

Practical Guide
of WEPs Award



A roadmap for its execution

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1. PRESENTATION

This guide was designed with the goals to share the extraordinary experience and make available to those interested all the methodology developed for the realization of WEPs Brazil Award – Companies Empowering Women, Itaipu’s initiative with the support of partners united in the effort to promote the dissemination, in Brazil, of the 7 Women’s Empowerment Principles, known as WEPs, created jointly by the UN and Global Compact in 2010.

Thereby, the entire collection of contents, methods, assessment tools, standards and procedures that will be presented in this guide are a collection of proposals, suggestions and guidelines that, after being analyzed will support the definition of the process to be executed, with the proper adaptation to the reality of each interest institution, considering their goals, culture and profile of the participants in the Award, as well as the structure and resources available.

The Seven Women’s Empowerment Principles created by the UN WOMEN and Global Compact:

1. Establish high-level corporate leadership for gender equality.
2. Treat all women and men fairly at work - respect and support human rights and nondiscrimination.
3. Ensure the health, safety and well-being of all women and men workers.
4. Promote education, training and professional development for women.
5. Implement enterprise development, supply chain and marketing practices that empower women.
6. Promote equality through community initiatives and advocacy.
7. Measure and publicly report on progress to achieve gender equality.

2. BRIEF HISTORY OF THE BACKGROUND OF WEPs AWARD

Are highlighted as facts and events that inspired the creation of WEPs Award:

- Increasing awareness of business leaders and stakeholders about gender equity and women empowerment in the business environment.
- Connection between gender equity and gains of financial performance related and widespread in the business world.
- Creation of the Seven Women’s Empowerment Principles in partnership with the UN WOMEN and Global Compact.
- Strategic initiatives of Itaipu (IB), great company of the world energy sector and world’s largest producer of clean and renewable electricity.
- Awarding of IB in the WEPs Leadership Awards (NY, march 2013)
- Partnership of IB with institutions as UN WOMEN in Brazil and Sothern Cone and Global Compact Brazil and Global Compact NY, SPM (Secretariat of Policies for Women)
- IB as signatory of WEPs investing in adopting practices aimed at the internal audience, community, business and develops innovative programs in the social, environmental and business management fields.
- Support in the creation and participation in the leadership of the Group of Executive Women of Paraná (MEX).

3. WEPS AWARD IN FOCUS

The WEPS Brazil Award – Companies Empowering Women was created in 2013 on the initiative of Itaipu Binational in partnership with public and private institutions and supporters imbued with the belief that the respect for human rights and the incorporation of gender equity practices definitely represent essential business initiatives in order for businesses, in general, to achieve a high level of management excellence. It is believed that people treated with appreciation, and fair conditions of equality and dignity tend to reciprocate with a performance characterized by partnership, complicity, commitment, responsibility, among other attitudes and behaviors equally positive.

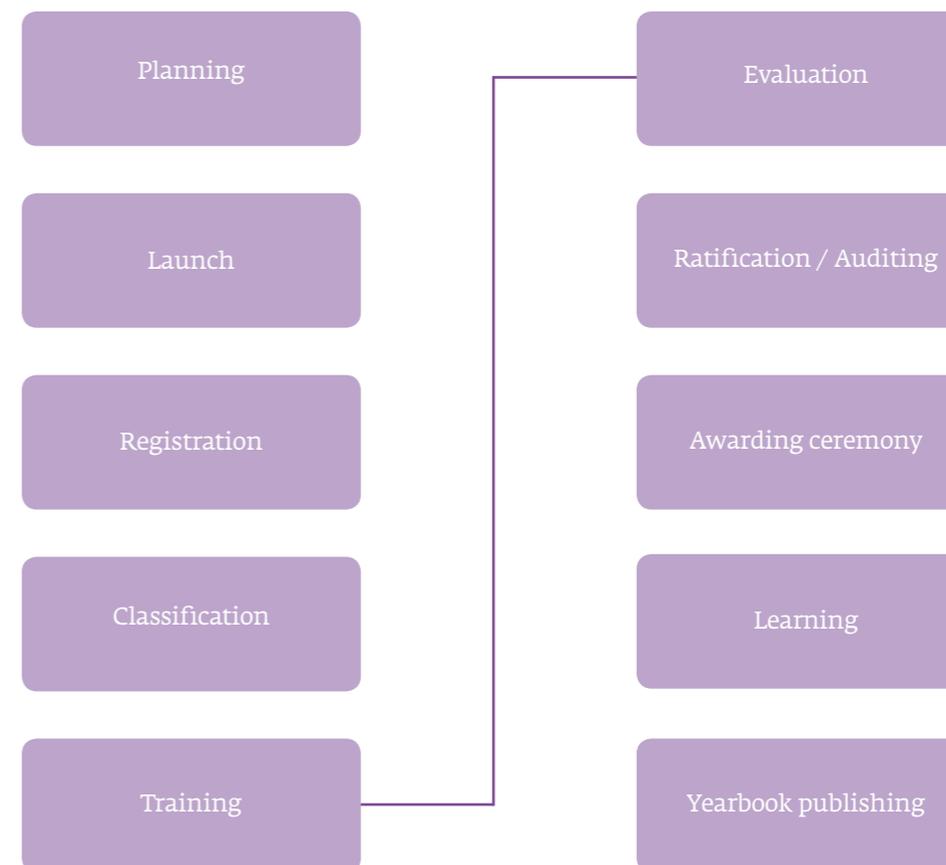
This win-win relation, therefore, boosts the business performance, to the extent that the entire work force becomes likely to repay the good, with good.

In the various sections of this guide the main guidelines will be presented, in the format of action proposals for the execution of the technical steps of WEPS Award, which must be received and seen as reference, so they must be customized regarding the reality of each country or organization interested in its realization, considering especially its goals, human capital, technical and financial resources, culture and structure available, as mentioned before.

Thus, this guide aims to propose a generic roadmap for guidance in the execution of a WEPS Award.

4. GENERIC ROADMAP

The flow chart shown below shows the main steps for the execution of the award, which will be detailed later in this book.



5. TECHNICAL STEPS FOR THE EXECUTION OF THE AWARD

5.1. PLANNING

Planning is, undoubtedly, the first and indispensable step to obtain success in the realization of the Award, because this initial phase of the cycle will define the technical steps, objectives, goals, procedures, schedule and who will be responsible for the actions. See Attachment 1 - Proposal of agenda for the Planning meeting.

Like every project of this magnitude it is important to consider the critical factors of success to ensure that the desired result is achieved. So it is worth to highlight that the permanent presence of the inspirational leadership of the project should guide the works and will be seen as a “role model”. This presence will give strength and credibility to the Award, internally and in the business environment.

Likewise, the co-participation of the people involved, representatives of strategic partners and supporters/sponsors will bring greater chances of commitment with all the objectives of the Award.

It is known that the success of a nationwide project requires the “right people in the right activities” in terms of profile and demanded skills for the correct execution of the procedures of the Award. At this stage, therefore, will be set the minimum required structure, as well as the resources that will enable the activities, the strategies of mobilization, the criteria and evaluation tools, among others.

To carry out the planning it is suggested to schedule a kick-off meeting, preferably face-to-face, with prior preparation of agenda, if possible with the advanced sending of information about the objectives of the Award so the participants come prepared to contribute with the co-construction of the Award project. The more participative the planning, the greater are the project’s chances of success.

It is recommended the preparation of memory of minutes of meeting, recording decisions and the measures set about the planning.

5.1.1. Main duties of the Award Coordination

Still in the planning stage the Coordination is responsible for the following measures:

- **Establish the award’s objectives** – Define, along with the technical team and share with strategic partners and supporters, the award’s objectives, the criteria of the prize, the evaluation tools, such as methods of questionnaires, types and amount of questions, alternatives of answers, presentation of corroborative evidence of practice, programs and projects, requirements and demands of justifications, among others. It is suggested that the criteria and requirements to participate on the Award are formalized in a document in the Regulation or Application Instructions format. For reference follow the objectives of WEPs Brazil Award:

Main objective of WEPs Brazil Award:

Encourage and recognize the efforts of the companies that promote gender equity and the empowerment of women in Brazil, having as guidance the Women’s Empowerment Principles (WEPs), launched globally by the Global Compact of the UN and UN WOMEN in 2010.

Specific objectives of WEPs Brazil Award:

- Attract leaders that accept protagonism and the acting as anchors and spokespersons in the dissemination of the WEPs in Brazil;
- Develop actions to spread the Gender Equity and Women Empowerment themes as key factors in improving the performance of Brazilian organizations;

- Spread in Brazil the principles of WEPS through several initiatives and cooperation actions between partners, in order to achieve the micro and small companies, medium and large companies, which are the target audience of the Award;
- Explore and develop new partnerships;
- Raise, sensitize, train and create loyal professionals to act as evaluators, promoting the improvement of the professional profile and the performance of Brazilian organizations;
- Retain the participating organizations of the biannual cycles of the award;
- Develop strategies to mobilize the companies in carrying out self-assessment to encourage the use of WEPS in management and the business chain;
- Keep the contents updated, produce and disseminate contents and materials on Gender Equity;
- Develop and support benchmarking actions to disseminate the best practices and cases of success;
- Support events and workshops that are aware-raising and implement the WEPS for public and private companies;

- **Choose people with the right profile** - In the creation of the execution team for the Award, that will be responsible for technical activities, it is recommended that the selection meets the following requirements:

Role in the Award	Desired profile/requirements	Main responsibilities
Award Coordination	Knowledge, experience and representation in the practice of WEPS, strategic presence in the business world, solid capacity of planning, execution, control and realization of significant projects, acting in network with the people involved in the project and other leaders, authorities and professionals involved in the issue.	Lead the project, from the planning to the completion of the cycle.
Execution team	Knowledge and experience in the practice of WEPS and solid capacity in the implementation of large scope projects.	Participation in the planning and execution of the technical steps on schedule and the established goals by the directors of the Award. Support in the definition of criteria, requirements, classification and recognition proposal.
Technical team (Evaluation and visit to candidates)	Interested in the topic, with profile to act in the Award, to be trained as evaluators by the Coordination.	After the training and selection, act as evaluator of the Award candidates.
Judges Panel	Knowledge and experience in WEPS, prominent as authority in the Gender topic and/or representation of acting institutions in WEPS.	Analyze the performance of candidates and approve the recognition of the awarded with trophies and honors.
External Auditing	Formal credentials as an independent auditing.	Analyze the whole process of evaluation, answers and justifications of the questionnaires, eligibility documentations and visit reports to issue feedback.

