Advance
GENDER EQUALITY IN BUSINESS

ADVANCE DIVERSITY CHARTER

A Letter of Intent for Gender Balance in Swiss Business



This is a commitment by Advance and signatory firms towards gender equality in business and, hence, a workplace environment that supports a fair and balanced approach to hiring, remunerating, promoting, and retaining female talent.

Including women in leadership makes good business sense. It is well-documented that diverse leadership teams perform better, are more innovative, and more profitable. A look into the overall status quo of gender diversity in Switzerland is a wake-up call. Far too many highly educated and skilled women are still lost on the way to the top.

To drive change, Advance would like to encourage its member companies to sign this Charter, which reflects the aspiration of Advance and its member companies to see gender balance at all levels across Swiss-based firms.

The Charter

- encourages firms to support and show leadership in the progression of women into senior roles in their company by focusing on the executive pipeline and the mid-tier level;
- recognizes the diversity of companies and that firms will have different starting points – each firm should, therefore, set its own targets and implement the right strategy for its organization;
- asks firms, to the extent possible, to share information on progress, including opportunities and challenges, to deliver against these internal targets and to support the transparency, accountability, and culture needed to drive change.

My organization pledges to promote gender diversity by:

- having one member of our senior leadership team responsible for the topic of gender diversity and inclusion and ensuring measures are followed through;
- setting internal targets for gender diversity and ensuring the intention to deliver against these internal targets;
- engaging in a regular dialogue with Advance on progress and impact and by sharing best practices and challenges;
- striving for gender equality, including equal opportunities and pay.

About Advance

Advance is the leading business association for gender equality in Switzerland, a network of over 140 Swiss-based companies committed to increasing the share of women in management. Advance offers companies a concrete program supporting them to reach gender balance and turn diversity into a competitive advantage. Our aspiration is to make the needle move. Because research proves: In a gender-equal world, everyone wins – individuals, businesses, the economy, and society at large.

Date	Company name	Name and title name

Founded by

ABB Cembra IKEA McKinsey & Company pwc SANDOZ SIEMENS Swiss Re impact

Honorary Member