

2.7 Approach to gender equality

As a part of PDAid's overall commitment to human rights, the company has a particular focus on and commitment to gender equality. This commitment is emphasized in the company's support and effort on achieving gender equity by fair and equal treatment of both women and men. Equal treatment means fairness and justice in the distribution of benefits, power, resources and responsibilities as well as equal conditions to help realize full rights and potential to be healthy. Our approach is described in the company Code of Conduct which all employees as well as major suppliers and partners must comply with.

PDAid's approach to gender equality can be divided into different areas, stipulated below, that illustrate and support our approach as well as initiatives on the area.

Women's Empowerment Principles (WEPs)

To strengthen the PDAid's commitment to gender equality and equity, the company joined the Women's Empowerment Principles (WEPs) in July 2022. The CEO, Dennis Lundoe Nielsen, signed the signatory as a signal of global and collective commitment to gender equality and women's empowerment in the workplace.

Joining WEPs entails an investment in PDAid's commitment to gender equality on different levels, meaning that the commitment is beyond the employees and thus includes the company's relation with suppliers, partners and clients.

Visit Phoenix Design Aid's WEPs company profile [here](#).

Gender Diversity Pledge

In 2021, PDAid signed a Gender Diversity Pledge, a joint commitment by the members of the Confederation of Danish Industry (Dansk Industri), to reach a target of a 40/60 gender distribution in leadership roles by 2030 via 16 principles aimed at promoting gender diversity.

Read more about the Gender Diversity Pledge [here](#).

Working environment

As a part of Phoenix Design Aid's ISO 45001 certification, the company works to secure and promote a safe working environment, including a commitment to create better and safer working conditions for all employees. A good working environment is also characterized by a diverse and inclusive working place with room for everybody. Thus, we have a zero-tolerance policy for discrimination in employment and occupation in any form – potential employees, suppliers and partners will always be considered without any regard to race, color, religion, gender, sexual orientation, national origin, genetics, disability or age.

In addition to this, we operate with a flexible working environment – for example, by giving parents the opportunity to work from home when necessary which can help ease the everyday life for families with children.

SDG 5, targets 5.5 and 5.1

Phoenix Design Aid's work with gender equality taps into SDG 5: Gender Equality, specifically targets 5.5 and 5.1:

- Target 5.5: *Ensure women's full and effective participation and equal opportunities for leadership at all levels of decision-making in political, economic and public life.*
- Target 5.1: *End all forms of discrimination against all women and girls everywhere.*

The support of target 5.5 is illustrated in our aim of having a more equal and representative management team, while target 5.1 highlights PDAid's overall support for and work with gender equality. Read more about the two targets in the PDAid SDG profile.

Annex C: Code of Conduct.

Annex O: SDG profile.

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