



المجلس القومي للمرأة
THE NATIONAL COUNCIL FOR WOMEN



The Egyptian Gender Equity Seal (EGES)

Unleash Your Company's Potential

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Why is Gender Equality Important for Businesses?

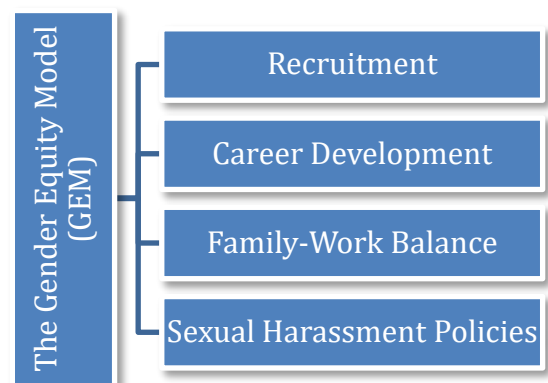
The case for women's inclusion in businesses, at all levels, has never been stronger. Researches continue to prove that a diverse workforce helps companies increase profitability, competitiveness, and sustainability.¹

Improving gender performance helps your company:

- Positively impact employee satisfaction, retention, and productivity
- Improve sustainability and profitability
- Better understand and target female customers/consumers
- Enhance your brand locally and internationally
- Meet international standards for good governance, corporate social responsibility, and creating shared value
- Increase attractiveness and eligibility for international markets and financing opportunities
- Access more untapped talents
- Increase innovation

What is the Egyptian Gender Equity Seal (EGES)?

The **Egyptian Gender Equity Seal (EGES)** is a certification process using the **World Bank Gender Equity Model (GEM)**, which aims to promote gender equity and eliminate gender discrimination and practices that hinder the promotion of women in companies. The GEM model has been successfully implemented in several countries, and it focuses on four key areas: **Recruitment, Career Development, Family-Work Balance, and Sexual Harassment Policies.**²



The GEM was first introduced in Egypt in 2007, through a national initiative supported by the Government of Egypt represented by the National Council for Women (NCW) and the Ministry of Investment, with funding from the World Bank, and in cooperation with the United Nations Development Fund for Women (UNIFEM) and the International Centre for Research on Women (ICRW). The GEM was applied to 10 Egyptian companies by 2010, before it was put on hold due to the 2011 Revolution.

The GEM process has been revived and localized for the Egyptian context, through the Egyptian Gender Equity Seal (EGES) certification process. The EGES was launched in 2021 through a pilot project supported by the World Bank, in partnership with the National Council for Women (NCW), and supported by the United Kingdom Embassy in Egypt. The EGES is now institutionalized within the NCW's Women Business Development Center (WBDC), and the first two companies certified through a pilot project were Vodafone Egypt and Commercial International Bank (CIB).

What Distinguishes the EGES?

The EGES is designed to help your company improve its gender performance, whether the concept of inclusion and women's empowerment is something you have already been working on for years, or it's a new concept that you're considering to apply. The EGES process works whether you have 20 employees or 20,000, because it considers your company within its

¹ Investing in Women: New Evidence for the Business Case, IFC, 2017. Available online at: <https://openknowledge.worldbank.org/bitstream/handle/10986/28973/121536-WP-IFC-Invest-in-Women-October-2017-PUBLIC.pdf?sequence=1&isAllowed=y>

² Setting International Standards for Gender Equality in the Private Sector: The Gender Equity Model, World Bank, 2012 available online at: <https://documents1.worldbank.org/curated/en/293291468338499904/pdf/918880BRI0Box30ivateSector00Public0.pdf>

context, and helps you to tailor a plan that is realistic, achievable, and addresses your specific policies, procedures, and operations. The EGES Certification process allows you to assess your company's gender equity performance, identify gaps, highlight trends, and develop targeted actions that help your company unlock its hidden potential.

What are the Steps to EGES Certification?

Step 1: Sign an Exchanging Letter: Contact the National Council for Women (NCW) Women Business Development Center (WBDC) and commit to the EGES process by signing an **Exchanging Letter**.

Step 2: Onboarding: NCW WBDC will provide you with a short orientation on the EGES process. This will provide you with further details on the process and answer any questions you may have.

