

Gender Diversity Charter

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GENDER-DIVERSE
RECRUITMENT

2

EQUAL PAY

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GENDER-DIVERSE
MANAGEMENT AND
EXECUTIVE COMMITTEES

4

GENDER-BALANCED
BOARDS

For more information about the Charter or how to become a signatory, please contact: question@wearewfc.com

A PLEDGE FOR GENDER DIVERSITY IN THE WORKPLACE

The Charter herein is meant to serve as a tool to build an African ecosystem where women play their full part, including in top governing bodies. Its purpose goes beyond fairness or justice; instead it is a common sense move that aims to bring greater prosperity to African economies. Indeed, attracting and nurturing talented individuals from a wide range of backgrounds is crucial not only to improve corporate performance and profitability, but also to enable companies to project a positive image to all their stakeholders.

The **AFRICA CEO FORUM** launched the Women in Business initiative in 2016 with a mission to foster women's leadership in the African private sector. Regular discussions with our partners have since confirmed that securing unwavering support from executive bodies (i.e. CEOs, senior executives, boards of directors) is crucial to growing a diversity-oriented culture within an organization.

Recognizing the diversity of countries, sectors and organizations involved, this Charter sets out four key principles to encourage gender diversity without being prescriptive. The Charter leaves full latitude to each organization to design an action plan that fits its specific context and resources. **The signatories of this Charter commit to striving to fulfil the following principles:**

- Gender-diverse recruitment
- Equal pay
- Gender-diverse management and executive committees
- Gender-balanced boards

Upholding the gender diversity Charter consists in abiding by the above-listed set of principles. Furthermore, it implies committing to:

- Promoting its principles both inside your organization and among its partners,
- Designating an executive who shall act as the main point of contact within your organization,
- Completing an annual survey that measures progress achieved and highlights best practices observed.

KNOWLEDGE PARTNER

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