



ANCONA MOLE Auditorium 18 giugno 2019

SCHEDA GIURIA

Università - corso di laurea - insegnamento - docente *University - degree -subject - teacher*

- University: Università degli Studi di Urbino “Carlo Bo”
- Degree: Economia e Management
- Subject: Commercial Law
- Teacher: Prof.ssa Elisabetta Righini

Nome progetto *Project name*

Iris – Istituto Responsabilità d’Impresa Sociale
(Corporate Social Responsibility Institute)

Squadra *Team*

- Ilaria Garbugli
- Giacomo Gaudenzi
- Cristian Severi
- Andrea Grassi

Idea *Idea*

Iris is an institute committed to guaranteeing gender equality inside companies. When approached by a company interested in Iris services, the institute will examine the legal, sociological and psychological aspects of the organization through the work of professionals (in particular lawyers, labour consultants and psychologist). Following this analysis, and in the event of a positive response, Iris will draw up a report about gender equality within the company and authorize it to use “Iris trademark” (image below). This trademark can be used for one year and can be renewed by the company, in the future following the same analysis operated by Iris.

There are two ways to use Iris trademark:

- the company can include it in its non-financial report;
- the company can put it on its products.



Iris Trademark



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Problema e soluzione *Problem and solution*

The problems that Iris tries to solve through its work, are the disparities of treatment and conditions of female workers within companies, and the belief that they are inferior to men because of their gender. Iris tries to solve this problem by verifying that legally-binding norms about corporate gender equality are observed and that female workers are equally treated inside companies.

Obiettivi *Objectives*

Through its work, Iris tries to achieve the overcoming of gender discrimination and the building of a more equal society, where women and men have the same opportunities and are treated equally.

Impatto *Impact*

Iris not only sensitizes companies to guarantee equal work conditions for male and female workers, but also encourages women to achieve their professional goals through their competences and abilities; eliminating their sense of inferiority because of being woman. Moreover, thanks to Iris trademark, companies may increase their profitability because consumers could be more interested in products made by enterprises that respect women's rights and corporate gender equality norms.

Sviluppi futuri *Future Plans*

In the future Iris will extend its business internationally, collaborating in gender equality projects with ministries and governments of countries where Iris operates.