



SOUNGA®



SOUNGA GENDER LABEL



More about “Sounga Gender Label”



Why the “Sounga Gender Label”?

Headed by Sounga Foundation, created in 2015 by the social entrepreneur Danièle Sassou Nguesso, who is dedicated to empowering Congolese women, especially in business, the brand aims to greatly improve the place of women in the Republic of the Congo. The ultimate objective is to increase by 15% the representability of women in decision-making positions over the next five years.



What is the Gender Label?

Based on an innovative partnership with public authorities and continuing the major efforts undertaken by the Congolese institutions and political entities (such as the ratification of the Maputo protocol), this plan aims to develop a set of best practices and awareness to improve governance and the representation of women among companies around a common platform of dialogue.

The brand is based on international standards and best practices within the same field (Europe, Canada...), to be able to deploy quickly within the African sub-region, integrating the special gender characteristics of the Congo.

How does the Gender Label work?

Granted for a period of 3 years, with a review every 18 months, it is obtained through an identical audit applied to all the participating companies, through a common calendar that is priority established.

It is preceded by a questionnaire the “Parity Guide”, based on a professional repository sent to all the companies. It allows all the participating companies to analyse the main actions required to initiate a gender policy, with the possibility to use a “helpdesk” implemented by SOUNGA Foundation to assist if necessary.

The Label is structured into 5 categories (stars), evaluation and performance criteria, with the 5 stars’ level being the maximum achievable by a company.

The labelling level may vary upward or downward depending on the efforts and the identified shortcomings, correlated to audit results.



When is it starting?

The first Gender Labels will be awarded in 2017 after a first experimental phase early that year.



How can the Label Gender be extended?

The Congo, testing and development ground for the Gender Label, will primarily be followed by countries in Central Africa, such as Gabon, Equatorial Guinea, Angola and in a way suited to every context and countries, like Rwanda, that have already started using such an approach that serves as an example in Africa.

“With the aim of attaining inclusive development in Africa, for which women play and will still play a key role in the future, we are counting on you to help promote and adopt the “Sounga Gender Label” in your respective countries”



www.fondationsounga.org

Contact us:

1022, rue Ndouo, Plateaux des 15 ans, Mougali, Brazzaville, Congo
+242.06.98.75.656
contact@fondationsounga.org

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www.danielesassounguesso.website
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