

GENDER FAIR HAS JUST ONE MISSION



Consumer values are changing dramatically.
Is your company prepared?

84%
of consumers
expect companies
to support
women's rights

65%
research whether
a company's
stance on issues
is authentic

49%
are willing to pay
more for a product
from a company
with proven
fairness policies

Gender Fair measures your company's fairness and diversity policies against best-in-class benchmarks.

Gender Fair is the only certification that assures consumers, employees, and stakeholders that your company is truly committed to diversity, fairness, and gender equality.

INFORM
CONSUMERS

AFFIRM
EMPLOYEES

IMPRESS
STAKEHOLDERS

GENDER FAIR CERTIFICATION ACCELERATES



Join the world's leading Gender Fair companies:



Companies certified Gender Fair receive:

- Detailed gender lens assessment
- Member portal and creative content
- Licensed use of the Gender Fair mark
- Brand halo through marketing and social

Our Acceleration Practice provides future Gender Fair companies a roadmap and toolkit to certification—with expertise in change management, leadership development, corporate communications, and cultural evolution.

LESS THAN
20% OF
COMPANIES ARE
GENDER
FAIR >>>

IS YOURS



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genderfair.com
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