Case Study Overview

<table>
<thead>
<tr>
<th>Case Study Title</th>
<th>Gender Equality Seal – Costa Rica</th>
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<tbody>
<tr>
<td>Implemented by</td>
<td>National Institute of Women (INAMU), currently developed by a joint project with UNDP Costa Rica</td>
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<tr>
<td>Funded by</td>
<td>INAMU</td>
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<tr>
<td>Location</td>
<td>Costa Rica</td>
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| Focus Areas             | 1. Legal barriers  
                          | 2. Care  
                          | 3. Improving pay and conditions  
                          | 4. Financial and/or digital inclusion |
| Budget                  | US$370,000 |
| Start Date              | 2002 |
| End date                | ongoing\(^1\) |

Abstract

The Gender Equality Seal is a recognition given to public and private organizations that implement the management system for gender equality in their organizations. The development and implementation of this system, will guarantee gender equality in their internal processes and labor relations, by identifying the existing gaps between men and women, defining a work plan to close those gaps and continue monitoring them over time. The implementation of the system is done in 4 areas: human resources, integral health, social co-responsibility in care and work environment.

Organizations that implement this system, will benefit from including more women and their talent in their work force, improve their work environment, increase their productivity and competitiveness and reach new markets and new more responsible consumers.

The main obstacles to women’s economic empowerment addressed are the salary gap, women in high level positions and boards, social co-responsibility in care, changing roles and stereotypes towards women and their role in the labor force and discriminatory communications. Also, the permanent interlocution with the national business sector surrounding the launch of the Gender Equality Seal, has led to the signature of 5 inter-institutional cooperation agreements between INAMU and the private sector aimed at including the gender perspective in business management.

During 2016, 45 organizations have signed a letter of commitment towards gender

\(^1\) Currently, this Project is being executed by a strategic partnership between INAMU and UNDP Costa Rica. The project will end by 2018 and afterwards it will be lead directly by the Institution.
equality and the implementation of the management system for gender equality in their organizations.

The Gender Equality Seal is also a good practice as it exemplifies the cooperation between government representatives (INAMU) with the United Nations System (UNDP in particular) as means to incorporate the international experience about seal certifications in the Costa Rican Gender Equality Seal.

Problems Being Addressed

- Women’s participation in the labor force: according to recent data, women have 3% higher unemployment rates than men, and in the private sector, only 3 out of 10 high level executives are women.
- Salary gap: according to a recent study, women gain 27% less than men.
- Social co-responsibility of care: The reduction and redistribution of care requires investments from both the public and private sector. These investments not only have major benefits for individuals and families but also major benefits for the economy, businesses and society at large. The cultural change regarding the sexual division of labor must be an urgent task from Governments, civil society and private sector.

Approach and Implementation

Approach

- The organizations implementing the management system for gender equality, identified the existing gaps between men and women, define a work plan to close those gaps and continue monitoring them over time. The implementation of the system is done in 4 areas: human resources, integral health, social co-responsibility in care and work environment. INAMU, with the support of UNDP, developed several tools to accompany the organizations during the process, as well as a capacity building cycle divided in 3 parts: gender basic concepts, diagnosis of gender gaps and specific topics of the process such as inclusive communication and prevention of sexual harassment.

Challenges & Overcoming Them

- One of the biggest challenge has been working with high level executives from the public and private organizations and convincing them that this is an important topic that could directly affect its company’s productivity and competitive, and being able to reach a higher number of organizations, and organizations outside the capital. Also, for the institution, it has been a challenge to be able to properly respond to the high interest and expectations that the project has developed.
- We overcame the challenges mainly through building public-private alliances with business chambers to increase our scope, reach more organizations and have different peers to talk and support the project.

Key Partnerships

- Presidency of the Republic and its Ministries, Business chambers, universities, NGOs working on this topic, UNDP’s Seals Community.
Results

During the first years of the implementation of the Project, following the guidelines established in the international conventions, INAMU launched the initiative to design and grant a public recognition to public and private organizations that provide the incorporation, permanence and promotion of women in their workplace. In 2007, Coca Cola Industries becomes the first company to be certified within the framework of this pilot project with the INAMU norm, then Banco Popular (2011) and Scotiabank (2012). In addition, another group of companies and institutions have involved themselves in the process.

As of today, and within the joint INAMU-UNDP Project, the Project has been implemented for 6 months, reaching more than 100 organizations, were 45 public and private organizations signed a public commitment towards gender equality and stared working on the implementation of the management system for gender equality with the Project’s accompaniment.

Since this is an ongoing project, a wider range of results are expected, such as more organizations engaged in the process, organizations obtaining the Seal as well as the recognition for the implementation of good practices.

Links for Further Information

- INAMU: Andrea Milla, Project Coordinator, amilla@inamu.go.cr, +506 2527 8466
- http://www.inamu.go.cr/sello-de-igualdad-de-genero

*Disclaimer: The case studies are written by implementing organizations. They do not necessarily reflect the views of the Panel members.*