- **Define the sequence of activities** - Establish the script of activities and the cycle schedule, determining appropriate deadlines for the execution of each technical step of the process. This action can be performed in a kick-off meeting of the project.

It is suggested to draw up a table with the steps, responsibilities and schedule aiming at the management of the activities of the cycle, as shown below:

STEP	Participants and those responsible for:	Month 1	Month 2	Month 3	Month 4	Month 5	Month 6	Month 7	Month 8
Planning	Everyone								
Launch	Everyone								
REGISTRATIONS	Execution team								
Classification	Coordination and Execution team								
Training	Everyone								
Evaluation	Technical team (evaluators)								
Winners approval/ Auditing	Judges Panel and Auditing								
Awarding Ceremony	Coordination, Execution team								
Learning	Everyone								
Yearbook	Coordination, Execution team								
Management	Coordination, Execution team								

- **Empowering people** – To the leader chosen to act as coordinator of the Award and his staff, conditions should be ensured for them to work with the people involved, providing guidelines and maintaining the focus of the group in the goals of the Award, conducting checkpoints through periodic meetings throughout the cycle in which there will be an analysis of the actions and the progress results through reports, spreadsheets, aiming for the correction of deviations to comply with the schedule and goals.

- **Defining a strategy** – In planning should be defined the strategies of approach, integration, creation of partnerships to support and promote the Award, in order to compose the structure of local and external partners and supporters. The strategy to raise the adhesion of companies as candidates for the Award is also a critical point at this stage.

- **Structure the Technical Team (evaluators)** - It is recommended that in the composition of the commission we invite people linked to the WEPs, of diverse backgrounds, professional experiences, teachers, so that the evaluations consider various aspects and points of view, focusing on diversity.

5.2. LAUNCH

For the launch, it is fundamental to predict the relevant activities registering them in a Communication Plan, that aim to inform, raise awareness and attract the attention of the target audience to the participation in the Award as candidates, supporters and evaluators.

5.2.1. Basic launch elements

Stand out as important actions of the initial phase of the Communication Plan the creation of basic elements such as:

- **Name of the award:** It is suggested to include in the name the term WEPS to characterize the connection with the principles of WEPS and raise the credibility of the theme and the principles linked to it.
- **Logo:** Is the visual identity of the Award.
- **Application forms** and graphic materials, such as stationery, postcards, newsletters, among others, to be used in the cycle.
- **Support material** such as guidebooks, handouts, publications on the theme, including digital tools such as websites and social network profiles.

It is up to the coordination, with support of the execution team, to define the priority themes and contents to be divulged and those responsible for the communication and management of this content permanently, during the whole execution of the cycle, to assure the maintenance of the actions and their effectiveness with the target audience.

5.2.2. Communication Plan

For a more detailed planning, it is recommended to divide the steps of implementation, especially regarding the actions of the Communication Plan, in:

- **Preliminary Stage** – stage of creation and preparation of communication, its products, procedures and basic services.
- **Launching Stage** - stage of communication for the presentation of the

Award, including Launch Event and dissemination of the rules to participate.

- **Registration Stage** - stage of communication to encourage the enrollment, including actions to maintain stimulation and direct dissemination in companies and business events.
- **Awarding Stage** - stage of communication to reveal winners, including Awarding Event.
- **Post-Event Stage** - stage to communicate the obtained results, including the consolidation of learning, final report and area for improvement.

5.2.3. Actions for the launch event

At this stage the Award will be brought to the attention of potential partners, supporters and stakeholders. So, it is recommended to rely on services of companies or experts in the areas of press office services, advertising and events, under the coordination of those responsible for Communication.

If the launch strategy is by holding a public event, it is recommended the ceremony format, because of the possibility to give greater visibility to the Award:

- Launch folder, printed and electronic invitation;
- Ceremonial detailing the activities of the ceremony.

Notable as critical success factors for the Launch Ceremony are:

- Choice of the right place according to the number of participants, access logistics, among others;
- Definition of timetable, punctuality and duration time;
- Choice of master(s) of ceremonies;

- Design of Human Resources, such as receptionists, security team, audio and video team, among others;
- Script of the event (stage composition, speech, among other items).

5.2.4. Mobilization

Still in the launch stage the expected mobilization actions of the main target and other stakeholders are predicted, aiming at the adhesion of the Award. Activities of sensitization of team members are also recommended to create the necessary motivation and enthusiasm so that the challenges and objectives of the Award are successful.

As examples of events destined to team integration, meetings can be held with the presentation of graphic materials already mentioned for the dissemination of the WEPs, such as guidebooks, videos, stories, publications, among others. Case studies can be performed, as well as reading and interpretation of the questionnaires and dynamics of evaluation of simulation and execution of the visit to the candidate, drafting of reports, among other related actions.

Other communication actions on the launch of the Award are recommended, among which are:

- Announcement of the Award Launch to newspapers and magazines with the appropriate profile and public interest.
- Web Banners if partners can be powered to advertise the cycle.
- TV and radio commercials on the Award Launch.
- Printed banner and botton to encourage participation.

5.2.5. Workshop (WS)

Objectives of the WS: Present the WEPs Award and offer guidance so the companies can register and make their applications through the questionnaire according to the Regulation.

The WS is part of the mobilization activities. This is an optional action, but recommended, since because of its face-to-face nature knowledge can be presented and doubts can be solved about the WEPs and the Award, as well as the required documentation.

This event exercises how to fill out questionnaires, the development of evidence justifications and the reinforcement of the benefits to candidate companies, among which the results of business performance and productivity that tend to be significantly optimized as a result of equity practices in the whole candidate value chain. See Attachment 2 - Workshop Proposal - WS.

5.3. REGISTRATION

At this stage the participants registrations are accepted. The suggested form for the companies to enroll is shown below:

Application Form of Candidate Company	
<i>(The responsible for the candidate company must complete the data for the registration of the candidate).</i>	
Fields to be exclusively filled by the company	
CNPJ: _____	
Name of the Company: _____	
Legal representative of the Company: _____	
Activity area: _____	
Company address: _____	

Company Phone Number 1: _____ Company Phone Number 2: _____	
Company E-mail: _____	
Contact Name: _____	
Contact Phone Number 1: _____ Contact Phone Number 2: _____	
Contact E-mail: _____	
Fields to be exclusively filled by the Award Coordination	
Number of the registered: _____	

As mentioned before, at this registration stage, the Communication Plan includes actions to raise awareness and encourage companies to enroll, as well as the creation of partnerships and contacts of the organizers at every opportunities such as business meetings, events, activities aiming people managements, academic forums, among others.

5.3.1. Sending the questionnaire

The companies, as part of the registration, will answer the questionnaire, explaining the affirmative answers and will send it to the execution team, that will make the conference regarding the formal and legal identification of the company, consider whether all the questions were answered correctly, if the options “c” and “d” were properly justified in the specific field, if the company reported its experience with the WEPS and attached the entire questionnaire eligibility documentation. After this, the company becomes an official candidate. If perhaps any document is missing or there was a mistake in completing the questionnaire, the company must be immediately notified and documentation returned for the appropriate corrections and return on schedule.

The following board presents the weight assigned to each of the 7 WEPS Principles and the number of questions on the Questionnaire for big size Companies.

WEPS Principles	Weight by Principle	Big size Questionnaire – 2016 Number of questions
1	16	6
2	16	9
3	16	6
4	12	4
5	12	6
6	12	4
7	16	5
TOTAL	100	40

To prepare the questionnaire we suggest consulting the Questionnaire Model for the big size Companies used in the WEPS Brazil Award. See Attachment 4 - Model of big size Questionnaire of WEPS Brazil Award.

5.3.2. Eligibility

The execution team will analyze the eligibility of the company, verifying all the documentation, expiration date if applicable and the correct completion of the questionnaire, with the respective justifications in terms of evidence.

We suggest the definition of the eligibility documentation considering the local regulations, selecting the documents that formalize the company's situation and its fiscal and tax regularity, as well as those related to labor rights, safety conditions at work and social security rights, where applicable.

For reference follows the Eligibility documentation for application to the WEPS Brazil Award.

- Registration Certificate and Registration Status (CNPJ);
- Debt Clearance Certificate from the INSS;
- Negative Certificate of Guarantee Fund for Employees (FGTS);
- Joint Certificate of Debt Related to Federal Taxes and Active Debt of the Union;
- Clearance Certificate of Debts of State Taxes;
- Negative Certificate of Municipal Taxes;
- Declaration of Awareness and Compliance of Social Commitments (model available at the website);
- Declaration signed by the chief executive and the accountant reporting the framework of the company size (model available at the website). In Brazil companies are classified as micro/small, medium and large.

