



Paris, 12th march 2019

## Press release

### The Arborus Fund at the United Nations:

#### **The international GEEIS certification becomes GEEIS-SDG: A global indicator for companies for gender equality at work and Sustainable Development Goals (SDGs)**

Arborus will present on March 18, 2019, at a United Nations side event, the GEEIS-SDGs and the launch of the USA Arborus companies Club, whose mission will be to bring together companies to develop good practices linking gender equality and sustainable development. It will be moderated by Anne Claire Berg, Danone Culture & Engagement Director.

Arborus' proposal to integrate the challenges of the UN's 2030 Sustainable Development Goals, including respect for the planet, the fight against poverty and economic empowerment, into the GEEIS Global Gender Indicator and social women received a very favorable reception.

Indeed, argues Cristina Lunghi, founder of Arborus and the GEEIS label, "professional equality can only be conceived as a global strategic orientation that puts equality between women and men at the heart of all the steps of companies : how to envisage professional equality if we do not take the subject at its source, by fighting against the poverty of women, by helping rural women in their local activities, by a sustainable agricultural production, etc. "

Nicole Ameline, who is actively involved the strategy of association of the objectives of the CEDAW, of which she is President, and SDGs, says: "I am deeply convinced of a" historic departure "in the Cedaw and SDGs interface the largest international companies.

Thus the GEEIS will decline with the mention GEEIS-SDG.

-----

### The Arborus Fund at a glance :



The Arborus Fund was born on the initiative of the Arborus \* Association and major international companies, on April 8th, 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 European and international certification

GEEIS : Gender Equality European & International Standard.

In order to meet the requirements of this growing internationalization, the Arborus Fund has opened the GEEIS label to the 2017 diversities.

This certification is set up with the world leader in certification, Bureau Veritas Certification.

\* The Arborus association was created in 1995 by Cristina Lunghi. A pioneer in the field of equality between women and men, she is at the origin of the Gender equality label in France, which she developed for the Ministry of Equality, whose minister was Nicole Ameline. It promotes and develops through the Arborus companies Club, certified in France

### CONTACT

Cristina Lunghi

Fonds de Dotation Arborus – [www.arborus.info](http://www.arborus.info)



+ 33 6 43 39 83 50  
arborus@arborus.info