

LENA AWARD 2010

On 30 April 2010 Business & Professional Women "BPW", Switzerland and the world's largest association of professional women in positions of responsibility, held their Lena Award event, recognizing outstanding performance by or for women and families. Led by Véronique Goy Veenhuys, Equal-Salary was awarded the 2010 Lena Award for the Innovative Projects category (<http://www.equalsalary.ch/>). About 130 BPW members and guests from politics, economy and society were welcomed at the Salle Centrale Madeleine by Geneva BPW's President, Sabine Schmelzer.

The equal-salary certification, based on a well-known and objective scientific tool, allows companies to test their equal compensation policies in total confidentiality. The certification was founded and developed by Véronique Goy Veenhuys in partnership with Yves Flückiger, director of the Observatoire universitaire de l'emploi (OUE) of the University of Geneva and professor of political economics at the same university. By becoming equal-salary certified, a company or organization can prove that it respects equal compensation for men and women and can communicate openly about its salary policy. By defusing a source of conflict, the company can directly influence employee motivation and its ability to attract the best female talents. The *equal-salary* label helps improve the corporation's image internally as well as externally with customers, suppliers and other stakeholders.

Véronique Goy-Veenhuys was our guest speaker in August 2009 and his now a CWF member.

[Kathryne Bonvin-Bercel](#)

VP Marketing and Communications