



sHero Awards 2024

最佳公司及值得瞩目人物和女性大奖
Best Companies & People/Women to Watch



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超越数字：讲述可持续发展的故事
Going Beyond Data : Telling Sustainability Stories



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2024 sHero 大奖申请 sHero Awards 2024 Application

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1. 关于 sHero 大奖

sHero 大奖（非商业）享有盛誉，是首选认可公司在加速多元公平包容工作在职场上的行动举措以及个人彰显的出色领导力和不懈努力驱动 DE&I 暨多元公平包容的成就！值得强调的是该奖将只颁发给那些最好的公司和个人无与伦比的卓越成就和贡献以及带来的重大积极影响。

sHero Awards reputedly known as first choice in the market that is coveted #diversity, #equity, and #inclusion (DE&I) recognition that honors organizational initiatives that accelerate progress for #DE&I in the workplaces and individual leadership & achievements driving DE&I. It's essential that the Awards recognize only companies and individuals doing best-in-class work and having significant and positive influence.

关于 sHero

首当其冲作为职业女性的捍卫者，sHero 代表着持久传承支持和推动女性在职场的演变。

sHero represents the evolution of an enduring legacy supporting and advancing women in the workplace, first as a champion of working women, and now the leading advocate for all underrepresented groups, positioned to be a leader across the entire spectrum of the DE&I space.

倡导女性间“对话”：培育女性彼此间的协作行动力和集体的责任感，鼓励每一位女性发展特长，鼓足勇气和满怀热情，共同创造一个极具创意与尊重的多元表达文化，多年来我们与世界领先和具有前瞻性的企业合作，通过创新项目、重大活动与创意内容倡导文化变革与推动女性发展与进步。

Promoting a new vision of 'Dialoguing' among women that cultivates collaborative action and collective responsibility. This path seeks to foster strength, courage and passion within individuals whilst promoting a culture of creativity, and respect for diversity of expression. The DIALOGUE amongst women is about their stories in the workplace as well as home life balance, leadership and empowerment in their lives.

如今 sHero 作为多元公平包容 DE&I 的驱动力量帮助公司打造有正能量的文化，积极影响商业的可持续发展。

For a decade, we have been working with the world's leading and most forward-thinking companies, through innovative initiatives, signature events, and creative content, to champion for cultural change and women's advancement. Today, as a driving force for DE&I, we help companies create energetic cultures and real business impact.

sHero Enterprise 主要板块包括大奖、洞见、学习、论坛、访谈、会员。

sHero Enterprise focuses including Awards, Insights, Learning, Forum, Talk and Membership.

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2. sHero 大奖申请

2.1. 2024 年度大奖的日程表

- ◆ 2024 年 1 月 29 日 – 7 月 29 日
大奖申请：审阅年度申请奖项
sHero Awards online application GO LIVE on 29-Jan.
- ◆ 2024 年 7 月 29 日 – 9 月 29 日
大奖评选：评选年度获奖提名
- ◆ 2024 年 9 月 29 日
sHero 大奖： 通知年度获奖个人/ 获奖公司
***要求获奖个人/ 获奖公司 CEO 或 MD 或 President 本人出席并受奖
- ◆ 2024 年 11 月 29 日
sHero 盛典暨颁奖典礼： 官宣榜单， 颁发大奖

2.2. sHero 大奖申请流程

sHero 大奖（最佳公司及值得瞩目人物与女性大奖）申请，
To apply for the 2024 sHero Awards, you must:

1. 先完成《2024 多元公平包容中国最佳实践》问卷，提供数据和事实，确认申请资格。
Complete online 2024 DE&I China Best Practices Questionnaire first, provide data & facts, and confirm eligibility.
<https://www.wjx.cn/vm/wFjWO8z.aspx>
2. 再进入 sHero Awards 大奖 2024 申请奖项，提交材料：最佳实践或行动举措。
Then complete online 2024 sHero Awards Questionnaire, submit materials: Best Practices or Initiatives
<https://www.wjx.top/vm/wFWO6Fj.aspx>
3. 提交奖项申请费 Submit application fee online
<https://yooipay.cn/event/sheroawards2024>

sHero 大奖 2024 年度颁奖典礼将于 11 月 29 日上海举办，届时官宣榜单，获奖公司派高层或管理层代表亲自参加受奖，公司 CEO 或总裁或总经理本人到场并发表获奖感言。

At the ceremony we will announce the sHero Awards winners who must have senior representatives from the company to receive the AWARD in person. We strongly encourage the head of company ie CEO or Managing Director to be present in person on this occasion also to give a short AWARD ACCEPTANCE Speech.

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2.3. sHero 大奖奖项 (categories)

sHero 大奖分为公司和个人奖项。

2 categories, organizations and individuals: Best Company & People/ Women to Watch.

最佳公司 Best Company:

1. 多元公平包容最佳实践 DE&I Best Practices
 - 1.1. 幸福力 Wellbeing
 - 1.2. 归属感 Belonging
 - 1.3. 影响力 Impact
 - 1.4. 包容性 Inclusion
 - 1.5. 多元公平包容最佳实践 DE&I Best Practices
2. 最适合女性公司 Best Company for Women
 - 2.1. 女性高管最佳公司 Best Company for Female Executives
 - 2.2. 性别平等 Gender Equality
 - 2.3. 最受女性欢迎雇主大奖 Prime Employers for Women
3. 职场爸爸最佳公司 Best Companies for Working Fathers
4. 最具包容性品牌 Most Inclusive Brands
5. 环境社会公司治理与可持续发展 ESG & Sustainability
6. 商业文化 Business Culture

值得瞩目女性 Women to Watch:

- 1.1. sHero 年度人物特别贡献 sHero of the Year- Special Contributions
- 1.2. 女性影响力 WomenIMPACT
- 1.3. 女性领导力 Women Leadership
- 1.4. 女董事 Women Board of Directors
- 1.5. 女首席官 Chief Women Officers
- 1.6. 全球女性 Global sHero
- 1.7. 创业女性 Women Entrepreneurs
- 1.8. 创意女性 Women in Creativity
- 1.9. 创新女性 Women in Innovation
- 1.10. 科技女性 Women in STEM
- 1.11. 公益女性 Women in Philanthropy
- 1.12. ESG 女性 Women in ESG
- 1.13. 职场妈妈 Working Mothers

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- 1.14. 梦想女孩 Dream Girls
- 1.15. 三十而立 30&above30
- 1.16. 四十不惑 40&above40
- 1.17. 五十永葆青春 50&above50
- 1.18. 青年电影人 Aspiring Filmmaker

值得瞩目人物 People to Watch:

2. 男性同盟 Men As Allies
3. 变革者 Change Agents
4. 多元公平包容引领者 Top DE&I Leaders

2.4. sHero 大奖申请需递交的材料

最佳公司奖项申请:

