



2024 CATALYST AWARD

Application

CATALYST AWARD WINNERS: 1987-2023

2023 The Hartford UPMC	2013 Alcoa Inc. The Coca-Cola Company Unilever	2004 General Electric Company Harley-Davidson, Inc. Shell Oil Company U.S.	1994 Bank of Montreal McDonald's Corporation Pitney Bowes Inc.
2022 Boston Scientific Enbridge, Inc. Parexel	2012 Commonwealth Bank of Australia Sodexo	2003 Accenture Ernst & Young LLP WellPoint Health Networks Inc.	1993 The American Business Collaboration (ABC) for Quality Dependent Care Con Edison Morrison & Foerster Motorola
2021 Barilla RBC	2011 Kaiser Permanente McDonald's Corporation Time Warner Inc.	2002 Bayer Corporation Fannie Mae Marriott International, Inc.	1992 American Airlines Continental Insurance Hewlett-Packard Company
2020 Deloitte Australia Medtronic Unilever	2010 Campbell Soup Company Deloitte LLP RBC Telstra Corporation Limited	2001 American Express Company General Mills, Inc. JPMorgan Chase & Co.	1991 Arthur Andersen & Co., S.C. SC Johnson Wax Tenneco Inc.
2019 Bank of America Deutsche Post DHL Group Eli Lilly and Company Schneider Electric	2009 Baxter International Inc. CH2M HILL Gibbons P.C. KPMG LLP	2000 Charles Schwab & Co. IBM Corporation The Northern Trust Company	1990 Eastman Kodak Company John Hancock Financial Services US Sprint Communications Company
2018 The Boston Consulting Group IBM Nationwide Northrop Grumman Corporation	2008 ING U.S. Financial Services Nissan Motor Co., Ltd.	1999 Baxter Healthcare Corporation Corning Incorporated TD Bank Financial Group	1989 Fannie Mae IBM Corporation U S WEST, Inc.
2017 3M BMO Financial Group Rockwell Automation	2007 The Goldman Sachs Group, Inc. PepsiCo, Inc. PricewaterhouseCoopers LLP Scotiabank	1998 The Procter & Gamble Company Sara Lee Corporation	1988 Avon Products, Inc. Corning Glass Works E.I. du Pont de Nemours and Company Gannett Co., Inc.
2016 Gap Inc.	2006 BP p.l.c. The Chubb Corporation Safeway Inc.	1997 The Allstate Corporation Avon Mexico	1987 Connecticut Consortium for Child Care The Equitable Financial Companies IBM Corporation Mobil Corporation
2015 Chevron Corporation Procter & Gamble	2005 Georgia-Pacific Corporation Sidley Austin Brown & Wood LLP	1996 Hoechst Celanese Corporation Knight-Ridder, Inc. Texas Instruments	
2014 Kimberly-Clark Corporation Lockheed Martin Corporation		1995 Deloitte & Touche LLP The Dow Chemical Company J.C. Penney Company, Inc.	

ABOUT THE AWARD

The Catalyst Award annually honors innovative organizational initiatives that have proven, measurable results addressing the recruitment, development, and advancement of women across other dimensions of diversity.

Dimensions of diversity include, but are not limited to, race and/or ethnicity, sexual orientation, gender identity, religion, generation, nationality, ability, and Indigenous or Aboriginal identity.

Catalyst's rigorous, year-long examination of initiatives and their measurable results culminates in intensive on-site reviews at finalist organizations. By celebrating successful processes and programs, Catalyst provides other organizations with replicable models to help them create processes and programs that accelerate progress for women through workplace inclusion.

Each initiative is evaluated against the following criteria:

- Strategy and Rationale
- Senior Leadership Activities
- Accountability and Transparency
- Communication
- Employee Engagement
- Innovation
- Measurable Results

For the Catalyst Award, Catalyst assesses a variety of strategic approaches related to women's advancement. Targeted efforts—as well as broad initiatives, such as those that facilitate culture change—are considered.

Your initiative need not focus exclusively on women, but results must demonstrate that the initiative supports women's advancement—including women from marginalized racial or ethnic groups—and that it can be sustained over time.

YOUR APPLICATION

Before filling out the nomination form, please note eligibility requirements outlined in the Measurable Results section and under Terms and Conditions. Applicants are encouraged to use the [Catalyst Award Eligibility Worksheet](#) to assess eligibility prior to completing the nomination.

Provide detailed answers to the questions **in the order in which they appear. Do not exceed the 35-page limit.** We will request additional materials if necessary, so please do not provide them at this time.

