



**WOMEN IN
DEFENCE**

AWARDS
2021



Promotional Pack



**WOMEN IN
DEFENCE**

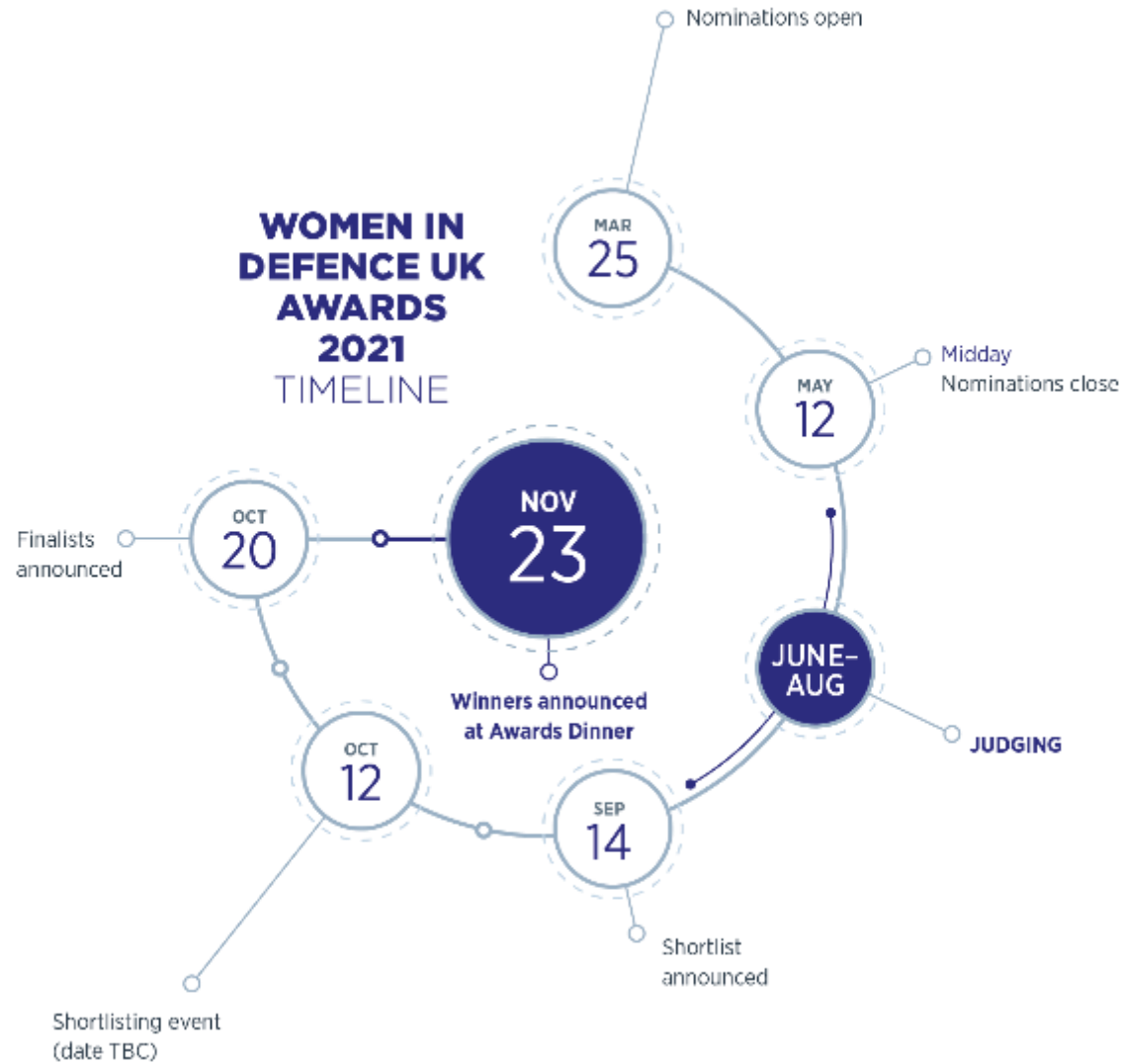
AWARDS
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Useful Information



