



Which DiversIT Charter level should you apply for?

Potential actions (by theme)

1.1 Women's Group

At Bronze level, occasional activities related to the increase and retention of women in the technology field within the organization have been conducted over the last year (e.g. Twitter campaigns, advertising, articles in internal or external magazines, on the website, staff groups, or external marketing).

At Silver level, regular activities related to the increase and retention of women in the technology field within the organization have been carried out over the last year (e.g. talks in schools to encourage girls to pursue a career in technology, promotion of women's careers in technical roles, etc.).

At the Gold level, regular activities related to the increase and retention of women in technology within the organization have been conducted over the last two years, and the organization has taken a leadership role in the development of such activities (e.g. training workshops for women and girls, activities focused on parents to help their daughters pursue a career in technology, activities for women in Tech).

1.2 Increased Activity for Women in tech in the Applicant's workplace

At Bronze level, accessible events and activities for women in tech will be organized (networking groups, training/motivational sessions, participating in partnerships on the topic of women in tech) by the women's team and the organization in general. They will also generate multimedia materials and/or brochures of the activities carried out. The applicants will have a target and a working plan to increase the number of women in the organization and in leadership positions within the organization.

At Silver level, applicants will increase press activities and work with other organizations, or with academia, to run events to promote the achievements, qualities, and benefits gained by Role Models. They will have started work focusing on women already in careers in IT, retention, and how to keep them (flexible working offerings, Work Life Balance programs, lifelong learning, manager training, progress of women members, etc.). Applicants will be able to demonstrate record progress over the period of two years.

At the Gold level, applicants may be doing all of the above plus they will have become a thought leader, inspiring other groups to work on women in tech and demonstrating the results of their initiatives (diversity strategies, He4She programs, other initiatives, publicizing excellent activity on this issue, etc.). They will also be supporting diversity concerns in AI, coding or other disciplines and sharing thought leadership, propagating this across the applicant's organisation or country and showing evidence of actions taken by active and inspirational Role Models.

1.3 Gender Equality in payment and job roles (Policy)

At the Bronze level, the applicant will have basic or growing policies and management programs for attracting and retaining women at all levels in the applicant's organization, such as gender pay information, analysis of job descriptions for detecting gendered language, use of mixed interview panels, mixed gender images, flexible working, and care of maternity returners programs.

At the Silver level, applicants will also have policies, management programs (activities and timeframes) and mandatory bias training programs for attracting and retaining women at all



levels in the applicant's organization, as well as monitoring tools to measure gender balance programs and women's progression and evidences (e.g. promotion on website).

At the Gold level, applicants may be doing all of the above plus becoming a thought leader. They must have fully embedded policy and management programs for attracting and retaining women at all levels in the applicant's organization, including coaching and mentoring for women in tech, evidences on fairness and equality on assignments (projects, management, gender pay, and opportunity equality), and an understanding by the management teams about the importance of mixed pools. Furthermore, diversity targets and goals must be included in their annual objectives.

1.4 Interaction with other stakeholders

At Bronze level, applicants must have an understanding of what is currently happening for women in tech and STEM within the country (governments, organizations, and stakeholders), establish links with those bodies, and share their best practices on women in technology.

At Silver level, applicants will have programs to create collaborations and networks with other organizations and stakeholders to enhance internal programs, generate common events, activities, and research, or share speaking opportunities and themes.

At Gold level, the applicant is likely to be actively working with other organizations (academic institutions, such as engineering, physics, institute of personal management, and other companies) and have a leading role in this work and put up women for board roles or external leadership roles in these tasks to promote and increase the number of women in tech and retain them.

1.5 Internal and external education

At Bronze level, Higher Education Institutions (HEIs) applicants might be monitoring, tracking, and promoting diversity and academic female role models both internally and externally, and within the school-age groups. Other sectors might be co-working with universities and colleges to improve initiatives, such as talks and open days, to encourage girls and parents' awareness of technology careers both at schools and employers.

At Silver level, HEI applicants will be running initiatives and programs that embark on awareness-raising and training for unconscious or implicit bias for senior academics and to ensure non-biased decision-making pipelines, as well as other initiatives to attract women and generate confidence in female students and equality of opportunity. Research in the field of women in technology should also be conducted. Other sectors might be organizing programs to teach girls, increase courses in education and government on technology and uptake for girls, and training programs for women returning to the workforce after childcare breaks.

At Gold level, HEIs or other applicants will be training for unconscious or implicit bias at senior members of the applicant's organization or board, leading the way in gender in tech studies or role models, running parent's awareness programs, or driving new research on women in IT and promoting methodologies to other organizations or leading other training programs for women in tech.

1.6 Monitoring

At Bronze level, applicants will start to monitor the situation of women in tech in their organization and in their country, such as women roles and the percentage of women working on ICT.

At Silver level, applicants are likely to be collecting statistics on lifelong learning programs for women, as well as annual reports of women in tech (including the situation, progression, and boards analysis), and publishing reports on them.



At Gold level, the applicant becomes a trusted supplier of statistics to others, creating dashboards showing gender, progression rates, maternity-returners, leavers, managers, highfliers, job roles, and similar statistics, leading monitoring efforts, and sharing these policies.

1.7 KPIs

At Bronze level, applicants might be setting KPIs (Key Performance Indicators) and objectives which show where the applicant wants to be within the next two years (e.g. future percentage of women on executive or board level and the total intake of additional numbers of women on ICT courses, and role models to promote).

At Silver level, applicants might be setting KPIs and objectives which show where the applicant wants to be within the next four years (e.g. code of conduct, growth in women in tech at the country level, tracking programs such as flexible working, etc.).

At Gold level, applicants will have a full set of KPIs and targets and could demonstrate they are meeting the greatest number of them (e.g. code of conduct, terms of reference on diversity, bonuses for achieving diversity objectives, fulfilment of annual objectives).

1.8 Additional suggestions: role models

At the Bronze level, applicants should have at least a few female role models in technology (such as a Chief Information Officer or others) and the company should have some current projects related to women's roles in technology. Senior technical women should share their experience on platforms like YouTube and Instagram.

At the Silver level, the organization should promote women role models and their benefits, such as by talking to the community (e.g. schools and clubs), showcasing news about them, and including them on the applicant website and careers page in order to increase their visibility.

At the Gold level, consistent promotion of the role models of women in tech is encouraged (through press, media training, senior women technology talks, and association press, etc.).