CHECKLIST

This guidance document is to help companies understand the steps to prepare and complete the self-assessment. It is recommended that large companies begin these steps 1-2 weeks in advance to allow sufficient time to form your team and gather relevant data.

- ✓ **1. Designate a lead contact** to fill in the assessment on behalf of your company. This person will lead on coordinating with other teams to gather relevant information, create and manage your company log-in to the WEPs Gender Gap Analysis Tool (GGAT), complete the assessment online, and share results within the company.
- ✓ **2. Identify other team members** to contribute to the assessment process. The tool covers company policies and practices related to leadership, workplace, marketplace, and community. This means you might need information from colleagues in procurement, human resources, diversity and inclusion, corporate social responsibility, marketing, sustainability, product and research development, and community or government relations.
- ✓ **3. Prepare to take the assessment.** Prior to starting the assessment, download this pdf and share among your assessment team. Gather relevant data and reports to complete the assessment. companies report an average of 2-3 hours to prepare for the assessment.
- ✓ **4. Complete the assessment online.** Use the information gathered by the assessment team to fill in the online assessment. Your answers will be saved as you go, and you can always come back and complete the assessment later. companies report an average of 2-3 hours to complete the assessment.
- ✓ **5. Receive your results.** The WEPs GGAT platform will produce a results document that can be downloaded and shared. You can also download your company's responses to all questions. Results include an overall score, as well as progress across different approaches to women's empowerment. We encourage you to review results as a team to discuss strengths and opportunities, and to develop an action plan. For guidance on developing such action plan, see here
- ✓ **6. Consult relevant resources** to strengthen your approach. The tool will point you to resources that can support you in taking next steps.
- ✓ **7. Revisit the tool** to measure your progress.

Thank you for using the WEPs Gender Gap Analysis Tool on behalf of your company and for taking this critical step to advance gender equality and women's empowerment!

WEPs Tool: Questionnaire

1. Does your company have leadership commitment and support for gender equality and women's empowerment?

☐ Yes, our company has leadership commitment or support for gender equality and women's empowerment.

☐ No, our leadership has not made a commitment to gender equality and women's empowerment, but:

- ☐ We are interested in learning more.
- ☐ We plan to take steps in the next year.
- ☐ Some of our country offices or business units have taken steps.
- ☐ None of the above.

Commitment

☐ Has circulated an internal communication(s) and/or informal acknowledgement of the relevance of gender equality and women's empowerment

☐ Has released a public written statement or commitment outlining our company's commitment to gender equality and women's empowerment (e.g. WEPs CEO Statement of Support)

Implementation

☐ Has an organization-wide gender equality strategy that identifies specific priority areas where further improvement can be made

☐ Has an organization-wide gender equality strategy that includes a business case or rationale for investing in gender equality

☐ Has an organization-wide gender equality strategy that articulates the link between gender equality and other areas of responsible business conduct (RBC) and ESG performance

☐ Has an organization-wide gender equality strategy that was developed in consultation with employees

☐ Has an organization-wide gender equality strategy that was developed in consultation with external stakeholders

☐ Has an organization-wide gender equality strategy this is communicated to all employees

☐ Advocates for gender equality and women's empowerment and promotes our company's commitment in public forums

☐ Has a gender equality strategy that addresses intersecting forms of discrimination faced by women (including race, ethnicity, disability, age, and migration status)

Measurement

- [ ] Includes time-bound, measurable goals and targets in the strategy
- [ ] Includes formal accountability mechanisms for progress and outcomes on the strategy

Transparency

- [ ] Reports publicly to company stakeholders on progress made and outcomes of strategy commitments and targets
- [ ] Reports to the board on progress made and outcomes of strategy commitments and targets

2. Does your company have a non-discrimination and equal opportunity policy, either stand-alone or clearly included in a broader corporate policy?

- [ ] Yes, our company has a non-discrimination and / or equal opportunity policy
- [ ] No, our company currently does not have a policy, but:
  - [ ] We are interested in learning more.
  - [ ] We plan to take steps in the next year.
  - [ ] Some of our country offices or business units have taken steps.
  - [ ] None of the above.

