



PLEDGE TO PROGRESS

Driving Gender Balance and Advancing Women's Leadership in the UAE Private Sector



Overview of the UAE Gender Balance Council

- Established in 2015 under the leadership of HH Sheikha Manal bint Mohammed bin Rashid Al Maktoum, the UAE Gender Balance Council (GBC) is a federal entity mandated to advance gender balance.
- We drive national efforts to reduce gender gaps across sectors by promoting policy reforms, supporting women's participation in leadership, and collaborating with both public and private sector stakeholders.

What is the SDG5 Pledge?

- Launched in 2022, the voluntary Pledge is an initiative by the UAE Gender Balance Council that invites private sector partners to contribute to achieving the United Nations' Sustainable Development Goal 5 (SDG 5).
- It specifically focuses on Target 5.5: ensuring women's full and effective participation and equal opportunities for leadership at all levels.
- By partnering with the private sector, the Pledge aims to achieve a target of at least 30% women in middle and senior management roles by 2028, taking into account each company's baseline.
- All company data submitted under the Pledge remains strictly confidential and will not be shared publicly or individually.
- 80+ companies have signed the Pledge so far, and we are now accepting new signatories.
- Companies interested in signing the Pledge should have 20+ mid- to senior-level staff that meet the International Labour Organization definition — ILO's ISCO-08 classification.

What is expected of your company?

By signing the SDG 5 Pledge, companies commit to the following actions:



Strive for at least 30% women in mid to senior management roles by 2028



Ensure equal pay and fair compensation practices



Promote gender-equitable recruitment and promotion processes



Reflect these ambitions through internal policies and programs



Be transparent about progress and share data on an annual basis

How does your company benefit?

By joining the SDG 5 Pledge, your company becomes part of an influential network. Your company will:

- Engage regularly with fellow signatories to exchange knowledge and share practical insights
- Influence national initiatives and help shape forward-looking policies
- Gain national recognition through awards for meeting targets or pioneering innovative practices
- Access exclusive trainings and workshops to strengthen your internal capabilities
- Showcase your progress and success stories across GBC's social media platforms

Please note that participation in this program is available to all companies at no financial cost.



We welcome more companies to be part of this national movement.

Here are the 80 companies that have joined us so far:



Any questions?
Reach out to us on:
pledge@gbc.gov.ae

Interested to be a
pledge signatory?
Register [here](#) or scan:





مجلس الإمارات للتوازن بين الجنسين
UAE GENDER BALANCE COUNCIL

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