



White Ribbon Accreditation

Information Pack

CONTENTS

- 1** ABOUT WHITE RIBBON UK
- 2** WHITE RIBBON ACCREDITATION
- 3** THE IMPORTANCE OF WHITE RIBBON ACCREDITATION
- 5** THE VALUE OF WHITE RIBBON ACCREDITATION
- 7** HEAR FROM OUR ORGANISATIONS
- 8** WHITE RIBBON ACCREDITATION INCLUDES
- 9** ACCREDITATION FEES
- 10** ACCREDITATION APPLICATION PROCESS



ABOUT WHITE RIBBON UK

White Ribbon is the UK's leading charity engaging with men and boys to prevent violence against women and girls in England and Wales.

Our aim is to prevent harassment, violence and abuse against women and girls by **driving culture change through engaging men and boys, promoting equality, encouraging allyship and raising awareness.**

We work in **partnership with organisations and individuals**, including through our Accreditation and Supporter Organisation programmes and our network of White Ribbon Ambassadors and Champions. We have an increasing public profile, particularly around **25th November, White Ribbon Day**, and we **campaign for policy change with decision makers**, at Westminster and the Senedd.

We are part of the global White Ribbon movement, founded in Canada in 1989. The **White Ribbon is the internationally recognised symbol** of the commitment to end men's violence against women.



WHITE RIBBON ACCREDITATION

White Ribbon Accreditation provides all organisations with a structured approach to create positive cultural change.

Becoming Accredited shows your **commitment to preventing harassment, abuse and violence against women and girls** through promoting gender equality, raising awareness and ensuring that men as well as women are part of the solution. From making your strategic commitment you will work with White Ribbon to **develop and deliver a transformative Action Plan** over a three-year cycle.

Being Accredited is **more than ticking a box**. Your application is considered and approved by an expert panel. White Ribbon Action Plans are **expertly reviewed with feedback** to support its implementation. When your Action Plan is approved, it means that you've demonstrated how your organisation will deliver on its commitment across the four core criteria:

1. Strategic Leadership
2. Engaging Men and Boys
3. Raising Awareness
4. Changing Culture



THE IMPORTANCE OF ACCREDITATION

We spend on average a third of our lives at work. The workplace is often an area in women's lives where women do not have the same opportunity to thrive as men.

ON AVERAGE there are 3000 VAWG-related crimes reported daily. (NPCC, 2024)

IN PUBLIC SPACES 70% of women in the UK say they have experienced sexual harassment in public. (APPG for UN Women UK, 2021)

IN WORKPLACES 3 in 5 women have experienced sexual harassment, bullying or verbal abuse in the workplace. (Trade Unions Congress, 2023)

ONLINE 1 in 4 young women in England, and 1 in 3 young women in Wales have experienced online violence. (Open University, 2024)

AT SCHOOL Nearly a quarter (24%) of girls in mixed sex schools said they had experiences of unwanted sexual touching in school. (EVAW, 2024)

AT HOME 1.4 million women experienced domestic abuse in the year ending March 2023. (ONS, 2023)

Violence against women and girls is not only a women's issue -- and the majority of men agree. 63% of men agree that *men* in society aren't doing enough to ensure the safety of women and girls. (YouGov, 2021)



WHITE RIBBON ACCREDITATION

White Ribbon Accreditation demonstrates your organisation is committed to:

- A positive and safe organisational culture.
- Ensuring employees who are knowledgeable and skillful in recognising and addressing violence against women, including abusive and sexist behaviour.
- Raising awareness among staff, enabling them to become allies and positive role models.
- Improving the experience of customers and stakeholders.
- Positively influencing wider societal change.

White Ribbon Accreditation is a commitment made by organisations **to work towards transformational culture change** in their staff culture, systems, with customers, stakeholders and communities.

All organisations that are based in England and Wales can become White Ribbon Accredited. Hundreds of organisations, both large and small, local and national, are already benefitting from the White Ribbon Accreditation programme.



THE VALUE OF WHITE RIBBON ACCREDITATION

As a White Ribbon Accredited organisation, you can benefit and transform your workplace by:

- **Making change visible inside and outside of your organisation** by communicating to your workforce and community that you are committed to positive change and inclusive workplaces where everyone feels that they belong. By doing so you will demonstrate to your current and future employees are valued.
- **Taking a holistic and positive approach to bringing about gender equality** and ending men's violence against women. The Action Plan enables organisations to design an effective roadmap for meaningful progress.
- **Demonstrating your ongoing and sustained commitment to preventing men's violence against women** by making changes in the way priorities are determined across your organisation through your communications, HR policies, employee development, training, and overall organisational culture.
- **Upskilling staff** to become a community of changemakers with the understanding and strategies to make a difference.



