

PGIM OFFERING FREE PERIOD PRODUCTS TO ITS EMPLOYEES

Company name : PGIM Luxembourg SA

Activity sector : Activités immobilières

Company category : PME

Description of the action

PGIM Real Estate Luxembourg S.A. is providing free period products in its office bathrooms.

Context

This step is an important part of PGIM's efforts towards gender equality and the company hopes to contribute to a more welcoming and inclusive workplace. Gender equality is an integral part of PGIM's diversity strategy and the company has been involved as well as hosted various awareness raising webinars and events on this topic. This step is aiming to tackle the gap by a concrete action and emphasise that period is perfectly natural bodily function and period products should be available to the employees as essential items, rather than a luxury.

Objectives

The objective is to educate and raise awareness and implement concrete actions toward reducing the gender gap. Periods are part of the workplace and PGIM wishes to make the environment as inclusive as possible. This initiative would also contribute to managing the stress of employees, minimise unexpected situations and break down existing taboos about something that is natural and shouldn't be shameful.

Approach

PGIM demonstrates complete openness toward the topic and aims to break down stigma and taboos about period and period products. Approximately a half of PGIM's employees are female and the company wishes to create comfortable and inclusive environment for them.

Impact

The impact is more openness and inclusiveness, contribution towards wellbeing of women and gender balance. PGIM believes such actions ultimately strengthen the team, increase productivity and benefit the business. In addition, this initiative can be also viewed as an opportunity to make it a part of PGIM's sustainability strategy by supplying eco-friendly / plastic free products and have sustainable ways of disposal.

« To do »

- Involve HR and senior management to support the idea - Speak to women in the office, present ideas, collect feedback, involve in decision-making and selection of products as much as possible - Communicate updates to the entire office (not only to women) to contribute to breaking down stigma and taboos - Stock all bathrooms

« Not to do »

- Do not decide on products and setup without consulting as many women as possible - Do not make it too costly and complicated not to hinder the implementation process. Keep it simple