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 d'enregistrement de marque de l'Union européenne/ Certificato di registrazione di marchio dell'Unione europea



Eingetragen / Registered 08/07/2022

No 018618157

**AMT DER EUROPÄISCHEN UNION FÜR GEISTIGES
 EIGENTUM
 EINTRAGUNGSRUKUNDE**

Diese Eintragungsurkunde wird für die unten
 angegebene Unionsmarke ausgestellt. Die betreffenden
 Angaben sind in das Register der Unionsmarken
 eingetragen worden.



**EUROPEAN UNION INTELLECTUAL PROPERTY
 OFFICE
 CERTIFICATE OF REGISTRATION**

This Certificate of Registration is hereby issued for the
 European Union trade mark identified below. The
 corresponding entries have been recorded in the
 Register of European Union trade marks.

Der Exekutivdirektor / The Executive
 Director

Christian Archambeau



www.euipo.europa.eu

COPY



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Regulations of use for the certification mark

§ 1 Applicant

The applicant and owner of the EU certification mark UNIVERSAL FAIR PAY CHECK No. 018618157 is FPI Fair Pay Innovation Lab gGmbH.

§ 2 Declaration

I hereby declare that I am not engaged in any commercial activity involving the supply of goods or services for which a warranty is provided.

I, Henrike von Platen, representing FPI Fair Pay Innovation Lab gGmbH, hereby declare that I meet the requirements set out in Article 83(2) of Regulation (EU) 2017/1001 of the European Parliament and of the Council of 14 June 2017 on the European Union trade mark

§ 3 Reproduction of the EU certification mark



§ 4 Goods and services

The EU certification mark is registered for the following goods and services.
Nice Classification: 9,12,25, 28, 30, 32, 33, 35, 36, 38, 39, 40, 44, 45

§ 5 Characteristics of the goods and services

The certification mark certifies to the providers of the claimed services classified according to Nice classification and to the manufacturers / sellers of the claimed goods (as described in § 4 Goods and services) that they have undertaken to subject their remuneration system to a regular analysis and review with regard to fair pay and pay equity within the framework of a management consultancy. The brand thereby guarantees that income differences in the respective organization are checked and closed by a standardized procedure and that a renewed closing of the wage gaps is prevented. The indicators to be calculated include at least the gender pay gap, which all companies must calculate with the aim of closing the gender pay gap. Organizations can calculate and close other pay gaps, such as age or ethnicity gaps. The calculation of the gender pay gap refers to the [UN Sustainable Development Goals](#) (Goals 5.4 and 5.5, 8.5 and 10.2) and other ESG



reporting systems, such as the indicators of the [Global Reporting Initiative](#) (indicators GRI 405-1 and GRI 405-2), the [Gender and Diversity KPI Alliance](#) launched by Catalyst or the metrics of the [World Economic Forum](#), as these indicator systems also include the gender pay gap as a metric.

§ 6 Conditions for the use of the EU certification mark including sanctions

- (1) The mark may only be used as an EU certification mark by authorized persons according to § 7 of the Regulations.
- (2) The FPI Screening Board will review the applications from companies and organizations wishing to be certified with the Universal Fair Pay Check. Based on this review, the companies and organizations are assigned the respective award level. In the review, the Screening Board may refer to data on the application form or request and review an extract of the complete analysis results, the tool used, or the data on which basis the analysis of the compensation structures was conducted.
- (3) The certificate issued is valid for one year. If companies and organizations wish to display a current certificate, they must repeat the analysis of compensation structures and submit their new data, which will be regularly reviewed by the FPI Screening Board.
- (4) At the end of the certification period, the FPI will inform companies and organizations who do not wish to continue to be certified that the certification mark may not be misused. In addition, random checks will be carried out to ensure that this notice has been implemented.
- (5) In case of misuse of the verification mark or the award certificate or in case of negative monitoring tests, the Screening Board of FPI Fair Pay Innovation Lab gGmbH may take the following measures:
 - (1) Issue a warning,
 - (2) order special tests,
 - (3) withdraw the authorization to carry the test mark,

The person concerned must be heard before any sanctions are applied.