1. 公司中英文简介 (WORD 文档格式)
2. 提供所申请奖项相关的最佳实践 (WORD 文档格式) Best Practices or Initiatives
 - 1) 名称, 譬如 Campaign 活动、Initiative 计划、Program 项目等等。
 - 2) 时间, 开始和结束的时间。如果是重复申请的奖项, 请列举不同的、新的最佳实践案例和行动计划。
 - 3) 结果, 譬如取得的成就等等。
 - 4) 影响, 譬如在组织范围内、社会范围内或者财政范围内的影响。衡量标准必须显示出倡议起始年与当年之间的积极变化。
3. 一旦被接受提名, 我们将根据每项被提名倡议的自身价值, 并对照以往的获奖者、当前的被提名者库以及以下所列标准, 对其进行衡量和评估:
 - 1) Strategy & Rationale 战略与理由
 - 2) Senior Leadership Activities 高层领导活动
 - 3) Accountability & Transparency 责任制与透明度
 - 4) Communication 沟通
 - 5) Employee Engagement 员工参与度
 - 6) Innovation 创新
 - 7) Measurable Results 可衡量的成果

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值得瞩目人物与女性奖项申请：

1. 被提名者的基本信息
2. 被提名者的上级主管基本信息
3. 被提名者的个人照片
4. 被提名者的个人简单介绍
5. 被提名者的故事并列举被提名理由（500 字以内） Achievements & Contributions
6. (可选题) 被提名者如何支持其他女性的职业成功和/或女性和/或女孩的教育和培训？
7. (可选题) 是什么让被提名者成为杰出的领导者？

2.5. sHero 大奖活动的联系人

如果对本次活动有合作意向或其他问题，请邮件联系 awards@sherochina.com，微信联系 shero_china，或者手机联系 13801608026。

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3. 常见问题

3.1. sHero 人物大奖只限女性吗？

Are sHero Awards only open to female applicants?

sHero 年度大奖分公司和个人大奖，个人大奖包括值得瞩目女性大奖和值得瞩目人物大奖，譬如男性同盟、变革者、真实领导力和 DE&I 引领者大奖。

No. sHero Awards have Best Companies, Women to Watch and People to Watch, e.g. Men As Allies, Change Agent, Authentic Leadership and Top DE&I Leaders.

3.2. 何时知道是否已经入选 sHero 大奖？

When will I know whether selected into sHero Awards?

根据 2024 年度大奖的日程安排，9 月 29 日将通知 2024 年度 sHero 大奖的获奖公司以及个人。**(特别提醒：正式的颁奖庆典定于 11 月 29 日正式举行官宣榜单。在庆典之前，关于获奖情况还限于公司内部沟通。)**

According to the schedule of 2024 sHero Awards, we will notify winning companies and individuals on Sept.29. **(Special reminder, all winners will be officially announced on sHero Awards Ceremony on Nov.29. Prior to the Ceremony, please kindly keep the communications internally ONLY.)**

3.3. 历年大奖入选率如何？

What is the rate of being selected in past years?

十多年来，sHero 与世界领先和具有前瞻性的企业合作，通过创新项目、重大活动与创意内容倡导文化变革与推动女性发展与进步。2015 年首次推出#sHero 年度人物大奖，2016 年首次推出#女性影响力大奖，2019 年首次推出#女性高管最佳公司大奖，2021 年首次推出#多元公平包容最佳实践大奖，从四个维度综合考量公司推动落实多元公平包容的各项举措。

For more than a decade, sHero has been partnering with world's leading and forward-thinking companies to advocate cultural change and promote women's development and advancement through innovative programmes, major events and creative contents. sHero debuted the #sHero of the Year Award in 2015, the #WomenImpact Award in 2016, the #Best Company for Female Executives Award in 2019, and the #Best Companies for DE&I Best Practices Award in 2021, which evaluated company's initiatives to promote and implement diversity, equity and inclusion from four dimensions.



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sHero 奖项吸引了来自各行各业的公司，并从中甄选并接收申报。那些开创性地倡导多元公平包容，促进女性发展的公司将有资格获得该奖项。以 2022 年度为例，最佳公司大奖吸引了超过百家在中国的跨国公司以及中国本土全球化公司，最终有 30+ 公司获此殊荣。sHero Awards attract companies from a wide range of industries from which they are selected and receive submissions. Companies that are groundbreaking in championing Diversity, Equity and Inclusion and promoting women's development will be eligible for the award. In FY2022, for example, the Best Companies Awards attracted over 100 multinational companies in China as well as local Chinese global companies, with 30+ companies being honored.

3.4. 能了解一下历年获奖公司和个人吗？

How can we learn about the winners of Best Companies, Women to Watch and People to Watch in past years?

欢迎点击以下的链接，了解历年荣获 sHero 大奖的公司和人以及年度庆典的盛况。

Feel free to click on the links below to learn more about the companies and individuals who won sHero awards over the years and the annual celebration.

- 2023 年驱动多元公平包容 sHero 大奖
2023 Driving DE&I sHero Awards Ceremony
https://mp.weixin.qq.com/s/3lIATjSp_2WMBMoV1D7img
- 2022 年驱动多元公平包容 sHero 大奖
2022 Driving DE&I sHero Awards Ceremony
https://mp.weixin.qq.com/s/SYDWGy6ym5CUn2mVRux_Dw
- 2021 年引领多元公平包容 sHero 大奖
2021 Leading DE&I sHero Awards Ceremony
<https://mp.weixin.qq.com/s/ym6aDP4rsN02fQbO4RwfnQ>
- 2020 年 sHero 值得瞩目女性大奖
2020 25 Women to Watch sHero Awards
https://mp.weixin.qq.com/s/q9G_RIZEFTB1F6zdBj1ukQ
- 2019 年 sHero 女性高管最佳公司
2019 Global Women & Future Conference
<https://mp.weixin.qq.com/s/IOZJKoQV8TGdQaBVTQIQyw>
- 2016 年 sHero 女性影响力奖
2016 Women Impact Awards
https://mp.weixin.qq.com/s/BonXUKOabITpHeUsYqq_A
- 2015 年 sHero 国际女性论坛开幕式暨国际女性奖颁奖仪式
2015 Women's Festivals
<https://mp.weixin.qq.com/s/OAWfWmAC7IPS5djbBNBHcA>

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3.5. 公司加入了 sHero DE&I 委员会是否就可以直接入选年度大奖？

If a company becomes sHero DE&I Council Member, will it be selected into the award?

sHero 大奖是为了认可公司加速多元公平包容工作在职场上的举措与行动以及驱动多元公平包容展示的出色个人领导力和取得的成就。

sHero Awards honor organizational initiatives and actions that accelerate progress for #DE&I in the workplaces and individual leadership & achievements driving DE&I.

而 sHero 多元公平包容委员会其宗旨是致力于打造更加包容职场市场与社区的组织，汇集和认可哪些积极推动和践行多元、公平和包容国内、外具有前瞻性的公司以及这背后推动多元公平包容发展进程的领导者，这与我们的奖项的认可的方向是一致的。

sHero DE&I Council's mission is to build organisations that are more inclusive of the workplace marketplace and community by bringing together and recognising forward-thinking companies that are actively promoting and practicing diversity, equity and inclusion, both domestically and internationally, and the leaders behind the process of moving diversity and inclusion forward, in line with the direction of our awards recognition.