THE VALUE OF WHITE RIBBON ACCREDITATION

- **Joining a growing community** of individuals and standing alongside hundreds of other Accredited organisations, with almost 700,000 of the working population of England and Wales who have made a commitment to prevent gender-based violence.
- **Being supported to ensure that your workplace culture is equal, safe, and inclusive for women** and take a part in influencing and transforming wider communities.
- **Enabling a positive and safe organisational culture** with the support of external expertise.
- **Supporting your organisation's duty under Equality Act 2010, Worker Protection Act 2023** and showing commitment to the Council of Europe Convention on preventing and combating violence against women and domestic violence (CETS No. 210).
- **Increasing employee satisfaction**, including a better understanding of issues that affect individuals and how to prevent, respond to and support them. This in turn can reduce absenteeism and improve productivity.
- **Communicating the internationally recognised White Ribbon commitment to preventing men's violence against women.** This can support partnerships, and where appropriate in reporting and bid writing.



White Ribbon Accreditation is for organisations:

- Who are committed to ending violence against women.
- Of any size, private or public sector.
- Who are at any point in their journey of positive culture change.
- Looking for a change model that is enabling and positive.
- Looking to align with expert leads to achieve and uphold a positive workplace culture.

HEAR FROM OUR ORGANISATIONS

“For us at Nottinghamshire FA, as an Accredited Organisation it has allowed us to **collaborate with Organisations from a variety of sectors** that we would have not traditionally worked with and it’s **opened up some great opportunities of joint working** to allow us to **raise awareness more collaboratively** in order to **have an impact and support more individuals** in our communities.” **Michelle Marshall, Head of Facilities, Investment and Partnership at Nottingham Football Association**

“Having an independent third party accrediting our organisation **increases the credibility and trust of our three-year implementation roadmap** for both internal and external stakeholders.” **Jim Fitzgerald, Director at Baringa Partners**

“Being an Accredited White Ribbon organisation has given our White Ribbon Steering Group members **a sense of purpose and a shared common goal** - preventing gender-based violence. It has **helped us engage with, and work with,** other Train Operating Companies' and Industry Partners **to raise awareness** of violence against women and girls. From creating Rail to Refuge to supporting White Ribbon we **continue to bring about change** so that women and girls can live a life free from violence.” **Darren O'Brien, Retail Systems & Contracts Manager at South Eastern Trains Limited**



WHITE RIBBON ACCREDITATION INCLUDES

- **A structured Action Plan**, enabling you to conduct a gap analysis, building on your existing good practice, developing and delivering strategic actions with clear outcomes.
- Expert sector specific Action Plan feedback and catch-up calls.
- An easy to access **online Hub with a suite of exclusive resources** including policy information, learning and training materials.
- A programme for White Ribbon Ambassadors and Champions that includes **resources, training and events**.
- Badges for your White Ribbon Ambassadors and Champions.
- An Accreditation Plaque to display in your building.
- White Ribbon assets including permission to display and use the White Ribbon on communications and your website.
- **Regular webinars and 'lunch and learn' sessions**.
- Sector specific and **cross-sector opportunities** for networking, including regular online meetings.
- A Fundraising Starter Pack containing a sample of awareness raising materials available from our online shop.
- An **exclusive discount code to use on the White Ribbon Shop** to purchase awareness raising materials.
- An exclusive **discount for White Ribbon Training**.
- Being **part of a movement** working to prioritise the prevention of violence across society.



ACCREDITATION FEES

Accreditation fees are based on your organisation's annual turnover/budget revenue. The tables below determines the fee you will pay.

BUDGET REVENUE OR ANNUAL TURNOVER*

- *Up to £125m:* £495 p/a
- *£125m to £250m:* £995 p/a
- *£250m to £500m:* £1,595 p/a
- *£500m to £1bn:* £2,495 p/a
- *£1bn to £10bn* £4,900 p/a
- *Over £10bn:* £9,500 p/a

15% discount applies for charities and NGOs

Payment Options

1. The full amount of all three-year's fee in one lump sum. A 5% discount will apply plus you will be protected from any future annual fee increase
2. Three separate payments each year of your three-year accreditation cycle.

Please note that Accreditation fees will be subject to VAT.



READY TO GET STARTED?

There are a few steps you first need to take to become Accredited. The process chart below will help you prepare for this. **You can get started by requesting an Application Pack, by emailing organisations@whiteribbon.org.uk**

Request an Application Pack by emailing organisations@whiteribbon.org.uk

1

Complete the actions required to apply for Accreditation, as detailed in the Application Pack, which include: appointing a Lead Contact, a Strategic Lead and establishing a Steering Group to drive the Action Plan.

Complete and submit your Accreditation Application.

2

3

4

Your Application is assessed and approved by our expert panel.

Once approved, you will receive a confirmation welcome email giving access to the exclusive online Resource Hub.

5

6

Payment of fees is required.

A Welcome Pack containing a batch of Ambassador and Champion badges, an Accreditation Plaque & a Fundraising Starter Pack will be posted.

7

8

The Steering Group develops your 3-year Action Plan for panel approval within 6 months of your Accreditation.

The White Ribbon Accreditation Team will be with you every step of the way to support your journey in joining a community of hundreds of organisations who have made their commitment to ending violence against women, and making workplaces equal, positive and safe environments for everyone.

If you have any questions, please email Jayne Blacker, Business Development Manager at organisations@whiteribbon.org.uk