During the registration stage it is recommended that the execution team create controls (lists and tables). Based on these controls the received documentation will be managed. During the management the verification of the companies with pending issues will be performed, and the ones that need to complete the required documentation will be communicated and the complementary reception will be followed. The controls aim to assure that all companies submit the required documentation within the established deadline and will allow to accompany the registration flow and in what situation each registered is (total registered, total registered with complete documentation, total registered with pendencies).

The process is very dynamic and it is recommended to perform a daily closing through a report that shows the situation in the day. This control will provide the necessary information so that we can respond promptly to adverse conditions (low flow of registered companies, high total of registered with pendencies, among others.) with intensifying actions of dissemination, communication to the target audience or even review the dates.

5.4. CLASSIFICATION FOR THE VISIT

Based on the Award criteria, the coordination and execution team analyze the performance of companies, considering its management and operations, its compliance status regarding the eligibility documentation, the requirements for classification, determining the list of classification for the visit.

The number of visited companies will depend on the established goals, the financial resources available and the necessary structure, such as people to schedule and interact with companies, arrangements of logistics for travel and accommodation, among others.

The main arrangements the execution team must make regarding the registration are the following:

- Consult the data of registration, questionnaire and documents;
- Analyze the situation of the registered companies checking the registration data;
- Verify if the registration was made within validity;
- Identify the pendencies and request the completion for the candidate companies (inform that it is a requirement for the subscription to be valid);
- Disqualify the registration if there is no return/solution of the pendency;
- Calculate the score, according to the answers provided by the candidate to the questionnaire;
- Develop controls (lists and tables), to follow, in descending order, the scores obtained by the companies;
- Propose for the Coordination a minimum score for the classification for visit stage, if applicable;
- Based on the control of total of registered with complete documentation, prepare a list of registered companies, the obtained score and verify which ones are above or below the minimum score, if there is one. The strategy for the minimum score considers the total registered with complete documentation and the assignment of a score that allows isolating a subset of candidates, feasible to be visited;
- Once the minimum score is established, prepare a list of the companies qualified for visit.

5.5. TRAINING OF POTENTIAL EVALUATORS

To act as evaluators of the Award is a fundamental requirement that candidates attend a training to qualify to carry out the evaluation and visit to candidate companies, as long as they present an adequate level of performance and exploitation during this process.

As a suggestion, consult the Training script, expected to last 08h, in Attachment 3 – Training Plan Proposal.

As requirement the candidates perform a study of the questionnaire and previous activity, if planned, to be requested already in the call notice. It is suggested the preparation of some questions that may demonstrate the candidate's writing style, values and synthesis and analysis capacity.

5.5.1. Training objectives

Prepare the evaluators of WEPs Brazil Award cycle 2014, according to the Procedures Manual and Code of Conduct, enabling them to perform their activities properly in the established time limits.

5.5.2. Selection of the evaluators

In this phase, the coordination and execution team evaluate the performance and select the evaluators, that will work in pairs in order to reach a consensus in the evaluation.

5.5.3. Criteria to select an evaluator

It is suggested that the selection of evaluators is made based on their individual and team performance during the Training, their attitude and behavioral characteristics, their synthesis and analysis capacity, skills and resourcefulness in interpersonal relationships, humility, listening, good humor, discipline with deadlines and schedules and fulfillment of objectives and goals.

Since they need to work in pairs, if possible, pair up people with different formations, experiences and personalities to give rise to consensus and enrich the evaluation activity.

5.5.4. Convocation of the evaluators

The execution team will convoke the pairs of evaluators, trying to select them in line with the profile and area of operation of the company to be evaluated and visited. One of the evaluators will be appointed as senior and will be the evaluation leader of this candidate. It will be his role to coordinate the evaluation and prepare the documentation (Visit Plan, Feedback Report) along with the second evaluator.

5.5.5. Scheduling the visits

To prepare the visit agenda the execution team must check the availability of the evaluators previously, defining some date options to suggest and match with the companies, in order to allow that the pre and post-visit activities occur in schedule. It is recommended to make a macro planning of the visits registering them in a spreadsheet, to have a big picture, considering the most economic

logistic, using dislocations and itineraries in the most viable dates, creating a sequence of visits, if the same evaluator (or pair) makes more than one.

It should be noted that, to participate in the evaluation, the candidate should not have any conflict of interest regarding the candidate company. See Attachment 10 - Code of Conduct of WEPs Brazil Award.

5.5.6. Strategy to optimize visits

The call of the selected evaluators should occur in advance, as well as the agreement with the company, to avoid the overloading bearing on the quality of individual study activities, pre and post-visits consensus and preparation of Feedback Report (RD).

5.6. EVALUATION

At this stage begins the evaluation of candidates by the pair of evaluators, as follows:

5.6.1. Proposal of Activities for the Evaluators

The evaluation activities are described in the following table:

- Participation in the Evaluators Training with exploitation;
- Perform the individual reading of the questionnaire + candidate reports;
- Make the pre-visit consensus in doubles (in person, by e-mail or phone);
- Prepare the visit plan;
- Combine and set the dates of visit;
- Prepare and perform the visit(s);
- Perform the post-visit consensus obtaining the new score of the candidate;
- Prepare, review and deliver the post-visit feedback report within the limit defined with the technical team;
- Evaluate the process (self-evaluation and process evaluation) of the Award.

5.6.2. Preparation and implementation of visits and consensus

For the evaluation process the evaluators must follow these steps:

- **Step 1 - Individual evaluation:** The evaluators study the questionnaire with the justifications of answer options marked by the company;
- **Step 2 - Pre-visit consensus:** After this individual study, the evaluators gather together to reach on the candidate evaluation, and the doubts and questions to be validated will be registered for the preparation of the visit plan;
- **Step 3 - Planning the visit:** The evaluators, based on the study of the questionnaire, prepare the visit plan. This plan is sent to the company so that the people organize themselves and prepare the required documentation that will validate the evidences the company described in the questionnaire. See Attachment 6 - Visit Plan Model;
- **Step 4 - Implementation of visits:** To assure that all visits occur according to a uniform standard, it is suggested to observe the items from the Visit checklist. Attachment 5 - Visit Checklist Proposal.

The evaluators perform the visits according to the visit plan and the checklist. Evaluate the evidences, proceed to their individual records.

The visits is the average length of a working day and must follow the visit plan strictly, and it is important that the leader evaluator manage time, so that all the questions can be validated, with the respective evidences, verification of documentation and information provided by the company. No documents will be brought by the evaluators, they will only be checked “in loco”;

- **Step 5 - Post-visit consensus:** It is suggested to hold a meeting for the post-visit consensus, where evaluators will share their information and what

they have seen during the visit, regarding the collected evidences and validation of the justifications provided in the questionnaire. The product of this consensus will be the new score of the candidate, resulting from the answer choices changed due to the visit.

The evaluation leader will fill the data collected during the visit on the Feedback Report (RD). See Attachment 8 - RD Model;

- **Step 6 - Feedback Report - RD:** After the post-visit consensus, the evaluators prepares the draft of the Feedback Report (RD) describing the strengths and improvement opportunities by the WEPs Principles identified during the visit. Then he shares it with the partner evaluators to finish it.

The coordination conducts a review of the RDs, formatting them according to the defined standard and forwards them to the companies.

A Strong Point (PF) is a comment issued by the reviewer in the Feedback Report (RD), that shows the adequacy, exemplarity and the favorable results of an initiative or practice on WEPs, highlighting their relevance. The objective of a PF is identify the importance of maintenance and continuity of such initiatives, which can be programs, projects, benefits, training plans, career opportunities and growth in the company, among others.

Whereas a comment of Improvement Opportunity (OM) represents a gap, that is, a requirement of the question that is not met by the company. It constitutes an indicative of an initiative related to the WEPs that the company can adopt in its management or even to be improved in the equity practices of the company, starting by its incorporation in the strategic planning, aiming to ensure its execution.

5.7. APPROVAL

The execution team, after receiving the RD, will make the necessary corrections in the original questionnaire completed by the candidate. The corrections to be made are evidences collected during the visits that do not match what was reported in the questionnaire.

The execution team will make the correction of the answer option of each company. These changes create a new score for the candidates that had their questionnaire corrected.

Based on the new score a new list will be prepared, in descending order, to be used by the Award Coordination o prepare the documentation for the Judges Panel.

5.7.1. Pre-selection of finalists

The coordination and execution team will perform a pre-selection of finalists, indicating the strategy for the final analysis, recognition of the finalists and the form of approval by the judges panel.

5.7.2. Winners approval

In a meeting previously scheduled, the judges panel, which is suggested to be formed by representatives of institutions adherent to the WEPs, with recognized interaction with the theme Gender, will make the approval defining the finalists and winners, in accordance with the criteria established in the cycle. The acknowledgements may follow the following recommendation:

- **Proposal of finalists acknowledgement:** The Judges Panel, based on the scores obtained by the candidate, after the visit, will establish the Award criteria, such as cutting line and definition of Award modalities, being able to define the acknowledgement as follows:

1 st . Place - Gold Trophy
2 nd . Place - Silver Trophy
3 rd . Place - Bronze Trophy

- **Honorable mentions:** In addition to the mentioned modalities, it is up to the Judges Panel the assignment of Honorable Mentions to the companies that show evidence of innovative practices and exemplary initiatives on the WEPs, both in management and in its value chain, especially with respect to suppliers. This is a strategy to encourage the maintenance of such practices and the continuity of the participation of these companies in the next cycles.