Commitment

- [ ] Has a non-discrimination and equal opportunity policy
  - [ ] Has a non-discrimination and equal opportunity policy that was informed by internal and/or external consultations (including employees and/or trade unions).
  - [ ] Has a non-discrimination and equal opportunity policy that is communicated to all employees
  - [ ] Has a non-discrimination and equal opportunity policy that is communicated to potential employees in job applications and at the time of hiring

Implementation

☐ The non-discrimination policy is supported by confidential grievance and resolution mechanisms

☐ The grievance and resolution mechanism is managed by an independent third party

☐ Our company provides training to all employees, including managers on non-discrimination and equal opportunity

☐ Our company provides training on recognizing and mitigating gender bias and discrimination, combined with structural safeguards across the business

Measurement

☐ Our company collects and analyzes sex-disaggregated data on incidents of discrimination (related to sex/gender) and corrective actions taken

☐ Our company tracks whether non-discrimination policy enforcement is reactive (grievances) or proactive (audits), in line with international standards including ILO Convention 111 on Discrimination

Transparency

☐ Reports publicly to company stakeholders the total number of incidents of discrimination (related to sex/gender) and corrective actions taken

☐ Reports to the board the total number of incidents of discrimination (related to sex/gender) and corrective actions taken

3. Does your company have an approach to ensure non-discrimination and equal opportunity in recruitment processes?

☐ Yes, our company has an approach to ensure non-discrimination and equal opportunity in recruitment processes.

☐ No, our company currently does not have an approach, but:

- ☐ We are interested in learning more.
- ☐ We plan to take steps in the next year.
- ☐ Some of our country offices or business units have taken steps.
- ☐ None of the above.

Commitment

☐ Has a stand-alone policy or a commitment embedded in a broader corporate policy on non-discrimination and equal opportunity, that specifically addresses gender diversity in recruitment

Implementation

☐ Forbids inquiring about the status or plans of the following in job applications or during interview processes: marriage, pregnancy or care responsibilities

☐ Has due diligence and remediation processes in place to identify and address violations of recruitment policies that are based on gender discrimination

☐ Takes proactive steps to recruit women at all levels

☐ Takes proactive steps to recruit women in traditionally underrepresented roles

☐ Ensures gender-balanced interview panels during hiring processes

☐ Ensures that both women and men candidates are shortlisted for interviews

☐ Ensures job descriptions use gender neutral language and images

☐ Reviews AI-assisted or algorithmic recruitment tools for gender bias before deployment and on an ongoing basis, and ensures human oversight of automated shortlisting decisions

Measurement

☐ Tracks number and rate of new employee hires and recruitment data, disaggregated by sex

☐ Tracks rate of employee turnover, disaggregated by sex

Transparency

☐ Reports publicly to company stakeholders on the number and rate of new employee hires and employee turnover, disaggregated by sex

☐ Reports to the board on the number and rate of new employee hires and employee turnover, disaggregated by sex

4. Does your company have an approach to ensure non-discrimination and equal opportunity in professional development and promotion processes?

☐ Yes, our company has an approach to equal opportunities diversity in professional development processes.

☐ No, our company currently does not have an approach, but:

- ☐ We are interested in learning more.
- ☐ We plan to take steps in the next year.
- ☐ Some of our country offices or business units have taken steps.
- ☐ None of the above.

Commitment

☐ Has a stand-alone policy or a commitment embedded in a broader corporate policy that includes professional development opportunities for women and supports the building of a pipeline of qualified women for management/ senior leadership level positions

Implementation

☐ Offer leadership coaching to ensure that talented women employees have equal opportunites to advance

☐ Offers leadership coaching with specific support for women

☐ Offers access to professional networks (internal and/or external) with specific support for women

☐ Offers development trainings, rotational programmes, and educational opportunities with specific support for women

☐ Offers specific programmes to build the pipeline of qualified women for management/ senior leadership level positions

☐ Has measures in place to ensure professional development programmes are scheduled at times that accomodate the scheduling needs of both men and women (taking into consideration care responsibilities)

