazava

Access to Safe drinking water – Indonesia

**2,2 B people lack safe drinking water access** today in the world

Danone has been engaged since a long time in **Access to Safe Drinking Water**. This commitment has been embedded in the **Entreprise à Mission** targets for 2030 and recently committed through the **Danone Impact Journey**, with a target to bring access to safe drinking water to **20 M vulnerable persons by 2025**.

Safe drinking water is addressing several **SDG** issue

- **Impact on HEALTH** = Contaminated water can transmit diseases such as diarrhoea, cholera, dysentery, typhoid, and polio. **It is estimated to be the cause of 485 000 diarrhoeal deaths each year.** <sup>(1)</sup>
- **Impact on NUTRITION** = Existing evidence supports direct pathways toward **undernutrition**, via diarrheal diseases and intestinal parasite. <sup>(2)</sup>
- **Impact on WOMEN** = **The burden of water collections falls disproportionately on women**, with 80% of households without water on premises relying on women and girls for collection <sup>(3)</sup>
- **Impact on EDUCATION** **443M days absent** due to preventable water-related diseases each year <sup>(5)</sup>

Danone Communities, is the impact Investment Fund from Danone, part of the tools to reach this ambitious road map. The fund is investing in social entrepreneurs bringing access to safe drinking water and balanced nutrition to low income population. By end of 2022, the fund is impacting **10,6 M** people with Safe Drinking water through 12 enterprises in 24 countries, As an example Danone Communities has invested in Nazava in 2019, and has been supporting the entrepreneurs since.

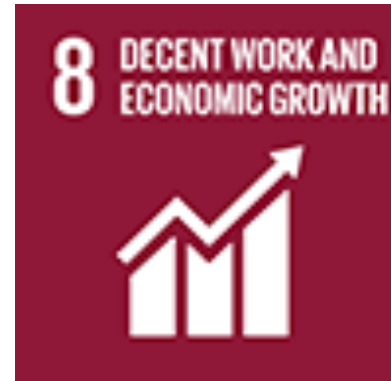
In 2009, **Lisa Heederick** and her husband Guido started a household filter company **Nazava** in Bandung Indonesia, to bring access to safe drinking water to low income consumers. Today they reach **450 000 people** in Indonesia and contribute to improve the health of hundreds of thousand women and kids getting safe water at home.

The prevent 133 000 t of CO<sub>2</sub> yearly and generate Carbon Credits for that.

EXPECTED RESULTS	OBTAINED RESULTS
<ul style="list-style-type: none"> <li>• Acceleration of impact in low income consumers in Indonesia</li> <li>• Leverage Danone presence locally to accelerate the impact</li> </ul>	<ul style="list-style-type: none"> <li>• Increased number of filters by x %</li> <li>• Joint School program, reaching 80 000 kids in 350 schools after 2 years of investment.</li> </ul>

(1) WHO <https://www.who.int/news-room/fact-sheets/detail/drinking-water>  
(2) Improving nutrition outcomes with better water, sanitation and hygiene (WHO & UNICEF 2015)  
(3) UN SDGs. "Goal 6: Ensure access to water and sanitation for all." Facts and Figures. <https://www.un.org/sustainabledevelopment/water-and-sanitation/>  
(4) **Progress on household drinking water, sanitation and hygiene i 2000-2017** special focus on inequalities (WHO & UNICEF 2019)  
(5) UNDP, Human Development Report 2006  
(6) OECD. "Financing water: investing in sustainable growth." 2018.

# INDITEX



**A deployed supply chain with women in the heart**

## A deployed supply chain with women in the heart : The example of Bangladesh

### SDG concerned:



As part of its global policy for equality and inclusion, Inditex has put in place actions to ensure that all women working in the supply chain benefit from all the conditions and actions required to guarantee them dignified and decent treatment. This policy is innovative in that it applies across the board to all the company's countries and sites. The policy is organized around the following three components: women's health, women's safety and women's economic empowerment. The example presented is that of Bangladesh, which translates the Group's global policy and ambitions locally

### EXPECTED RESULTS

Number of people involved in the project / action / measure / process/ program: 2.5 million people work in the supply chain, with 50 to 80% of them women, depending on the production center.