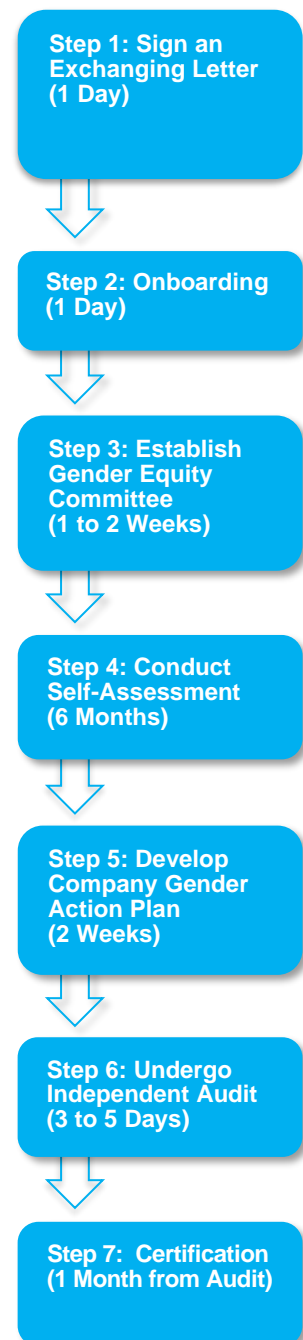
Step 3: Internal Gender Equity Committee: You will need to set up an **internal Gender Equity Committee** in your company, to drive and sustain the process from within. It should be made up of representatives of your major company functions, especially Human Resources (HR), finance, and operations, and at the department head and senior managerial levels. Committee members will be responsible for going through the different steps of the EGES process, including collecting the data for the self-assessment, developing a Gender Action Plan, obtaining Board or Senior Executive approvals for any organizational or policy changes that may be recommended, and following up on EGES progress.

Step 4: Conduct Self-Assessment: Conduct a guided **Self-Assessment** of the company's gender performance. This involves reviewing all relevant company policies, procedures, documents, and data (e.g., HR policies; annual/sustainability reports; handbooks and codes of conduct, etc.). Interviews and focus group discussions give you an in-depth understanding of employee attitudes and how policies are implemented in practice. The Self-Assessment allows you to flag any problem areas, identify trends, and maximize available opportunities. The Self-Assessment can be conducted by your company, but it can also be conducted/guided by a qualified third-party³.

Step 5: Design Gender Action Plan: Design and implement a Gender Action Plan that address the findings identified through the Self-Assessment. The plan includes short-, medium-, and long-term actions to improve your company's gender performance.

Step 6: Undergo Independent Assessment: Undergo a final assessment conducted by an external independent auditor, who will review the Gender Action Plan in detail with the Gender Equity Committee. The auditor submits his/her report, and recommendation for certification to the NCW. This independent assessment is conducted based on a contractual arrangement between your company and the auditor, who will provide you with an estimate for the fee for the audit, which is paid to them directly.⁴

Step 7: Certification: Based on the results of the final assessment report, the NCW decides on awarding the EGES, valid for three years. As of the third year, your company can start a recertification process.



How Long Does It Take to Get Certified?

The whole process can be completed in under a year, depending on the size of your company and its operations.

³ With fees.

⁴ The NCW can refer you to a roster of Independent Auditors who have been trained on the EGES methodology. The audit fees range between EGP 10,000 and EGP 15,000.

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للمساواة بين الجنسين
The Egyptian Gender Equity Seal EGES



You can find more detailed information on the EGES process and company experience in these case studies:

- Gender Equity and Egypt's Private Sector: Commercial International Bank and the Gender Equity Seal
- Gender Equity and Egypt's Private Sector: Vodafone Egypt and the Gender Equity Seal

Available at NCW's Website: <https://bit.ly/3ka94CV>

If you are interested in EGES Certification for your company, please contact:

Ms. Dalia Saied

National Council for Women (NCW), Women Business Development Center (WBDC)

Address: 11 Abd-Elrazeq El-Sanhory Street, Makram Ebaid, Cairo

Telephone: (202) 23490060- Extension 139

Email: info@ncw.gov.eg

Website: www.ncw.gov.eg