

Implemented by:



## APPLICATION FOR GENDER DIVERSITY COMPANY COMPETITION

Company information	
<b>Company name:</b> Energy Corp.	<b>Legal form:</b> Corporation
<b>Industry:</b> Energy	<b>Number of employees:</b> 1,200 in Morocco
<b>Company address</b> <b>Street:</b> Route de Souihla <b>House and flat number:</b> House no. 10, Flat no. 1 <b>Post code:</b> 40130 <b>City, Area:</b> Marrakech <b>Country:</b> Morocco	<b>Contact person</b> <b>Name:</b> Amal Al Maghribi <b>Function:</b> HR Associate <b>Telephone number:</b> +212 2433XXXXX <b>Email address:</b> amal.almaghribi@energy.ma
Proposal of gender diversity initiative	
<b>Title of planned initiative:</b>	
Women needed – Motivating high school/university students to join Energy Corp	
<b>Context:</b> Explain briefly the need in your company for the proposed initiative	
What challenges do you encounter to recruit and retain women in your company? Or what challenges for advancing the career of your female employees?	
<p>Female representation is relatively low at Energy Corp., also among applicants and new hires (data: 2012):</p> <ul style="list-style-type: none"> <li>• Share of female employees: 20% (240 out of 1,200)</li> <li>• Share of female applicants: 25% (50 out of 200)</li> <li>• Share of female new joiners (women who entered Energy Corp. 2012): 30% (30 out of 100)</li> </ul> <p>At the same time, we have realized that the majority of female applicants, new joiners and employees are highly qualified and perform well</p> <p>Only few women in Morocco are enrolled in energy-related fields of study. The few female graduates from energy-related fields of study often do not join Energy Corp. because they decide to focus on family duties, or to work in the public sector because they expect more favorable working conditions there</p>	

**Gender Diversity Metrics** : Enter the following data

Number of female employees	240	Share of female employees %	20%
Number of women leaving the company (yearly)	10	Voluntary turnover rate of female employees (yearly average)	4%
Number of women in top management	4	Share of women in top management	10%
Number of women in middle management	35	Share of women in middle management	10%

**The Gender Diversity Competition focuses on three action fields. Which field of action describes your initiative best?**

- Recruitment of women  
 Retention of female employees  
 Career advancement of female employees

**Objective:** Explain the objective and the target group(s) of your initiative.

Objective: What do you intend to achieve?

*Please quantify targets, e.g. "we want to increase the share of female hires from currently 15% to 30% of all applicants over the next two years".*

Target group(s): Which group of employees do you intend to support with your initiative?

*Please quantify members of target group, e.g. "30 female career entrants".*

**Objective:**

We want to ...

- increase the share of female applicants at Energy Corp. from 25% to 35% within 16 months
- increase the share of female new joiners at Energy Corp. from 30% to 40%

**Target group(s):**

- Moroccan female high school students: We want to entuse them to enroll in an energy-related field of study
- Moroccan female university students: We want to motivate them to apply at Energy Corp. after graduation

Action Plan Outline the most important actions you plan to implement over the 12 months duration of the project. <i>For example, during the first three months (1-3) you might plan to develop new HR Marketing materials for career entrants that appeal especially to women.</i>	Timeline (months)											
	Please indicate with an “x” in which month you plan to implement the respective actions.											
	1	2	3	4	5	6	7	8	9	10	11	12
Action 1: Motivate and sensitize corporate actors involved in HR marketing and recruiting (HR and marketing department, managers involved in recruiting) for the initiative and its objectives	X	X										
Action 2: Create HR and general marketing materials free of gender bias and adjust existing ones (e.g. ensure that flyers/posters show women and men; that on the recruiting homepage there are statements of female and male employees etc.)			X	X	X							
Action 3: Invite female high school students to an open day where they can familiarize themselves with the energy sector (Girls' Day)				X	X	X	X	X	X	X		
Action 4: Organize open day for female university students/graduates where they can familiarize themselves with career opportunities at Energy Corp. (Women's Career day)						X	X	X	X	X	X	X
Action 5: Create networks of female employees		X	X									
Action 6: ...												
Action 7: ....												
Action 8: ...												
Action 9: ...												
Action 10: ...												

### Budget

Please calculate the budget of the gender diversity initiative described above and fill it into the Excel template “gender\_diversity\_company\_competition\_budget.xls”. The budget is part of your application and needs to be attached to it.

## Project Management

**Project Manager and Project Team:** enter the names and functions of the employees in charge of implementing the project. Describe their tasks and the working time allocated to the project.

