



TARA & SUSAN, CO-FOUNDERS OF LSE ALUMNI VENTURE 'FLO',  
DISRUPTING THE FEMININE HYGIENE INDUSTRY

# **LSE GENERATE X GENDER RISE**

## **GENDER SENSITIVE CODE OF CONDUCT**

[LSE.AC.UK/GENERATE](https://lse.ac.uk/generate)

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# A WORD FROM HEAD OF LSE GENERATE

As a centre that promotes socially-driven ways of doing business to our students, it is really important for us to reflect this in our own programming. A few years ago, we were introduced to Genderscope who reached the final round and won an award in our annual flagship funding competition. Since then, Genderscope has continued with one of its co-founders while we kept working with its other co-founder under a new and exciting consultancy - Gender Rise, helping dynamic companies, startups and VCs to improve their gender equality and diversity through strategy, policy, and training.

In order to ensure that Generate is an inclusive, progressive and sustainable leader of gender diversity, we brought the team on board to work closely with us and create a tailored Gender Code of Conduct. And what better way to start the New Year than to share it with you all - we are so excited about how it will impact our work with our internal and external stakeholders and influence every area of our future work.

If you'd like to find out more about Gender Rise, then get in touch and we'll introduce you to our In-House Gender Equality Advisor - Yael Nevo, a brilliant innovator who is addressing a problem relevant to all, wherever you work and whatever you do. Thanks Gender Rise for challenging us and inspiring our entire programme.

**LJ SILVERMAN**  
**HEAD OF LSE GENERATE**



# 1. INTRODUCTION

LSE Generate is committed to inspiring entrepreneurial potential amongst LSE students and alumni with a focus on socially responsible businesses. By emphasising ethical implications and sustainability, LSE Generate aims to become a global hub for social positive impact through innovation.

We, the LSE Generate team, see gender equality and diversity as one of the main pillars of socially responsible entrepreneurship and therefore we commit to prioritise this value and incorporate it into our workplace culture, professional relationships and business practices.

We acknowledge that historically masculine values and culture have been driving forces in business, especially in startups, which are particularly influenced by the tech and investment finance industries. With the recent global shift toward gender consciousness, we believe it is time to create a better balance between feminine and masculine values in workplace culture.

This balance is essential to business sustainability, and benefits everyone - men, women, and gender minorities. By bringing a gender lens to LSE Generate, we wish to lead by example and encourage all stakeholders - employees, advisory board members, student ambassadors, generators, students, alumni, mentors, donors, investors, competition judges, suppliers, and the LSE community to be responsible and accountable in incorporating gender equality and diversity into their work and their relationship with LSE Generate.

This gender sensitive code of conduct relies on international and European legal frameworks, UN Sustainable Development Goal number 5 (gender equality), EU acquis communautaire, the UK Equality Act 2010, other relevant national legislation, and LSE Code of Ethics and gender sensitive policies.

This is the second version of this code, followed by its annual review. The document was created through consultation and collaboration with Gender Rise, founded by LSE Alumna - Yael Nevo – Gender Rise is a gender consultancy that targets the private sector and offers a unique approach to gender integration through bespoke strategy, policy and training.

## 2. DEFINITION OF KEY TERMS

**Gender:** Refers to the social attribution of our assigned sex and the social and cultural context in which a range of identities, expressions, and relationships are structured. These attributes, opportunities, and relationships are socially constructed and learned through socialization processes. They are context/time-specific and changeable. Based in a binary perspective, gender determines what is expected, allowed, and valued in a woman or a man and attributes different values to masculinity and femininity in a given context. In most societies there are differences and inequalities between men, women, and gender minorities in responsibilities assigned, activities undertaken, access to and control over resources, as well as decision-making opportunities.[1]

**intersectionality:** The interconnected nature of social categorizations such as race, class, and gender, regarded as creating overlapping and interdependent systems of discrimination or disadvantage. [4]

**Gender Equality:** The concept that all human beings are free to develop their personal abilities and make choices without the limitations set by stereotypes, rigid gender roles, or prejudices. Gender equality means that the different behaviors, aspirations, and needs of all genders are considered, valued, and favoured equally. It does not mean that men, women, and gender minorities have to become the same, but that their rights, responsibilities, and opportunities will not depend on gender identity.[2]

**Gender Mainstreaming:** The process of assessing the implications for all genders of any planned action - including legislation, policies, or programmes - in all areas and at all levels. It is a strategy for making the concerns and experiences of women, gender minorities, and men an integral dimension of the design, implementation, and monitoring and evaluation of the policies and programmes in all political, economic, and societal spheres so that all genders benefit equally and inequality is not perpetuated.[3]

### Footnotes

[1] [http://www.fao-ilo.org/fileadmin/user\\_upload/fao\\_ilo/pdf/FAQs/Definitions\\_\\_2\\_.pdf](http://www.fao-ilo.org/fileadmin/user_upload/fao_ilo/pdf/FAQs/Definitions__2_.pdf)

[2] <http://www.un-instraw.org>

[3] UN Economic and Social Council-ECOSOC E. 1997, L.10.Para.4

[4] <https://www.womankind.org.uk/blog/detail/our-blog/2019/11/24/intersectionality-101-what-is-it-and-why-is-it-important>

