**FORUM:** Special Conference 2

**QUESTION OF:** The ‘Pink Tax’

**MAIN SUBMITTER:** Jordan

**CO SUBMITTERS**: Singapore, Peru, Libya, Norway, Paraguay, Vietnam, Somalia, Iran, Thailand, Gabon, Chad, Syrian Arab Republic, Nepal, Lao PDR, Poland, Thailand, Yemen, Burkina Faso, Honduras, Mauritius, Nigeria

SPECIAL CONFERENCE 2,

*Acknowledging* that the term pink tax means the additional amount of money women pay for services and products directed at women that are similar or identical to products which are directed to men.

*Deeply concerned* that women can be taxed up to 50% more at times for goods and services which are identical to products for men, such as clothing and sanitary products.

*Further concerned* the pink tax is caused by intricate and economical encouragement as it can be believed that women are willing to pay more than men for products.

*Aware of the fact* that gender equality is something to be pursued and upheld and the pink tax violates gender equality.

*Expressing* the known fact of companies purposefully charging more for women's products as much as up to 50% more,

*Noting* that women only receive 79% of what men earn for having the same job and responsibilities in the US,

*Recognizing* that the sustainable goals stated that they wanted achieve gender equality and eliminate all gender discrimination,

*Noting* that at this time, several LEDCs do not have adequate sexual education.

1. Recommends that all Member States should enforce the ‘Anti-discrimination law’ in their nations employment;
2. Asks forschools to educate students on gender equality which includes but is not limited to:
3. Pink tax
4. Gender inequality
5. Pay equity & discrimination
6. Gendered price disparities
7. Invites other member states to subject substantial fines and/or sanctions for businesses found to be charging women more for the same product; such as sanitary products, clothing, etc.
8. Calls upon all Member States to promote the empowerment of women and gender equality and to raise awareness on the pink tax through:
9. advertisements,
10. campaigns,
11. posters,
12. Acknowledging the problems on national television,
13. Instructing people in key positions in governments, who can then improve the situation on a smaller scale;
14. Trustsall countries to have seasonal check-ups on popular drug & clothing stores to confirm that women’s clothing and sanitary objects are the same price as men’s clothing and sanitary objects of a similar purpose and/or brand. This will be controlled by the UN body UN Women;
15. Urges employers to remove barriers on the participation of women in the workforce by stressing full and equal participation by hiring based on qualifications rather than gender:
16. encouraging gender equality through employing more female teachers to encourage female empowerment;
17. Further recommendsmore awareness to be made for the ‘ ’ campaign which is a solidarity campaign for gender equality initiated by UN Women which will be shown on social media platforms such as but not limited to;
18. Facebook,
19. Instagram,
20. Snapchat,
21. Twitter,
22. Stressesfemales have the same opportunity to being provided with education by:
23. Empowering girls by supporting life skills-based educations and female roles in education,
24. Tackling discrimination, violence and exclusion of girls from education by urging member states to decrease education gender gap by allowing girls and boys to go to school together,

i. Instructing people in key positions in governments, who can then improve the situation on a smaller scale;

9. Requests better communication between the countries of the UN by:

1. Organizing an annual summit in which countries can:
   1. Discuss and resolve issues concerning gender equality,
   2. Implement new laws to promote gender equality if needed

b) Implementing measures to increase the transparency between the transnational corporations and Member States in issues regarding Pink Tax taking into account the privacy of those companies

10. Encourages unbiased media to report, in any way possible, about the companies who are dishonest with their customers about the costs of female goods production; such as Levis

11. Establishinga special trademark for companies who do not use the pink tax

to reward them for their contribution which will result in a better name for the company and more sales of their products which will be done by:

1. Comparing prices of mens to female products to confirm that the women's products are not taxed highly.