Programme Timeline



Award Categories and Criteria

Category	Description and Criteria	Open to
Inspirational Award	Can demonstrate having inspired or positively influenced the choices of other colleagues	Individual women only
Outstanding Contribution Award	Outstanding contribution to their organisation where the nominee has exceeded expectations	Individual women only
Most Collaborative Award	Can demonstrate that creating a collaborative working arrangement within their organisation or working with another one created a positive impact	Individual women only
Resolute Spirit Award	For individual women who have the steadfast spirit to persevere whilst overcoming real adversity	Individual women only
Equality of Opportunity Award	To recognise where an individual, team or organisation has worked to create an environment where there is equality of opportunity for all genders	Open to individuals of any gender, teams and organisations.
Emerging Talent Award	For early career professionals (including apprentices and graduates) demonstrating high performance	Individual women only
Unsung Heroines Award	To celebrate those women who, on an enduring basis, have improved the 'lot' of people in defence which is essential to an organisation's output, but never seeking recognition for what they do.	Individual women only
Innovation and Creativity Award	To celebrate those that have used imagination, creativity, inventiveness, or ingenuity in an innovative manner that has multiplied the effect of the UK defence mission	Individual women only
STEM in Defence Award	For promoting and supporting activities for young women learning in science, technology, engineering and mathematics (STEM)	Open to individuals of any gender and teams
Inclusive Teamwork Award	Can demonstrate inclusive working, where all team members have had a voice and have been able to contribute, leading to a successful outcome with tangible positive impact for the organisation	Teams only
Woman of the Year 2021	Awarded by the judges to one of the recipients of the categories listed above	Individual women only

How To Nominate

Nominating someone is simple, just go to the [Women in Defence UK 2021 Awards Nomination Proforma](#) , but we advise that you read this first.

To nominate, follow these easy steps:

- Before nominating, read through the criteria for every award thoroughly and decide which category is appropriate for your nomination.
- Provide the contact details of the team you are nominating, please note the need to confirm that you have their agreement to share their details.
- Tell us briefly why you think they deserve to be nominated (the citation part of the nomination form).
- Provide your own contact details.

The citation part of the nomination form is broken down into three elements:

1. An overview of why you are nominating this team (maximum of 200 words).
2. An explanation of how they have demonstrated the criteria for this award category (maximum of 200 words).
3. Examples of the results they have achieved as supporting evidence (maximum of 200 words).

Please note

A nomination using essentially the same narrative or evidence should not be entered in more than one award by a single nominator. A nominee may be entered more than once in one or more categories by different nominators, providing the narrative in the citation does not duplicate, or near word for word resemble, the citations of other nominators.

Nomination Hints and Tips

Hints and tips

Put yourself in the judges' shoes. They read lots of citations so capture their attention early, be concise and provide context. It may be obvious to you why an achievement is so worthy of recognition, but our judges may not have the same background or experience so please explain the significance.

Providing context to the citation (i.e. sphere of work, day to day tasks, key challenges, etc.), and tangible evidence of the outcome or effect that this had on others will strengthen the nomination hugely. Our judges may not be familiar with all parts of the defence enterprise so avoid, or at the very least explain, acronyms.

There is a word limit of 200 words per section. Even if the form allows you to enter more, the citation sent for judging will be shortened if it exceeds this limit, which could mean that it ends mid-sentence.



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Communications Support



Communications Support

To help you support the Women in Defence UK Awards 2021, we've drafted some suggested communications for you to use on your external and internal channels.

Feel free to edit the drafts in order to tailor to your organisation's brand and audiences.

RELEASED ON 25/03/21

Press Release; Women in Defence UK's Awards 'Nominations Open'



On Thursday 25th March, nominations open for the Women in Defence UK 2021 Awards. Anyone working across the defence enterprise can be nominated.

Angela Owen OBE founded the group in 2011 as she realised that despite the thousands of women working in defence, they seemed to be too thinly spread. 10 years on, the Women in Defence UK network has grown to over 4000 people and this year will be celebrating the women, men, individuals, teams and organisations working in defence of the nation, at its 6th annual Awards.

Angela Owen said “2021 is our tenth anniversary year. We’ve evolved from a small Linked In group to a community of individuals and organisations dedicated to improving equality of opportunity across defence. There’s still some way to go in terms of gender equality, but everywhere you look, there are exceptional female role models at all ranks and levels, and an ever-increasing number of people determined to help defence to improve.

The Women in Defence UK Awards provide a platform to recognise individuals and teams, both as inspirational role models and for the work they doing to support equality of opportunity. We opened for nominations on 25th March. This is your chance to show how much you respect and rate someone’s achievements. Please don’t miss the opportunity!”

First held in 2016, the annual Awards are the pinnacle of the Women in Defence UK year. Over the past five years, 2000 nominations have been entered from across the defence community including the UK Armed Forces, MoD Civil Service, GCHQ, MI5 and SIS, defence industry and the defence third sector.

This paragraph will include a quote from the 2020 Woman of the Year – please note this will be sent under a separate e-mail, after the Women in Defence UK Awards 2020 ceremony.

Nominations will close on Wednesday 12th May. To nominate or to learn more about the Women in Defence UK 2021 Awards go to www.womenindefenceuk.com

Press Release – Notes for Editors

Notes to editors:

Women in Defence UK

Equality of opportunity in defence and security will not happen by chance. It will require a concerted effort across the enterprise, changing the overall dynamics, making defence a better place where people can work, learn and thrive.