(点击申请加入多元公平包容委员会 Click to join DE&I Council <https://yoopay.cn/m/sHeroCouncil>)

3.6. 参加年度大奖的评选，是否有费用？

Is there an application fee to participate in sHero Awards?

我们会向大奖申请者收取申报费用，

A submission fee will be charged to the Award applicants.

- 每个奖项的申报费用是人民币 3,000 元 (NET)
The application fee for each award is RMB 3,000 (NET).
- sHero 多元公平包容委员会的会员公司每个奖项的申报费用是人民币 2,400 元 (NET)
The application fee for each award is RMB 2,400 (NET) for sHero DE&I Council Member companies.



3.7. 如果入选年度大奖并计划出席年度盛典，是否需要购买盛典的门票？

If I am shortlisted into sHero Awards and plan to attend the annual ceremony, do I need to purchase the ticket?

出席年度盛典暨颁奖典礼需要购买门票。门票形式的资助专用于承办年度盛典的相关费用，感谢各家公司和各位嘉宾历年来对 sHero 盛典的鼎力支持，期望我们能相聚 2024 年 sHero 盛典暨颁奖典礼。

Tickets are required to attend the sHero Award Ceremony. Funding in the form of tickets is earmarked for the costs associated with hosting the annual event. We thank the companies and guests for their support over the years and look forward to seeing you at the 2024 sHero Awards Ceremony.

- 每张门票的费用是人民币 10,000 元 (NET)
The cost of each ticket is RMB 10,000 (NET).
- sHero 多元公平包容委员会的会员公司门票费用为人民币 5,000 元 (NET)
The cost of each ticket is RMB 5,000 (NET) for sHero DE&I Council Member companies.

3.8. sHero 大奖有进行媒体宣传报道吗？

Is there any social media coverage for sHero Awards?

关于 sHero 大奖，我们同各大主流网媒合作以通稿的形式进行报道。

For the sHero Awards, we worked with major online media outlets to provide coverage in the form of press releases.



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LEADING DEI Awards
引领多元公平包容

合作媒体



Well-being幸福力 | Belonging归属感 | Impact影响力 | Inclusion包容性



附件一： 公司奖项的评选标准

1.1 最佳公司 X 多元公平包容最佳实践 X 幸福力

Best Company X DE&I Best Practices X Wellbeing

幸福力，意味着在实施公司幸福力战略上取得的突出成绩。例如但是不局限于，促进心理健康、通过更多有意义的工作来增加员工参与度、组织价值观的可操作化和加强组织的使命和愿景。

Wellbeing, means exceptional success in implementing corporate wellbeing strategies. Examples are but not limited to foster psychological safety, increase employee engagement (e.g., through promoting meaningful work), operationalize organizational values and reinforce organizational mission and vision.

1.2 最佳公司 X 多元公平包容最佳实践 X 归属感

Best Company X DE&I Best Practices X Belonging

归属感，积极影响文化的方方面面- 决心和承诺建设人人都有归属感真实与真诚的文化，譬如增加意义、自豪、合作和学习。

Belonging, positive impact on all aspects of their culture – dedication and commitment to building an authentic culture of belonging for everyone, increasing purpose, pride, collaboration or learning by example.

1.3 最佳公司 X 多元公平包容最佳实践 X 影响力

Best Company X DE&I Best Practices X Impact

影响力，是指对公司商业目标的重要贡献，包含对产品洞察力/开发/创新、多元化的供应商、市场、知名度和其他商业运营的影响力;对公司所在社区的重要贡献，包含对提供服务不足人群的教育和职业教育机会、环境的可持续性、赈灾和全面的社区健康状况的影响力；和公司在招募、留任和推动多元化人才所做的重要贡献，包含招聘、入职、导师顾问和内部领导力培养计划的影响力。

Impact, a significant contribution to their organization’s business goals, examples of areas of impact include product insights/development/innovation, supplier diversity, marketing, reputational (e.g., customer service enhancements) and other business operations. A significant contribution to the communities in which their organization does business, examples of areas of impact include educational/ vocational opportunities for underserved populations, environmental sustainability, disaster relief and overall health of a community. A significant contribution to an organization’s efforts to recruit, retain and advance diverse talent. Examples of areas of impact include pipeline development, recruitment, on-boarding, mentorship/ sponsorship, and internal leadership development programming.

sHero Awards 2024

最佳公司及值得瞩目人物和女性大奖
Best Companies & People/Women to Watch



超越数字：讲述可持续发展的故事
Going Beyond Data : Telling Sustainability Stories



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1.4 最佳公司 X 多元公平包容最佳实践 X 包容性

Best Company X DE&I Best Practices X Inclusion

成为真正的包容性。他们跨越国家和文化的挑战性工作，以及来自同行和#组织领导人的提名，证明了他们的成功。过去十年中我们也讨论了很多关于多元化、公平性和包容性（DE&I）的话题。但这些理论是否已经转化为行动，组织的包容性是否有所提升？此奖认可全球公司如何提升自身的包容性。创造一种公平和归属感的文化是每个人的责任，特别是那些专注于赋予领导者和管理者包容性行动的能力，并要求他们的团队也这样做的带人经理。

Become truly Inclusive. Their challenging work across countries and cultures, and their nomination by peers and #organizational leaders is a testament to their success. Much has been discussed about Diversity, Equity, and Inclusion (DE&I) during the past decade. But has this translated into actions that are creating more inclusive organizations? This award aims to recognize what organizations across the world are doing to become more inclusive. Creating a culture of equity and belonging is everyone's responsibility, particularly people managers who are focusing on empowering leaders and managers to act inclusively and hold their teams to do the same.

1.5 最佳公司 X 多元公平包容最佳实践

Best Company X DE&I Best Practices

最佳实践大奖暨多元公平包容的综合大奖，综合考量如下公司推动落实 DE&I 的各项举措：

- 幸福力：心理健康、健身、营养
- 归属感：文化、领导力、团队
- 影响力：社会、组织、财务
- 包容性：成为真正的包容性

The award aims to recognize the great achievements in all following areas:

- Wellbeing: Mental health, Physical activity, Nutrition
- Belonging: Business culture, Leadership, Team
- Impact: Socially, Organizational, Financial
- Inclusion: Become truly Inclusive

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2.1 最佳公司 X 女性高管最佳公司

Best Company X Best Company for Female Executives

主要衡量标准,

- 女性首席官和董事会比例
- 女性高管选拔及保留。

Key measuring methods are,

- % of women in C-suite and Board
- Programs on how they include women into senior leadership positions and retain women executives.

