

Life Seal: companies and ports strengthen their commitment to equity and gender equality.



Language
English

In a world where equality and gender equity are fundamental for social and economic progress, the maritime, port and logistics industry emerges as a key scenario to promote these values. Recognizing and supporting female participation in management roles is essential to enrich the diversity of visions in these sectors, feeding more solid analyzes and contributing to sustainable

development.

In response to this challenge, the LIFE Seal emerged, a distinction promoted by Empresa Multimodal and PR PORTS, supported by Red MAMLa, a women's organization of the IMO - International Maritime Organization. This seal stands as a beacon of recognition for those companies that are not only committed to equality and gender equity, but also actively participate in the Female Leadership Program for the Maritime-Port Sector.

Why is it so relevant for companies to obtain this seal?

The benefits are deployed in multiple directions, offering a series of concrete advantages:

- **Recognition and Visibility:** The LIFE Seal allows companies to highlight their commitment to gender equality and equity in the industry. This distinction not only improves your image, but also provides a competitive advantage by demonstrating your social responsibility.
- **Contribution to the Sustainable Development Goals (SDGs):** Participating in this program and obtaining the LIFE Seal is a visible testimony of the contribution of companies to the United Nations Sustainable Development Goals. This reinforces its commitment to sustainability and corporate social responsibility.
- **Network of Contacts and Collaboration:** The award-winning companies join a community committed to gender equality in the maritime and logistics industry. This offers valuable networking and collaboration opportunities with other key organizations in the sector.
- **Improved Work Environment:** By participating in this program, companies not only promote equality and equity, but also cultivate inclusive and diverse work environments. This contributes to talent retention, improves employee satisfaction, and creates a more positive and nurturing work environment.

The process to obtain the LIFE Seal is accessible and clear:

1. Participation as a sponsor of the Program on at least two occasions.
2. Presentation of concrete measures that demonstrate the promotion of gender equality and equity in the organization, such as inclusive hiring policies and professional development programs for women.
3. Dissemination of the program among clients, strategic partners and associations to raise awareness about the importance of inclusive policies and reducing the gender gap in the sector.

The LIFE Seal not only represents recognition, but a commitment to change, a step forward in creating more equitable work environments, and a drive for the sustainable development of the maritime and logistics industry. It is an invitation to companies to be leaders in promoting gender equality, thus contributing to global social and economic progress.

Fecha:

Wednesday, January 10, 2024

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Tomado de:

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