



USAID's Engendering Industries Best Practices Framework for Advancing Gender Equality in Male-Dominated Industries:

12.8 Develop or join communication campaigns and organize events to support women's workforce participation and leadership

About Your Gender Equality Plan

The following Gender Equality Plan was generated using Engendering Industries' online tool: [The Best Practices Framework for Advancing Gender Equality in Male-Dominated Industries](#). The best practices listed in this plan were identified and included to fill gender equality gaps at your organization. The information included in your plan provides an overview of how to implement best practices, challenges to implementation, and markers of success. More information and resources for advancing gender equality at your company are available at EngenderingIndustries.org.

Description

Develop strategic approach for launching internal and external campaigns to promote gender equality and D&I

Join already existing national or international campaigns to communicate support for improving gender equality and D&I or promoting change

Use internal campaigns and events for raising awareness of staff on gender equality and D&I, as well as the company's commitment to it

Use company visibility and image to increase external awareness on gender equality or change aims and link to relevant content

Ask employees their opinion and feature responses internally or externally

Organize events triggering discussion on gender equality and D&I (e.g., internal, or external discussions, book or film clubs, quizzes, internal conferences)

Challenges to Implementation

Limited resources or missing strategic approach

Lack of knowledge on valuable initiatives to promote

Additional communication needed to promote events, may take time to create interest

What Success Looks Like

Employees feel engaged and motivated to participate in discussions and events

Participation rate and awareness rate of campaigns is high or increases over time

Participants at related events and discussions report positive feedback

Resources and Tools

Tool: [SDG Compass](#) (GRI, UNGC & WBCSD)

Example: [White Ribbon Campaign](#)

Example: [HeForShe Campaign](#)

Example: [Equal by 30](#) (Clean Energy Education and Empowerment (C3E) Initiative)

Example: [International Women's Day](#)