

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 (Annex C) 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.

WEPs is a framework of seven principles that all members are encouraged to follow to turn commitments into action:

1. Establish high-level corporate leadership for gender equality
2. Treat all women and men fairly at work– respect and support human rights and nondiscrimination
3. Ensure the health, safety and well-being of all women and men workers
4. Promote education, training and professional development for women
5. Implement enterprise development, supply chain and marketing practices that empower women
6. Promote equality through community initiatives and advocacy
7. Measure and publicly report on progress to achieve gender equality

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](#).

The Gender Diversity Pledge consists of 16 principles in total whereof it is advocated that companies work with those that suit them the best in order to drive change. PDAid supports all 16 principles but works actively with the five principles stipulated in the table below.

Principle	PDAid relation
Principle 3: We see equal opportunities as a prerequisite for attracting and retaining the best talent	PDAid has a zero-tolerance policy for discrimination in employment and occupation in any form and has a particular focus on promoting a non-biased recruitment process.
Principle 5: We set specific goals	While PDAid has a great representation of women in the company, it places emphasis on strengthening its commitment to gender equality and equity – for example, by setting goals. Joining

	<p>the Gender Diversity Pledge and committing to a 40/60 gender distribution in leadership is one example of a goal.</p> <p>PDAid monitors the number of full-time women employees, women in management as well as the diversity of PDAid A/S' board of directors as a part of its ESG reporting.</p>
<p>Principle 12: We lead the way with leadership and behaviours that drive change</p>	<p>At PDAid, the organizational structure is flat with a short distance between the top and bottom. The managers include and consult with employees on various matters. PDAid exercises collaboration across offices and departments. Each title in the company comes with different competencies, responsibilities and authorizations that the company perceives as positive assets that should be drawn upon and utilized to foster the collaboration and particular task in question.</p>
<p>Principle 14: Celebrating human diversity</p>	<p>PDAid embraces diversity and multiculturalism. We have offices in multiple locations and employees from all over the world. PDAid places great emphasis on creating an inclusive working environment by welcoming and making room for all without any regard to, for example, race, color, religion, gender, sexual orientation, national origin, genetics, disability or age.</p>
<p>Principle 15: We take an inclusive approach to minority perspectives</p>	

Working environment

As a part of Phoenix Design Aid's ISO 45001 certification in Occupational Health and Safety, 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.