2.2 最佳公司 X 性别平等

Best Company X Gender Equality

世界范围如此众多的问题需要解决，我们需要更多的女性成为决策者；每一年庆祝国际妇女节诸多方式，邀请您们分享回应今年主题 #InspireInclusion，参加本年度#IWD2024 国际妇女节庆祝活动最佳实践评选，展示做了什么以及如何做！激发和指导更多的公司持续打破偏见，建设平等世界。评选项目例举：

- #激发包容的最佳影片
- 社区服务：支持变革
- 社会领导力
- 培育领导力和进步
- 最佳国际妇女节#激发包容媒体活动
- 最佳国际妇女节‘蛋糕’- 庆祝活动
- 联盟
- 提高意识
- 根本的影响：有意义的改变
- 学习和影响
- 综合大奖

With so many issues to be addressed around the world, we need more women to be decision-makers; there are so many ways to celebrate International Women's Day every year, and I invite you to share #InspireInclusion best practice for this year's #IWD2024 celebration, showcasing what has been done and how to do it! Inspire and guide more companies to continue to break the bias and build an equal world. Examples of selected projects:

- Best IWD #InspireInclusion Videos
- Community Services: Supporting Local Change
- Sporting Sector: Social Leadership
- Public Sector: Forging Leadership and Progress
- Best IWD #InspireInclusion Media Activity

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- Best IWD Cake - Embedding Celebration
- Associations/Networks: Member Participation
- Charity Sector: Amplifying Awareness Raising
- Grassroots Impact: Driving Meaningful Change
- Education and Academia: Knowledge and Impact
- Best IWD Event Pack use.....#WeAreInspireInclusion

2.3 最佳公司 X 最受女性欢迎雇主

Best Company X Prime Employers for Women

总结出能促进女性茁壮成长的公司和职场特征，将产生“最受女性欢迎雇主”的最佳公司榜单。女性人才选择符合以下基本标准的公司，

- 1) 展示领导层对性别平等的承诺
- 2) 提倡多元化和包容的文化
- 3) 建立了全方位的女性招聘渠道
- 4) 重视并支持灵活的工作安排
- 5) 提供正式途径，以解决任何有关歧视的问题
- 6) 确保从供应链到决策过程中女性的参与
- 7) 确保市场营销和沟通始终没有偏见
- 8) 提供女性晋升及发展的外部支持
- 9) 监督平等倡议和活动的进展和结果
- 10) 对开明雇主实践的外部验证

Features progressive employers and workplaces where women tend to thrive. The TOP list of 'Prime Employers for Women' will be produced. Female talents choose companies that meet the following fundamental criteria,

- 1) Demonstrates executive leadership commitment to gender equality.
- 2) Embraces a culture of diversity and inclusion.
- 3) Forges a female hiring pipeline from early career to executive level.
- 4) Values and supports flexible working arrangements.
- 5) Provides formal avenues to address any concerns of discrimination.
- 6) Ensures women's inclusion from supply chain through to decision making.
- 7) Ensures marketing and communications are consistently free from bias.
- 8) Extends external support for women's advancement.
- 9) Monitors progress and outcomes from equality initiatives and activities.
- 10) Maintains external validation of progressive employer practice.

3 最佳公司 X 职场爸爸最佳公司

Best Company X Best Companies for Working Fathers

认可公司对在职父母和照顾者的多元、公平和包容的做法，强调推进在重大生活事件和日常家庭承诺中支持所有员工这种公司文化的重要性，同时还提供有回报的职业机会。

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Recognizing companies for their Diversity, Equity, and Inclusion (DE&I) practices for working parents and caregivers, putting the importance of advancing a culture that supports all employees through major life events and day-to-day family commitments, while also providing rewarding career opportunities.

为了确定“职场爸爸最佳公司”，sHero 大奖委员会将考量申请中与父亲相关的信息，譬如陪产假、收养假和生育福利、分阶段重返工作岗位计划、儿童保育选择以及男性员工资源团体。

To determine the 'Best Companies for Working Fathers', the sHero Awards Committee will examine the application's information related to fathers: areas of paternity leave, adoption leave and fertility benefits, phase-back-to-work programs, childcare options, and employee-resource groups for men.

灵活性。当说到工作和家庭的平衡，这是职场爸爸们真正想要的最重要的。

Flexibility. That's the top thing working dads say they really want when it comes to balancing their jobs and families.

4 最佳公司 X 最具包容性品牌

Best Company X Most Inclusive Brands

展示包容营销模式 Inclusive Marketing EXAMPLES

在营销中做到包容性不仅是正确的做法，也是一项好生意。

@成功塑造多元化和包容性广告的品牌

@鼓舞人心的包容性营销活动的品牌示例

Being inclusive in marketing isn't just the right thing to do — it's also good business.

@Brands That Successfully Model Diverse and Inclusive Advertising

@Brand examples of inspiring inclusive marketing campaigns

分享包容设计实践 Inclusive Design PRACTICES

产品的设计和营销方式对其对特定群体的吸引力有着重要影响。但对于许多公司来说，实现真实性既是一个挑战，也是一个机遇。人口结构正在迅速变化，女性消费者在全球的消费能力超过万亿美元。消费者可以选择把钱花在哪里。他们在使用和推广的产品和服务中，以及那些被他们称为不令人满意的东西中，有着越来越大的发言权。

How products are designed and marketed has a significant effect on their appeal to specific groups. But achieving authenticity is a challenge—and an opportunity—for many companies. Demographics are shifting rapidly, with women consumer populations representing more than \$ trillion in spending power globally. Consumers have a choice about where they spend their money. They have a growing voice in the products and services they use and promote—and those they call out as unsatisfactory.

讲述包容体验案例 Inclusive Experiences CASES

共同寻找更有效的方法，并在向女性营销最佳实践方面发挥领导作用，特别是通过吸引作为最大增长市场和世界上最强大消费者的女性，创造包容性的客户体验。

Together to find more effective ways and take lead in marketing to women best practices with focus especially on creating an INCLUSIVE CUSTOMER EXPERIENCE by engaging WOMEN who are the largest growth market and world most powerful consumers.



5 最佳公司 X 环境社会公司治理与可持续发展

Best Company X ESG & Sustainability

践行 ESG（环境，社会和治理）是中国社会到了高质量发展阶段，企业必须面对的一个非财务发展目标的机遇和挑战。ESG 理念也是衡量一家企业能否可持续发展的重要标志。践行 ESG 理念可以为企业赢得利益相关方的信任与支持，表现出色的企业更会受到资本市场的青睐。继去年首发 Women in ESG 个人大奖 sHero 发起 ESG & Sustainability 最佳公司大奖，面向中国本土企业和在华经营跨国公司。我们推广企业 ESG 合规理念；寻找、鼓舞并表彰：在 ESG 领域作出卓越贡献的企业、机构和组织，也作为 ESG 先行者和倡导者。该奖项通过分享与展示 ESG 最佳实践，共同打造企业可持续发展的健康生态圈，为人类命运共同体贡献 ESG 时代的一己之力。该奖项认可表彰

- 1) ESG 理念与文化倡导
- 2) ESG 基金投资倡议
- 3) ESG 行业领袖
- 4) ESG 领导力
- 5) ESG 报告
- 6) ESG 咨询
- 7) ESG 法律服务机构
- 8) ESG 研究和评级机构