☐ Identifies and addresses structural barriers to promotion for women (ex. sponsorship gaps, performance review bias, criteria that disadvantage primary caregivers)

☐ Offers formal sponsorship programmes in which senior leaders actively advocate for women's career advancement

Measurement

☐ Has time-bound and measurable goals and targets to build a pipeline of qualified women for management level positions

Transparency

☐ Reports publicly on the percentage of women in management and senior leadership positions, disaggregated by level

☐ Reports to the board and/or management on the average number of training hours, disaggregated by sex and employee level

☐ Reports publicly to company stakeholders on the total number of women, as compared to men, in management and senior leadership level positions

☐ Reports to the board and/or management on the total number of women, as compared to men, in management and senior leadership level positions

☐ Reports publicly to company stakeholders on the total number of employees promoted in the last year, disaggregated by sex

☐ Reports to the board and/or management on the total number of employees promoted in the last year, disaggregated by sex

5. Does your company have an approach to ensure women and men are compensated equally?

☐ Yes, our company has an approach to ensure women and men are compensated equally.

☐ No, our company currently does not have an approach, but:

- ☐ We are interested in learning more.
- ☐ We plan to take steps in the next year.
- ☐ Some of our country offices or business units have taken steps.
- ☐ None of the above.

Commitment

☐ Has a stand-alone policy or a commitment embedded in a broader corporate policy that addresses equal pay for work of equal value, aligned with national regulatory requirements and/or the ILO Convention 100 on Equal Remuneration,1951

Implementation

☐ Has procedures in place to remediate pay inequalities (including working with unions or staff representatives)

☐ Assesses other financial benefits including insurance benefits, bonuses, and retirement

contributions when reviewing compensation

Measurement

☐ Undertakes an objective gender pay gap audit or evaluation by internal or external parties at least every five years to ensure jobs of equal value are remunerated equally

☐ Calculates the mean and median salary by gender

Transparency

☐ Publicly discloses both the unadjusted gender pay gap (overall difference in average pay between women and men) and the pay equity ratio (remuneration for work of equal value), disaggregated by employee level

☐ Reports to the board the overall ratio and ratio by employee level of basic salary and remuneration of women to men

☐ Has a pay transparency policy, including publication of pay scales and salary bands for roles

☐ Prohibits asking candidates about their salary history during recruitment processes (prevents perpetuating existing pay gaps)

6. Does your company offer and support paid maternity leave?

☐ Yes, our company offers and supports paid maternity leave.

☐ No, our company currently does not have an approach, but:

- ☐ We are interested in learning more.
- ☐ We plan to take steps in the next year.
- ☐ Some of our country offices or business units have taken steps.
- ☐ None of the above.

Commitment

☐ Has a Paid Maternity Leave Policy:

- ☐ Above the ILO Convention 183 minimum of 14 paid weeks and aligned with or above the ILO Recommendation 191 target of 18 weeks, or regulatory requirements (whichever is higher)
- ☐ Aligned with the ILO's Convention 183 on Maternity Protection of 14 weeks

- [ ] Above the ILO Convention of 14 weeks paid weeks or regulatory requirements in the country it operates (whichever is higher)

- [ ] Communicates maternity leave policies to all employees and notifies employees of any changes

- [ ] This policy extends to employees that adopt children

Implementation

- [ ] Informs employees of major changes at work while they are on leave

- [ ] Provides mentorship/ succession planning before going on maternity leave

- [ ] Provides financial support for replacement staff and training or support to managers supervising employees on maternity leave

- [ ] Consults with female employees or conducts employee surveys to determine if maternity leave benefits meet employee needs

- [ ] Includes return-to-work programmes (e.g. flexible scheduling, phased re-integration, mentorship, and childcare resources)

Measurement

- [ ] Tracks the number of women who take maternity leave

- [ ] Tracks retention after maternity leave

Transparency

- [ ] Reports publicly to company stakeholders on the number of women that took maternity leave and the return to work and retention rates

- [ ] Reports to the board on the number of women that took maternity leave and their return to work and retention rates

7. Does your company offer and support paid paternity leave?

- [ ] Yes, our company offers and supports paid paternity leave.

