



TARGET  
GENDER  
EQUALITY



### Target Gender Equality – Case Study Series - Ripipsa

“We believe that adopting a structured program is fundamental to accomplish our goals on gender diversity. There is no progress without equality. If we do not work together to achieve it, we all lose, not only opportunities but results.”



**Quick facts:** Ripipsa – Mexico – Services for Manufacturing industry – 200 employees

**Target:** 30% women in management positions by 2025; eliminate the income gap by gender in all organizational levels by 2025

**Date Set:** 2025

**Progress Made:** Currently, 17% of management positions are held by women; the ratio of basic salary and remuneration of women to men is 0.78

#### What is driving your company's ambition to advance gender equality?

A company that does not guarantee diversity and equality is limited in all its key processes: strategy definition, decision making, achieving results. We believe in the talent and commitment of women, as we have experienced in our company. When we let women lead projects and departments, cultivating and contributing to an inclusive environment, business results are significantly better. The Women's Empowerment Principles offer a structured roadmap to define and accomplish specific targets towards gender equality.

#### What are concrete actions your company is taking to reach your target and help move the needle on women's representation and leadership?

- **Definition of Policies** that promote gender equality within the organization; such as maternity leave and nursing, co-responsible paternity, and flexible schedules
- **Adoption of indicators** aligned to global standards such as GRI to closely follow up our progress and redefine strategies
- **Participation in external initiatives** that promote gender equality and fight violence against women

#### What is one lesson or pitfall to avoid that other companies could learn from?

- Everyone needs to get involved in the definition of goals and programmes on diversity and inclusion. To succeed, the entire organization needs to understand the targets and get engaged. The top management KPIs must include gender equality indicators to ensure that people are familiar with and passionate about the organization's goals.