- (6) In urgent cases, the management of FPI Fair Pay Innovation Lab gGmbH may withdraw the authorization to use the mark with immediate effect. This measure shall be confirmed by the Screening Board within 30 days.
- (7) The use and conditions of use refer to the reproduction of the certification mark under § 2 of the Regulations. Deviations such as color variations are not permissible.



§ 7 Authorized users

- (1) Only persons whose application has been confirmed by FPI Fair Pay Innovation Lab gmbH after successful examination and who have not had this right withdrawn when these requirements are no longer met are authorized to use the certification mark. The use of the certification mark is not contingent upon the membership of an association.
- (2) An up-to-date list of authorized users of the EU certification mark is available at <https://www.fpi-lab.org/>.

§ 8 Examination Procedure / System for Monitoring

- (1) Approval to use the certification mark is granted based on an application to FPI Fair Pay Innovation Lab gmbH, naming the applicant and the organization for which the certification mark is to be used.
- (2) The procedure for the check and ongoing monitoring for compliance with the guideline are described in the "Guideline for the Implementation of the Universal Fair Pay Check" (Annex 1).
- (3) The basis for certification with the Universal Fair Pay Check is an analysis of compensation structures at the organizational level. Organizations may conduct the analysis using an analysis method of their choice. The following options are recognized:
 - If organizations perform the analysis of compensation structures themselves, the process must be presented to the FPI. This includes the choice of variables, the presentation of the multiple regression analysis using the Oaxaca-Blinder method, and the results of the analysis. This information is submitted together with the completed application form for the required level of the Universal Fair Pay Check.
 - If an organization conducts the compensation structure analysis using an audit procedure, the audit procedure must be submitted to the FPI. The FPI reserves the right to request insight into the audited data or to contact the operators of the audit procedure for the purpose of validating the audit procedure. A test procedure can be rejected as soon as the standards for the calculation of pay gaps are not met.

The **FPI Tool Compass**¹ offers support in the selection of a suitable tool. The tools listed in the FPI Tool Compass have also been reviewed for effectiveness by the FPI.
 - Organizations can conduct a compensation structure analysis with the assistance of management consulting firms.

If the organization chooses an FPI analysis partner², the analysis partner has presented methodology and data requirements to the FPI in advance and the

¹ Available via <https://www.fpi-lab.org/wirtschaft/fpi-tool-compass/>

² Available via <https://www.fpi-lab.org/en/partner/>



FPI has validated this methodology.

If the organization selects a consultancy that is not an FPI analysis partner, information on the analysis, methodology and data requirements, and on the consultancy must be included with the application form.

The minimum information required for an analysis of compensation structures under the Universal Fair Pay Check includes:

- The calculation of the unadjusted gender pay gap³
- The calculation of the adjusted gender pay gap⁴ – considering the variables of function, level, and requirements
- The determination of statistical anomalies

Optionally, the following information can be submitted:

- The calculation of pay gaps of different operational groups, such as by function, department, or field of activity and / or in relation to age, religion or LGBTIQ+.

The analysis of pay structures should reflect all employees. If an organization does not include all employees in the analysis, the organization must separately justify this to the FPI. The FPI may include this justification in the tier assignment.

The analysis of compensation structures should also be based on the Fair Pay Matrix (Annex 2).

Based on the results of the analysis, the organization's certification level is determined and reviewed by the FPI Screening Board. The award will be made on a quarterly basis.

- (4) The metrics on which the review and monitoring process is based are described in the Fair Pay Matrix (Annex 2).

The Fair Pay Matrix bundles discrimination features in an overview and maps the relevant data. This enables decision-makers and HR managers to monitor and control the implementation of fair pay. An analysis is possible for organizations with at least 50 employees. The statistical method used is multiple regression analysis, which is based on the Oaxaca-Blinder method and is considered to be the standard for gender pay gap analysis. The fair pay matrix serves as a basis for analyzing pay structures in a company or organization; the variables and indicators depicted can be expanded.