It is suggested that the meeting of the Judges Panel is planned and scheduled analogously to the Planning meeting, with agenda and preparation of minutes of meeting, which contain the names and signatures of committee members, names of the companies and their Award modalities and recognition with Honorable Mention, if any.

5.7.3. Independent Auditing

If it is one the policies or assumptions of the Award, the Coordination may hire externally to the organization an Independent Auditing, so that the whole process of the Award is properly examined and audited, including the documentation analysis, reports, spreadsheets, criteria, minutes of meeting, resulting in higher credibility and security in the implementation and effectiveness of the Award along with the public and participants.

5.8. AWARDING CEREMONY

The coordination and execution team, along with the responsible for Communication, will produce the detailed planning of the solemn ceremony in which the winners of the cycle will be acknowledged and divulged.

The Communication Plan includes an extensive list of measures for the realization of the Awarding Event, highlight of the entire cycle and a target of high expectations by all people involved, reason why it should be given maximum attention to the preparation and checklist of the ceremony.

The area responsible for the event must make sure that they hire professionals of recognized credibility and experience, such as presenters, photographers, cameramen, receptionists, as well as perform a careful selection of cultural attractions, entertainment and the responsible for food, safety, health and parking at the venue.

For more details on the essential points, see Attachment 7 - Ceremony Checklist.

5.9. LEARNING

5.9.1. Evaluation of the cycle

In finalizing the Award cycle will evaluation activities of process performance will be developed, by analyzing records of the events in the implementation of the activities, already analyzed in the meetings of monitoring and application of satisfaction surveys to participants, candidate companies, technical commission (evaluators), as well as participants of the Launching Ceremonies, if they happened, and the Awarding Ceremony, whose tab will be an important input in the exercise of the Lessons Learned, called Learning Cycle. See Attachment 09 - Model of Satisfaction Survey.

5.9.2. Improvement plan

The strong points identified in this moment are indications that they must be maintained and the opportunities for improvement are gaps to be resolved or enhanced in order to add value and bring innovation to the procedures of the next cycle of the Award. The execution team is responsible for adding the learning result in the documentation related to the process and the updating of tools and materials, such as guides, spreadsheets, graphic pieces, questionnaires, in other words, the entire collection inherent to the Award.

5.10. YEARBOOK

In order to share the experience of the cycle, pay the stakeholders, partners, supporters and keep the history of the cycles of WEPS Award, the Coordination, along with the specialists of the communication area, prepares, at the end of the cycle, the Yearbook, presenting the information, activities and facts that are relevant in making the cycle, highlighting the main actions, obtained results, publicizing the finalists and winning companies in each modality and the honorable mentions. It also covers reports from the companies aiming at sharing the experience, in order to inspire the society to adhere the WEPS.

ATTACHMENTS

ATTACHMENT 1 - PROPOSAL OF AGENDA FOR THE PLANNING MEETING

Theme: Planning the WEPs Award.

Suggestion of the Award Objectives: Spread the WEPs, mobilize and recognize the efforts of companies and their contribution for the empowerment of women in the business environment, the promotion of gender equity and social inclusion.

Information of date and place:

Agenda: Definition of technical steps, objectives, goals, procedures, schedule and those responsible for the actions.

Participants: (list the name and company of each participant, name of coordinator of the meeting).

Prepare and print an attendance list for the attending participants to sign.

Responsibilities: The coordinator will register the names of those responsible for the proposed actions and the monitoring of the actions, the latter being usually made by the Technical Coordinator of the Award.

Record in the minutes of meeting: Right at the beginning of the meeting, invite one the participants to take notes of the planned actions and decisions and by the end of the works, if the participants agree, they will sign the document in the format minutes of meeting. In the minutes of meeting there will also be the actions and works developed and those responsible for each, to assure that they will be properly performed on time.

ATTACHMENT 2 - WORKSHOP PROPOSAL - WS

The event lasts 08h00, with the following suggested programming:

- Award Presentation and its objectives;
- Presentation of the participants of the event (name, company, objectives and personal motivations about the WEPs);
- Information on the organizers, partners and sponsors of the Award;
- Brief history of the WEPs and the creation of the Award;
- Presentation of the schedule, indicators and weight by Principle, evaluation criteria;
- How to register and apply;
- Presentation of the questionnaire;
- Guidance on how to answer and justify/present evidences;
- Brief simulation of filling out the questionnaire;
- The participants receive a participation certificate in the WS.

ATTACHMENT 3 - TRAINING PLAN PROPOSAL

1. WEPs Award – Regulation, Code of Conduct, Evaluation Process;
2. Presentation of the Questionnaire and some examples of Practices;
3. Exercises:
 - a) Preparation of comments of Strong Points and Improvement Opportunities, for the Post-visit Feedback Report (RD) - Individual work;
 - b) Consensus and Visit planning - Work in pairs;
 - c) Simulation of the Visit (invite volunteers to simulate the visit).
4. Evaluation of the process and feedback. (Ask participants to evaluate the training verbally or write on separate sheets and hand in, aiming at the improvement of the process and preparation of the panel).

ATTACHMENT 4 - MODEL OF BIG SIZE QUESTIONNAIRE OF WEPS BRAZIL AWARD



Realization:



Principle 1 - Establishing a high-level corporate leadership for gender equality at the highest level.

Objective: To affirm the support of the senior management so that the corporate culture advance in gender equality, assuring that all company policies are sensitive to gender issues.

1 - Does the company have the commitment of the main leadership regarding gender equity?

- a) It does not have the commitment regarding gender equity.
- b) The commitment regarding gender equity is informal.
- c) The commitment is formalized, but it is only known by the employees.
- d) The commitment is formalized and is known by the employees and other stakeholders.

Specific Purpose/Benefits: Expressing the support of the company's management and promoting policies to gender equity. Example of evidence: some practice, leadership action or document showing the requirement of the question.

Justifications for options "c" and "d"

2 - Does your company have a code of conduct and/or value statement that is aligned with promotion of gender equality?

- a) It does not have a code of conduct and/or value statement aligned with promotion of gender equity.
- b) There are informal rules of conduct aligned with the promotion of gender equity.
- c) There is a code of conduct and/or value statement aligned with the promotion of gender equity.
- d) There is a code of conduct and/or value statement aligned with corporate policy to promote gender equity, and this is known by employees and other stakeholders.

Specific Purpose/Benefits: Formalizing the company's commitment to promote non-discrimination and gender equity. Example of evidence: documented Code of Conduct or Declaration, which may be published via website etc.

Justifications for options "c" and "d"

3 - Does the company adopt criteria for recruiting and indicating women for managerial, board and advice positions, promoting balance in these positions?

- a) There are no criteria.
- b) There are informal criteria to recruit and indicate women for managerial positions.
- c) There are formal criteria to recruit and indicate women for managerial positions, but they are not applied to all hierarchical levels.
- d) There are formal criteria to recruit and indicate women for managerial, board and advice positions.

Specific Purpose/Benefits: Promoting a culture of gender equality, encouraging hiring / promotion of women in all hierarchical levels. Example of evidence: criteria can be documented or proven in practice (previous recruitments).

Justifications for options “c” and “d”

4 - The percentage of women in management and advice positions of the company or corporate structure:

- a) The percentage ranges from 0% or above 50%.
- b) The percentage ranges from 1% to 15%.
- c) The percentage ranges from 16% to 30%.
- d) The percentage ranges from 31% to 50%.

Specific Purpose/Benefits: Registering if the company is promoting the inclusion of women in its management, including them in strategic decisions. Example of evidence: list of women who occupy positions in relation to the total, reports of HR.

Justifications for options “c” and “d”

5 - Does the company have a representative Director responsible for managing the implementation of gender equity initiatives, set goals, objectives and monitor results?

- a) It does not have a representative Director responsible for equity.
- b) It has a representative Director responsible for equity.
- c) It has a representative Director responsible for equity to manage the implementation of initiatives.
- d) It has a representative Director responsible for equity to manage the implementation of initiatives with objectives, goals and monitoring of results.

Specific Purpose/Benefits: Ensuring the commitment of senior management to implement actions performed. Example of evidence: designation of formal representative or proven in practice on actions performed with formal documentation.

Justifications for options “c” and “d”

6 - Does the company have specific budget for gender equity initiatives at the organizational level?

- a) It has no specific budget for gender equity initiatives.
- b) It has an overall budget to enable actions to promote equity.
- c) It has a budget for specific actions to gender equity.
- d) It has a specific budget for gender equity initiatives aligned to business strategies.

Specific Purpose/Benefits: Ensuring resources to consolidate the actions of the gender equity program. Example of evidence: documents proving the ownership of values with actions for gender equity

Justifications for options “c” and “d”

Principle 2 - Treating all women and men fairly at work – respecting and supporting human rights and non-discrimination.

Goal: Ensuring decent wages and equal for men and women, ensuring that policies and practices in the workplace are free from discrimination and providing equal opportunities.

7 - The percentage of women who are part of the board of employees in the company is equal to:

- a) The percentage is up to 12%.
- b) The percentage ranges from 13% to 25% or above 50%.
- c) The percentage ranges from 26% to 38%.
- d) The percentage ranges from 39% to 50%.

Specific Purpose/Benefits: Highlighting the current situation of default positions of the company men x women. Example of evidence: documented percentage of women who are part of the board of employees of the company, HR reports.

