

## BENEFITS

- ✓ Makes local Municipal Action Plans more effective.
- ✓ Strengthens the management and implementation abilities of public gender policies.
- ✓ Boosts democratization and participatory governance of local governments.
- ✓ Promotes transparency and accountability.
- ✓ Strengthens strategies and programs aimed at eradicating inequalities.
- ✓ Promotes strategic innovation to mobilize resources and people towards equality.

The quality seals are effective tools to showcase the success, improve strategies and consolidate the expertise in a specific area. Everything is achieved from multiple strategies.

The non-profit **FORGENDER SEAL Association's** purpose is to create gender management systems that help develop fairer and more egalitarian societies. It also strives for participatory democracies with parity of representation, and generating political conviction and determination in favor of equality.

With the support of:



The Forgenger Seal Association supports the United Nations sustainable development goals.

Evaluating Entities:



**Join Gender Equality!**

For more information:

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# GENDER EQUALITY EMBLEM

# SG CITY 50 - 50

# EGALITARIAN MUNICIPALITY

# FOR GENDER SEAL

With the support of:

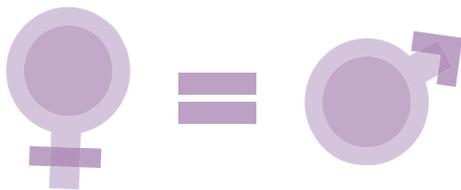


## SG City 50-50 SEAL

The **SG City 50-50 Standard** is the first international rule that allows to implement a managing system for the assessment and certification of the commitment of city governments in favor of gender equality.

The SG CITY 50-50 Seal, elaborated by the Forgender Seal Association, provides the municipalities with a tool that favors in inclusion of the gender perspective in policies and actions of local administrations.

A city obtains the **Gender Equality Seal** through a certification process, and in this way, the city reinforces its leadership and becomes an agent of change, politically and strategically committed in favor of the effective equality between women and men.



The **Gender Equality Seal** was designed by following the municipal areas of responsibility, the national regulations, and the international mandates and treaties concerning women's human rights, human development, cities, and climate change (the 2030 Agenda and the New Urban Agenda).

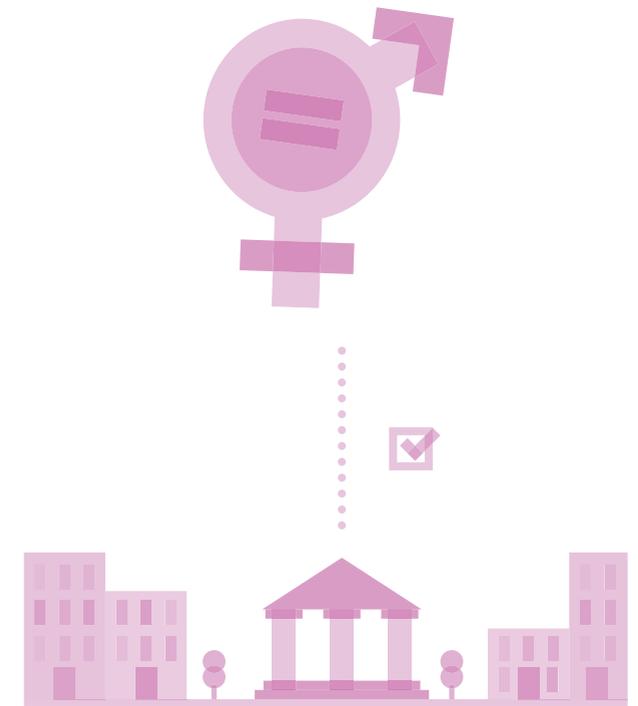


## Process for the obtainment of the seal

To obtain **the Gender Equality Seal**, the city government chooses and accepts several commitments that the standard proposes which they will be committed to realizing for the next two years. After this period, an evaluation will be made to show the achievements made. If the results are positive, the seal may be renewed.

The proposed standards are organized into three main subject areas of management that are divided into blocks that are key to achieving effective equality between women and men:

- Area of leadership, internal management, and abilities of the municipal organization.
- Area of promotion of women's rights.
- Area of promoting an environment free of violence and discrimination.



The badge, the first seal of the municipal field, is applicable in every city of the world, of any size, seeking to reduce gender inequalities and to enforce and comply with the legislation on equality.

The standard has adapted to the territorial diversity of the municipalities and establishes a classification into different groups according to the population.

The certification process is digital and has tools that assist comprehension by speeding up the procedures in a quick and easy form.