The fair pay matrix can be used as the basis for auditing procedures that show companies and organizations where action is needed and where adjustments can be made to implement equality and fair pay. In addition, the indicators can be mapped to the UN Sustainable Development Goals, the indicators of the Global Reporting

³ The unadjusted gender pay gap shows the percentage difference in average gross hourly wages between women and men.

⁴ The adjusted gender pay gap shows the percentage difference in the average gross hourly wages of women and men in comparable positions – considering the variables of function, level and requirements. The calculation is performed using multiple regression analysis.



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Initiative, the metrics of the World Economic Forum or the indicators of the Catalyst Gender and Diversity KPI Alliance (GDKA). In this way, the matrix can be used to monitor the effectiveness of an organization's sustainability measures.

§ 9 Amendments to the Certification mark regulations

The proprietor of the Certification mark regulations is aware that they are obliged under Article 88 EUTMR to submit any amendment of the Certification mark regulations to the Office (EUIPO). The amended version will be examined to see whether it meets the requirements of Article 84 EUTMR and whether any of the grounds for refusal of the application set out in Article 85 EUTMR does not apply. The amendment of the Regulations shall become effective only from the date on which the reference to the amendment has been entered in the register.

Berlin, 21.02.2022

Henrike von Platen

A handwritten signature in blue ink, appearing to read 'Henrike von Platen', written in a cursive style.



Annex 1

To the Regulations of use for EU Certification mark No. 018618157

Guideline for the implementation of the Universal Fair Pay Check

February 21, 2022

The goal: Fair pay for all employees

The goal of applying the Universal Fair Pay Check is to ensure non-discriminatory pay structures in every organization around the world – and to close all other pay gaps in addition to the gender pay gap. If you want to ensure that men and women are paid equally for the same work of equal value, you need pay structures that are neutral, objective, and non-discriminatory for everyone. These will consistently ensure fair pay create equal opportunities for all.

Many different measures are implemented in the areas of diversity, inclusion, or equality, but these do not automatically lead to the goal more quickly. Often, effectiveness is difficult to measure, and monitoring actual success is vague. Fair pay offers a very good opportunity to evaluate the effectiveness of diversity measures.

The goal of the Universal Fair Pay Check is achieved when an organization has clearly reduced the **unadjusted gender pay gap to below 10 percent** and monitoring shows a continuous closing of the organization's internal pay gap. The goal here is to continue corporate efforts and aim for a non-adjusted gender pay gap of around zero percent.

The process of the Universal Fair Pay Check

Organizations participating in the Universal Fair Pay Check commit to a pay analysis and to submitting the results to the FPI Fair Pay Innovation Lab gGmbH for review.

The award process describes a three-stage procedure. The stages are discussed in detail below. The overarching goal of the three-stage process is to close the relevant indicator for this process – at least the gender pay gap, as well as other pay gaps – and to ensure equality and equal opportunities for all employees. Depending on the organization, this can be a short- or long-term goal, the achievement of which often requires various interlinked measures as well as regular monitoring. In all phases of the Universal Fair Pay Check, organizations are supported and accompanied by the FPI in analyzing pay data, implementing fair pay and adapting appropriate measures.

The management of the FPI, in consultation with the FPI Screening Board, will review this policy no later than 2.5 years after its adoption with the aim of initiating any necessary changes.



Analysis of compensation structures

The analysis of the compensation structures is carried out independently by the respective companies and organizations and they submit the required data and measures via the application form (see Annex 3). The organization is obliged to explain anything unclear which leads to follow-up questions by the FPI.

Organizations may conduct the analysis using an analysis method of their choice. The following options are accepted:

- Procedures are presented to the FPI. This includes the choice of variables, the presentation of the multiple regression analysis using the Oaxaca-Blinder method, and the results of the analysis. This information is submitted together with the completed application form for the required level of the Universal Fair Pay Check.
- If an organization conducts the compensation structure analysis using a tool for analysis, the tool must be reported to the FPI. The FPI reserves the right to request access to the audited data or to contact the operators of the audit procedure to validate the audit procedure. A tool can be rejected if the standards for the calculation of pay gaps are not met.
- The **FPI Tool Compass**¹ offers support in the selection of a suitable tool. The tools listed in the FPI Tool Compass have also been reviewed for effectiveness by the FPI.
- Organizations can conduct the analysis of compensation structures with the support of corporate consultants.
- If the organization chooses an FPI analysis partner, the analysis partner must have presented its methodology and data requirements to the FPI in advance and the FPI must have validated this methodology.
- If the organization selects a consultancy that is not an FPI analysis partner, information on the analysis, methodology and data requirements and the consultancy must be included with the application form.