- [ ] No, our company currently does not have an approach, but:

  - [ ] We are interested in learning more.

- [ ] We plan to take steps in the next year.
- [ ] Some of our country offices or business units have taken steps.
- [ ] None of the above.

Commitment

- [ ] Has a Paid Paternity Leave Policy:
  - [ ] Aligned with national regulatory requirements in the country it operates, if national provisions exist
  - [ ] Above regulatory requirements in the country it operates, if national provisions exist
  - [ ] Although no legal requirements exist in the country it operates
- [ ] Communicates paternity leave policies to all employees and notifies employees of any changes
- [ ] This policy extends to employees that adopt children

Implementation

- [ ] Informs employees of major changes at work while they are on leave
- [ ] Provides incentives to encourage men to take paternity leave
- [ ] Provides mentorship/ succession planning before going on paternity leave
- [ ] Provides training and support to managers supervising employees on paternity leave
- [ ] Consults with male employees or conducts employee surveys to determine if paternity leave benefits meet employee needs

Measurement

- [ ] Tracks the number of men who take paternity leave
- [ ] Tracks the effectiveness of its approach to retain men after paternity leave

Transparency

- [ ] Reports publicly to company stakeholders on the percentage of eligible male employees that took paternity leave
- [ ] Reports to the board on the percentage of eligible male employees that took paternity leave

8. Does your company have an approach to support employees as parents and caregivers?

- [ ] Yes, our company has an approach to support employees as parents and caregivers.
- [ ] No, our company currently does not have an approach, but:
  - [ ] We are interested in learning more.
  - [ ] We plan to take steps in the next year.
  - [ ] Some of our country offices or business units have taken steps.
  - [ ] None of the above.

Commitment

- [ ] Has a stand-alone policy or a commitment embedded in a broader corporate policy that addresses supporting employees as parents and caregivers
- [ ] Communicates parental and caregiver benefits and services to all employees and notifies employees of any changes
- [ ] Offers parental and caregiver benefits to part-time workers
  - [ ] Not Applicable: We do not have part-time workers

Implementation

- [ ] Provides mentorship, support, or training to refresh employee skills when returning from parental leave
- [ ] Provides an option for a phased return to work after maternity or paternity leave
- [ ] Provides referrals for off-site childcare facilities that are clean and safe
- [ ] Has paid time off for breast feeding or pumping
- [ ] Offers on-site childcare facilities that are clean and safe or provides child care subsidies for offsite care
- [ ] Offers paid time off to attend healthcare appointments with dependents
- [ ] Consults with women and men employees or conducts employee surveys to determine if parental and caregiver benefits meet employee needs

Measurement

☐ Analyzes whether uptake rates of caregiver benefits are comparable between men and women, and takes action to address gaps in male uptake

Transparency

☐ Reports publicly to company stakeholders on the total number of employees that take advantage of parental or care benefits, disaggregated by sex

☐ Reports to the board on the total number of employees that take advantage of parental or care benefits, disaggregated by sex

9. Does your company have an approach to accommodate the work/life balance of all employees?

☐ Yes, our company has an approach to accommodate the work/life balance of all employees.

☐ No, our company currently does not have an approach, but:

- ☐ We are interested in learning more.
- ☐ We plan to take steps in the next year.
- ☐ Some of our country offices or business units have taken steps.
- ☐ None of the above.

Commitment

☐ Has a stand-alone policy or a commitment embedded in a broader corporate policy that addresses work/life balance for men and women

☐ Extends or makes arrangements to accommodate part time workers

- ☐ Not Applicable: Our company does not have any part time workers

☐ Communicates the policy to all eligible employees and notifies employees when there are changes

Implementation

☐ Offers flextime

☐ Offers remote or hybrid working options

- [ ] Offers job sharing or part time work with benefits
- [ ] Offers compressed work weeks
- [ ] Offers predictable hourly shifts
  - [ ] Not Applicable: We only have salaried employees.
- [ ] Consults with women and men employees or conducts employee surveys to determine if practices meet employee needs
- [ ] Has policies supporting employees' right to disconnect outside working hours, and does not penalize employees for non-availability during non-working time

