



TARGET
GENDER
EQUALITY



Target Gender Equality – When She Leads

“Do not question how you got there but think about what you have ahead and move towards it.”



Quick facts: Eva Muñoz – Corporate Communications Director – Solunion Seguros – Spain and Latin America

Key Accomplishments:

- **Development and leadership of the Solunion Corporate Communications area.** Creation of a global team in Spain and Latin America that works together and shares vision, values, messages and behaviors towards the audience.
- **Solunion branding evolution project aiming** to adapt the brand to the new business requirements, reaching a recognized success and a differentiating position in the sector.
- **Definition and promotion of the strategic communication plans** to ensure coherence and consistency of Solunion messages in all areas and entities of the company.

We have 10 years to achieve the 17 Sustainable Development Goals. What are you doing to champion the Global Goals in your business?

Being part of the Communications area of Solunion, I am not only fortunate to have access and knowledge about everything that is done globally to promote the SDGs, but also to work with the Social Responsibility and Sustainability area in the conception and implementation of initiatives and actions that contribute to reaching the SDGs – advancing the Goals and encouraging our people to promote our commitment and assume our responsibility.

As a brand with a purpose, Solunion has launched many initiatives to make this commitment visible, but also small actions that permeate our daily lives remain in the organization and end up being incorporated into our culture in a natural way. These actions lead to the most important impact. Our work in communications is to be an advocate and an active part in the change so that commitment to the SDGs is a hallmark of our behavior as “Solunioners”. So that each action we take has an impact on one, two, several or all of the SDGs.

What motivates you to keep fighting for the issues you care about?

Thinking that a better world is possible, that people working together and with common goals can achieve great things. We demonstrate it every day in small details and the most important thing is to know that any minimum effort counts and adds up to the overall result.



TARGET
GENDER
EQUALITY



The SDGs are very ambitious, but the goal is to improve everyone's life and leave no one behind. We working hard to achieve this goal and realize we, along with everyone else, will be affected if we do not achieve the SDGs. We work for ourselves and for the generations to come.

Can you share one obstacle that you had to overcome to achieve a successful career in business?

Perhaps the excess of responsibility, the prudence, or the lack of security at the time of taking a step forward at the right moment, has been able to make me miss the opportunity on occasion. In any case, any obstacle is a learning experience; life is full of them to overcome and effort almost always has its reward.

Can you share one barrier to women's economic empowerment that you think is overlooked or not adequately prioritized? In your opinion, what needs to happen to accelerate the pace of change?

The issue of family conciliation has been and continues to be, despite the advances, a major obstacle when it comes to promoting the professional growth of women. In my opinion, there must be a much greater commitment globally because the inequalities according to countries and cultures are large. It is also a question of education in equality and again in this, the differences are enormous between some places and others.

It is necessary that women have a greater presence and relevance in decision-making bodies, that our points of view and our vision of the economy, companies, institutions and society in general are heard. Fortunately, important steps have been taken in terms of visibility and awareness, but much remains to be done.

What is one piece of advice you would like to share with fellow women that are aiming to shatter the glass ceiling in the business world?

Something that I apply to myself: believe in yourself and your ability to understand the business – trust your professionalism, your experience and your skills. Do not question how you got there but think about what you have ahead and move towards it. Act with respect, confidence and the assurance that everything you do adds value to the company, to others and especially to yourself.

What is one piece of advice that you would like to share with male leaders?

Conciliation is everyone's job. We talk about people, capacities and attitudes. Balancing personal and professional life is not a gender issue or an obstacle when it comes to continuing to grow and develop in a company. Leading and reconciling is possible.