



## THE EQUALITY MARK CERTIFICATION

### 1.1 What is an Equality Mark?

The Equality Mark is a certification awarded to companies that make gender equality one of their values and whose management is based on the recognition and promotion of the potential of all employees irrespective of their gender and caring responsibilities.

Over a span of two years, between 2010 and 2011, the National Commission for the Promotion of Equality (NCPE) through the European Social Fund (ESF) programme, shall be awarding this equality mark certificate to those organizations that are committed towards achieving best practices in the area of gender equality. A logo has been especially designed to distinguish the certified equal opportunity employers. Organizations will be able to use this logo on all outgoing correspondence including recruitment advertising and press releases. Additionally, certified organizations shall be promoted locally such that their practices are showcased as a standard for other employers to emulate and for job seekers to look out for.

### 1.2 What is the vision behind the Equality Mark?

The equality mark certification is based on the concept of gender equality where the rights, responsibilities and opportunities offered to men and women are not determined by sex. This implies equal access to opportunities by focusing on individuals' capabilities irrespective of their gender, marital status, pregnancy or potential pregnancy, or because of caring responsibilities.

Whilst gender equality should be implemented in all political, economic and social spheres, the equality mark certification is being targeted towards places of work, with the aim of incentivizing and supporting employers to make the most of all the human resource potential available. The equality mark also extends on the goods and services offered by the organization with the aim of ensuring that the service users of that organization may benefit from the same rights given to employees.



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*Empowering People for More Jobs and a Better Quality of Life*  
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Co-financing rate: 85% EU Funds; 15% National Funds



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The Equality Mark is based on the following themes:

- Policies and Initiatives
- Recruitment and employment
- Employee Equality Representatives
- Equality in Career and Personal development opportunities
- Family friendly measures for men and women with caring responsibilities
- Gender audit and gender impact assessments
- Gender Equality in the access to and supply of goods and services

### **1.3 What are the expected benefits for an equality certified employer?**

There are a number of benefits in being an equal opportunities organization. Some of these include:

- Having a competitive edge over other organizations in attracting a more diverse workforce thus making full use of the existing human resource capacity
- Equal access to family friendly measures, help organizations retain valuable staff thus leading to more organizational efficiency
- Staff are more likely to be motivated through increased job satisfaction and organizational loyalty, thus leading to more productivity and efficiency
- Creative and innovative approaches within the organization through the contribution of both genders in think tanks and decision making.
- Better administration through policies that safeguard the rights of all employees

In order to help you reap the most of these benefits, NCPE will supply certified organizations with a logo which can be featured on all PR material and correspondence. In addition to this, the practices of your organization shall be promoted across the island as being the benchmark for other organizations to achieve. This means that your organization will be benefiting from free promotion, further raising its profile within its specific sector.



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#### **1.4 Are there any costs associated with becoming an equality certified employer?**

Employers will need to demonstrate a commitment towards gender equality and this may entail:

- an assessment of the current practices and needs within the organization
- planning and initiating a series of processes to implement the equality mark standards required for the certification
- possibly challenging the organizational culture if resistant to change and /or equality issues
- monitoring and reporting on the progress in achieving the required standards

There are no application fees to apply for this certificate. Provision of all PR logos and promotion of your organization is free of charge.

#### **1.5 Will the employer be supported in any way in achieving the required standards?**

Yes, all organizations applying for the equality mark certificate will be guided to carry out the necessary assessments and identify the best way forward for their specific organization. More specifically, NCPE is committed to:

- Providing organizations guidance to implement necessary measures, such as in the drafting of relevant policies or conducting needs assessment surveys.
- Provide the training required within the organization on gender equality related issues, in order to increase the knowledge base of key individuals within the organization. Training provided shall aim to motivate the participants to train other employees within the organization.
- Support the organization in discussions with unions and other employee intermediaries/ representatives over issues related to the implementation of the equality mark.
- Process all applications in as short a time possible and upon receipt of all necessary documentation, certify the organization within a span of 5 weeks.
- Promote the equality certified organization as a best-practice example in NCPE's public relations and publications (with prior consent from the organization).



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### **1.6 How can I obtain further information about this certification and how can I register my interest?**

The Equality mark campaign will be launched in June 2010 however organizations can already register their interest by contacting the Equality Mark Promoter (details hereunder). Organizations can also obtain further information on the criteria that this certification is based on and full application procedures.

*Contact person:*

Ms. Elaine Dutton, Equality Mark Promoter

*Contact details:*

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Website: [www.equality.gov.mt](http://www.equality.gov.mt)



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