CONTEXT

1. Initiative Title

2. Organizational Context

- What **geography** or **geographies** does the initiative span? Note that measurable results and results showing impact will be required for each relevant geographical area.
- Describe any unique **barriers/challenges** that women may face related to your industry, geography, or organization type. Provide additional detail on how barriers faced may uniquely impact women in consideration of their other dimensions of diversity (race, ethnicity, nationality, sexual orientation, ability, etc.)?
- Please include relevant benchmarking information (e.g., women’s representation, representation of other marginalized groups targeted by your initiative, promotion rates, retention rates) you use to compare your company’s progress to others in your industry.
- What are the key elements of the initiative that make it effective and successful within its particular context (e.g., industry, geography, sector, organizational structure)? In what ways does the initiative use an intersectional lens with respect to women’s advancement?

3. Organizational Culture

- Please describe your organization’s culture (e.g., working styles, management styles, interpersonal behavior, work pace).
- How has the work culture shifted and/or evolved over the course of the initiative?
- How would you describe the culture at your organization when it comes to flexibility? Has it changed over the course of the initiative? Does it vary across the organization?
- How do employees learn about or become aware of your organization’s culture?

4. Organizational Structure

- Provide a complete organizational chart and a graphic representation of the organizational structure and major business units, divisions, and regions.
- Describe women’s representation at levels relevant to your initiative’s target population(s) and **note the positions with profit-and-loss responsibilities**.
- Is there a team, function, or unit whose full-time job is to help drive diversity, equity, and inclusion in your organization? Describe this function (e.g., Is it a separate department? Does it sit within HR? Does responsibility for diversity and inclusion (D&I) extend to business units?) and how it is staffed and organized. Who does the most senior member of this D&I team, function, or unit report to? If your organization has diversity councils and/or other governing bodies, please describe them.

5. Summary of Initiative

- Provide a brief paragraph summarizing the **initiative** and its **target audience**. What are the goals of the work? How does the initiative fit into your organization’s history of diversity and inclusion?
- Describe the **specific programs and/or activities** that make up the initiative. Make sure to include **the dates each component began and how participation has evolved since it started**. How do these elements help address the challenges and/or barriers described earlier?
- How does your organization define diversity and inclusion? Please include specific information about diversity and inclusion (D&I) programs that address the needs of women—**highlighting initiatives that, in particular, focus on women from marginalized racial, ethnic, or cultural groups where available**. How do these programs promote inclusion?
- What evidence is there for **utilization** of specific programs and/or elements described above? Does your organization track by target populations? Please describe in detail and provide **supporting metrics** (e.g., numbers of participants and whether they have increased over time) for all relevant programs and activities.
- What evidence is there that elements of the initiative have helped advance women overall? What evidence do you have that the initiative has helped advance women from marginalized racial, ethnic, or cultural groups? Provide data (quantitative and/or qualitative) and any other evidence you have that demonstrates this connection.
- What programs, practices, or other components are in place to improve the careers and lives of women in frontline roles? How does your organization define “frontline”?

CRITERIA

6. Strategy and Rationale

- Provide your organization's overall **business strategy**. How is the initiative integrated with the strategy? Are there specific diversity and inclusion goals, and how, if at all, have these evolved over time?
- How was the initiative developed and who was involved?
- How does the initiative support business goals?
- In what ways does your diversity and inclusion work encompass programs and activities that develop or advance employees across their dimensions of diversity (gender, race and/or ethnicity, nationality, sexual orientation, ability, etc.)? Please describe.
- If relevant to your initiative, detail any activities, programs, or efforts specifically focused on engaging women from marginalized racial, ethnic, cultural, or nationality groups. How have these efforts evolved over time and what are hallmarks of progress?
- In what ways are you engaging men as champions and allies? What role(s), formally or informally, do men play in the initiative?
- How are diversity and inclusion efforts integrated into your organization's core talent processes?
- Does your diversity and inclusion work encompass community and/or environmental and social governance (ESG) activities? Please describe.
- How are employees encouraged to participate in ESG activities?

7. Senior Leadership Activities

- Who are the **leaders** of the initiative, and what are their roles in the organization as well as in relation to the initiative? Be specific about how they visibly support the initiative (e.g., sponsoring initiative components, attending training/development courses).
- What is the role of the **CEO or Managing Partner/Director**?
- What is the role of the **Board of Directors** and/or any external advisory groups?
- What evidence can you provide to show that senior leadership commitment will be sustained over time?
- What specific leadership behaviors and activities support their commitment?

