



**White Ribbon**  
*the largest global campaign*  
*in over 50 countries*  
**'Workplace Gender Inclusion Awards'**  
*now in Pakistan*



## WHITE RIBBON WORKPLACE GENDER INCLUSION AWARDS

### WHITE RIBBON CAMPAIGN

Violence against women is a shameful reality across the world. Mostly it is committed by men. It is rooted in gender inequalities, and it still far too often goes unnoticed and unchallenged. The White Ribbon Campaign exists to change this.

Men and boys wearing the White Ribbon declare that they will never commit, excuse, or remain silent about men's violence against women. White Ribbon is one of the world's largest male-led campaigns to end men's violence against women. It started in 1991 in Canada, and is now active in over 50 countries across the globe. Every year it is growing stronger as more men and boys realize that women's and girls' safety is

### SUSTAINABLE DEVELOPMENT GOAL 5: GENDER EQUALITY

SDG 5 aims to achieve gender equality by ending all forms of discrimination, violence and any harmful practices against women and girls in the public and private spheres. It also calls for the full participation of women and equal opportunities for leadership at all levels of decision-making.

All forms of violence against women and girls affect both the individual and society as a whole and are an obstacle to gender equality and development. Social norms and customs that sanction inequality and violence against women and girls must be changed.

A society's prosperity increases when women and girls can contribute on the same terms as men and boys through their resources and knowledge. Tapping the abilities and initiative of women is an important driver of development. Poverty decreases and economic productivity and growth increase when women participate in the economy and the labour market, and have access to resources and functioning markets.

## **WHITE RIBBON WORKPLACE GENDER INCLUSION AWARDS**

The women empowerment in the Pakistani corporate sector has become an important tool for the development of the country as almost half of the country's population is women. White Ribbon Workplace Gender Inclusion Awards celebrate and acknowledge the best practices and policies of corporates that take part and highlight gender justice and gender inclusion for their workforce, customers, community, and through their CSR and brand communication and advertisements. The White Ribbon Awards will be presented annually to companies which use their position to advocate for gender equality and take steps to advance women's empowerment.

Although a lot of work has and is being done to empower women in the corporate sector, there is still vast room for improvement. Fortunately, all the regulators and trade associations like FPCCI, PASHA, SECP, SBP, PTA etc., are supportive of equal opportunities for women in employment, equal pay and equitable career progression.

## **CATEGORIES**

Following are the categories of White Ribbon Awards:

- 1- Gender Inclusive Workplace
- 2- Gender Responsive Marketplace
- 3- Community Engagement and Partnerships



## **GENDER INCLUSIVE WORKPLACE**

This award recognizes the achievements that businesses have demonstrated in adopting relevant gender-inclusive measures in the workplace. This may include innovative approaches to equal recruitment, addressing specific needs for female employees, no to the gender pay gap, promoting women's career development and leadership and developing a smart gender strategy to take care of the employee's work-life balance.

## **GENDER RESPONSIVE MARKETPLACE**

This category will award actions and programs that promote gender equality and women's empowerment in advertisements, campaigns and other marketing activities.

## **COMMUNITY ENGAGEMENT AND PARTNERSHIPS**

This category will award businesses that have included gender inclusion into their sustainability strategies, CSR or Philanthropy programmes for wider communities.

## **TIMELINE**

Entries are open

For any query email at [awards@whiteribbon.org.pk](mailto:awards@whiteribbon.org.pk)

Applications to be submitted at:

Awards Committee

White Ribbon

2/12 Block – M

Gulberg III, Lahore

Phone: 042 35883570-71-72

## CATEGORY: GENDER INCLUSIVE WORKPLACE

Name of the Organization

Website

Sector

Type of Registration

Total Number of Employees

Head Office Address

Focal Person

Designation

Email

Contact

1. Relevant HR Policies providing gender equality of last 3 years with proof of implementation
2. Gender proportion in senior management and leadership positions
3. Gender proportion in total workforce

**\*Please fill the information above, and attach all the relevant documents and information of last three questions in printed form for review.**

**Dispatch on the following address:**

**Award Committee White Ribbon Pakistan – 2/12, M Block Gulberg III- Lahore. 042 – 35883570-72**

## CATEGORY: GENDER RESPONSIVE MARKETPLACE

Name of the Organization

Website

Sector

Type of Registration

Total Number of Employees

Head Office Adress

Focal Person

Designation

Email

Contact

1. External communications collateral including documents, videos, etc.

**\*Please fill the information above, and attach all the relevant documents and information of last three questions in printed form for review.**

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## Category: Community Engagement and Partnership

Name of the Organization

Website

Sector

Type of Registration

Total Number of Employees

Head Office Address

Focal Person

Designation

Email

Contact

1. Project Report with outcome and evidence
2. CSR policy of last 3 years
3. Success stories

\*Please fill the information above, and attach all the relevant documents and information of last three questions in printed form for review.

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