

Career Empowerment

The label for modern, responsible and agile companies.



IDEA

The University of St. Gallen, in cooperation with Avenir, has developed the «Career Empowerment» label to distinguish companies and organizations that consider job seekers with non-linear career paths and value diverse team compositions. The label offers potential employees additional guidance when looking for a job.

BENEFITS OF THE LABEL FOR COMPANIES AND JOB SEEKERS



«Employer Branding»

The label is an important factor for a strong employer brand, for job seekers as well as for employees. It underpins the image of a modern, responsible and agile company and can be used both as a marketing and communication tool.

«Boost for corporate culture»

The label ensures that companies address, reconsider and, if necessary, adapt their own culture, values and processes (applications, hiring, promotions, wages, etc.).



«Orientation for job seekers»

Use the label to draw attention to your company and recruit the best talent.

To become part of the label community at least **one of these criterias** must be fulfilled:

- explicitly offer positions or internships for people with career breaks and non-linear career paths,
- offer standardized re-entry programmes,
- have a contract as a partner company or cooperation partner for the «Women Back to Business» programme
- and support and promote the compatibility of work and family

INFORMATION ON THE AWARDING OF THE LABEL

The label will be awarded at the **Label Award Night** which takes place once a year. Companies and organisations can apply for the Label at any time.

The Career Empowerment Label allows you to become part of the label community. A **two-year membership costs CHF 4'500.-**

As a member of the community, you will be invited to **two unique events per year**



The membership is valid **for two key people within your company or organisation**



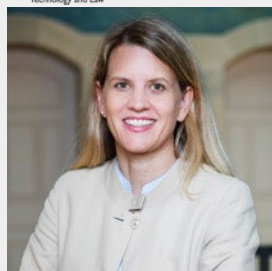
The membership enables **best practice sharing, exchange & cooperation** in an exclusive circle of innovative companies and organisations



FEEL FREE TO CONTACT US



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Career
Empowerment
Label Award Night
2023
20 September 2023
in Zurich