Measurement

- [ ] Tracks the total number of employees that take advantage of flexible work benefits, disaggregated by sex (including part time workers)

Transparency

- [ ] Reports publicly to company stakeholders the total number of employees that take advantage of flexible work benefits, disaggregated by sex (including part time workers)
- [ ] Reports to the board the total number of employees that take advantage of flexible work benefits, disaggregated by sex (including part time workers)

10. Does your company have an approach to ensure a world of work free from violence and harassment, including gender-based violence and harassment (GBVH)?

- [ ] Yes, our company has an approach to ensure an environment free of violence, harassment, and sexual exploitation.
- [ ] No, our company currently does not have an approach, but:
  - [ ] We are interested in learning more.
  - [ ] We plan to take steps in the next year.
  - [ ] Some of our country offices or business units have taken steps.
  - [ ] None of the above.

Commitment

☐ Has a stand-alone policy or a commitment embedded in a broader corporate policy that states zero tolerance of all forms of violence and harassment in the world of work (including while on business related travel, in client entertainment, and in online/digital spaces), aligned with ILO Convention 190 (2019) where applicable

Implementation

☐ Provides annual training on zero tolerance of all forms of violence to all employees, including sexual harassment, and engaging in acts of sexual exploitation of women and girls while on business travel

☐ Has confidential grievance, resolution, and non-retaliation mechanisms in place

☐ Provides confidential support for victims of domestic violence

☐ Requires gender-sensitive training for security personnel (including contracted staff) on procedures to respond to complaints of gender based violence or harassment

☐ Has a process in place to ensure company funds and resources are not used to facilitate sexual exploitation or harassment, including through business travel, client entertainment, or third-party relationships

☐ Extends violence and harassment protections to all workers regardless of contractual status, including contractors, interns, volunteers, and job applicants (aligned with ILO C190 Art. 2)

☐ Addresses online and digital harassment, including harassment via social media, messaging platforms, and remote work channels

☐ Has a policy supporting employees who experience domestic violence, including flexible scheduling, confidential referrals, and safety planning support (ILO C190 R206)

Measurement

☐ Tracks the number of grievances related to workplace violence, disaggregated by sex

☐ Conducts regular anonymous employee surveys to assess the prevalence of violence and harassment experiences, not only reported grievances (C190 Recommendation 206)

Transparency

☐ Communicates publicly, or to relevant company stakeholders, our company's approach to ensuring an environment free of violence

☐ Communicates to the board the company's approach to ensuring an environment free of violence

11. Does your company have an approach to address the specific health, safety, and hygiene needs of employees, with particular attention to those of women at work and while commuting to work?

☐ Yes, our company has an approach to address the specific health, safety, and hygiene needs of women at work and while commuting to work.

☐ No, our company currently does not have an approach, but:

- ☐ We are interested in learning more.
- ☐ We plan to take steps in the next year.
- ☐ Some of our country offices or business units have taken steps.
- ☐ None of the above.

Commitment

☐ Has health and safety protocols that include explicit reference to the health, safety, and hygiene needs of women

Implementation

☐ Ensures adequate and safe toilet facilities for women that accommodate hygiene needs such as clean water and soap and disposal methods for feminine hygiene products

☐ Regularly checks company grounds to ensure they are adequately lit and secure

☐ Provides breastfeeding/pumping rooms that are clean and safe

☐ Provides access to transportation to and from work and while on business travel (including in environments where public transport is unsafe or unavailable)

☐ Provides training to staff on ergonomics, exposure to hazardous materials, and other occupational risks, taking into account the differential biological impacts of health and safety on women and men

- ☐ Not applicable: Staff is not exposed to hazardous materials or other occupational risks

☐ Provides personal protective equipment for both men and women, especially taking into consideration the needs of pregnant and nursing women

- ☐ Not Applicable: Staff does not use personal protective equipment.