Practicing ESG (Environmental, Social and Governance) is an opportunity and challenge that enterprises must face as a non-financial development goal in the stage of high-quality development of Chinese society. ESG concept is also an important indicator of whether a company can be sustainable. Practicing ESG concepts can win the trust and support of stakeholders, and companies with outstanding performance will be favored by the capital market. Following last year's launch of the Women in ESG Individual Awards, sHero launched the ESG & Sustainability Best Company Award, which is open to local Chinese enterprises and multinational companies operating in China. We promote corporate ESG compliance; Seek, inspire, and recognize: Enterprises, institutions and organizations that have made outstanding contributions to ESG are also ESG pioneers and advocates. By sharing and displaying ESG best practices, the award jointly builds a healthy ecosystem for sustainable corporate development and contributes to the ESG era to the community with a shared future for mankind. And the award recognizes:

- 1) ESG philosophy and culture advocacy
- 2) ESG Fund Investment Initiative
- 3) ESG industry leader
- 4) ESG leadership
- 5) ESG reporting
- 6) ESG Consulting
- 7) ESG legal service providers
- 8) ESG research and rating agencies



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6 最佳公司 X 商业文化

Best Company X Business Culture

卓越的商业文化：加速组织绩效的基础

您的工作场所文化永远不会成为既成事实。它在不断发展，并且对您的组织来说是特殊的。商业文化大奖参赛作品将涵盖了您正在进行的文化之旅中采取的步骤。您需要取得可衡量的影响，但这是本章的结尾，而不是书的结尾。

参加商业文化大奖评选的好处在于为具有前瞻性的组织提供了一种庆祝工作的方式，这些工作使他们的员工取得成功——认识到员工的就业经历对业务绩效至关重要。许多组织已经创建并实施了对其文化方面产生积极影响的特定项目——提高目标、自豪感、协作或以身作则。通过推进或改变您的工作场所文化，然后确保您广泛地沟通这一点，您将：

- 创造比您的产品或服务更难模仿的可持续竞争优势。
- 专注于您的员工敬业度，这是您衡量组织绩效的主要指标之一。
- 应用有效的渠道，在您的行业内外宣传您的公司如何重视其独特的文化和员工。
- 进入强大的商业文化网络和社区，其中包括人力资源和商业领域的领先从业者和思想家。
- 通过将杰出的客户品牌与卓越的雇主品牌保持一致，向您的投资者或利益相关者展示价值。

Exceptional business culture: the foundation of accelerating organizational performance

Your workplace culture will never be a fait accompli. It is constantly evolving, and it is particular to your organization. Business Culture Award entries capture those steps taken on your ongoing culture journey. You need to have achieved a measurable impact, but it's the end of the chapter, not of the book.

The benefits of taking part The Business Culture Award gives forward-thinking organizations a way to celebrate work which sets up their employees to succeed – recognizing how their people's employment experience is fundamental to business performance. Many organizations have created and implemented specific projects which have a positive impact on aspects of their culture – increasing purpose, pride, collaboration or learning by example. By advancing or transforming your workplace culture, and then ensuring you communicate this broadly, you are:

- Creating a sustainable competitive advantage that is much harder to imitate than your products or services.
- Focusing on your employee engagement, one of your leading metrics of organizational performance.
- Applying an effective channel to promote, within and outside of your sector, how your company values its unique culture and its people.
- Gaining access to the powerful Business Culture network and community, which comprises leading practitioners and thinkers in HR and business.
- Demonstrating value to your investors or stakeholders by aligning a stand-out customer brand to an exceptional employer brand.



附件二： 人物奖项的评选标准

值得瞩目女性 Women to Watch

1.1 sHero 年度人物特别贡献大奖 sHero of the Year - Special Contributions

旨在认可她们展现榜样力量，鼓励和激励他人敢做自己。我们选择快乐和从外到内心美丽并有才华的女性，她们有全球视野和形象，是当今的世界所需要的。**她精力充沛、她热情洋溢、她成熟稳健，她建设社区，她激发他人、她成就梦想。我们一起做贡献。**

A woman who is a remarkable role model for others. We choose happy and beautiful and talented women from the inside out who have a global vision and image that is needed by today's world. **She is energetic, She is passionate, She is mature, She builds, She inspires, She achieves, together WE contribute!**

1.2 女性影响力 WomenIMPACT

本职工之外影响力，展现领导力，全力支持他人进步、积极影响女性与女孩儿蓬勃发展发展与成长。

A woman who has led impactful work outside of her organization, demonstrates leadership, advocates selflessly for others, seeks to empower women and girls to flourish.

1.3 女性领导力 Women Leadership

她们是来自各行各业的建设者、颠覆者、创新者，为敢想敢做、敢于追梦的人。她们打破玻璃天花板，重塑职场变得越来越好。

They are builders, disruptors, innovators from different industries who are bold thinkers and action takers pursuing dreams. They make the corporate world a better place. They break glass ceilings in newsrooms, boardrooms, courtrooms and classrooms. Women are reshaping our corporate world.

1.4 女董事 Women Board of Directors

全球范围人们更加关注可持续性，进而更加关注公司如何应对各种环境、社会和治理因素（ESG）带来的挑战。这不仅仅是因为股东压力的增加，还有女性可以在推动变革中发挥重要作用。

Globally there is a greater focus on sustainability and in turn a greater focus towards how companies address the challenges posed by various environmental, social, and governance factors (ESG). This is not least because of increased shareholder pressure. It is obviously women can play a big role in driving the change.

我们发现，公司更有可能选择女性而不是男性来领导其可持续发展投资组合。许多负责公司可持续发展计划的高管将其与其他高管职能相结合。

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We find that companies are more likely to choose women than men to head their sustainability portfolio. Many of the executives who head the sustainability initiatives for companies combine them with other executive functions.

1.5 女首席官 Chief Women Officers

女性可能会突破玻璃天花板, 获得最高领导职位, 但如果组织不能从她们继承的问题中恢复过来, 就会从玻璃悬崖上跌落。研究证实了玻璃悬崖的存在, 即女性更有可能被提拔为业绩不佳或陷入困境的公司的首席执行官。

Women may break through the glass ceiling to reach top leadership roles, only to fall off of the glass cliff if the organization does not recover from the problems they inherited. The existence of the glass cliff is confirmed by research that women are more likely to be promoted to CEO of weak performing or troubled firms.

1.6. 全球女性 Global sHero

全球 sHero 旨在庆祝在全球范围内坚强、无私有才华助力塑造职场和社会的卓越女性, 认可她们的不懈努力、奉献精神 and 出色领导力。

Celebrate the exceptional women within our global community & recognize the ongoing extraordinary efforts, dedication, and leadership of the strong, talented, and selfless women who help shape the workplace and our society.

1.7 创业女性 Women Entrepreneurs

认可那些对经济发展做出了贡献的商界女性精英。

- 企业成就, 企业处于优良的经营状态及可持续性发展。
- 业界影响, 在所发展的业界具有前瞻领航的作用。
- 社会贡献, 透过自身的力量为经济发展, 社会及人才培养营造正面效益。

Recognize women business elites who have made contributions to development of economy.

- Enterprise Achievement, candidate's enterprise is in excellent operation and with sustainable development.
- Industry Influence, candidate plays a leading role in her industry.
- Social Contributions, candidate creates positive impacts on economy and society.