The minimum information required for an analysis of compensation structures under the Universal Fair Pay Check includes:

- The calculation of the unadjusted gender pay gap²
- The calculation of the adjusted gender pay gap³ – considering the variables of function, level and requirements
- The determination of statistical anomalies

Optionally, the following information can be submitted:

- The calculation of pay gaps of different operational groups, such as function, department, or field of activity and / or in relation to age, religion or LGBTIQ+.

¹ Available via <https://www.fpi-lab.org/wirtschaft/fpi-tool-compass/>

² The **unadjusted gender pay gap** shows the percentage difference in average gross hourly wages between women and men.

³ The **adjusted gender pay gap** shows the percentage difference in the average gross hourly wages of women and men in comparable positions – considering the variables function, level, and requirements. The calculation is performed using multiple regression analysis.



- Department or field of activity and / or in relation to age, religion or LGBTIQ+.

The analysis of compensation structures should include **all employees**. If an organization does not include all employees in the analysis, the organization must justify this separately to the FPI. The FPI may include this justification in the tier assignment.

The analysis of compensation structures should also be guided by the **Fair Pay Matrix** (see Annex 2). The Matrix provides variables to measure individual discrimination and structural disadvantage as well as variables to explain pay disparities. The list of variables does not claim to be exhaustive. Likewise, there is a possibility that companies and organizations may not be able to analyze the list of variables comprehensively due to a lack of data. If this is the case, companies and organizations within the Universal Fair Pay Check are required to explain these data gaps.

The Universal Fair Pay Check award takes place on a quarterly basis. To receive the award, companies and organizations are required to analyze their compensation structures and submit the application form. Prior to each award round, an analysis of compensation structures must be conducted. If no analysis is carried out, the organization cannot be awarded one of the three levels within the Universal Fair Pay Check.

FPI Screening Board

The submitted documents are reviewed by a Screening Board. The FPI Screening Board for the Universal Fair Pay Check is convened every two years for a period of 24 months, starting from the 1st day of the following quarter of convening, and consists of a minimum of 3 and a maximum of 7 people. These comprise: one person from FPI management, one person employed by FPI, and at least one person external to FPI from academia, society, or politics. The FPI Screening Board is convened by FPI management and is featured on the FPI website. If individuals leave during the term, replacements may be made by simple election by the remaining Screening Board members.

The FPI Screening Board reviews applications from companies and organizations seeking certification with the Universal Fair Pay Check. Based on this review, companies and organizations are assigned to the appropriate award level. In its review, the Screening Board may use the data from the application form or request and review, on a random basis, an excerpt of the complete analysis results, the tool used or the data on which the analysis of the compensation structures was based.

Timing of the process

- Organizations and companies conduct an analysis of their compensation structures. The various paths toward an analysis have been described earlier in the document.
- Companies and organizations may submit the application form at any point during the year.
- The FPI Screening Board meets quarterly, usually in the third month of the quarter. At this meeting, the applications are reviewed and the level of the applying organization is determined.
- The certificates are awarded in the first month of the following quarter.
- Simultaneously with the awarding of the certificate, the organization is listed on the FPI website with the other successful organizations.



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- The award is valid for one year. The award expires automatically at the end of the year.
- With award, the organization is entitled to show the logo and certificate for the achieved level.
- The process can start anew with the submission of new data based on a new analysis of the compensation structures. To receive a new award, organizations and companies must analyze their compensation structures in the annual cycle. Based on the new analysis results, companies and organizations submit a newly completed application form to FPI. The Screening Board evaluates the analysis results and again decides on the tier within the Universal Fair Pay Check.
- At the end of the certification period, the FPI and the FPI Screening Board will inform companies and organizations no longer wishing to be further certified that the certification mark must not be misused. In addition, random checks will be made to ensure that this instruction has been implemented.



