

EQUAL-SALARY, a business opportunity!

Equal pay for equal work ?

On one hand, official statistics indicate women earn on average about 20% less than men do. On the other hand, many companies claim their salary policies – and their implementation – do not discriminate against women. In the absence of hard facts, because salary data are usually not divulged, whom to believe?

Thanks to the equal-salary certification, companies and organizations with a minimum of 50 employees and a minimum of 10 women now have the opportunity to prove that, salary wise, they offer equal opportunities to women and men.

Already a reference

The equal-salary certification was founded and developed by Véronique Goy Veenhuys in partnership with the Labor Observatory of the University of Geneva. Its director, Professor Yves Flückiger, who is also a member of the board of equal-salary, has developed a statistical analysis which enables to discern salary discrimination.

In 2003, the Swiss Federal Court of Justice retained its conclusions in a groundbreaking salary discrimination case.

Amongst the certified organizations are the World Economic Forum, City of Fribourg, CORUM Watches, SIG – Water & Electricity suppliers of Canton Geneva, EREN – The protestant church of canton Neuchâtel. The list of certified companies is published on www.equalsalary.org

Recruit the best talents and attract more clients

Women will feel reassured that their work is correctly compensated compared to men but also, men and women alike too because an ethical approach to compensation reflects a company's overall approach to creating a positive environment in which work and ideas can flourish.

Also, this can be a vast opportunity given the fact that women decide the purchase of close to 85% of goods & services.

And last but not least, an ethical company is considered to be as a more reliable long-term business partner.



With the financial support of the Swiss Confederation

A Foundation has been created with the aim to protect and enhance the long-term sustainability and quality of the certification process and to promote it to companies and organizations both on a national and international level.

The European Commission has retained the certification equal-salary amongst the 26 out of 133 analyzed measures even though "Switzerland is not within the scope of this study but this initiative seemed to be of high relevance. Therefore, the initiative was analyzed in-depth as a case study." Brussels, May 5, 2010

So far the certification is conducted by SGS (Société Générale de Surveillance), the world's leading certification company.

The Swiss Confederation financially contributes to support the equal-salary certification.

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