Justifications for options “c” and “d”

8 - The percentage of women in management position, in relation to the management staff of the company, is:

- a) There are no women occupying management positions.
- b) The percentage is up to 15% or above 50%.
- c) The percentage is up to 30%.
- d) The percentage is 50%.

Specific Purpose/Benefits: Highlighting the current situation of women occupying management positions. Example of evidence: documented percentage of women who are part of the board of employees in the company, HR reports.

Justifications for options “c” and “d”

- 9 - The company has criteria for the promotion of gender equality that encompass the activities of:
(1) Selection (2) Hiring (3) Promotion (4) Training:

- a) There are no criteria for any of the cases mentioned above.
 b) There are informal criteria for one or more of the processes mentioned.
 c) There are formal criteria for one or more of the processes mentioned.
 d) There are formal criteria for all the processes mentioned.

Specific Purpose/Benefits: Ensuring that the processes of personnel management promote equality in the offered opportunities. Example of evidence: documented criteria or which may be evidenced in practice in previous actions.

Justifications for options "c" and "d"

- 10 - Do the initiatives that promote gender equity expressly prohibit the hiring, firing or promotion of women based on marital status, if they have chronic problems of physical and mental health, if they have children or not, or if they are under their reproductive condition?

- a) There are no initiatives towards gender equality.
 b) Initiatives that promote gender equality are held informally.
 c) Initiatives that promote gender equality are formalized and cover up to two situations mentioned above.
 d) Initiatives that promote gender equality are formalized and prohibit the hiring, firing, promotion of women based on marital status, if they have chronic problems of physical and mental health, if they have children or not, or if they are under their reproductive condition.

Specific Purpose/Benefits: Demonstrating the company's commitment to promote non-discrimination. Example of evidence: documented policy or actions demonstrating compliance with the requirement.

Justifications for options "c" and "d"

- 11 - Does the wage policy/practice adopted by your company explain about equal conditions for men and women with regard to jobs and salaries?

- a) It has no formalized wage policy/practice.
 b) The wage policy/practice is formalized, but it does not address the issue of gender equity.
 c) The wage policy/practice is formalized explaining equal conditions for men and women with regard to some positions and salaries.
 d) The wage policy/practice is formalized explaining equal conditions for men and women with regard to all positions and salaries.

Specific Purpose/Benefits: Demonstrating the company's concern for fair pay and equal pay for men and women. Example of evidence: documented wage policy/practice and/or payroll in order to enable the comparison.

Justifications for options "c" and "d"

- 12 - In your company, the percentage of the difference in average base salary between men and women occupying the same position is:

- a) The percentage is higher than 20%.
 b) The percentage is from 11% to 20%.
 c) The percentage is from 1% to 10%.
 d) The percentage is 0%.

Specific Purpose/Benefits: Showing concern and actions of the company management to eliminate wage differences. Example of evidence: payroll, HR reports.

Justifications for options "c" and "d"

- 13 - Does the company encourage hiring and indication of women in activities considered as "not typical" for females?

- a) There is no incentive to hire women in activities considered as "not typical".
 b) The recruitment of women in activities considered as "non-typical" is informal.
 c) It promotes sporadic recruitment campaigns to encourage the employment of women in professions considered as "non-typical" for females.
 d) It promotes regular recruitment campaigns to encourage the employment of women in professions considered as "non-typical" for females.

Specific Purpose/Benefits: Promoting gender equality in the opportunities offered by the company, encouraging the inclusion of women in activities that are "typically" masculine. Example of evidence: actions of HR for hiring in general or hiring women who demonstrate compliance with the requirement.

Justifications for options "c" and "d"

- 14 - The retention rate of workers who returned to work after the expiration of license maternity/adoption and who were still employed twelve months after their return to work is:

- a) The percentage is lower than 40%.
 b) The percentage is from 40 % to 59%.
 c) The percentage is from 60 % to 79%.
 d) The percentage is from 80% to 100% or there was no occurrence of pregnancy/maternity.

Specific Purpose/Benefits: Showing that the company does not discriminate women because of maternity. Example of evidence: actions that demonstrate compliance with the requirement, HR reports etc. .

Justifications for options "c" and "d"

15 - Are the female employees encouraged to participate in the company's internal committees (for instance: Cipa, productivity committees, factory committees and trade union representatives), as a way to ensure that their demands could be considered?

- a) There are no internal committees.
- b) There is no stimulus for women participate in internal committees of the company.
- c) Encouragement to the participation of women in the company's internal committees is eventual.
- d) Encouragement to the participation of women in the company's internal committees is systematic and aims to ensure that their demands are considered.

Specific Purpose/Benefits: Ensuring equal representation and benefits offered by the company. Example of evidence: Constitutional documents of committees, records in reports, minutes of meetings, etc.

Justifications for options "c" and "d"

Principle 3 - Ensuring health, safety and well-being of all (female and male) workers.

Goal: Offering safe conditions of work, considering the differentiated impacts on the health of men and women. Combating all forms of violence, including physical, sexual and moral harassment in the work environment.

16 - Initiatives that promote gender equity prohibit situations which may intimidate or embarrass the women in the workplace.

- a) There are no prohibitions on situations that might intimidate or embarrass the women in the workplace.
- b) Prohibitions of situations which may intimidate or embarrass the women in the workplace are punctual.
- c) Prohibitions of situations which may intimidate or embarrass the women in the workplace are formalized in a document made available to all staff.
- d) Prohibitions of situations, which may intimidate or embarrass the women in the workplace, are formalized in a document made available to all staff, with penalties in cases of non-compliance.

Specific Purpose/Benefits: Showing concern about the company's management regarding respect and rights for women and combating discrimination against women in the workplace. Example of evidence: documented formal proceeding or information about practices of Human Resources in Occupational Safety, Code of Ethics/Conduct, Collective Labor Agreements etc.

Justifications for options "c" and "d"

17 - Does the company promotes, when necessary, adjustments to the physical conditions of the workspaces, such as separate bathrooms and use of equipment and/or uniforms tailored to the female gender?

- a) It does not promote adjustments to the physical conditions of the workspaces.
- b) Adjustments to the physical conditions of the workspaces occur in such a way as possible.
- c) Adjustments are promoted to the physical conditions of the workspaces or use of equipment and/or uniform tailored to females.
- d) Adjustments are promoted to the physical conditions of the workspaces and use of equipment and uniforms are properly prepared for the female and/or it is not applied.

Specific Purpose/Benefits: Showing concern of company's management regarding respect and rights for women. Example of evidence: Projects, pictures of adapted places, documentation of uniforms request etc.

Justifications for options "c" and "d"

18 - With respect to the company's medical care (occupational physicians):

- a) The company does not have physicians.
- b) The company has only one physician to serve male and female employees.
- c) The company offers male and female physicians for male and female employees for their assistance.
- d) The company offers male and female physicians, allowing male and female employees to choose whom they want to be served.

Specific Purpose/Benefits: Facilitating access to diagnosis and treatment with the Professional chosen by the female worker. Example of evidence: availability of male and female physicians for health care that show compliance with the requirement, report from HR.

Justifications for options "c" and "d"

19 - Do medical and health programs cover the different needs and concerns of men and women?

- a) Medical and health programs do not contemplate the different needs and concerns of men and women.
- b) The medical and health programs do not cover the different needs and concerns of men and women in a punctual way.
- c) Medical and health programs are organized and contemplate the different needs and concerns of men and women.
- d) Medical and health programs are organized and contemplate the different needs and concerns of men and women, and evaluation of their efficiency ensured by indicators.

Specific Purpose/Benefits: Ensuring that men and women receive medical treatment according to their different needs and concerns. Example of evidence: PCMSO and/or a list of periodic medical examinations to prove the requirement compliance, Occupational Health and Safety Report.

Justifications for options "c" and "d"

20 - The company conducts dialogues and awareness along with its board of employees through the following topics: (1) pregnancy and contraception; (2) combating domestic violence against women and children; (3) encouragement to the responsible parenthood; (4) encouragement to employees to share equally with the companion domestic tasks; (5) combating violence in the workplace (physical, verbal or sexual assault); (6) health and well-being.

- a) The company does not carry out dialogues and awareness with its board of employees on themes mentioned above.
- b) Dialogues and awareness with its board of employees on the themes mentioned above are occasional.
- c) Dialogues and awareness are regular and cover up to two of the themes mentioned above.
- d) Dialogues and awareness are regular and cover up three or more themes mentioned above.

Specific Purpose/Benefits: Awareness for all male and female employees about topics on gender equality and respect for women. Example of evidence: documented actions demonstrating compliance with the requirement, records, reports, pictures of meetings, events, lectures, videos, attendance lists etc.

Justifications for options “c” and “d”

21 - Does the company provide protection against exposure to toxic or hazardous chemicals in the workplace, especially when such substances may cause adverse or suspect effects about women’s health, including their reproductive health?

- a) There is no protection against exposure to toxic or hazardous chemicals in the workplace.
- b) The company provides protection against exposure to toxic or hazardous chemicals in the workplace.
- c) The company provides protection against exposure to toxic or hazardous chemicals in the workplace through Personal Protection Equipment (PPE).
- d) The company provides protection against exposure to toxic or hazardous chemicals in the workplace through PPEs and monitoring of occupational medicine area, or it is not applied.

Specific Purpose/Benefits: Providing safe working conditions for female employees, including the protection of reproductive health. Example of evidence: documents and records of the Occupational Health and Safety area, reports etc.

Justifications for options “c” and “d”

Principle 4 - Promoting education, training and professional development of women.

