



TARGET
GENDER
EQUALITY



Target Gender Equality – Case Study Series - Solunion Seguros

“The establishment of targets has been key so that the entire organization can move forward in the same direction, consolidate our commitment in terms of gender diversity, and involve all employees in our journey towards sustainability.”



Quick Facts: Solunion Seguros – Spain and Latin America – Insurance – 462 Employees

Target: Solunion is committed to providing a suitable working environment, so that there is equal opportunity without discrimination based on gender, race, ideology, religion, sexual orientation, age, nationality, disability or any other personal, physical or social condition, so that diversity is respected and valued.

Progress Made: Solunion is a participant in the Global Compact Target Gender Equality initiative, an opportunity for companies that participate in the Global Compact to move further on the Women's Empowerment Principles and strengthen our contribution to SDG 5 by supporting the equal representation and leadership of women at all levels.

The programme has helped us to:

- **Identify strengths and areas for improvement** in terms of gender equality performance through the WEPs Gender Gap Analysis Tool, in which we initially scored as “Advanced.”
- **Participate in specific training activities** to strengthen women's representation and leadership.
- **Set ambitious and realistic business targets** in terms of gender equality.
- **Create a network** of United Nations peers, partners and experts to support our gender equality strategy.
- **Introduce sustainability and contribution to the SDGs** to “Solunioners” who drive business success.

What is driving your company's ambition to advance gender equality?

People are a fundamental pillar within our business strategy. We work tirelessly to promote the development of initiatives that promote respect for diversity and inclusion. With this objective, we have defined our Equality Plan and an innovative Code of Ethics and Conduct through which we promote a work environment based on ethics, trust, respect, diversity, equal opportunities and work-life balance.

Solunion has also publicly committed to supporting the Women's Empowerment Principles. By signing up to the Principles, we reaffirm our business culture is based on respect for people, promotion of behaviors that are favorable and open to equality, and on eliminating any exclusionary and discriminatory conduct towards our stakeholders and towards society in general.



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Empowering women to participate fully in economic life across all sectors is essential to:

- Build strong economies.
- Establish more stable and fair societies.
- Achieve internationally agreed development, sustainability and human rights goals.
- Improve the quality of life for women, men, families and communities.
- Propel business operations and goals.

What are concrete actions your company is taking to reach your target and help move the needle on women's representation and leadership?

At Solunion, we are committed to stimulating change by creating an environment that promotes and encourages diversity, free of stereotypes and references of inequality that only act to slow down social and business growth. That is why we **launched an inclusive language guide** that was devised with the main aim of inspiring and promoting the use of inclusive language in our communications. This guide, the result of collaborative internal work, contains recommendations for the use of language and images in internal and external communication at Solunion, as well as actions and behaviors that help to foster respect for diversity and promote awareness, integration and social and professional inclusion.

For egalitarian communication, we need the speech and the image that accompanies it to be aligned and coherent with what we are transmitting. A non-sexist message, for example, corresponds to a neutral image, free of all types of bias and stereotypes. The same applies if we are talking about generational diversity or nationality. It is devised as a practical document and it offers guidelines for using language and images which is in accordance with our respect for diversity, which favours awareness and social inclusion of all groups and which are a reflection of our business culture and drive for equality. The language we use, both oral, written and visual, is the basis for fostering attitudes based on respect. This document reinforces our commitment to diversity and work-life balance, not only in the workplace, but in all aspects of life.

What is one lesson or pitfall to avoid that other companies could learn from?

It is important to propose resources and solutions to prevent situations that put equality at risk at all levels.