

Horiens and Sou Segura: joining forces for gender equity in the insurance sector

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Horiens' partnership with Sou Segura started in 2021, has just been renewed, reinforcing the company's positioning in favor of gender equity in all levels of women's work in the labor market.

On an ongoing basis, Horiens makes room for this agenda to be strengthened among women and in the workplace in general, either through actions that promote the topic or initiatives that put into practice the inclusive positioning.

"Diversity and inclusion are part of our culture and we have made steady strides in that direction. The goal is to consistently evolve in our work environment," says Fernanda Antonelli, Director of People, Communication and Marketing at Horiens. "The partnership with Sou Segura is one such step, as it expands the range of development opportunities for the women on our team, while giving us a voice in this strong and relevant insurance industry community focused on women's empowerment," he adds. Among other initiatives, we can mention extended maternity and paternity leave and, as has recently happened, promotion by merit, even during maternity leave.

Sou Segura is made up of representatives of all agents of the insurance market: insureds, insurers, reinsurers, brokers, service providers, and other institutions in the sector.

Among the actions it carries out are training, webinars, lectures, and mentoring for career development, in addition to creating a strong networking network and sharing useful, rich, and diverse content related to the insurance market.

"We are happy to count on Horiens in yet another cycle focused on promoting gender equity in companies. Together we are stronger in pursuit of common goals, such as increasing the participation of women in leadership positions," says Simone Vizani, president of Sou Segura.

To learn more, go to: <https://sousegura.org.br>.

Women in the insurance market

In its latest publication (2019), The survey Women in the Insurance Market in Brazil, conducted by the [National School of Insurance](#) with 23 companies and 28 thousand employees, brought data that help to have a good vision of the insurance industry in relation to the challenges of gender equity.

- Women represent 55% of the total number of employees in this market
- In management positions, 53% are men and 47% are women
- In top leadership positions, for every 4 executives, there are 3 men and 1 woman

- From 2015 to 2018, the average salary for women was 71 to 72% of the average salary for men, even with the same level of education

To get to know the complete survey, [click here](#).