



Corporate Citizen of the Americas Awards 2018

Context:

The empowerment of girls and women in different spheres of society is essential for gender equality and women's human right. According to UN Women, currently half of the world's population is composed of girls and women representing, half of the globe's potential. Full and equal participation of women in the labor force would increase the national growth rates - in many cases by double digits.

The rapid growth of the ICT sector makes technological skills essential in the workplace. Nowadays the 74% of STEM labor force is represented by men (World Economic Forum). Considering this existing gap, it is important to foster and increase the training and participation of girls and women in ICT as a key to empowering women on the way to a more fair and productive society.

The Corporate Citizen of the Americas (CCA) Award this year recognizes companies whose initiatives promote opportunities and skills development for girls and women. A special consideration will be given to organizations that promote skills for the future of work.

Objective:

To recognize companies whose initiatives best promote opportunities and skills development for girls and women.

Topic:

Promotion of economic opportunities and skills development for girls and women, with special emphasis on skills for the future of work.

Audience:

Companies and/or their related foundations that incorporate practices to foster economic opportunities and skills development for girls and women.

This year, the Prize will recognize initiatives, programs and/or projects in the category:

Skills and economic empowerment of women

The category is defined below:

- Economic empowerment of women: Promotion of job opportunities to generate economic independence for women
- Technical skills for the future of work: Initiatives helping girls and women to be more competitive within the future labor market. Through training in computer skill, digital literacy or STEM.

Applicant companies must demonstrate in the application form and with the documentation they have: 1) implemented and/or 2) developed initiatives that promote economic opportunities and skills development for girls and women.

Qualification Criteria for the Award:

The following criteria is presented as a general guideline for applicants and judges. The criteria will have a rating of 1 to 10 points, one being the lowest and 10 the highest. The highest possible score is 65 points.

- 1. Gender Equality (Maximum 10 points):** Description of how the initiative contributes to closing the gap, promotes opportunities or brakes gender stereotypes.
- 2. Impact (Maximum 10 points):** Description of the scope of the initiative. Did the initiative meet its purpose? Does it serve the community? What quantifiable effects the initiative has had on the participants? Has it created an impact or social return? Give examples of independent evaluations or researches showing the impact.
- 3. Economic Opportunities (Maximum 5 points):** Quantifiable results of the extent the initiative is creating economic opportunities for girls and women.
- 4. Skills Development (Maximum 10 points):**
 - a. Skills Development (Maximum 5 points):** Quantifiable results of the extent the initiative is developing skills for women and girls.
 - b. Technical Skills for the Future of Work (Maximum 5 points):** Description of how the initiative is promoting technical skills for the future of work in areas such as computer skills, digital skills or STEM.
- 5. Community participation (Maximum 10 points):** Description of the participation of different actors in the implementation, development, support

and/or promotion of initiatives aimed to foster economic opportunities and skills training for girls and women. In addition, a description of how local communities benefit from the initiative.

6. Sustainability and Replicability (Maximum 10 points):

- a. Sustainability (Maximum 5 points):** Describe examples/cases that show that the initiative continues in the long term, without the support of the Company and it is adopted by the government or other groups in society.
- b. Replicability (Maximum 5 points):** Describe how it can serve as a model for other companies in the industry, give examples of how it has been replicated/ adapted or expanded in a country or a region.

7. Innovation (Maximum 5 points): Is the initiative novel and authentic in its design and application?

8. Diverse and Inclusive Communication (Maximum 5 points): Description of examples showing how the Company incorporates inclusive and diverse communication strategies in its advertising campaigns.

Selection and panel:

- 1- Revision of documentation and certificates + due diligence
- 2- Technical Committee: preselection of proposals
- 3- Executive Committee: final selection

Disqualification criteria

- Pending legal issues
- Labor rights violations

- Workplace Harassment
- Child labor
- Discrimination
- Women's rights violations or violence against women
- Ecocide
- Fraud
- Corruption

[APPLICATION FORM](#)

Note: current grantees, sub- grantees, Board members or organizations that receive direct support from the Trust do not qualify for applications.