### Project Manager:

Amal Al Maghribi, HR Associate

10 years working experience in the field of HR and 5 years working for Energy Corp.

Responsible for:

- Coordinating the project team and their tasks, including team meetings
- Coordinating with GIZ/EconoWin about the advancement of the project activities
- Ensuring that the activities are implemented according to the timeplan and budget
- Supervising the quality of the activities and deliverables
- Developing a detailed project plan
- Implementing action 1 of the action plan (motivate and sensitize corporate actors involved in HR marketing and recruiting for the initiative and its objectives)

The Project Manager will allocate 20% of her working time during 12 months.

### Project Team:

Asmae Lamrabet, Corporate Communications, in charge of action 2 (create HR and general marketing materials free of gender bias and adjust existing ones) with 10% of her working time during 12 months.

Amine Belghiti, HR, Recruiting Officer, in charge of action 3 (invite female high school students to an open day - Girls' Day) and of action 4 (organize open day for female university students/graduates) with 15% of his working time during 12 months.

Karim Saddiki, HR, Training, in charge of action 5 (create networks of female employees) with 10% of his working time.

Statement of commitment								
<p><b>We propose the gender diversity initiative described in this application to be implemented in our company. In case of being awarded, we agree to conduct a gender diversity analysis with GIZ as the first step of the project implementation. The implementation can start in May, 2017, and should take 12 months.</b></p>								
<p><b>We apply for technical support and financial contribution for the implementation of the initiative.</b></p> <p><b>Technical support:</b></p> <ul style="list-style-type: none"> <li>• A GIZ team supports the implementation of the initiative for 12 months.</li> <li>• Trainings and networking events are offered for the project team and management.</li> <li>• The initiative is professionally monitored and evaluated.</li> <li>• The initiative is communicated as best practice throughout the MENA region.</li> </ul> <p><b>Requested financial contribution to the action plan (as detailed in the attached budget plan):</b></p> <table style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 33%;">Total budget of planned initiative:</td> <td style="width: 33%; border-left: 1px solid black;">in local currency: <b>963.600 MAD</b></td> <td style="width: 33%; border-left: 1px solid black;">in EURO: 88.460</td> </tr> <tr> <td>Expected financial contribution from EconoWin [max. 40% of total budget; up to 35,000 EUR]:</td> <td style="border-left: 1px solid black;">in local currency: <b>243.600 MAD</b></td> <td style="border-left: 1px solid black;">in EURO: 22.363</td> </tr> </table>		Total budget of planned initiative:	in local currency: <b>963.600 MAD</b>	in EURO: 88.460	Expected financial contribution from EconoWin [max. 40% of total budget; up to 35,000 EUR]:	in local currency: <b>243.600 MAD</b>	in EURO: 22.363	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
Total budget of planned initiative:	in local currency: <b>963.600 MAD</b>	in EURO: 88.460						
Expected financial contribution from EconoWin [max. 40% of total budget; up to 35,000 EUR]:	in local currency: <b>243.600 MAD</b>	in EURO: 22.363						
<p><b>We commit ourselves to implement the initiative if we are selected as a winner of the Gender Diversity Company Competition. Specifically, we agree to...</b></p> <ul style="list-style-type: none"> <li>▪ ... provide the internal resources needed for the initiative (esp. personnel)</li> <li>▪ ... cooperate with the GIZ team and consider its suggestions</li> <li>▪ ... participate in the offered trainings and events</li> <li>▪ ... provide information for monitoring and evaluation purposes</li> <li>▪ ... communicate the initiative to internal and external stakeholders</li> <li>▪ ... allow GIZ to promote the initiative in publications, events and presentations</li> </ul>		<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No						
<p><b>The initiative - as described in this application - was approved by our top management (two representatives)</b></p> <p><b>Management Contact 1</b></p> <p><b>Name:</b> Said Idrissi                                <b>Telephone number:</b> +212 2433XXXXX  <b>Function:</b> HR Manager                                <b>Email address:</b> said.idrissi@energy.ma</p> <p><b>Management Contact 2</b></p> <p><b>Name:</b> Mohamed Alaoui                                <b>Telephone number:</b> +212 2433XXXXX  <b>Function:</b> General Manager                                <b>Email address:</b> mohamed.alaoui@energy.ma</p>		<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No						

Please send your complete application form and your budget plan to [application@econowin.org](mailto:application@econowin.org)

\* In case of award, GIZ is not obliged to finance the totality of the proposal. GIZ keeps the right to disregard activities or propose new activities as well as to make amendments to the budget or request additional HR data.