8. Accountability and Transparency

- **Who is held accountable** for the success of the initiative, and **how**?
- Please describe how accountability varies by level. For example, who across the organization has performance goals focused on creating diverse and inclusive teams or units? Goals might include representation of women across various dimensions of diversity, such as race and/or ethnicity, ability, etc. in a team or unit; employee satisfaction or engagement ratings by gender, race, and/or ethnicity within the team or unit; and employee perceptions of the manager's commitment to diversity.
- What specific mechanisms or tools are used to ensure accountability and measure progress (e.g., links to compensation/bonus, ties to promotion/advancement opportunities, ties to performance management scores)?
- What specific communication efforts help employees understand accountability systems?
- How do these mechanisms ensure the success of the initiative? Helpful information illustrating accountability may include examples of specific diversity and inclusion goals; sample talent development plans and goals related to the initiative's target group(s); and examples of succession-planning documents or goals, especially related to gender or other dimensions of diversity.
- Does your organization have processes in place to create pay equity across gender and race/ethnicity? If so, please describe them.

9. Communication

- What kinds of **communication mechanisms** support the initiative across the organization? How do managers and employees learn about the business rationale for the initiative and its components?
- How do the organization's leaders communicate their commitment to the initiative?
- How transparent are the initiative components and how broadly are they communicated? Please provide a list of communication mechanisms (e.g., organization's intranet, public website, town-hall meetings, newsletters, other electronic/printed media) and frequency with which they are disseminated organization-wide.
- Is two-way communication, feedback, and employee participation encouraged? Please provide specific examples and describe the communication channels that exist for employees to provide feedback about the initiative.

10. Employee Engagement

- What levels of employees are involved in the leadership of the initiative? How are **employees** included in strategy and implementation?
- How do you measure/track employee participation and engagement in the initiative and in your organization more broadly? How do employees at different job levels participate in specific components of the initiative? How do employees across different dimensions of diversity (see definition) partner to drive change?
- What evidence do you have that **employee attitudes** have improved as a result of the initiative (e.g., employee survey data showing change over time)?

11. Innovation

- How does your organization **define and measure** innovation?
- Please describe in detail the ways in which aspect(s) of this initiative are innovative. For example, how does your initiative demonstrate new and different approaches, particularly with respect to your industry and/or operational context?
- How does this initiative provide new knowledge to the business community and to other organizations that wish to implement diversity programs?

12. Measurable Results

- The initiative must demonstrate measurable results for a **minimum of three years (please include relevant dates)** in the following two categories: Change Outcomes Data and Representation Data. **As a summary narrative, describe how the initiative produced its outcomes and include any links between specific elements or programs and results.**

a. Change Outcomes Data

Please provide **comparative data** (i.e., raw numbers) over multiple points in time (i.e., start year and current year, or year by year) that demonstrate the positive impact of the initiative on women overall and in consideration of additional relevant identities, including marginalized racial or ethnic groups. These data should **always be broken out by gender** (at minimum, women and men, and nonbinary or other genders as data is available) and should include any dimensions of diversity currently being tracked in your organization (e.g., race and/or ethnicity, sexual orientation, gender identity, religion, generation, nationality, ability, and Indigenous or Aboriginal identity). Because each initiative is different, appropriate metrics will vary, but may include:

- Attrition, retention, recruitment, and/or promotion data.
- Employee survey results.
- Succession-planning pools.
- Other specialized data related to the change effort, programs, and/or policies of the initiative.

b. Representation Data

Using the [Catalyst Award Workforce Metrics Tables](#), please provide workforce representation data identifying the number of individuals by relevant level (e.g., executive, managerial, and pipeline levels) for two points in time: (1) the year the initiative commenced and (2) the current year. For example, use the “Band 1” row for the most senior level applicable to the initiative and/or target group(s), and indicate other levels at other “Band” levels as they apply to your organization. Please provide the terminology that is used to identify each level (e.g., job, band, grade, title). These data should also **always be broken out by gender. Indicate the actual number (not the percentage) of employees at each level.** If your initiative targets another identity in addition to gender, you must provide data showing increases in representation among women from that identity group.

Additional Guidance—Workforce Representation Data

- Initiatives that include employees located in regions where it is legally possible to collect data on race/ethnicity must provide metrics for women from marginalized ethnic or racial groups using the additional table provided (see the [Catalyst Award Workforce Metrics Tables](#)). Provide these data separately for each country—for example, if your initiative includes employees in the United States and the United Kingdom, you will include a table for each of those countries with data for marginalized ethnic or racial groups.