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Logo and claim of the Universal Fair Pay Check

The claim of the Universal Fair Pay Check is:

ANALYZE your position – DEVELOP your measures – LEAD by example

The Universal Fair Pay Check logo is shown below and registered under EU Certification Mark number 018618157.



With the award, each participating organization receives the corresponding certificate and logo. The certificate includes the name of the organization, the level within the Universal Fair Pay Check and the award year/timeframe. The logo includes the level of the award and the award year.

LEVEL 1: ANALYST

Requirements for achieving Universal Fair Pay Analyst status:

- The organization conducts an **analysis of pay structures** (see above). The analysis covers all employees of the organization. If not all employees are covered, valid reasons must be provided to the FPI (see above).
- As a minimum, the unadjusted and adjusted gender pay gaps are calculated in this analysis. It is also desirable to calculate additional pay gaps based on demographic factors, such as age or ethnicity in the Fair Pay Matrix. The analysis is performed for base salary, bonuses, special payments, and total compensation.
- The organization formulates appropriate actions based on the analysis to close the calculated gaps.
- The organization demonstrates its commitment to fair pay and transparency with the Fair Pay Commitment. In addition, the organization may set additional goals as part of the Universal Fair Pay Check.
- The organization submits the application form (Annex 3) to the FPI.

The logo for the Universal Fair Pay Analyst award – shown here as an example for 2021/22 – is as follows:



LEVEL 2: DEVELOPER

In the developer phase, organizations apply the measures they formulated in the first phase for the implementation of pay equity and an inclusive organizational culture. In doing so, the organization documents the implementation process of the individual measures and reviews the effectiveness of the measures. If a measure is not effective, it is improved. The FPI Screening Board reviews the measures submitted and the pay gap data and determines the level achieved. Pay gaps are the relevant metric within the entire process.

Requirements for achieving **Universal Fair Pay Developer** status:

- The organization independently develops measures to close all pay gaps, implements the measures established, and regularly reports to the FPI on the progress of implementation.
- The measures are documented via the application form.
- The organization documents the implementation process of the measures as a building block for the regular review of effectiveness.
- The success of the measures is monitored through the regular analysis and measurement of pay gaps.
- The organization achieves an **adjusted gender pay gap of +1 to -1 percent**.
- The organization submits the application form (Annex 3) to the FPI.

If, upon recertification, the metric is found outside the +/- 1 percent mark, the status will be downgraded to Universal Fair Pay Analyst.

The logo for the Universal Fair Pay Developer award – shown here as an example for 2021/22 – looks as follows:



LEVEL 3: LEADER

Organizations with Universal Fair Pay Leader status transparently and publicly demonstrate their engagement to fair pay, as well as fair hiring and promotion practices, reconciliation measures, and their own organizational culture, and the successful implementation of related measures within their strategic organizational communications.

Achieving the Universal Fair Pay Leader status is a sustainable goal and a milestone on the road to fair pay. Depending on their initial status, organizations may need several years to completely close the pay gap and counteract a renewed widening of the income gap, even in the long term.

Prerequisites for achieving **Universal Fair Pay Leader** status are:

- The organization demonstrates an **unadjusted gender pay gap of between -10 and +10 percent**.
- By continuing to implement existing measures and developing new or adapted measures, the organization aims to achieve a non-adjusted gender pay gap of around zero percent. Organizations have defined these measures based on the analysis of compensation structures, reported to the FPI, and regularly review the effectiveness of these measures, readjusting as necessary.
- The organization actively engages in best practice exchange with other organizations.
- The organization communicates openly and externally on its fair pay efforts.
- The organization continues to regularly analyze its own pay structures.
- The organization submits the application form (Annex 3) to the FPI.

If, upon recertification, the metric is found to have deteriorated into the range outside the +/- 10 percent mark, the status will be downgraded to Universal Fair Pay Analyst or Developer.

