**Wo.Men at Work Award 2019, Criteria & Guidelines for the Jury Members**

**1. Criteria for judging and selecting the 3 nominees:**

**Each application will be judged and evaluated on 3 different scales:**

1. **Factual analysis of the Gender Equality Indicators (this score will be determined by the expert)**
2. **Personality of the Candidate (this score will be determined by each member of the Jury & by the expert)**
3. **Gender Equality Initiatives (this score will be determined by each member of the Jury & by the expert)**

**2. Practical details:**

* **Every member of the Jury is requested to send their scores for each application by Tuesday 18 before 12:00 to stephanie.tinel@jump.eu.com**
* **We expect you to send in two scores per application : each score can range from 1 to 5 stars for :**
  + **The Personality of the Candidate**
  + **Gender Equality Initiatives**

**3. Your Scoring Form: please submit this form to JUMP**

|  |  |  |  |
| --- | --- | --- | --- |
| Candidacy | Your score on  Personality of the Candidate | Your score on  Gender Equality initiatives | Eventual additional  comments |
| Bernd Meyring  Linklaters LLP | **Stars** | **Stars** |  |
| Sam Lefever  Niboo | **Stars** | **Stars** |  |
| Caroline Thomaes, Olivier Houpert & Patrizio Ricci  Procter&Gamble | **Stars** | **Stars** |  |

1. **Practical Guidelines for scoring the Personality of the Candidate**

Evaluate the personal contribution and dedication of the candidate and indicate the level of contribution in the 2nd column of your scoring form (see point 3).

|  |  |  |
| --- | --- | --- |
| **Levels of Contribution** | **Executive Behavior** | **The Essence** |
| **1 star level**  **Passive Support** | **This leader allows & funds actions in favor of Gender Equality.** | **They support passively.** |
| **2 star level**  **Active Advocacy** | **These leaders recognize the current and future benefits of diversity and inclusion. As strong believers they are credible and they convince others rationally to strive for gender balance in their companies.** | **They have understood.**  **They advocate the WHY.** |
| **3 star level**  **Active Role-Modeling** | **These leaders practice what they preach and do what they say continuously and persistently. They show the other layers of management the right way to act and serve as role models, demonstrating what gender equality looks like.** | **They actively spread their belief.**  **They walk the talk. They lead from the front.** |
| **4 star level**  **Active Personal Contributor** | **The exemplary executive acts as an active mentor and coach towards female talent, raising their self-confidence to fight the stereotyping or “sticky floor” effect while actively coaching and challenging those women, having an authentic belief in their potential.** | **They actively and personally mentor and coach women.** |
| **5 star level**  **Active Ambassador, Inspirer & Guardian** | **Extremely strong executives demonstrate the most unique quality of all. They educate and coach men and women to fight their biases. They share their personal experiences and the lessons they’ve learned, so that others do not have to fight the same battles. They correct wrong behavior openly.** | **They inspire with extreme intellectual honesty.**  **They fight the intangible and tangible resistance openly and fiercely.** |

1. **Practical Guidelines for scoring the Gender Equality Initiatives**

Evaluate the Gender Equality initiatives in the application form and rate them on the following criteria.

You can attribute a star for each criterion if you think their gender equality initiatives prove to be a showcase for those criteria.

At the end you count the sum of all the stars (max. 5) attributed and indicate that total in the 3rd column of your scoring form (see point 3.).

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| --- | --- | --- |
|  | Criterium | Possible indications or proof |
| 1 star for | **The quality and thoroughness of the initiatives** | Can you see proof that the Gender Equality initiatives are (based on) best practices? Can you see proof that the initiatives are designed, launched, implemented and followed up with high qualitative standards, clear objectives and dedication?  Possible contra-indication : the initiatives demonstrate a lack of proficiency, consistency and follow up. |
| 1 star for | **The exhaustiveness and complementarity of all initiatives taken** | Can you see proof that the Gender Equality initiatives cover a broad range of Gender Equality obstacles? For instance a combination of monitoring gender indicators, gender related policies, work flexibility, parental leave systems, development initiatives, recruitment and promotion policies, equal reward policies, mentoring, networking, sponsoring, gender-neutral selection & promotion, …  Possible contra-indication : the initiatives are mainly focussing on only 1 or 2 effects. |
| 1 star for | **The cultural change impact the initiatives had** | Can you see proof that the Gender Equality initiatives also resulted in a mind-shift or cultural change for many actors involved? Did the initiatives lead to less gender bias, eliminating the glass ceiling, changing the old mindset, eliminating the ‘old boys club’, a more inclusive leadership style, fairness and justice, more respect, stronger ethics, … ?  Possible contra-indication : the initiatives were purely focussed on systems, processes or policies. |
| 1 star for | **The innovative and/or educational value of the initiatives taken** | Can you see proof that the Gender Equality initiatives can have an educational value for other organisations? Can other executives learn from the Gender Equality approach?  Possible contra-indication : the initiatives are impossible to copy : only valid for 1 organisation or too much dependent on 1 person. |
| 1 star for | **The magnitude of the initiatives taken** | Did the initiatives target multiple layers and segments in the organisation ? Where both women and men targeted or implicated ?  Possible contra-indication : actions were only directed to a small group of women or men. |