☐ Consults with women and men employees to determine if health, safety, and hygiene services and protections meet employee needs

☐ Has a menstrual health policy that provides adequate facilities, reasonable absence provisions for menstrual health conditions (including endometriosis and PMDD), and ensures workplace culture treats menstrual health without stigma

Measurement

☐ Tracks health and safety incidents, disaggregated by sex

Transparency

☐ Reports publicly to company stakeholders health and safety incidents, disaggregated by sex

☐ Reports to the board health and safety incidents, disaggregated by sex

12. Does your company have an approach to promote access to quality health services that meet the specific health needs of women employees?

☐ Yes,our company has an approach to promoting access to quality health services that meet the specific needs of women employees.

☐ No, our company currently does not have an approach, but:

- ☐ We are interested in learning more.
- ☐ We plan to take steps in the next year.
- ☐ Some of our country offices or business units have taken steps.
- ☐ None of the above.

Commitment

☐ Has a stand-alone policy or a commitment embedded in a broader corporate policy that recognizes and addresses the specific sexual, reproductive, and occupational health needs of employees, including those specific to women

Implementation

☐ Provides options for private insurance packages that cover the specific health needs of women (examples include: gynecology, maternal health, reproductive health, mental health services, and menopause support)

☐ Provides onsite health services or establishes linkages with local health clinics and service

providers for referral purposes, that cover the specific health needs of women (including reproductive, maternal and newborn health)

☐ Coordinates onsite mobile clinics or screenings for employees, with health providers that are trained on women's health issues and needs

☐ Posts health-related information in public areas in line with the local or national context, especially when there are public health emergencies and climate-related health impacts (which also have gendered dimensions)

☐ Consults with women and men employees to determine if health services and benefits meet employee needs

Measurement

☐ Tracks the types of health services provided at the workplace and collects information on who is using the services, disaggregated by sex

Transparency

☐ Reports publicly to company stakeholders on the types of health services provided and used at the workplace

☐ Reports to the board on health services provided and used at the workplace

13. Does your company have an approach to gender-responsive procurement (GRP) that expands relationships with women-owned and gender-responsive businesses?

☐ Yes, our company does take proactive procurement steps to expand relationships with women-owned businesses in the value chain and when contracting vendors.

☐ No, our company currently does not have an approach, but:

- ☐ We are interested in learning more.
- ☐ We plan to take steps in the next year.
- ☐ Some of our country offices or business units have taken steps.
- ☐ None of the above.

☐ Not Applicable, The company does not have vendors or suppliers.

Commitment

☐ Has a stand-alone policy or a commitment embedded in a broader corporate policy that includes proactively sourcing from women-owned business

Implementation

☐ Has outreach initiatives to communicate procurement opportunities to women-owned businesses

☐ Uses databases to identify women-owned businesses in the purchasing process

☐ Sets procurement targets and/or goals for the amount and percentage spent with gender-responsive businesses

☐ Participates in trade fairs that engage gender-diverse and gender-responsive suppliers

☐ Provides training to women to complete formal bid processes

☐ Provides or connects women-owned businesses with access to working capital, supply chain finance, or other financial instruments to support their participation

☐ Classifies vendors and suppliers by their gender equality maturity level

☐ Includes gender equality criteria (e.g., equal pay, anti-harassment policies, women in leadership) in supplier selection and evaluation processes, beyond ownership status alone

Measurement

☐ Tracks percentage spend with gender-responsive businesses

Transparency

☐ Reports publicly to company stakeholders on percentage spent with women-owned businesses

☐ Reports to the board on percentage spend with women-owned businesses

☐ Reports publicly to company stakeholders on gender-responsive businesses

☐ Reports to the board on gender-responsive businesses

14. Does your company encourage suppliers and vendors to advance performance on gender equality?

☐ Yes, our company encourages suppliers or vendors to advance performance on gender equality.