1.8 创意女性 Women in Creativity

创造力比以往任何时候都更成为职场上的热门商品。企业为新创意展开激烈竞争。公司需要能够解决难题、快速学习新技能并在意想不到的地方发现机会的员工。顶级雇主越来越多地希望雇佣善于创造性思维的人。认可那些能够在高度重视创造力的工作场所抓住有限职业机会的女性, 在容易低估女性员工产生的创造性想法的环境克服困难并脱颖而出,



More than ever, creativity has become a hot commodity in the workplace. Businesses compete ferociously for new ideas. Companies need employees who can tackle difficult problems, learn new skills fast, and identify opportunities in unexpected places. Top employers are increasingly looking to hire individuals who excel at creative thinking. Recognize women who seized professional opportunities limited in workplaces where creativity is highly prized — and their creative ideas are valued.

1.9 创新女性 Women in Innovation

我们勾勒并发现创新女性，以庆祝和表彰这些女性先驱，来自不同地区的企业、学术和创业女性，她们正在世界上最具挑战性的话题上取得突破。这些创新女性领导者正在开拓新的领域，并不同领域建立传承。她们用自己独特的洞察力、激情和毅力，将新想法带到生活中，颠覆商业模式，打破行业规范，并指导下一代创新者。她们的影响力将她们提升到了学术界、工业界、文化界和非营利组织的高层。

We would profile women in innovation to celebrate and recognize women pioneers, because every list we could find of leading innovators was largely dominated by men. We would recognize corporate, academic, and entrepreneurial women from different parts of the globe who are creating breakthroughs across the world's most challenging topics. These women leaders are pioneering new frontiers and building legacies. They used their unique insights, passion, and perseverance to bring new ideas to life, disrupt business models, break industry norms, and coach the next generation of innovators. Their impact has elevated them to the top of academic, industry, cultural, and nonprofit circles.

1.10 科技女性 Women in STEM

认可女性克服进入 STEM 领域所遇到的障碍包括性别偏见和歧视；那些成为榜样力量的女性，她们打破文化规范限制，获得 STEM 教育、职业和人脉；她们倡导性别多样性，加速女性参与 STEM。

Recognize women who overcome the barriers that women and girls experience to participating in STEM fields and STEM networks include gendered bias and discrimination, women who are role models in STEM, women who break cultural norms and gatekeepers that limit access to STEM education, careers, and networks, women who advocated Gender Diversity which is one of the major aspects of Technology industry, accelerating Women in STEM.

1.11 公益女性 Women in Philanthropy

公益事业正变得比以往任何时候都更加多样化、协作性和可持续性。女性正在改变公益事业的面貌。随着资金的增加，对资金使用方式的控制和影响力的增强，越来越多的女性从事公益事业。

Philanthropy is becoming more diverse, collaborative, and sustainable than ever before. Women are changing the face of philanthropy. With more money, increased control, and influence over how it is spent, more women than ever are making philanthropic investments to help address and solve the problems of our time.



1.12 ESG 女性 Women in ESG

该奖项旨在表彰在环境、社会和公司治理方面发挥领导作用的女性。世界各地有很多杰出的女性在 ESG 工作，她们都决心做出切实的改变。我们想要庆祝这些杰出领导者的创新和不懈的工作，并建立一个可以跨境合作的社区，培养人才，激励其他人追求 ESG 的职业生涯。虽然我们知道 ESG 涉及各个领域，但我们赞扬致力于推动变革的领导人，这些变革将为子孙后代留下遗产。

This Awards seeks to acknowledge and celebrate women in the region who are leading the way in Environmental, Social and Governance. There are so many brilliant women working across the world in ESG, all determined to make a real and tangible difference. We want to celebrate the innovative and tireless work of these phenomenal leaders and build a community that can collaborate across borders, nurturing talent, and inspiring others to pursue careers in ESG. Whilst we know ESG is wide ranging touching on every sector, we celebrate leaders committed to driving change that will leave a legacy for future generations.

1.13 职场妈妈 Working Mothers

职场妈妈，身兼两种角色。随着女性的教育程度越来越高，她们在社会和职场上的角色也越来越重要。认可她们二者兼得：顾了家，也取得成功，虽然面对诸多挑战却掌握为人父母之道，增强了信心，不间断成长、发展和幸福的生活，度过有意义的人生，给予家人和社区新的影响。

The working mother has two roles at work & home. As women become more educated, their roles in society and the workplace become more important. For those who have both: they have taken care of their families and succeeded, and their experiences have given others solid encouragement that despite of challenges they master the path of parenthood, strengthen confidence, and continue to grow, develop, and live happily ever after, living meaningful lives that give new impact to their families and communities.

1.14 梦想女孩 Dream Girls

赋能女性始于女孩儿 - 她们还有信心并相信自己的年龄

Empowering women starts with girls - they still have confidence and trust in their age.

1.15 三十而立 30&above30

自我奋斗、独立思考和自我实现，也意味着得到理解、支持和尊重。

Self-striving, independent thinking and self-actualization also mean being understood, supported, and respected.



1.16 四十不惑 40&above40
40 has no doubt

认可那些敢于突破的职场女性。人到中年虽经历困惑却表现出鼓舞人心的力量和坚韧，她们克服生活工作上的障碍，选择突破踏上一条不断卓越之路。看似平凡却不凡的她们，不惧来自传统和社会对年龄的偏见，证明给自己。她们的故事也会激励她人可以做了不起的事情。
Recognize women 40+ who dare to breakthrough at mid-life transitional moment. With inspiring strength and grit, they overcome personal and professional challenges to choose a path that allowed them to do great things.

1.17 五十永葆青春 50&above50
New Prime Time

五十就是五十，年龄没有局限
认可 50 岁和 50 岁以上职场女性，她们是新黄金时代，坚定的个人决心、突显的商业价值和不懈追求公益事业，发现自己的兴趣和爱好平衡着在职场上的卓越成就。
50 is 50, Age Has No Limit. We recognize workplace women 50+ and Above by their personal determination, commercial value and philanthropy pursuits, hobbies that balance their professional achievements.

1.18 青年电影人 Aspiring Filmmaker

年轻的女性电影制作人将能够看到她们的作品。她们将受到启发，写出自己的故事，讲述自己的事实。她们将知道她们的声音是重要的 -- 我们每个人都很重要：我们所说的事情，我们所做的事情，以及我们从所有这些事情中提取出的艺术。这些电影人将知道她们很重要 -- 生活在一个女性被看到、听到、相信、支持和庆祝的世界里。
Young women filmmakers will be able to have their work seen. They will be inspired to write their stories and to tell their truths. They will know that their voices are important - we individually mattered: the things we said, the things we did, and the art we made out of all of it. These filmmakers will know that they matter - live in a world where women are seen, heard, believed, supported, and celebrated.

sHero 青年电影人奖将允许一个专门的空间，让年轻女性感到有能力写关于她们自己和对她们重要的人的故事。评选要求:

- 必须是在中国地区的高中或大学就读的女性
- 电影必须是 5-10 分钟的短片纪录片
- 无需电影制作经验或培训; 项目可以在智能手机上拍摄
- 电影提示:
 - o 采访致力于年轻创作者创造变革的社区成员、组织或个人
 - o 记录或探索与电影制作人接近的家庭或文化传统/庆祝活动



sHero Aspiring Filmmaker Award will allow for a dedicated space where young women can feel empowered to write stories about themselves and the people that matter to them. Submitter Requirements:

- Must be a woman that is enrolled in a high school or college in China region.
- Film must be a short documentary 5–10 minutes long.
- No film production experience or training required; project can be filmed on a smartphone.
- Prompts for film:
 - o Interview a community member, organization, or person that is working to create change for young creators.
 - o Document or explore a family or cultural tradition/ celebration that is close to the filmmaker.