Women in Defence UK Awards Categories:

The ten awards are Inspirational, Outstanding Contribution, Most Collaborative, Resolute Spirit, Equality of Opportunity, Emerging Talent, Unsung Heroines, Innovation and Creativity, STEM in Defence, and Inclusive Teamwork. On the night of our Awards Dinner, an overall Woman of the Year is also announced.

Suggested Social Media Posts

1. Congratulations to all winners of the @WomenInDefence UK Awards 2020. Do you know someone worthy of recognition for their work in defence? Nominate them for the 2021 Awards now #WeAreWomenInDefence <http://bit.ly/WomenInDefenceUKAwards21>
2. Nominations for the @WomenInDefence UK Awards 2021 are open – if you know an exceptional individual or team in defence, nominate them for an award #WiDAwards2021 <http://bit.ly/WomenInDefenceUKAwards21>
3. Do you know someone who is making a difference in defence? Nominate them for the @WomenInDefence UK Awards 2021 #WiDAwards2021 #WeAreWomenInDefence <http://bit.ly/WomenInDefenceUKAwards21>
4. The @WomenInDefence UK Awards 2021 celebrates outstanding individuals or teams working in defence of the nation. Nominate your talent now. #WiDAwards2021 <http://bit.ly/WomenInDefenceUKAwards21>
5. We are proud to support @WomenInDefence for #WiDAwards2021. Help us celebrate the outstanding people working in the defence of the nation by nominating them for an award #WeAreWomenInDefence <http://bit.ly/WomenInDefenceUKAwards21>

Social media images: We have sent social media assets which you can use attached to this pack. If you have not received these, please email WomenInDefenceUK@outlook.com

Suggested Internal Message; Intranet, newsletter, etc



Nominations are open for the Women in Defence UK Awards 2021. The Awards Ceremony, planned to take place on the 23rd November 2021, looks to recognise the achievements of the outstanding individuals and teams working in defence. We are proud to continue our support to the Women in Defence UK Awards.

Click here to nominate individuals of all genders, teams and organisations: www.womenindefenceuk.com

Equality of opportunity in defence and security will not happen by chance. It will require a concerted effort across the enterprise, changing the overall dynamics, making defence a better place where people can work, learn and thrive.

If you know an individual who is working hard to make a difference in defence, nominate them for one of the award categories:

- Inspirational Award
- Outstanding Contribution Award
- Most Collaborative Award
- Resolute Spirit Award
- Equality of Opportunity Award
- Emerging Talent Award
- Unsung Heroines Award
- Innovation and Creativity Award
- STEM in Defence Award
- Inclusive Teamwork Award

The deadline for Women in Defence UK Awards 2021 nominations is Wednesday 12th May 2021.

Equality of opportunity in defence and security will not happen by chance. It will require a concerted effort across the enterprise, changing the overall dynamics, building a better defence in which people can work, learn and thrive. If you're interested in becoming part of Women in Defence UK and have an idea you'd like to share with us, please visit <https://www.womenindefenceuk.com/get-involved> to subscribe to our mailing list and stay up to date with ways you can support!

On behalf of Women in Defence UK, thank you for your support.

Suggested Internal Message; Email

Hi everyone,

Nominations are now open for the Women in Defence UK Awards 2021 Ceremony, which will be taking place in November. We are all involved in recognising and celebrating the value of women in defence, and so we all need to help in promoting awareness of the Awards programme.

The last year has brought upon us all new ways of working, lifestyle changes and unprecedented challenges beyond our imagination. I ask that you take the time to nominate individuals and teams who have risen to the challenge and achieved something outstanding over the last year that has made a difference in defence, so that we can continue to celebrate the progress of inclusion and diversity in defence .

This year's categories include:

- Inspirational Award
- Outstanding Contribution Award
- Most Collaborative Award
- Resolute Spirit Award
- Equality of Opportunity Award
- Emerging Talent Award
- Unsung Heroines Award
- Innovation and Creativity Award
- STEM in Defence Award
- Inclusive Teamwork Award

You can nominate using this link: www.womenindefenceuk.com

Please also use your social media channels to help Women in Defence UK reach a greater audience using #WiDAwards2021 and #WeAreWomenInDefence.

Kind regards,

[insert name]

Other Material To Help You Promote the Awards

- We have also attached social media assets and associated communications guidance, the Women in Defence UK Awards 2021 Logo (for internal use only), and associated Brand Guidelines to this pack. If you have not received these, please email WomenInDefenceUK@outlook.com.
- Please note, our brand guidelines and communications guidance should be adhered to at all times when using the assets we've provided.
- If you have any questions about your promotional pack or about the Women in Defence UK Awards 2021, please contact WomenInDefenceUK@outlook.com.
- If you have any questions on the press release and media, please contact rachael.clamp@paconsulting.com

Thank you for your continuing support