- [ ] No, our company currently does not have an approach, but:
  - [ ] We are interested in learning more.
  - [ ] We plan to take steps in the next year.
  - [ ] Some of our country offices or business units have taken steps.
  - [ ] None of the above.
- [ ] Not Applicable, The company does not have suppliers or contract vendors

Commitment

- [ ] Has a supplier or vendor code of conduct that encourages suppliers to commit to the Women's Empowerment Principles

Implementation

- [ ] Encourages suppliers and vendors to have a gender equality strategy or policy that addresses: nondiscrimination, equal pay for work of equal value, and health and safety of women workers
- [ ] Has robust due diligence or assessment processes for suppliers and vendors to ensure they are not causing or contributing to adverse human rights impacts, particularly for women and girls
- [ ] Undertakes due diligence or assessments to identify human trafficking in its supply chain
- [ ] Incorporates gender equality expectations in supplier communications
- [ ] Offers independently, or as part of a business association, ongoing capacity building to suppliers and vendors to support continuous improvement on gender equality
- [ ] Encourages and works with suppliers to adopt policies and practices that support quality health and hygiene for both women and men workers
- [ ] Works with suppliers to develop a corrective action plan if gender equality risks or challenges arise

Measurement

- [ ] Encourages suppliers to set and measure targets and benchmarks on gender equality
- [ ] Conducts or supports worker voice assessments (including anonymous surveys) in key supplier facilities to understand workers' experiences of gender equality, separate from management self-reporting

Transparency

☐ Includes gender equality criteria in standard auditing protocols, supplier scorecards, or other supply chain management tools

☐ Includes gender-specific questions in supplier self-assessments

15. Does your company have an approach to responsible marketing that eradicates harmful stereotypes in all media and advertising content?

☐ Yes, our company has an approach to responsible marketing that considers the portrayal of gender stereotypes.

☐ No, our company currently does not have an approach, but:

- ☐ We are interested in learning more.
- ☐ We plan to take steps in the next year.
- ☐ Some of our country offices or business units have taken steps.
- ☐ None of the above.

☐ Not Applicable, The company does not have external marketing materials

Commitment

☐ Has a stand-alone responsible marketing policy or a commitment embedded in a broader corporate policy that addresses the portrayal of gender stereotypes

Implementation

☐ Reviews marketing materials and tactics to protect against negative gender stereotypes

☐ Has a marketing strategy tailored to women as a customer segment

☐ Has a marketing approach that seeks to challenge existing gender norms and promote positive images of women and girls

☐ Consults with focus groups to ensure marketing approaches are not perpetuating gender stereotypes

☐ Reviews digital advertising targeting parameters and algorithmic ad delivery for gender bias, and takes corrective action where products or opportunities are inequitably distributed by gender

☐ Has signed up to the Unstereotype Alliance or similar industry initiative committing to progressive and gender-equitable portrayals in advertising

Measurement

☐ Tracks the number of marketing complaints that relate to gender stereotyping or negative portrayals of women

Transparency

☐ Communicates publicly to company stakeholders its commitment to not perpetuate gender stereotypes

☐ Communicates to the board its commitment to not perpetuate gender stereotypes

16. Does your company have an approach to assess differential impacts on women and men when developing products and/or services?

☐ Yes, our company assesses the differential impacts on women and men when developing products and/or services.

☐ No, our company currently does not have an approach, but:

- ☐ We are interested in learning more.
- ☐ We plan to take steps in the next year.
- ☐ Some of our country offices or business units have taken steps.
- ☐ None of the above.

☐ Not Applicable, The company does not produce consumer-facing products or services. For example: a chip for a cell phone that is not sold independently of the phone.

Commitment

☐ Has a stand-alone policy or a commitment embedded in a broader corporate policy that ensures products and services are developed for the needs of both women and men consumers.

Implementation

☐ Conducts market research on the specific product and/or service needs of women

☐ Develops products and/ or services that specifically target or meet the needs of women

☐ Considers gender differences in access to products and/or services and changes distribution models to accommodates these differences

☐ Consults stakeholders and focus groups to continuously improve design of products and services for women

☐ Assesses AI and algorithm-based products for gender bias in design, training data, and outputs, and applies gender-responsive AI development principles

Measurement

☐ Tracks segmented customer data to understand women's spending patterns and needs

☐ Tracks the revenue and profit generated by women customers

☐ Assesses whether products and services improve or worsen women's economic outcomes, access, and financial wellbeing

Transparency

☐ Communicates publicly to company stakeholders its commitment to ensure products and services are developed with needs of women and men in mind.