值得瞩目人物
People to Watch

1. 男性同盟 Men As Allies

实现性别平等的有效男性同盟强调，成为男性盟友的第一步是认识到，尽管女性有能力和才能，但仅仅因为性别，女性可能处于不利地位。作为一个有效的男性同盟，男性需要利用他们的特权，并询问他们的女同事他们能提供什么帮助。我们鼓励企业通过与男性高管进行公开对话，可能对如何成为一名有效的盟友有疑问，从而让男性同盟在多元公平包容的工作中具有可操作性。An effective male allyship in realization of gender equality stresses the importance that one of the first steps of being a male ally is recognizing that women can be at a disadvantage, despite their ability and talent, solely based on their gender. Being an effective male ally requires men to utilize their privilege and ask their female colleagues how they can assist. We encourage companies to make male allyship actionable in their DE&I efforts by having an open dialogue with Male senior executives who might have questions as to how to be an effective ally.

同盟关乎您采取的行动，不只是理想，更好的同盟表现在男性无论在职场还是其他方面在以下三步都很出色，

- 开始注意：承诺了解系统上的不平等，找到不同于自己的体验
- 走上前去：以身作则，打造更加包容职场
- Lift up：观察谁的声音被听见，谁的意见被采纳，而谁被忽视或排除在外。然后及时干预这些行为或者跟踪。

Ally-ship is about the ACTIONS you take, not just the ideals that you hold. A better ally in the workplace and beyond have taken these 3 steps as below:

- Tune in: Commit to learning about systemic inequality and seek out experiences that differ from your own.
- Step up: Take responsibility for making yourself and your workplace more #inclusive.
- Lift up: Observe whose voices are heard, whose opinions are validated, and who is ignored or dismissed. Then, interrupt these behaviors in the moment or follow up.

sHero Awards 2024

最佳公司及值得瞩目人物和女性大奖
Best Companies & People/Women to Watch



超越数字：讲述可持续发展的故事
Going Beyond Data : Telling Sustainability Stories



Scan to Survey
扫码填写问卷



Scan to Apply
扫码申请大奖



Scan to Attend
扫码参加盛典

男性扮演举足轻重的角色在解决职场性别不平等问题上，可以是职业女性的有力同盟。为实现真正意义上的平等，男性积极参与打造职场性别公平。男性帮助实现平等、支持女性获得成功并携手。男性主动作为同盟、作为导师和赞助人帮助她们职业发展。支持女性的进步不仅在于打破玻璃天花板与打碎性别歧视，还有克服恐惧阻碍男性成为更好的同盟。

Men have a critical role to play in overcoming gender disparities in the corporate world, and they can be powerful allies for professional women. Men are actively engaged in creating gender equity in the workplace to achieve true parity. Men support women to achieve equal representations in leadership roles as well as work with them in partnership for success. Men, as mentors and sponsors to help women advance in the workforce, not only on breaking glass ceilings and attacking overt sexism, but also on dismantling the fears that prevent men from being better allies.

根本上说，男性同盟必须认可男女平等！无条件或无一例外这是最低标准。如果我们将结束性别差距，减少家庭暴力，不能只靠女性。男性需要分担重任实现这个目标。

Fundamentally, male allies must recognize that men and women are equal. This is the minimum standard without exception or conditions. If we are going to close the gender gap and reduce GBV, women cannot work alone. Men need to share the burden to make this a reality.

以下在职场具体行动作为盟友范例，

Below are a few examples as a male ally in the workforce,

1、关于“窄幅”的注意事项

1、NOTE “THE NARROW BAND”

“女性和男性可以说完全相同的话，但女性会被贴上‘侵略性’、‘尖刻’和‘难搞’的标签，而他们的男性同事会被称为‘自信’和‘强大’”，当坐在桌子旁讨论晋升，奖金或项目时，要意识到这种沟通的双重标准可能会出现。当其他人对女性做出“难以驾驭”或“卑鄙”的负面评论时，请确保你反击，如果这些相同的行为会被视为男性的资本。

“Women and men can say the exact same words, but women will be labeled ‘aggressive,’ ‘strident’ and ‘difficult,’ while their male colleagues will be called ‘confident’ and ‘powerful.’” When sitting around the table discussing promotions, bonuses, or projects, be aware that this communication double standard can crop up. Make sure you push back when others make negative comments about women being “hard-driving” or “bitchy,” if those same behaviors would be considered assets for men.

2、提供诚实的反馈

2、DELIVER HONEST FEEDBACK

为女性提供反馈以战胜挑战时，不要有顾虑，真知灼见，克服弱点，让我们都变得更好，“我们需要建议，忠言逆耳利于行”，“勇敢一点，克服尴尬，给予建设性的反馈。

Don’t pull punches when giving feedback to women Overcoming challenges, considering painful feedback, and triumphing over areas of weakness make us all better, “We need advice and sometimes even criticism to become better,” “Be brave, rise above the awkwardness, give constructive feedback.”



3、鼓励女同事申请晋升

3、ENCOURAGE FEMALE COWORKERS TO APPLY FOR PROMOTIONS

当发布职位空缺时，建议女同事勇于尝试，“女性获得晋升往往是鉴于其自身既往的成就；而男性则是更多基于其自身的潜力”，在向上的人才通道中，走在前面强大的女性榜样会让女性备受鼓舞。通过提高组织中女性的知名度来帮助实现这一目标。

When a job opening is posted, suggest to a female colleague that she put in for it “Women tend to get promoted based on their accomplishments; men more so based on potential,” “Women benefit by seeing strong female role models ahead of them in the pipeline. Help make that happen by raising the visibility of women in your organization.”

4、休育儿假

4、TAKE YOUR PARENTAL LEAVE

如果只是女性休育儿假，那我们就无法实现性别平等。如果您的公司为男性提供育儿假，请接受。另外，诚实地对待你的家庭承诺，“女性经常觉得，如果她们讨论家庭责任或因家庭问题而早退，她们将被视为对工作缺乏承诺，”当男性因家庭问题而需要提前下班时，例如照顾孩子或参加孩子的活动，作为盟友也应该说出来。

We can't achieve gender parity if women are the only ones taking childcare leave, says Pine. If your company offers paternal leave, take it. Also, be honest about your family commitments, “Women often feel they will be viewed as less committed if they discuss their family responsibilities or leave early due to family issues “Men as allies should say when they are leaving work early for family issues, such as taking care of their kids or going to a kid's event.”