The logo for the Universal Fair Pay Leader award – shown here as an example for 2021/22 – is as follows:





Annex 2

To the Regulations of use for EU Certification mark No. 018618157

Fair Pay Matrix

February 21, 2022

To measure and exclude discrimination in pay, a whole range of meaningful indicators and discrimination features can be used to identify possible unequal treatment.

The following overview lists possible variables and key performance indicators that can be used to calculate implementation progress in terms of equal pay and measure the success of equality measures.

Keeping an eye on discrimination

The Fair Pay Matrix bundles discrimination features in an overview and maps the relevant data. This enables decision-makers and HR managers to monitor and control the implementation of fair pay. An analysis is possible for organizations with at least 50 employees. The statistical method used is [multiple regression analysis](#), which is based on the [Oaxaca-Blinder method](#) and is considered the standard for gene-of-pay-gap analysis. The Fair Pay Matrix serves as a basis for analyzing pay structures in a company or organization; the variables and indicators depicted can be expanded.

Expanding the scope for action

The Fair Pay Matrix can serve as a basis for auditing procedures that show companies and organizations where action is needed and where levers can be tightened to implement equality and fair pay.

In addition, the indicators can be assigned to the [UN Sustainable Development Goals](#) (Goals 5.4 and 5.5, 8.5 and 10.2), as well as to the indicators of the [Global Reporting Initiative](#) (GRI 405-1 and GRI 405-2), the [metrics of the World Economic Forum](#)¹ or the indicators of the Gender and Diversity KPI Alliance of Catalyst. In this way, the matrix can be used to monitor how effective a company's sustainability measures are. The implementation of the entire United Nations 2030 Agenda depends to a large extent on whether gender equality can be achieved as a cross-cutting goal.

¹ see

Fair Pay Matrix: <https://www.fpi-lab.org/en/fair-pay-matrix>

UN Sustainable Development Goals: <https://www.un.org/sustainabledevelopment/>

Global Reporting Initiative: <https://www.globalreporting.org/>

WEF Metrics: http://www3.weforum.org/docs/WEF_IBC_Measuring_Stakeholder_Capitalism_Report_2020.pdf



Variables	Connection to the UN Sustainable Development Goals	Connection to other metrics and indices	Basis of discrimination
Indicators of possible unequal treatment			
Year of birth / age	8.5, 10.2	GRI 405-1 WEF Metrics	Discrimination based on age
Sex	8.5	GRI 405-1 WEF Metrics	Discrimination based on sex
Disability	8.5, 10.2	GRI 405-1 WEF Metrics	Discrimination based on disability
Sexual orientation	8.5, 10.2	GRI 405-1 WEF Metrics	Discrimination based on sexual orientation
Ethnic origin	8.5, 10.2	GRI 405-1 WEF Metrics	Discrimination based on ethnic origin
Nationality	8.5, 10.2	GRI 405-1 WEF Metrics	Discrimination based on nationality



Variables	Connection to the UN Sustainable Development Goals	Connection to other metrics and indices	Basis of discrimination
Indicators of structural inequalities			
Education	-		-
Further training	5.5		Restricted access to continuing professional development
Role	5.5	GRI 405-2 WEF Metrics GDKA	Vertical discrimination
Position	5.5	GRI 405-2 WEF Metrics GDKA	Vertical discrimination
Level of qualifications	5.5		Horizontal discrimination
Time out, e.g., parental leave, maternity leave	5.4		Personal responsibilities that affect career development
Years of service / tenure	5.4		Tenure is affected by time out
Contract type	-		Variable that has a significant influence on the pay gaps
Working hours	-		Variable that has a significant influence on the pay gaps
Public / private sector	-		Variable that has a significant influence on the pay gaps
Company size	-		Variable that has a significant influence on the pay gaps
Location	-		Variable that has a significant influence on the pay gaps
Dependent variables			
Base pay	All those named	All those named	Sum of all factors
Salary components, incl. bonuses and allowances	All those named	All those named	Sum of all factors
Total compensation	All those named	All those named	Sum of all factors