☐ Communicates to the board its commitment to ensure products and services are developed with the needs of women and men in mind.

17. Does your company have policies and processes in place to ensure the responsibility to respect the rights of women and girls in the local communities in which it operates?

☐ Yes, our company takes action that specifically seeks to respect the rights of women and girls in the communities in which it operates.

☐ No, our company currently does not have an approach, but:

- ☐ We are interested in learning more.
- ☐ We plan to take steps in the next year.
- ☐ Some of our country offices or business units have taken steps.
- ☐ None of the above.

☐ Not Applicable, The company does not have physical operations that impact local communities.

Commitment

☐ Has a stand-alone policy or a commitment embedded in a broader corporate policy that

addresses respecting the rights of women and girls in the communities in which it operates

Implementation

☐ Ensures equal participation of women and men in community consultations

☐ Has transparent community grievance and resolution mechanisms in place

☐ Assesses differential impacts on men and women during human rights or social impact assessments

☐ Provides gender-sensitive training to facilitators of community consultations

☐ Considers the gendered impacts of the company's environmental footprint and climate-related risks on women in local communities, particularly in climate-vulnerable regions

Measurement

☐ Tracks stakeholder engagement and participation in community consultations disaggregated by sex

Transparency

☐ Reports publicly to company stakeholders on the percentage of operations in local community engagement, impact assessments, and/or development programs (including reporting on the use of gender impact assessments and participatory community consultation processes that include vulnerable groups)

☐ Reports to the board on the percentage of operations with local community engagement, impact assessments, and/or development programs (including reporting on the use of gender impact assessments and participatory community consultation processes that include vulnerable groups)

18. Does your company have an approach to embed gender equality in its sustainability strategy, community investment, public advocacy, and multi-stakeholder partnerships?

☐ Yes, our company has an approach to embed gender in corporate social responsibility activities, philanthropy, public advocacy, and partnerships.

☐ No, our company currently does not have an approach, but:

- ☐ We are interested in learning more.

☐ We plan to take steps in the next year.

☐ Some of our country offices or business units have taken steps.

☐ None of the above.

Commitment

☐ Has a stand-alone policy or a commitment embedded in a broader corporate policy that addresses embedding gender in corporate sustainability activities, community investment, public advocacy, and multi-stakeholder partnerships

☐ Has a gender lens investing policy or approach, incorporating gender equality criteria into investment or, for financial institutions, lending decisions, or advocates for gender-smart finance practices in its banking relationships

Implementation

☐ Provides financial or pro-bono support for programmatic gender equality work at the global and/ or grassroots level

☐ Provides financial support to civil society organizations at the global and/or grassroots level that are working to empower women and girls

☐ Joins public advocacy campaigns and or advocates in public forums for gender equality, including for enabling policy and regulatory frameworks (e.g., pay transparency, ratification of ILO C190, childcare investment)

☐ Partners with local or global organizations or other companies on gender equality and women's empowerment

☐ Provides training to build the capacity of women entrepreneurs

☐ Provides financial support and investment, or partners with banks and financial institutions, to provide credit and other financial services to women entrepreneurs

☐ Advocates for the removal of legal barriers that restrict women's economic empowerment

☐ Participates in multi-stakeholder platforms promoting the rights of women and girls

☐ Consults with external stakeholders to understand the spectrum of opportunities to empower women and girls

Measurement

☐ Has clear goals on the impacts it is seeking to achieve for women and girls when developing and implementing community projects, including a theory of change that identifies how the

company's actions contribute to structural change for women's economic empowerment, not only individual-level outputs

☐ Tracks the number of beneficiaries from community projects and initiatives, disaggregated by sex

Transparency

☐ Reports publicly to company stakeholders the number of beneficiaries from community projects and initiatives, disaggregated by sex

☐ Reports to the board the number of beneficiaries from community projects and initiatives, disaggregated by sex