

A new impetus for state labels

Professional equality and diversity

On December 19, 2022, Olivier Dussopt, Minister of Labor, Full Employment and Integration, Stanislas Guérini, Minister of Transformation and Public Service, and Isabelle Rome, Minister Delegate to the Prime Minister, responsible for Equality between Women and Men, Diversity and Equal Opportunities brought together public and private employers to recall the importance of undertaking and evaluating actions in favor of equality and diversity. On this occasion, the Professional Equality and Diversity labels were awarded to 5 recipients: the Ministry of the Armed Forces, the Ministry of National Education and Youth, VINCI Groupe, the Aix-en-Provence Lyric Festival and Radio France . In 2022, there will be 96 public organizations and 111 private companies labeled.

Supporting the attractiveness of employers

These labels intervene in a tense job market where the public service, as much as the private sector, is faced with the war for talent, as revealed by a recent study by [The municipal gazette](#) . *“The issues of diversity and equality are major today in the public service. This is of course a necessity in terms of exemplarity and fairness. But, at a time when the public service is experiencing a loss of attractiveness, increasing diversity and equality is also a necessity in terms of efficiency,”* notes Minister Stanislas Guérini, *“I would like to reaffirm my commitment so that public organizations are more certified - in particular local authorities and hospitals which are today less committed to this approach - and the upcoming modification of the specifications is a fantastic opportunity to promote and widely disseminate labeling in the public sectors”*.

For Isabelle Rome, Minister of Equality between Women and Men, Diversity and Equal Opportunities, *“change in our society comes through our organizations, both private and public. By transforming themselves, they have the means to inspire and drive new behaviors. It is important for our ministries to fully embrace this commitment by continuing the process and thus encourage as many people as possible to take ever more initiatives.”* This support is necessary when only 3.6% of 1,200 SME and mid-cap managers have included diversity, including gender diversity, in their roadmap in 2022 (source: Enterprise of the Future and Implid collective).

Recognition that calls to action

Created at the initiative of the State in 2004 and 2008, the Professional Equality and Diversity labels (called Alliance when obtained together) are intended to structure the action of organizations in favor of inclusion. *“Having a label is not an end in itself. Organizations use it to plan and evaluate their actions and fundamentally change their corporate culture in the long term. Over four years, the points of progress, revealed during the evaluation of the first year and the intermediate evaluations, are just as important and driving force as the recognition provided,”* notes Julien Nizri, director of AFNOR Certification, the certifying body for these labels.

Reviewed with the ministries, ANDRH and social partners, these two labels will evolve from January 2023, to better take into account violence against women, changes in working methods, the gender equality index and the use of artificial intelligence in human resources.

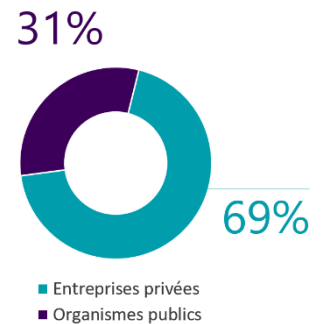
Five organizations received their labels during the ceremony (*photos available on request*):

- The Aix-en-Provence lyrical arts festival
- Vinci Group
- The Ministry of the Armed Forces
- The Ministry of National Education and Youth
- Radio France

Through the promotion of the two Equality and Diversity labels, the Government intends to salute and support the central role of employer organizations in terms of social performance, in particular to prevent discrimination and promote equal opportunities, diversity and equality between women and men.

Who are the Professional Equality certified and the Diversity certified?

- 69% are establishments with more than 50 employees (including 1/3 SMEs)
- 31% are public authorities
- 1/3 of organizations have obtained both labels
- More than 1 million employees raised awareness in France
- Most represented sectors of activity: banking and insurance, transport, industry, local authorities, ministries and administrations, service activities, media



Address your requests to presse@afnor.org to get :

- *Photos of the event*
- *the list of certified labels in the private sector*
- *the list of certified people in the public sector (State civil service, territorial civil service and hospital civil service)*
- *the evaluation standards in their entirety*

About AFNOR Certification

AFNOR Certification is a leading independent third-party organization in France thanks to its certification and evaluation services for systems, services, products and skills. A subsidiary of the AFNOR association, it has been a historical observer of the social responsibility approaches of organizations for more than 10 years. CSR labels and assessments, circular economy and eco-design assessments, biodiversity certification... AFNOR Certification offers a local service thanks to 40 agencies on five continents and 13 regional delegations in France. It mobilizes 1,600 qualified auditors to meet the needs of its clients on more than 60,000 sites around the world. AFNOR Certification runs the NF certification system and offers several signs of confidence such as AFAQ certification, the Diversity and Professional Equality labels and the European Ecolabel. <https://certification.afnor.org>