Cost of the project: No cost

### OBTAINED RESULTS

Number of people involved in the project : 330,000 people directly impacted by gender programs, so I think we can keep this figure, which is specific to gender inequalities.

the project: No cost



KEOLIS



Women's protection and safety initiative in **India**

## Women’s protection and safety initiative

The Women’s Protection and Safety Initiative project of Keolis Hyderabad aims to protect both employees and passengers.

Keolis Hyderabad focuses on achieving Gender Equality and empowering the Women Workforce through various forums dealing with discrimination against women including prevention of sexual harassment at workplace.

The aim is to **create a safe and enabling environment** for women free from violence and gender based discrimination. The project encompasses various initiatives such as awareness campaigns, capacity building.

Keolis Hyderabad focuses on building initiatives towards awareness on the fundamental rights of the women and encourages the workforce of women to participate in **claiming their rights** and endeavouring to achieve a successful personal and professional life.

### Introduced Afternoon Shift for the Train Operators.

Traditionally female Train Operators performed duties only in the Morning Shift. After taking the consent of the women we organised cab facility for our women Train Operators from the month of Feb ’23 and for the women TOs deployed in the Afternoon Shift.

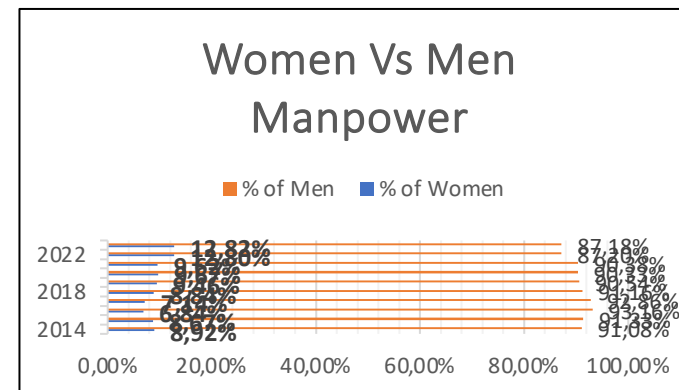
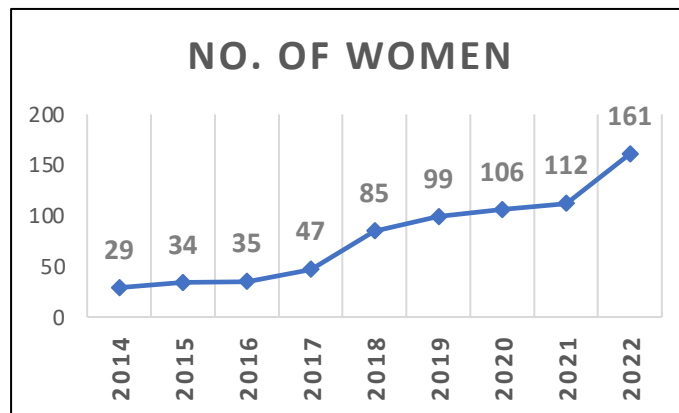
We have further ensured the Safety and Security of the Female Train Operators by deputing a Security Officer to drop them after their completion of the Afternoon Shift in their respective houses.

We leave no stone unturned to care for the Safety and Protection of our women employees.

Ladies coach is clearly demarked by signage in stations, trains. A penalty for male passenger in that section is also imposed. Proper signage is mentioned about the same. We also have security guards at key stations to check if there is any male passenger. There is also a quick response team to attend to women’s section in case there is a complaint raised by a female passenger.