Goal: Investing in policies and programs that offer the advancement of women at all levels and business areas. Stimulating women to build careers in areas conventionally occupied by men.

22 - Does the company encourage the participation of women and men in training throughout their career?

- a) There is no encouragement to participation of women and men in training throughout their career.
- b) The encouragement of participation of women and men in training throughout their career eventually occurs.
- c) Encouragement to the participation of women and men in training throughout their career occurs regularly.
- d) Encouragement to the participation of women and men in training throughout their career occurs regularly, with a training plan that considers the business strategies.

Specific Purpose/Benefits: Ensuring equal access to learning, education and training programs. Example of evidence: records of attendance lists, invitations, emails, pictures of trainings, reports etc.

Justifications for options “c” and “d”

23 - Does the company consider the principles of equality and non-discrimination between women and men with regard to career advancement and access to managerial positions?

- a) It does not consider the principles of equality and non-discrimination between women and men with regard to career advancement and access to managerial positions.
- b) It considers eventually the principles of equality and non-discrimination between women and men with regard to career advancement and access to managerial positions.
- c) The principles of equality and non-discrimination between women and men with regard to career advancement and access to managerial positions are systematic.
- d) The principles of equality and non-discrimination between women and men with regard to career advancement and access to managerial positions are systematic and monitored by performance indicators.

Specific Purpose/Benefits: Fostering equal opportunities for professional development. Example of evidence: plans for positions and salaries, functional history records, charts, information on the website etc.

Justifications for options “c” and “d”

24 - Does the company keep professional development programs, such as coaching and/or specific mentoring to women, in order to stimulate the formation of female leaders in the company?

- a) There is no professional development program to stimulate the training of female leaders in the company.
- b) Punctual trainings are conducted to stimulate the training of female leaders in the company.
- c) There is a development program to stimulate the training of female leaders in the company.
- d) The development program to stimulate the training of female leaders in the company keeps actions such as coaching and/or specific mentoring to women.

Specific Purpose/Benefits: Providing opportunities for women to occupy management positions. Example of evidence: documentation of programs, hiring professionals, records of practices, etc.

Justifications for options “c” and “d”

25 - Does the staff receive formal performance analysis and monitoring?

- a) There is no performance evaluation.
- b) The performance evaluation is conducted informally.
- c) Performance evaluation is formalized with transparent criteria, objectives common to men and women and applied to some employees.
- d) Performance evaluation is formalized with transparent criteria, objectives common to men and women and applied to all staff.

Specific Purpose/Benefits: Investing in stocks that pave the way for the advancement of women at all levels and areas of business. Example of evidence: HR reports showing compliance with the requirement.

Justifications for options “c” and “d”

Principle 5 - Implementing business development and supplying chain practices and marketing that empower women.

Goal: Expanding business relations with companies belonging to women, ensuring that the business communication, products and services respect human dignity and requesting that partner companies comply with the commitment taken by the company with respect to gender equity.

26 - Does the company have follow-up process which suppliers have initiatives and/or commitments to promote gender equity?

- a) There is no follow-up on which suppliers have initiatives and/or commitments to promote gender equity.
- b) There is an informal follow-up about which suppliers have initiatives and/or commitments to promote gender equity.
- c) There is a formalized control over which suppliers have initiatives and/or commitments to promote gender equity.
- d) There is a formalized control and the company encourages its suppliers and/or its business chains implement initiatives and/or commitments to promote gender equity, being accompanied by performance indicators.

Specific Purpose/Benefits: Meeting in the supply chain of the company, how many have policies and programs on gender equality. Example of evidence: records in reports, photos of events, actions and initiatives, information on site, etc.

Justifications for options “c” and “d”

27 - In the selection and contracting of suppliers is there specific clause prohibiting gender discrimination in the workplace?

- a) There is no specific clause prohibiting gender discrimination in the workplace in the contracts signed with suppliers.
- b) For some contracts signed by the company with suppliers there is specific clause prohibiting gender discrimination in the workplace.
- c) For all contracts signed by the company with suppliers there is specific clause prohibiting gender discrimination in the workplace.
- d) For all contracts signed by the company with suppliers there is specific clause prohibiting gender discrimination in the workplace, with penalties in cases of non-compliance.

Specific Purpose/Benefits: Requiring from business partners that comply with the company's commitment to gender equality. Example of evidence: documents such as proposals, contracts, which show compliance with the requirements.

Justifications for options “c” and “d”

28 - Does the company promote and stimulate negotiations and companies managed by women, including microentrepreneurs?

- () a) The company does not promote or stimulates negotiations and ventures run by women, including microentrepreneurs.
- () b) The company eventually promotes and stimulates negotiations and ventures directed by women, including microentrepreneurs.
- () c) The company promotes and encourages regular negotiations and ventures run by women, including microentrepreneurs.
- () d) The company has strategies to promote and stimulate systematically in its business, negotiations and enterprises directed by women, including microentrepreneurs or the company is subject to a legal regime that prevents this type of management.

Specific Purpose/Benefits: Encouraging and expanding partnerships with companies managed by women is a way of encouraging women's empowerment. Example of evidence: initiatives such as campaigns, email marketing, attendance lists, presentations at meetings, etc., i.e., actions in which the company encourages negotiations and female entrepreneurship.

Justifications for options "c" and "d"

29 - Does the company use non-discriminatory and abusive language and images according to gender or that incites violence against women in internal communications, in advertising and promotion of its activities, products and services?

- () a) The company has no control over the use of non-discriminatory and non-abusive language and images according to gender or that incites violence against women in internal communications, in advertising and promotion of its activities, products and services.
- () b) The company has any control over the use of non-discriminatory and non-abusive language and images according to gender or that incites violence against women in internal communications, in advertising and promotion of its activities, products and services.
- () c) The company has regular control over the use of non-discriminatory and non-abusive language and images according to gender or that incites violence against women in internal communications, in advertising and promotion of its activities, products and services.
- () d) The company has regular control based on its communication plan on the use of non-discriminatory and non-abusive language and images according to gender or that incites violence against women in internal communications, in advertising and promotion of its activities, products and services.

Specific Purpose/Benefits: Respecting the dignity of women in all marketing and other materials of companies. Example of evidence: actions demonstrating compliance with the requirement. Example of evidence: initiatives such as communication plans, campaigns, emails mkt, folders, advertisements, presentations at meetings, etc., i.e., actions in which the company uses appropriate communication languages.

Justifications for options "c" and "d"

30 - Does the company include outsourced workers in their commitments and initiatives for the promotion of gender equity?

- () a) The company does not include outsourced workers in their commitments and initiatives for the promotion of gender equity.
- () b) The company eventually includes outsourced workers in their commitments and initiatives for the promotion of gender equity.
- () c) The company regularly includes outsourced workers in their commitments and initiatives for the promotion of gender equity.
- () d) The company regularly includes outsourced workers in their commitments and initiatives for the promotion of gender equity, with actions specified in strategic planning.

Specific Purpose/Benefits: Extending the values and practices of gender equity to all employees without discrimination. Example of evidence: actions such as events, attendance lists, programs related to equity topic, videos, lectures, photographic records, documents relating to strategic planning, Sustainability Report, Code of Conduct, etc.

Justifications for options "c" and "d"

31 - Does the company offer communication channel for employees and other stakeholders to make complaints of discrimination based on gender, sexual and moral harassment?

- () a) There is no communication channel for complaints of discrimination based on gender, sexual and moral harassment.
- () b) The communication channel for complaints of discrimination based on gender, sexual and moral harassment is informal and not classified.
- () c) The communication channel for complaints of discrimination based on gender, sexual and moral harassment is formal and confidential.
- () d) The communication channel for complaints of discrimination based on gender, sexual and moral harassment is formal, confidential, and the involved ones are contacted back.

Specific Purpose/Benefits: Encourage reporting of discriminatory acts. Example of evidence: formal communication channel with actions that prove the requirement, such as formal creation document and reports of the Ombudsman, etc.

Justifications for options "c" and "d"

Principle 6 - Promote equality through community initiatives and advocacy.

Goal: Promoting and recognizing the leadership of women in communities and using the corporate influence, in partnership with community leaders, to act in defense of gender equality and the empowerment of women.

32 - The company promotes or supports awareness-raising campaigns in the community about: (1) pregnancy and contraception; (2) combating domestic violence against women and children; (3) encouraging the responsible parenthood; (4) encouraging the equal division of housework between husband and wife; (5) combating violence in the workplace (physical, verbal or sexual aggression).

- a) The company does not carry out dialogues and awareness in the community with topics mentioned above.
- b) The dialogue and awareness in the community with topics mentioned above are occasional.
- c) The dialogues and awareness are regular and cover up to two of the themes mentioned above.
- d) The dialogues and awareness are regular and cover three or more themes mentioned above.

Specific Purpose/Benefits: Disseminar informações e propagar conhecimentos visando a redução da violência doméstica e igualdade de gênero. Example of evidence: materiais de campanhas, folders, anúncios, convites de eventos, registros fotográficos, atas, relatórios, etc. todos relacionados ao combate à violência contra a mulher e temas correlatos.

Justifications for options “c” and “d”

33 - Does the company invest in financial, human resources and/or materials in community programs that have as objective the recovery of women?

- a) The company does not perform any type of investment in community initiatives with the objective of valuing women.
- b) The company invests financial or human resources or any materials on the Community initiatives with the objective of valuing women.
- c) The company regularly invests funds or humans or materials on initiatives in the community with the objective of valuing women.
- d) The company regularly invests financial, human resources and/or materials on initiatives in the community with the objective of valuing women, from actions provided for in the strategic planning.