- For initiatives headquartered in any region where it is legal to collect data on race/ethnicity:
 - a. There must be at least **one woman from a marginalized ethnic or racial group** on the Board of Directors or in Band 1.
 - b. In addition, in companies whose Band 1 exceeds 20 people, at least **5% of Band 1 employees must be women from marginalized ethnic or racial groups**.
- **Additionally, there must be evidence of representation of women from marginalized ethnic or racial groups across leadership levels. This will be factored into our review of your nomination.**
- For initiatives based in countries where marginalized ethnic or racial groups' metrics are not available, please provide relevant workforce metrics that showcase the diversity of your workforce across different diversity dimensions along with Change Outcomes Data.

Additional Guidance—Band 1 Leaders

- Please limit this category to the highest level of leadership at your company (i.e., one or two reporting levels from the CEO and/or Managing Partner or Director).

Governance Data

- Please provide the demographic composition of the **Board of Directors** for two points in time: (1) the year the initiative commenced and (2) the current year. **Please indicate the number (not the percentage) of people.**

Additional Guidance—Boards of Directors

- Professional services and law firms typically do not have a Board of Directors. Comparable levels may include the firm's Management Committee and/or Executive Committee.
- For a company operating in a two-tiered governance structure, please provide the composition of the **Supervisory Board** under the **Board of Directors** heading.

Minimum Requirements

- Catalyst expects to see women on the Board of Directors, among the company's executive leaders (Band 1), and as leaders at various levels throughout your organization. There must be at least **TWO** women on the Board of Directors and women must constitute **AT LEAST 20%** of Band 1 leaders.

REQUIRED DISCLOSURE

Please provide any information regarding any business and legal issues of which you are aware with respect to the content, execution, and/or sustainability of the initiative (e.g., local culture, competition, privacy). **If you are aware of any situation or event involving your organization that you believe could be damaging to the Catalyst Award or to Catalyst's reputation in supporting your initiative, please describe. We will conduct a thorough legal review as part of the nomination process and reserve the right to seek more information about potential business or legal issues and use these findings as part of the review process.**

TERMS AND CONDITIONS

Eligibility Requirements

Due to the rigorous evaluation process, a USD \$7,500 nomination fee must be **included as part of the completed application packet**. If you require an invoice, please contact us at catalystaward@catalyst.org prior to the May 12, 2023 nomination deadline. You can find the [nomination fee form](#) online; please submit the fee and completed form with the application.

Global CEOs or Managing Partners/Directors of winning organizations **must be present to accept the Catalyst Award in person**, if there is an in-person Awards Dinner, or **live virtually**, if the event is fully virtual, at the 2024 Catalyst Awards Dinner. The Catalyst Awards Dinner is **planned for March 12, 2024 in New York City**. An organization may not accept the Catalyst Award if the CEO/Managing Partner does not attend.

[CEO](#) and [Managing Partner/Director](#) attendance verification forms are available online. **For regional initiatives, the Global CEO or Managing Partner/Director is required to attend unless a special exception is made with the Catalyst Awards Chair.**

- Any organization that has previously applied for the Catalyst Award may not reapply for any initiative within a two-year period.
- Organizations that are in the process of, or have recently completed, a merger or major divestiture will not be considered for the Catalyst Award until three years' worth of workforce data for the merged or post-divestiture organization can be presented.
- Organizations that have had a strategic Catalyst Consulting Services engagement cannot apply for the Catalyst Award until three years after the Catalyst engagement has ended. If you have had any consulting engagements with Catalyst in the past three years, we strongly recommend contacting the Award Chair, Jennifer Thorpe-Moscon, prior to applying. The nominated initiative must include significant work other than work led or created by Catalyst.
- Organizations that have won the Catalyst Award may not nominate the same initiative again.
- The organization whose leader will act as the Catalyst Awards Dinner Chair cannot apply for the Catalyst Award for the same year. Employees of organizations with initiatives that are 2024 Catalyst Award finalists are ineligible for nomination for the 2024 Catalyst Honours.

Winning organizations must also agree to:

- Participate in several events at the Catalyst Awards Conference featuring your winning initiative.
- Participate in two additional smaller events featuring your winning initiative (for example: webinars, roundtables) in the 12 months after the Catalyst Awards Conference (you will be able to work with Catalyst staff to select timing and format). The Catalyst Award is an educational vehicle and our community of supporters and prior winners has much to gain from learning about Award-winning work.

If your initiative includes a region outside the United States and Catalyst holds an event in that region during 2024, winning organizations must also agree to participate in it in some form.

Award Evaluation Process

- Applications are due **May 12, 2023**.
- Telephone interviews will be conducted with applicants during June and July of 2023.
- Members of the Catalyst Award Evaluation Committee will conduct a multi-day site visit during late September and October of 2023 at organizations making it to this stage. They will meet with many of your employees, including but not limited to the following people:
 - CEO or Managing Partner/Director
 - Executive-level employees, including women and men
 - Human resources professionals
 - Groups of employees at various levels
- Award winners will be publicly announced in January 2024.

