

The Equality Stamp

In the workplace

Advancing gender equality in times of the Corona crisis and routine



Equal Employment Arrangements

In employment, unpaid leave, and dismissal



In the allotment of resources for training and re-training



In hiring, promotion, and change in employment conditions



Retain and cooperate with women customers and suppliers



Avoid discrimination of parents, pregnant women, and other marginalized groups



Remote Work/Work from Home

Evaluate employees based on performance, not based on hours worked



Preserve discourse that promotes diversity in online encounters



Allow flexibility in work done from home for both men and women



Examine the effects of remote work focusing in gender and minority experience



Investigate and improve work procedures experienced during the Corona outbreak



Equal Representation in Decision Making

Ensure adequate representation and diversity in decision-making teams



Preserve a discourse that allows for the expression of different voices



Create an inclusive organizational climate, also in informal conversations



Make decisions while addressing and considering disadvantaged groups



Marketing & Organizational Communication

Make women visible by highlighting them as role models



Equal, non-stereotypical gender representation in internal organizational communication



Equal, non-stereotypical gender representation in advertisement and digital/traditional media outlets

