City and County of San Francisco

Department on the Status of Women

Mayor Edwin M. Lee
Executive Director Emily M. Murase, PhD

*****PRESS RELEASE*****

For Immediate Release
June 5, 2012

Contact: Aimee Allison,
510.343.4019 cell

San Francisco Accepts International Award for Women in the Workplace Initiative
Mayor Celebrates Innovative Project with Corporate Partners

San Francisco – Representatives of the San Francisco Department of the Status of Women traveled to Milan, Italy to accept the 2012 International Work-Life Balance Award for the Gender Equality Principles Initiative on behalf of the City and County of San Francisco. The honor is awarded jointly by the Lombardy Regional Government of Italy, the most populous and productive region in the country with Milan as its capital, and the Altis Graduate School of Business at the Catholic University of the Sacred Heart, the largest private university in Europe. With awards for each continent, the San Francisco Initiative was selected as the best project from the American continent from among 147 total entries, in part because of the initiative's innovative use of technology tools to assess workplace fairness and offer best practices.

San Francisco Mayor Ed Lee said, "We are proud to have international recognition for our groundbreaking program in work-life balance. San Francisco continues to lead the way when it comes to gender equity."

"San Francisco is at the leading edge of the worldwide social responsibility movement to ensure that gender equity is part and parcel of corporate strategic plans. Our work has global significance as evidenced by this award and our contribution to United Nations Women's Empowerment Principles." added Dr. Emily Murase, Executive Director of the San Francisco Department on the Status of Women, who received the award in Milan on behalf of the Mayor.

The Initiative was launched in 2008 as an unique public-private collaboration with **Calvert Investments, Inc.,** a leading family of sustainable and responsible mutual funds, and **Verité**, a global non-profit human rights monitoring agency, to develop tools focused on promoting gender equity in the workplace. **Calvert** President & CEO Barbara J. Krumsiek said, "Leading companies understand the importance of advancing women and are working through efforts such as the Gender Equality Principles on creating a more equitable workplace and society. We applaud the leadership of the City of San Francisco and hope this will serve as a model for others to follow."

Dan Viederman, CEO of **Verité**, added, "We are excited to participate in an effort that is moving the ideal of gender equality in the workplace towards practical implementation and measurable results. We are committed to helping companies and others worldwide use the GEP's sophisticated indicators and tools to empower women in the workplace and in the community."

The Department on the Status of Women worked closely with some of the Bay Area's largest employers, including **McKesson**, **Deloitte**, **Google**, **Recology**, and **Symantec**, to craft a web-based self-assessment tool for employers to benchmark their policies and practices and compile an extensive library of on-line resources to further promote gender equitable workplaces. More information at www.genderprinciples.org.

###