



## Why is **gender equality** critical for your business?

**25%**

The Diversity Inc. Top 50 companies outperform stock exchange performance by an average of 25%.

*Diversity Inc.*

**85%**

CEO's whose organizations have a diversity and inclusiveness strategy say its enhanced performance.

*PwC, 18th Annual Global CEO Survey*

**48%**

Higher operating margins generated by gender diverse management teams.

*McKinsey*

**42%**

In terms of return on sales, companies with the highest percentage of female board directors outperform those with the least by 42%.

*Catalyst*

EDGE Certification is the leading global assessment and business certification for gender equality.

find out more at [www.edge-cert.org](http://www.edge-cert.org)

The EDGE Certification is a tiered certification system with three levels of certification – **ASSESS**, **MOVE** and **LEAD** – so that organizations in different stages of their journey towards a gender equal workplace to get recognition for their efforts. EDGE Certification remains valid for 2 years.



**EDGE ASSESS**  
Recognizing commitment



**EDGE MOVE**  
Showcasing progress



**EDGE LEAD**  
Celebrating success

Organizations can become EDGE Certified either: at the country level or at the global level by individually certifying the countries concentrating 80% of their global workforce



# Why become EDGE certified?



Take a holistic approach to closing the workplace gender gap



Make change visible inside and outside of the organization



Get an independent validation of your current status



Measure the impact of policies and practices on changing the culture and changing the numbers



Design an effective roadmap to accelerate progress



Ensure accountability and transparency

# What is being measured?

1.



Gender balance  
at all levels

2.



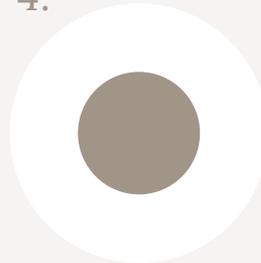
Pay equity

3.



The effectiveness of policies  
and practices to ensure  
equitable career flows  
for women and men

4.



An inclusive  
culture

# How to get EDGE certified?



1. Measure



2. Benchmark



3. Get certified



4. Communicate



5. Take Action



[www.edge-cert.org](http://www.edge-cert.org)  
[info@edge-strategy.com](mailto:info@edge-strategy.com)

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EDGE is the leading global assessment methodology and business certification standard for gender equality. Launched at the World Economic Forum in 2011, EDGE has been designed to help companies not only create an optimal workplace for women and men, but also benefit from it. EDGE stands for Economic Dividends for Gender Equality and is distinguished by its rigor and focus on business impact.