### 3. LEGAL ENGAGEMENTS

We adhere to **LSE Code of Ethics**, policies and services on<sup>[1]</sup>:

Inclusion and Diversity:

- **Equality Diversity and Inclusion Policy Statement**
- **Student Charter**
- **Policy on disability**

Discrimination and Harassment:

- **Sexual Harassment and Sexual Violence Policy**
- **Anti-Bullying and Anti-Harassment Policy**
- **Policy on Gender Segregation**

LGBT+ Rights:

- **Spectrum - LSE Network for LGBT+ staff**
- **LGBT+ Role Models and Allies Directory**
- **LSE SU LGBT+ Alliance**
- **Stonewall Global Diversity Programme**
- **Policy on Trans Staff and Students**
- **Transitioning at Work: guidance for staff and managers**

<sup>[1]</sup> This list is not comprehensive, additional policies and services may apply.

*With the recent global shift toward gender consciousness, we believe it is time to create a better balance between feminine and masculine values in workplace culture.*

Health and Safety

- **Health and Safety Policy**
- **Staff Wellbeing Policies**
- **Staff Counselling Service**

Work-life Balance:

- **Maternity Policy**
- **Paternity Policy**
- **Parental Leave**
- **Shared Parental Leave**
- **Adoption Policy (Including Surrogacy)**
- **LSE Nursery Vouchers**
- **LSE Childcare Vouchers**
- **Flexible Working Policy**

Furthermore, taking into account our unique relationship with our stakeholders, we will continue to work towards responding to their gender-related needs, to the best of our ability.

## 4. ACKNOWLEDGEMENTS

We are conscious of the fact that:

- Different genders have different ways of working.
- Women's success and achievements are less visible in a masculine work culture.
- Women entrepreneurs have less access to resources and networks.
- The intersection of Gender Identity, Sexual Preferences, Race, Disability, Nationality and other identity components further impacts entrepreneurs opportunities and can create multiple layers of discriminations.
- Sexist and disrespectful behavior still exists in our society, and as a result, also in our professional life.

## 5. THIRD PARTY RELATIONSHIPS

We expect our stakeholders to:

- Conduct themselves in a non-sexist and professional manner when communicating with LSE Generate staff and other stakeholders.
- Incorporate a gender lens on their own work and workplace relationships.
- Affirm our code, when entering collaborations.

## 6. ACTION DRIVEN COMMITMENTS

Bearing in mind the above-mentioned mission, vision, values, and presuppositions, we commit to:

- Management accountability with regards to the implementation of this gender sensitive code of conduct.
- Include gender diversity and inclusivity in our strategic short- and long-term goals.
- Allocate a budget for gender trainings, events, and consultations.
- Apply equal gender representation quotas in selection and/or composition of:
  - Events;<sup>[1]</sup>
  - Judges panels;
  - Advisory boards;
  - Student ambassadors
- Apply guidelines for gender diversity and inclusion in:
  - Striving for gender-balanced participation in competitions;
  - Hiring procedures for future team expansion;
  - Selecting and engaging with alumni, mentors, investors, donors, in-house entrepreneurs, in-house lawyers, and suppliers.
- As our team grows we are taking more active steps to ensure we support LSE in its continuous effort to fully close its gender pay gap by:
  - Equal pay for work of equal value;
  - Being transparent and informative on training and promotion opportunities and bonus schemes;
  - Ensuring salary transparency and monitoring;
  - Rewarding small bonuses to support employees;
  - Conducting a gender pay gap evaluation.
- Organise further events on gender and intersectionality.
- Provide specific support for women entrepreneurs via our international hubs.
- Promote LSE founded apps and other innovative products that raise gender awareness.
- Gender mainstream our social media communication by applying:
  - Equal gender representation;
  - Gender empowering imagery;
  - Gender conscious language.

*[1] In the case of last-minute changes to the gender balance of an event, postponing or canceling options will be considered and discussed with relevant stakeholders.*

## 6. ACTION DRIVEN COMMITMENTS

● Collect and visualise gender segregated data, and monitor its relationship and impact relating to:

- Funding;
- Venture Sustainability;
- Scaling Up;
- Visibility.
- Collaborations with:
  - Venture Capitalists;
  - Angel Investors;
  - Founders' Pledge;
  - Mentorpreneurship Programme.

● Create better balance between feminine and masculine values and workplace culture by promoting:

- Work-life balance;
- Flexible work;
- Open communication and enabling environment;
- Mental health and need-based counseling services.

● Make this code visible in our:

- Website;
- Social media channels;
- Email signature;
- Newsletter.

*[1] In the case of last-minute changes to the gender balance of an event, postponing or canceling options will be considered and discussed with relevant stakeholders.*

## 7. FUTURE ENGAGEMENTS

*This is a living-breathing instrument, open to future review, discussions and feedback. LSE Generate will review the gender sensitive code of conduct annually in a transparent manner. As we grow our operation and international reach, interacting with different cultures and workplace ethics, we will review this document in consultation with local gender experts while maintaining our main values and legal obligations.*