

EQUAL-SALARY FOUNDATION GETS A NEW LOOK AND PARTNERS WITH PWC

With its new visual identity, EQUAL-SALARY is positioning itself as the benchmark for equal pay. Its partnership with PwC Switzerland ensures a global reach.

Equal pay for women and men - this is what the Swiss foundation EQUAL-SALARY is advocating for - providing a practical and scientific solution to help reduce the pay gap and improve equal opportunities for women and men.

A label of excellence, EQUAL-SALARY is now the world leader in certifying equal pay for women and men. To facilitate its international expansion and recognition, EQUAL-SALARY has carried out a complete makeover of its visual identity. The new logo is simple, clear and easily recognizable. To emphasize our exciting new direction and mark the international passage of the equal pay certification, the website also has a new look. The coral and blue colors reflect the gender equity that the foundation promotes through certification.

Starting today, visit our new website at www.equalsalary.org and discover why our new logo was inspired by the logo of the United Nations' 5th Sustainable Development Goal (SDG5).

« Our partnership with PwC Switzerland, one of the "big four" global consultancies, gives strong credibility not only to EQUAL-SALARY, but also to the whole movement for equal pay for women and men. PwC's knowledge and experience strengthens the established methodology and supports the Foundation's international expansion. With our new visual identity, we are ready to open up to the world. » Véronique Goy Veenhuys, Founder and CEO of the EQUAL-SALARY Foundation.

« The mission of the EQUAL-SALARY Foundation is to promote equal pay - and thereby equal opportunities - for women and men in companies around the world. It thus contributes to the respect of a basic Human Right and provides a practical solution to one of the United Nations' Sustainable Development Goals. » André Schneider, President of the EQUAL-SALARY Foundation.

Note to editors :

Who are we?

The EQUAL-SALARY Foundation is an independent non-profit foundation whose objective is to provide companies with a label certifying equal pay for female and male employees. Developed in 2005 in collaboration with the University of Geneva, the EQUAL-SALARY certification was financially supported by the Swiss Confederation through the Federal Office for Equality. Today, it offers companies an effective way to verify their wage policy, thanks to a statistical analysis combined with a qualitative audit. This procedure provides an impartial evaluation system and proposes, if necessary, ways of improving to achieve the objective of equal treatment for women and men in terms of pay and, by extension, a balance in recruitment and promotion practices.



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About our Partner PwC

PwC is a network of firms in 158 countries with more than 250,000 people who are committed to delivering quality in assurance, advisory, tax & legal and Digital Services. Within PwC Switzerland more than 3,200 employees and partners in 14 locations in Switzerland and one in the Principality of Liechtenstein help to create the value organisations and individuals are looking for.

Why EQUAL-SALARY?

a/ The EQUAL-SALARY certification is the only certification that certifies fair treatment of women and men in the company, based on a scientific methodology applicable to the wage policy specific to each company. The analysis makes it possible to identify the wage gap within the company but also to identify any individual gaps, which allows the company to correct these situations if they cannot be explained.

b/ EQUAL-SALARY certification goes far beyond salary analysis. Once the analysis is carried out, if the company achieves a convincing result (total salary gap below 5%, R square of more than 90), a second qualitative audit phase ensures the commitment of the general management, to verify the existence of correctly deployed HR processes, to take into account the opinions of employees and ensure that the company implements concrete tools to highlight and thus avoid gender bias, whether in salary increases, career progression or any other area related to equality between women and men.

c/ The salary analysis methodology used by EQUAL-SALARY was adopted by the Swiss Federal Court in a case of discrimination.

Images available:

Portrait of Véronique Goy Veenhuys, Founder.

Logo of the EQUAL-SALARY Foundation.

Slogan "Equal pay is a basic Human Right. Lead by example." on a blue background.

Other visuals on request.

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