- Winners will be honored at the internationally publicized 2024 Catalyst Awards Dinner that is scheduled for **March 12, 2024 in New York City**. The Dinner is commonly attended by more than 1,600 business leaders in New York City or virtually as safety permits. *Please note that multiple representatives from winning organizations will be required to present at the Catalyst Awards Conference and thus travel may be required if the event is in-person; CEOs of winning organizations are strongly encouraged to participate in the Conference as well as other events and activities throughout the day.*
- Catalyst has the sole discretion to select the winners of the Catalyst Award, or to select no winner, whether for any reason or no reason, and Catalyst may, in its sole discretion, disclose, or refrain from disclosing, any such reason.
- If an Award winner is found to have provided false, misleading, or inaccurate information, or otherwise is not eligible for the Catalyst Award, Catalyst reserves the right to withdraw the Catalyst Award from the recipient at any time.

Information for Applicants

- **Interested organizations are required to contact the Catalyst Award Chair, Jennifer Thorpe-Moscon, to set up a telephone call prior to submission of the application.**
- Applicants must provide Catalyst with the name of a contact person who has in-depth knowledge about the initiative.
- All materials submitted to Catalyst will become the property of Catalyst and will not be returned after the Catalyst Award evaluation process. Confidential information will remain confidential.
- Catalyst prepares written materials regarding Catalyst Award winners based on the submissions and distributes them publicly—including agreed-upon metrics and results demonstrating impact—to promote the Award winners and the Catalyst Award. You agree that Catalyst owns the rights (including, but not limited to, all copyrights) to any materials that Catalyst creates, and you grant to Catalyst the right to use your submissions to create such materials and to distribute them publicly in any manner consistent with the purpose set forth above. Award winners are also permitted to use the materials Catalyst creates for the purposes set forth above.
- Catalyst will conduct database searches and legal reviews on litigation and other business issues relevant to the content, execution, and/or sustainability of your initiative.
- Because the Catalyst Award is a public education vehicle, results of winning initiatives, **including agreed-upon metrics submitted by the winning organization as part of its application**, will be made public by Catalyst in collaboration with winning organizations.

APPLICATION INFORMATION

Visit catalyst.org/solution/apply-for-the-catalyst-award to download a complete application packet, including the [nomination fee form](#), [CEO or Managing Partner/Director attendance verification form](#), [workforce representation metrics spreadsheet](#), [nomination eligibility form](#), and [nomination checklist](#).

Applications are required to be submitted electronically. Please send to catalystaward@catalyst.org **no later than May 12, 2023**: (1) the completed nomination form in both an Optical Character Recognition PDF file with searchable text and a Word document; this form must include the signed Acknowledgment and Signature page below; (2) the Catalyst Award Workforce Metrics Tables in Excel; (3) the signed CEO or Managing Partner/Director attendance verification form; and (4) complete contact details for the organizational representative to be contacted. Payment of the application fee must also be received by this date; any request for an invoice should be made sufficiently in advance.

If sending a check for the nomination fee, please send, **postmarked no later than May 12, 2023**, to:

Catalyst Inc.
 Attention: Finance
 120 Wall Street, 15th Floor
 New York, NY 10005

ACKNOWLEDGMENT AND SIGNATURE

Your application must include the following paragraph signed by the person responsible for the materials submitted:

I have read the Catalyst Award application terms and conditions and I am duly authorized to submit these materials and sign this statement. I agree to the terms and conditions set out in the application and represent that the application complies with such terms and conditions. I understand and agree that this application and accompanying documents may be executed and delivered by email or otherwise electronically, each of which will be deemed to be an original. I hereby represent and warrant on behalf of my organization that all of the information provided to Catalyst in the application and through the application process will comply with applicable laws and that my organization has all authority and permissions necessary to provide any and all application information (including, without limitation, personal information) to Catalyst and for Catalyst to process such information in the United States in accordance with Catalyst's online Privacy Notice, available at: www.catalyst.org/privacy-notice/.

By (Signature): _____

Printed Name: _____

Title: _____

ABOUT CATALYST

Catalyst is a global nonprofit supported by many of the world's most powerful CEOs and leading companies to help build workplaces that work for women. Founded in 1962, Catalyst drives change with preeminent thought leadership, actionable solutions, and a galvanized community of multinational corporations to accelerate and advance women into leadership—because progress for women is progress for everyone.