谈论照顾家庭对男人比对女人更宽容，“当男人这样做时，他们被视为有家庭责任感的男人；当女性这样做时，她们被视为对工作的投入度较低。

Talking about taking care of family is viewed much more favorably for men than women “When men do it, they are viewed as committed family guys; when women do it, they are viewed as less committed to their job,”

5、更多的倾听而不是打断

5、STOP INTERRUPTING

研究表明，男性在谈话中打断女性的次数远远超过他们打断其他男性的次数，“积极地努力倾听，女性比你说得更多，甚至更好，在会议上征求和肯定女性的意见。”

Research shows that men interrupt women in conversation far more than they interrupt other men, “Actively work to listen more than you speak, and even better, visibly solicit and affirm input from women in meetings,”



6、导师或赞助女性

6、MENTOR OR SPONSOR WOMEN

为男性更好支持职场女性同事，男性和女性需要反思如何看待导师和倡导：“男性导师会给你不同的视角，并赋能你在会议上发表意见，即便参会者大多数为男性的时候。

In order for men to better support their female counterparts in the workplace, men and women need to rethink how they view mentors and advocacy “ a male mentor can give you a different perspective and empower you to have a voice at the table, even when that table is predominantly surrounded by men.”

鼓励跨性别的导师和倡导者关系可以帮助消除职场中可能存在的“我们vs.他们”的心态，“我们每个人都可以从中受益，无关我们的角色、性别或种族。”

Encouraging mentor and advocate relationships across genders can help remove the “us vs. them” mentality that may be present in the workplace, “That’s something each of us can benefit from regardless of our role, gender, or ethnicity”

你也可以在公司之外指导女性，“研究表明，女性在组织中获得指导的比率与男性相似，但男性拥有高管层导师的比例高于女性，”男性可以担任组织以外的女性的导师，其自己所在的公司中可能缺乏优秀的导师。

You can also mentor women outside of your company,“Research suggests that women get mentorship in organizations at similar rates as men, but men tend to have a higher percentage of C-suite mentors than women,” Men can serve as mentors for women who aren’t in their organizations but may lack good mentors in their own companies.”

7、不要做一个沉默的旁观者

7、DON'T BE A SILENT BYSTANDER

男人需要将自己视为解决方案的一部分，并采取行为。仅仅不成为问题的一部分是不够的，当你在一群男人中，你听到性别歧视的笑话或对女性的贬低性评论时，不要保持沉默，大声说出来，让他们知道这不行。

Men need to view themselves as part of the solution and follow it up with behavior. Simply not being part of the problem is not enough, Don’t be silent when you are in a group of men and you hear sexist jokes or disparaging comments about women, Speak up, and let them know that it is not okay.”

如果你看到一个男同事因为一个女同事的想法而受到赞扬，应指出实际情况。如果一个男性因为一个女性的想法而受到赞扬，男性盟友可以帮助纠正，这种情况经常发生。

If you see a male colleague taking credit for a female coworker’s idea, call them out, “Male allies can help correct the record if a man receives credit for a woman’s idea, which happens fairly often,” she says.



8、确保女性得到该有的荣誉

8、MAKE SURE WOMEN GET THE CREDIT THEY DESERVE

被打断或者想法被窃取都是微观歧视，帮助确保您的女同事获得应有的荣誉，并在会议中有机会发言。

Being interrupted or having ideas hijacked or stolen are microaggressions, says McCollum. Help ensure your female colleagues get credit for their ideas and get their share of speaking time in meetings.

由于各种原因，相较于男性的声音，女性的声音往往被忽视，“男性可以通过重复和倡导女性的意见，来支持女性并放大其影响力，而非为己谋誉，男性同事也应该确保女性被拉入对话中，为所有相关方提供参与权衡的机会。

Women's voices often aren't heard as loudly as men's for a variety of reasons "Men can be supportive of women's ideas and amplify them by repeating and advocating for those ideas without taking credit for them, Male colleagues should also be sure that women are pulled into conversations to give opportunity for all relevant parties to weigh in."

9、分担办公室“家务”

9、SHARE THE OFFICE "HOUSEKEEPING"

盟友关系并不全是关于宏伟的姿态，人们必须在日常生活中批判性地考虑自己的思想和行为。

Allyship isn't all about grand gestures, People have to critically consider their own thinking and behavior in everyday life.

10、分享社会资源

10、SHARE SOCIAL CAPITAL

另外一件务实的事儿男性可以做到的是分享人脉、机会、和组织资源。

Another concrete thing men can do is share connections, opportunities, and organizational resources.

2. 变革者 Change Agents

全球思维、求知欲和战略眼光—全球思维--善于倾听和学习，对当地的细微差别和复杂的相互关联世界的动态具有求知欲，以及能够建立关系、带动主要利益相关者和实施文化相关倡议的战略执行力。

Global Change Agents are those who have global mindset – an ability to listen and learn, intellectual curiosity about local nuances and the dynamics of a complex interconnected world, and strategic implementation to be able to build relationships, bring key stakeholders along and operationalize culturally relevant initiatives.



在全球背景下，一个人选择的言行在不同的文化中可能具有不同的含义。更重要的是影响而不是意图。培养全球能力有助于缩小我们实现积极变革的意图或愿望与我们的影响或意外后果之间的差距。多元公平包容变革推动者可以通过培养全球思维、求知欲和战略眼光，最大限度地缩小意图与影响之间的差距。

Globally, the behaviors and languages one chooses may have different meanings in different cultures, and what matters is the impact of those words and actions, not the intent. Having global capabilities helps bridge the gap between our intentions or desires to achieve positive change and the impact or unintended consequences. Global Change Agents minimize the intentional impact gap through cultivating a global mindset, having intellectual curiosity, and being strategic.

3. 多元公平包容引领者 Top DE&I Leaders

组织和领导人比以往任何时候都更愿意听取员工和客户的意见，制定改进的措施，以引入公平的职场惯例。在此强调，无论你是 CEO、DE&I 的负责人、CHRO、教授还是作家，你都可以成为 DE&I 的捍卫者。

More than ever, organizations and leaders listened to their employees and customers to develop progressive initiatives that introduce fair workplace practices. This list highlights that whether you're CEO, Head of DE&I, CHRO, a professor, or an author, you can be a champion for DE&I.

对获奖者要求他们在实施进步实践方面取得了巨大的进步，努力在其组织的所有级别实现 DE&I，并为所有员工创造一个受欢迎和培养的工作场所。通过加权评分，并考虑到新实践的发展和实施，对员工的支持和资源，以及提高行业工作标准的社会贡献。在sHero，我们很荣幸地庆祝这些 DE&I 领导人为他们的员工制定并继续投资至关重要的 DE&I 计划所做出的努力。Here are winners: these individuals have made enormous strides in implementing progressive practices, striving for DE&I across all levels of their organizations and creating a welcoming and nurturing workplace for all employees. They were determined through weighted scoring and considering the development and implementation of new practices, support and resources for employees and social contributions to raise the bar to raise the industry-wide work standards. At sHero, we are honored to celebrate the efforts these DE&I leaders have developed and continue to invest in vital DE&I initiatives for their employees.