

## **1873 Unnecessarily gendered products**

**Proposer** – Amira Izeboudjene (Womanist)

**Second**er – Jack Robinson (Non-Portfolio Officer)

### **Union notes:**

- 1) That concerns have been raised about gendered pricing differences within Union commercial services.
- 2) That a study conducted by The Times concluded that on average products marketed at women are 37% more expensive than the male counterparts. (The Independent)<sup>1</sup>
- 3) That products specifically within the beauty industry often charge more towards men for the same products. (The Independent)<sup>1</sup>
- 4) That gendered products reinforce the gender binary.

### **Union believes:**

- 1) That we should spread gender equality throughout all of our commercial services.
- 2) That charging different prices for the same products on the basis of gender is unfair and against our values.
- 3) That pointlessly gendered products reinforce unwelcome stereotypes.
- 4) That gendered products often depict the female gender as being weaker to that of the male gender and come from an ideological patriarchal society in which we live.

### **Union resolves:**

- 1) To ensure that in all of our commercial services we do not charge different prices for the same products that are gendered and that any uncertainties surrounding similarity of products are dealt with by the Women's Officer in conjunction with the Chair of Management Committee.
- 2) To review the purchasing of products that are inherently gendered when a gender neutral option may be available.
- 3) To encourage purchasing of gender neutral products within our outlets where possible.

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<sup>1</sup> <http://www.independent.co.uk/news/business/women-paying-more-than-men-for-everyday-product-thanks-to-unacceptable-gender-price-gap-a6820816.html>