

Press Release

EqualitA – Enhancing the enormous potential of women

The third year for EqualitA, the Austrian seal of quality for the in-house promotion of women granted by the Federal Ministry for Digital and Economic Affairs – The business location consultancy ABA provides support in submitting applications – The award increases attractiveness as an employer

Vienna, 8 March 2022 - The Austrian Federal Ministry for Digital and Economic Affairs is once again taking a stand this year in favour of equal opportunity, equality and fairness by granting its "EqualitA" seal of quality to companies putting into practice and embodying the in-house career advancement of women. For the second time, certificate holders can showcase a special project and apply this year as well to receive an award granted in three categories for the most innovative measures designed to promote the professional advancement of women.

"With EqualitA we want to enhance the enormous potential of women and leverage this for the benefit of the country's economy," states Margarete Schramböck, Minister for Digital and Economic Affairs. "This is because policies to promote women also benefit the economy. These award-winning companies set an example in this regard. At the same time, the expanded involvement of highly qualified women positively impacts the labour market," Minister Schramböck adds.

The Austrian Business Agency is available to advise interested companies in submitting applications and provides support in preparing the documents required for the application as well as during the entire application process e.g., on the basis of practical examples. "For companies and organisations, a certificate awarded within the context of EqualitA is an asset contributing to employer branding," says Margit Kreuzhuber, Head of the WORK in AUSTRIA department at the business location agency. "For top female talents, a valid EqualitA seal of quality can be a key criterion in deciding for a certain employer," she adds.

The deadline for submitting applications for this award has been extended until 31 March 2022. Interested companies and organisations will find more information on application procedures at www.equalita.at.

About the Austrian Business Agency (ABA)

As a subsidiary of the Federal Ministry for Digital and Economic Affairs, the Austrian business location consultancy Austrian Business Agency (ABA) strives to make Austria attractive to international companies, top talents and film producers. With its three business areas INVEST in AUSTRIA, WORK in AUSTRIA and FILM in AUSTRIA, ABA consults and supports international companies, skilled workers and film producers at no cost regarding all issues relating to the business, research and work location as well as to Austria as a film location. >> We simply make it easy.

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