Specific Purpose/Benefits: Efforts towards actions that promote women’s empowerment and gender equality are implemented. Example of evidence: quantitative data, strategic planning documents, photos, attendance lists, social programs and / or actions in the local organization and other related evidences.

Justifications for options “c” and “d”

34 - Does the company assist the community with actions that promote the empowerment of women in local organization and/or the formation of community networks?

- a) The company does not have actions in the community to promote the empowerment of women in local organization and/or the formation of community networks.
- b) The company has eventual actions in the community to promote the empowerment of women in local organization and/or the formation of community networks.
- c) The company has regular actions in the community to promote the empowerment of women in local organization and/or the formation of community networks.
- d) The company has regular actions in the community to promote the empowerment of women in local organization and/or the formation of community networks, provided for in the strategic planning.

Specific Purpose/Benefits: Encouraging professional qualification and empowerment of women and girls in the community. Example of evidence: actions that demonstrate compliance with the requirement, such as records of events, meetings, data collection instruments, reports, publications, videos, etc.

Justifications for options “c” and “d”

35 - The percentage of female employees in relation to male employees who participate in volunteer programs in the local community is:

- a) There are no female employees who participate in volunteer programs in the local community or the percentage is higher than 50%.
- b) The percentage of female employees who participate in volunteer programs in the local community is up to 15%.
- c) The percentage of female employees who participate in volunteer programs in the local community is up to 30%.
- d) The percentage of female employees who participate in volunteer programs in the local community is 50%.

Specific Purpose/Benefits: Identifying how many female employees are engaged in work in the local community. Example of evidence: numbers of actions that validate the requirement, along with photos, lists of attendance, videos, reports, etc.

Justifications for options “c” and “d”

Principle 7 - Measuring and publishing reports on progress towards achieving gender equality.

Goal: Making public the policies, implementation plans and business goals to promote gender equity through corporate reports.

36 - Does the company have a monitoring system of legal and/or administrative actions resulting from practices of discrimination in relation to gender, sexual and moral harassment, in their operations?

- a) Legal actions and/or administrative provisions are not monitored.
- b) Legal and/or administrative actions are monitored informally.
- c) The company has a monitoring system of legal and/or administrative actions resulting from practices of discrimination in relation to gender, sexual and moral harassment.
- d) The company has a monitoring system of legal and/or administrative actions resulting from practices of discrimination in relation to gender, sexual and moral harassment, in its operations, classified by types of actions.

Specific Purpose/Benefits: Ensuring that the company has tools that enable the monitoring and resolution of discrimination cases. Example of evidence: documentation or actions that validate the requirement, such as system or ombudsman reports.

Justifications for options “c” and “d”

37 - Does the company include issues related to gender equity when conducts business impact assessment?

- a) The company does not carry out assessment of business impacts.
- b) The business impact assessment is carried out informally.
- c) The company carries out the assessment of business impacts, but it does not include issues related to gender equity.
- d) The company carries out assessment of business impacts including issues related to gender equity.

Specific Purpose/Benefits: Identifying factors that have different impacts on women and men. Example of evidence: documentation of impact assessment of the business, such as reports, researched publications, information system, etc. which show compliance with the requirement.

Justifications for options “c” and “d”

38 - Does the company disseminate in all its channels of communication efforts and business practices for the inclusion and advancement of gender equity?

- a) The company does not perform any type of dissemination regarding gender equity.
- b) The company disseminates in some of its channels of communication efforts and business practices for the inclusion and advancement of gender equity.
- c) The company discloses in all its channels of communication efforts and business practices for the inclusion and advancement of gender equity.
- d) The company discloses in all its channels of communication efforts and business practices for the inclusion and advancement of gender equity and draws up an annual report covering the planning and/or gender equality actions and their results, using goals, progress and challenges.

Specific Purpose/Benefits: Highlighting the achievements and progress of the actions implemented by the internal and external public. Example of evidence: actions demonstrating compliance with the requirement, for example, the Annual Report, news published on site, etc.

Justifications for options “c” and “d”

39 - Are gender equality objectives considered in the performance indicators of the company, serving as a basis for effective monitoring of its results?

- a) The performance indicators of the company do not consider gender equality objectives.
- b) Some gender equality objectives are considered in the performance indicators.
- c) All gender equality objectives are considered in the performance indicators.
- d) All gender equality objectives are considered in the performance indicators which are monitored and evaluated regularly.

Specific Purpose/Benefits: Highlighting the achievements and progress of the actions implemented by the internal and external public. Example of evidence: actions demonstrating compliance with the requirement, for example, the Annual Report, news published on site, etc.

Justifications for options “c” and “d”

40 - Are action plans prepared, with gender equity goals?

- a) Action plans to achieve the goals of gender equity are not elaborated.
- b) Action plans for some gender equity goals are elaborated.
- c) Action plans for all gender equity goals are elaborated.
- d) Action plans for all gender equity goals are elaborated, which are monitored regularly.

Specific Purpose/Benefits: Promoting continuous improvement and strengthening the commitment to gender equity, defining responsibilities, deadlines and resources so that objectives are met. Example of evidence: documents such as action plans, worksheets with defined goals and actions with the management of the results, which demonstrate the requirement.

Justifications for options “c” and “d”

Field for brief description of the experience of the candidate in relation to the WEPs, as one of the requirements for applying for the Award: (10 lines maximum).

ATTACHMENT 5 - VISIT CHECKLIST PROPOSAL

VISIT CHECKLIST OF WEPS AWARD

(required procedure for standardization of the Visit procedure)

I - On arrival:

- 1. Present the evaluation team, as representatives of WEPS Award.

II – Before starting the visit, inform that:

- 2. The visit will be conducted according to the Visit Plan;
- 3. The evidence will be noted by the evaluators for the Feedback Report (RD);
- 4. The visit cannot be recorded, photographed or filmed, according to the rules of confidentiality of the Award Regulation;
- 5. No candidate documents will be withheld, they will only be analyzed for validation of the questionnaire answers.

III - In the meeting opening:

- 6. Request that representatives of the senior management conduct the opening of the visit, with a brief institutional presentation.

IV - After the opening:

- 7. Proceed to the interview with the leadership validating the answers on relevant actions in favor of gender equity and perspectives of acting in this theme in the next years, writing the records for the RD;
- 8. Complete the validation of the answers inherent to Principle 1 and continue with the questions of the other Principles.

V – Closing of the Visit:

- 9. Thank the receptivity and inform that the technical team will opportunely send the Feedback Report, with the comments of Strong Points and Improvement Opportunities regarding the affirmative answers of the questionnaire.

Evaluation Panel’s Roles:

Leader evaluator: conduct the visit and implementation of the questions;

Second evaluator: take notes during the visit and prepare the draft of the RD.

After the end of the visit, it is recommended that the evaluators make their self-assessment, aiming at their self-development and learning in the cycle.

The technical team wishes everyone a great Visit! Let’s do it well to leave the best possible impression of the Award!

ATTACHMENT 6 - VISIT PLAN MODEL

VISIT PLAN

CANDIDATE	
Name of the Company:	
Address:	
City:	State:
Contact:	Phone number:
Date of the visit:	Times:
EVALUATION TEAM:	
Leader Evaluator:	
Evaluator:	

Times: estimated	Activities	Who/themes and evidences to be validated	Status ✓
09h00	Opening meeting	Legal representative of the Company Institutional introduction of the Company	
	Interview with the senior management	Legal representative of the Company Obtain answers about: 1. Relevant actions on the theme and 2. Perspectives of action in Gender	
	Questions of Principle 1:	Validation of evidences of the questions with affirmative answer:	
	Questions of Principle 2:	Validation of evidences of the questions with affirmative answer:	
	Questions of Principle 3:	Validation of evidences of the questions with affirmative answer:	

	Lunch break		
	Questions of Principle 4:	Validation of evidences of the questions with affirmative answer:	
	Questions of Principle 5:	Validation of evidences of the questions with affirmative answer:	
	Questions of Principle 6:	Validation of evidences of the questions with affirmative answer:	
	Questions of Principle 7:	Verify: <ul style="list-style-type: none"> The annual report on gender equity The propagation of efforts and practices of gender equity <p>The performance indicators for monitoring and evaluate the objectives of gender equity</p> <ul style="list-style-type: none"> Action plan for unreached goals 	
17h00	Closing meeting	Acknowledgements, conclusion of the visit with participation of directors, participants and evaluators.	

REMINDERS:

- The presence of the directors on the day of the visit is essential;
- The people to be interviewed must be available on the date and time estimated not to harm the data collection;
- The evidence (confirmations) of management practices related to the answers of the Questionnaire need to be available for consultation.

ATTACHMENT 7 - CEREMONY CHECKLIST

Planning and Organization of the Ceremony

Step for sizing the event, considering the amount of guests and other specifications of the Coordination and Communication area.