‘**She team**’ is a special force by police which is also takes rounds of trains and stations and ensures safety of passenger

## TARGET AUDIENCE Women/ Men





Support for forced displacement  
women in **Brazil**

## Support for forced displacement women



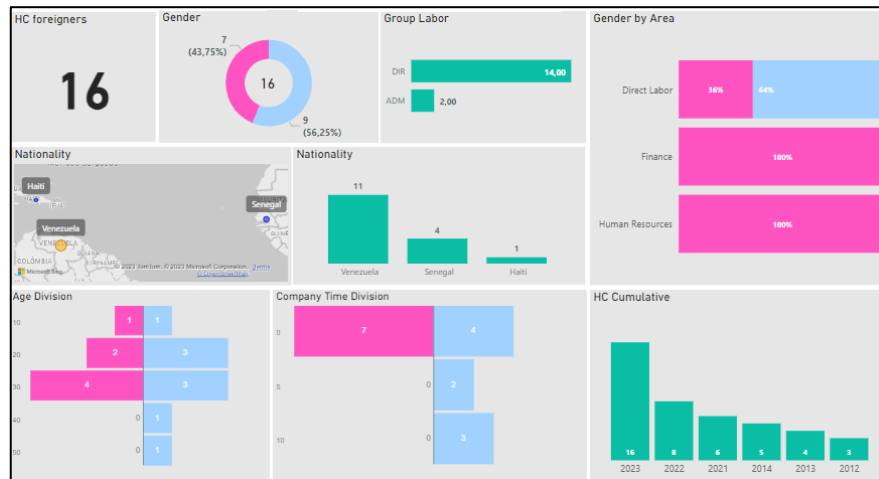
Purpose: To provide support and integration for foreign migrant women at Legrand Brazil, facilitating their integration into the company and society.

### Actions:

Recruitment of 10 migrant women in 2023 (7 already hired), with the following scope:

- Weekly Portuguese Classes - In Company;
- Individualized Psychosocial Support;
- Provision of dignity kits;
- Monthly Lectures (covering labor legislation, regional and Brazilian culture, Immigration Law) for all foreign employees at the site.

Furthermore, we are collaborating with external organizations and community partners that specialize in supporting migrant populations. (Organizations: ACNUR and CAM)



\*Pilot Project at the Caxias Site will be scaled to other sites in Brazil in 2024.



# L'ORÉAL



**Transforma Project** – empowering transgender communities in **Brazil**



# TransForma Project

## empowering transgender communities

SDG concerned:



Our **Inclusive Sourcing program**, which started in 2010, directs a proportion of our Global purchases to suppliers who employ people from vulnerable communities to allow them to have access to decent durable work and income and it also aims to support Diverse suppliers.

This program is active across all the regions where L'Oréal operates and covers all types of purchases. At the end of 2022, the program enabled 85,544 people from underprivileged communities all over the world to gain access to work or to keep a job and receive a decent income.

Gender Equity is one of the targets of the program with the objective to mainly support women empowerment and LGBTQIA+ community. In 2022, more than 42,000 beneficiaries are linked to women empowerment projects.

"**TransForma project**" joined the Sourcing Program in 2023 as the first inclusive Sourcing initiative to promote the empowerment of the transgender people on the labor market by giving these people access to a decent job opportunity. As for now, 5 transgender people are working on our Customer Care center (Customer Interactions, E-Commerce Care, Consumer Care and Social Conversations) in directly contact with our consumers. L'Oréal collaborate with the partner TelePerformance and a partner non-profit organization. The objective is to grown in number of transgender people hired by expand this initiative with the current and new partners.

### EXPECTED RESULTS

Number of people involved in the project / action / measure / process/ program: **at least 5 transgender people as beneficiaries in the 1<sup>st</sup> year of the contract**

Progression observed, if possible, to quantify in number of people: **Growth in number of transgender people hired with current and new partners**

Time required for setting up and obtaining results: **5 months**

Cost of the project: **No cost**

### OBTAINED RESULTS

Number of people involved in the project / action / measure / process/ program: **5 transgender people are beneficiaries and started to work in May 2023**

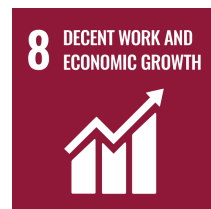
Progression observed, if possible, to quantify in number of people: **Grown in number of transgender people hired with current and new partners**

Time required for setting up and obtaining results: **5 months**

Cost of the project: **No cost**



# Bourse du mérite / ISTIHQAQ Safran Aircraft Engines Services Morocco



# Bourse du mérite - ISTIHQAQ



At Safran, we are convinced that youth, education and parenthood are major challenges for a better, fairer and more inclusive world and a necessity for gender equality. This commitment is reflected in our global Diversity & Inclusion Roadmap and is illustrated in particular through actions and partnerships with our local ecosystem.

