**Forum:**                    Special Conference 2

**Question of:**           The Pink Tax

**Submitted by:**        Bulgaria

The Special Conference,

*Recognizing* that this issue is one of gender inequality,

*Noting* that this is pertaining to products directed at women with a similar or virtually identical, but less expensive male equivalent,

*Alarmed by* the fact that the average woman spends a total of 1351 US dollars extra on female products compared to the male price,

*Keeping in mind* that the severity of this issue is amplified by the fact that women across the world earn less than men, and the pink tax only widens the wealth gap between men and women,

*Noting with approval* progress, but also that no country has fully achieved gender equality despite enabling legislation,

*Recognizing* the efforts of the Economic and Social (ECOSOC) committee to promote gender equality and eliminate the wage gap,

*Recalling* the 2003 United Nation (UN) Convention on The Elimination of All Forms of Discrimination Against Women defined discrimination against women as “any distinction, exclusion or restriction made on the basis of sex which has the effect or purpose of impairing or nullifying the recognition, enjoyment or exercise by women, irrespective of their marital status”,

*Emphasizing* that achieving equality for women and girls is one of the Sustainable Development Goals set by the United Nations in 2015,

*Understanding* that collective responsibility and action are necessary to bring about significant change towards gender equality and the empowerment of women, and that the actions of member nations largely determine what the United Nations can achieve,

1. Urges all member states to remove or decrease high tariffs on products specifically targeted towards women, when the tariffs on their male equivalents are relatively lower;

2.     Encourages the inclusion of both men and women in the discussion about gender equality, to avoid bias and to diversify the conversation;

3.     Calls upon all member states to properly educate the public about the presence of the pink tax and measures to avoid and eliminate it through measures such as, but not limited to:

a)     public service announcements,

b)    social media campaign,

c)     distributing a lesson plan to secondary schools informing students about pink tax;

4.     Encourages all member states to place regulations and sanctions on female-oriented marketing, if and when the products in question are sold at a higher price than similar or identical male equivalents, such as:

a)     placing fines on the marketing of a product as uniquely beneficial to women when a cheaper and similar or identical male equivalent exists,

b)    enforcing a transparency of information in the marketing of female-oriented products as to what exactly makes this product different from the male equivalent, and enforcing a fine if companies do not comply;

5.     Asks all member states to encourage the production and marketing of gender-neutral products which eliminates companies’ capability to implement a Pink Tax through measures such as, but not limited to:

a)     tax benefits for companies that do so,

b)    removing tariffs from gender-neutral products with gender-specific equivalents;

6.     Requests all member states to require companies by law to clearly inform customers about the materials or ingredients in products in order to give women the knowledge and power to compare male-oriented products to female-oriented products, such as, but not limited to:

a)     toys,

b)    clothing,

c)     medicine,

d)    personal hygiene products;

7.     Recommends the creation of a program, to be overseen by UN Women in order to achieve neutrality in decision-making, that aims to inform women everywhere about gender discriminative pricing through tools such as, but not limited to:

a)     an online database of all companies that have been accused of gender-based pricing,

b)    a certification mark to be placed on products that are equally priced for both genders;

8.     Asks all member states to require companies to open up their records to a selected group of researchers working for UN Women, who are not allowed to disclose the names of the companies they investigate, and to encourage companies to comply through measures such as, but not limited to:

a)     tax benefits for companies that cooperate,

b)    publishing the names of uncooperative companies,

c)     fining companies who fail to cooperate after two years;

9.  Emphasizes the importance of collaboration amongst countries through sharing research and experience by creating a database in collaboration with UN Women to contain all research done by various member states on the issue of pink tax;

10. Calls upon all member states to cease the taxing of female sanitary products.