Sending of Invitations to Authorities and guests

- Preparation of layout and models
- Approval of the model, texts, guest lists
- Forwarding of e-mails and invitations

Ceremonial script

- Preparation and approval of the Ceremonial Draft
- Submission in advance for the master(s) or presenters
- Implementation of the script rehearsal with the master(s) with adjustments

Hiring of Services for the Ceremony, such as:

- Space adequate to the dimension of the event
- Acquisition of trophies, plaques, banners, certificates
- Decoration
- Food
- Parking lot

Hiring of Human Resources

- Master of ceremonies/presenters
- Receptionists
- Security
- Photo and media coverage with script of the presentations
- Audiovisual coverage

Basic guidelines for the Awarding Ceremony

- Opening of the event with cultural presentation
- Welcoming from the host organization
- Presentation of the Award, objectives and acknowledgements to the supporters
- Homage to the evaluators
- Delivery of Certificates to the Finalists
- Delivery of trophies and certificates to the winners
- Closing cocktail with musical performance
- Delivery of kits with gifts and/or materials of the award and partners

ATTACHMENT 8 - FEEDBACK REPORT (RD) MODEL

POST-VISIT FEEDBACK REPORT

Candidate
Name of the company:
Evaluation Team
Leader Evaluator:
Evaluator:
Principle 1 - Establish high-level corporate leadership for gender equality.
<p>Strong Points:</p> <p>Engaged corporate leadership, the company has a culture of encouraging actions and projects aimed at equity. Emphasis on the Code of Ethics of the company that approaches the theme with outstanding support.</p> <p>The Pro-gender equity committee is composed of two representatives from each board and its objective is to insert the theme gender in the management, regarding policies, standards and procedures, reinforcing the social commitment of the company.</p>
<p>Improvement opportunities:</p> <p>Were not evidenced practices which may promote the development of women through the actions of <i>coaching/mentoring</i>.</p>
Principle 2 - Treat all women and men fairly at work - respect and support human rights and nondiscrimination.
<p>Strong Points:</p> <p>The company has criteria for promoting equity in all activities of selection, hiring, promoting and training with emphasis on the XYZ program that approaches the theme gender equity.</p> <p>The Code of Ethics explicits the alignment of the corporate policy with gender equity.</p>
<p>Improvement opportunities:</p> <p>It is suggested to analyze the relevance of creating a procedure for monitoring the number of women in management and board for monitoring the effectiveness of actions of the Pro-gender Equity Committee.</p>
Principle 3 - Ensure the health, safety and well-being of all women and men workers.
<p>Strong Points:</p> <p>Acquisition of uniforms for men and women regarding gender particularities. Presence of chemical for men and women in external workplaces. Development of programs to raise awareness of issues such as pregnancy and the importance of breastfeeding.</p>
<p>Improvement opportunities:</p> <p>Were not evidenced practices addressing the awareness of the importance of division of household chores between men and women.</p> <p>Were not presented practices to contemplate in the strategic planning the actions/goals/indicators inherent to the pro-equity and resources to ensure the execution of the activities.</p>

Principle 4 - Promote education, training and professional development for women.
<p>Strong Points:</p> <p>The practices of flexibilization of hours and leave for breastfeeding for six months beyond the license contribute to the quality of life of company's employees.</p>
<p>Improvement opportunities:</p> <p>Were not presented practices and actions on gender equity to facilitate the access of women to management positions in the company.</p>

Principle 5 - Implement enterprise development, supply chain and marketing practices that empower women.
<p>Strong Points:</p> <p>Were presented many evidences of orientation to customers and suppliers on gender equity with entrepreneurship stimulating programs. The Code of Conduct contemplates the non-discrimination of employees, regarding gender.</p> <p>The outsourced workers participate in activities of gender equity.</p>
<p>Improvement opportunities:</p> <p>Were not presented practices for stimulating businesses and enterprises directed to women in the supply chain.</p>

Principle 6 - Promote equality through community initiatives and advocacy.
<p>Strong Points:</p> <p>Performance in various communities. Structured program of corporate volunteer.</p> <p>Are developed voluntary consults to communities that will be affected by the business to identify the real desires and needs of the population.</p>
<p>Improvement opportunities:</p> <p>Were not evidenced practices of planning and budget management to enable all equity actions, with the publication of the invested resources.</p>

Principle 7 - Measure and publicly report on progress to achieve gender equality.
<p>Strong Points:</p> <p>Development of the Equity Action Plan since 2011 with indicators and goals.</p> <p>Publication of the results in various institutional parts such as Sustainability Report and Annual Report, brochures, Intranet and home page.</p>
<p>Improvement opportunities:</p> <p>Were not evidenced management procedures, besides the information presented on the Sustainability Report, through documentation such as graphics or spreadsheets, aimed at tracking developments and progress in gender equality practices.</p>

Conclusion
<p>During the visit it was evident the commitment of the Director of Administration with the ongoing initiatives, when presenting with enthusiasm the company's history regarding Gender Equity, demonstrating the relevance and the results of such actions. We highlight the work of the Gender Equity team, coordinated by the area of Social Responsibility of the company, which prepared the documentation of evidences in a particularly organized way, with registers, for each question, of the evidences to be validated, what allowed the verification of compliance with the requirements of the questions.</p>

ATTACHMENT 9 - MODEL OF SATISFACTION SURVEY OF THE AWARD

REGISTRATION

1 – How did your company find out about the Award?

Say how

2 - Was there any difficulty with the registration process in the website?

Yes No

Justify:

QUESTIONNAIRE

3 - Are the questions easy to understand?

Yes No

Justify:

4 - Do you consider the number of questions appropriate?

Yes No

Justify:

EVALUATION VISIT

5 - Did the evaluators obey the visit plan?

Yes No

Justify:

6 - Cordiality and empathy:

Excellent/above expectations

Good

Regular

Bad

7 - Professionalism and discretion:

Excellent/above expectations

Good

Regular

Bad

8 - Understanding about the nature of the activity of the company/business:

Excellent/above expectations

Good

Regular

Bad

9 - Approach method, clarity in communication and asking questions:

Excellent/above expectations

Good

Regular

Bad

10 - Clarification of doubts about the questions and stages of the award:

Excellent/above expectations

Good

Regular

Bad

11 - Quality of comments and observations:

Excellent/above expectations

Good

Regular

Bad

12 - Punctuality and execution of the visit on schedule:

Excellent/above expectations

Good

Regular

Bad

13 - General perception of the visit:

- Expectations were met above expectations
- Expectations were met
- Expectations were partially met
- Expectations were not met

AWARDING CEREMONY**14 – Pre-event/invitation:**

- Very satisfied
- Satisfied
- Unsatisfied
- Very unsatisfied

15 – Structure and reception:

- Very satisfied
- Satisfied
- Unsatisfied
- Very unsatisfied

16 – Physical space/parking lot:

- Very satisfied
- Satisfied
- Unsatisfied
- Very unsatisfied

REALIZATION OF THE AWARDING CEREMONY**17 – Punctuality and duration:**

- Very satisfied
- Satisfied
- Unsatisfied
- Very unsatisfied

18 – Organization of the event:

- Very satisfied
- Satisfied
- Unsatisfied
- Very unsatisfied

19 – Cocktail:

- Very satisfied
- Satisfied
- Unsatisfied
- Very unsatisfied

20 – Cultural/musical presentation:

- Very satisfied
- Satisfied
- Unsatisfied
- Very unsatisfied

COMMENTS AND SUGGESTIONS**Strong Points:****Improvement opportunities:**

ATTACHMENT 10 - CODE OF CONDUCT OF WEPS BRAZIL AWARD

CODE OF CONDUCT

DECLARATION OF PRINCIPLES

All people involved in the realization of the Award commit conduct their duties and responsibilities under high professional standards, considering the ethical conduct, honesty, dignity and confidentiality, contributing to the increase of prestige and credibility of the initiative, before all stakeholders.

It is strictly forbidden to all people who act in the Award:

1. Accept or receive, directly or indirectly, courtesy or personal benefits of any kind that represent value, from individuals or legal entities related to the Award;
2. Communicate, present or perform any activity on behalf of the Award Coordination, or give the impression to integrate this team, without being properly authorized to do so. When authorized, the person should be presented only in the specific function he has been assigned for;
3. Act in an unworthy manner, indecent, unprofessional and carelessly with the public and interlocutors that may, in any way, associate your image to the Award;
4. Fail to ensure the correct application of this Code and omit from consult or inform the Technical Committee/Award Coordination about possible instances of violation;
5. Accept fees, commission or personal attention that represent value, from candidate companies, that may somehow create suspicions about the integrity of the awarding process;
6. Offer advice or any kind of support to any candidate or evaluated company for at least two years after the awards cycle;
7. Use privileged information arising from the evaluation or judging process, as a way to obtain personal advantage or offer professional services;
8. Use or reproduce for their own benefit, for commercial or direct or indirect benefit, without previous authorization, any material or publications, total or partly, owned by the Award;
9. Use the logo of the Award as identification of their condition as member of the Technical Committee or Judges Panel.

CONFIDENTIALITY RULES

It is strictly forbidden to all people who act in WEPS Brazil Award 2014:

1. Disclose, discuss or use, for any unauthorized purpose, any information obtained in the cycle;
2. Reproduce or publish the information of the questionnaire or any other document used in the evaluation process or judgement of the candidates.

The members of the Technical Committee are required to take the following precautions, in order to maintain the confidentiality of all information obtained during the evaluation process:

1. Safeguard the information received during the evaluation and judging process, related to the current Candidates or of previous cycles, avoiding discussing them even with family, people of their relationship, other members of the Technical Committee and colleagues, except when this exchange of information is part of the evaluation of judging process.

RULES ON CONFLICT OF INTEREST

It is strictly forbidden to members of the Technical Committee:

1. Accept designation to participate in the evaluation and visit of a candidate organization, if there is any degree of kinship or objective/subjective factors that may impede a free and impartial evaluation.

Omissions and cases of disregard of the rules and principles here established will be evaluated by the Award Coordination, acting on actions or sanctions where appropriate; until the decision, the person will remain away from their attributions and/or activities.