The merit scholarship, named ISTIHQAQ, set up by the Safran Aircraft Engines Services Morocco site in Casablanca (213 employees) allows employees to be supported in their parenthood by helping to finance higher education for deserving children of employees with the lowest incomes.

This merit scholarship project makes the link between the professional equality policy and SDG criteria 4 (equality in training), 8 (decent work) and 10 (reduction of inequalities and empowerment of women).

EXPECTED RESULTS	OBTAINED RESULTS
4 merit scholarships distributed per year for children of employees who have obtained a minimum grade of 16 in the baccalaureate and are enrolled in higher education.	2 scholarships awarded in the first year to 2 young boys (medicine and business school) 1 scholarship awarded in the 2nd year to 1 young girl (business school) Impact: pride through an official celebration between teams, employees, HR team and site director. Following the first 2 years, the award criteria will evolve to distribute the 4 scholarships to the 2 best girls and 2 best boys each year.



## Inclusion of Ukrainian refugees in **Poland**

## Inclusion of Ukrainian refugees and SDGs



The aim of the program was to respond to the political, social and humanitarian crisis caused by the escalation of the armed conflict in Ukraine.

By undertaking many different activities, volunteers supported refugees from war-torn Ukraine.

From providing shelter, clothing, food and other basic needs, through psychological support, to employment of 46 refugees and the mentoring process for 5 women.

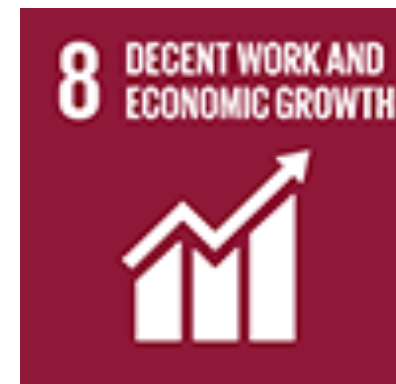
### EXPECTED RESULTS

- Engage and empower employees to help refugees through volunteering policy and activities undertaken internally by the company and in cooperation with Clients
- Support mental health of employees in the time of war
- Help employees to transfer their families from Ukraine and integrate them in Poland
- Time: from February 2022 till now



### OBTAINED RESULTS

- Employees engaged in various programmes and initiatives internally and externally
- At least 5 charity activities organized (food and non-cash collections)
- At least 2 Clients actions supported by Sodexo staff
- 46 refugees employed (44 women)
- 5 mentoring pairs matched successfully



**RedMaestra** - The first community of electrician women in **Chile**

# RedMaestra - The first community of electrician women in Chile



The first community of electrician women in Chile seeks to decrease gender gap in construction market, give opportunities for women through education and training to succeed and be financial independent in their own field.

After 1 year of the program, we were able to change de life of 20 women, providing education, internship, the possibility to scape from poor life conditions.

Besides technical training, the support and the creation of a community has reinforced their competencies to thrive in the construction market and to find possibilities to see long term and for continuous educational improvement.

## EXPECTED RESULTS

Train 20 women as electricians , offer job opportunites and inspire the market with 3 big players leading the initiative (Sonepar, Nexans and Schneider)

## OBTAINED RESULTS

19 women has finalized the program, all of them are working since they have finalized the program. Some have worked inside Sonepar Chile and panel builders. Some are working for constructions companies. Other launched their own company. All succeeded.

4 of them created a start-up called « Electro Mujer » which provides basic electrical services for houses, generating sinergies between them and also increasing their income during wekeends.

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





# Together for a better world !



## Contact

Arborus : +33 6 43 39 83 50

[arborus@arborus.info](mailto:arborus@arborus.info)

[www.arborus.org](http://www.arborus.org)