

equalitA seal of quality and award

Making gender equality visible – Empowering women, transforming organizations

The goal of the equalitA Seal of Quality, awarded by the Austrian Federal Ministry of Economy, Energy and Tourism, is to make career opportunities for women both visible and structurally attainable. This recognition honours companies and organizations that actively foster gender equality, support women in a targeted manner, and implement concrete measures to increase the proportion of women in leadership positions. At the heart of the initiative lies a structured development approach that helps organizations sustainably embed gender equity – and supports women in reaching their full potential at every stage of their careers.

How it works

equalitA is more than just a label – it is a comprehensive system for advancing gender equality. It combines individual, organizational, and cultural measures, including targeted mentoring programmes, transparent recruitment and promotion processes, and gender-sensitive communication policies.

One of its cornerstones is the multi-stage leadership development programme “Leadership Journey,” which accompanies women over several years through coaching, skills development, and networking. At the same time, a clearly defined criteria catalogue ensures the objective evaluation and continuous quality development of certified organizations.

The technology behind the solution enables the structured collection, analysis, and presentation of implemented measures. This makes progress measurable – and impact visible.

The Big Picture

equalitA makes an active contribution to gender equality in the workplace – and thereby to a modern, high-performing, and fair administration and economy. Women benefit from clear career paths, greater visibility, and structural support. Organizations gain in innovation capacity, credibility, and resilience.

Numerous studies confirm: Diverse leadership teams make better decisions, foster innovation, and increase efficiency. By systematically promoting women, equalitA not only helps close the gender pay gap but also strategically strengthens talent development. A visible example: A mid-level manager was promoted to department head within a year after joining the programme – thanks to mentoring, targeted coaching, and increased internal visibility.

equalitA delivers more than equality – it enables future-readiness.

Quick Facts

- Solution area: **Organisations, Processes, Quality assurance and certification, Social participation and engagement**
- Administrative level: **Municipality, District, State, Federation**
- Solution process: **Integration, inclusion, diversity, Public service, Women and family**
- Technology: **Information technology**