



"INCLUSION"

Inclusion should promote the idea that all people should be freely and openly accommodated without restrictions or limitations of any kind.

Inclusion is ensuring that people feel they belong, are engaged, and connected. It is a universal human right whose aim is to embrace all people, irrespective of race, gender, disability or other attribute which can be perceived as different.

Inclusion is also "...a sense of belonging: feeling respected, valued for who you are; feeling a level of supportive energy and commitment from others so that you can do your best."

It is about **giving equal access and opportunity to all**; removing discrimination and other barriers to involvement.

By promoting inclusion, thus ensuring positive processes and outcomes for all, we are treating people with dignity and respect, advocating that society no longer disables its citizens. *Inclusion* is not an optional extra but a set of core values fundamental to economic, social, cultural, civil and political rights.

PWA's approach towards inclusion must be active, involves imagining better, and understanding that we all have something to contribute. For our Silver Jubilee, we present "**ME2 promoting inclusion**" as a priority in our contribution to "changing behaviour, beginning with our own."

PWA JUBILEE CONTEST

INCLUSION AWARENESS PROJECT/EVENT DESCRIPTION (700 words). Criteria:

Simple
Unusual/unexpected
Concrete
Credible
Emotional
Synthetic
Story

Judges - PWA Special Projects director, Annalisa Cicerchia & PWA Thinktank Leader, Alessandra Tacconelli

Panel - PWA Communications Team, Jubilady.

Highest Total Scorecard 1-5 each concept from panel:

Cristiana Montani Natalucci - Community director

Karima Hassa - Media & Communications Team

Rossana Scazzocchio - Webmistress

Hanna Suni - Newsletter Editor

Valerie Baxter - President

Olga Plyaskina - Jubilady

FINALISTS

2nd place - best project/event idea deemed feasible by Thinktank

1st place - best project/event manufacturable by PWA (Special projects)

The Winners will be selected by the PWA Thinktank leader and Special Projects director. Selection will be based on the contestant's ability to embody the spirit of inclusion as well as on storytelling merit. The winner and runner-up will be notified by phone and/or email by **31st January 2017**. Finalists will be required to provide written consent to the PWA Newsletter editor to publish photos and articles regarding the project/event.

PRIZES

1st - Free membership/friendship PWA 2017/18 (value €100 approx) including 8 Conferences & aperitifs. Event or project will be realised and publicised by PWA; idea remains intellectual property and ensuing merit of the winner.

Sponsor gift - to be defined

2nd - Free invitation PWA Jubilee Party June 2017 (value €40 approx).

Plus Sponsor Gift - to be defined

Who may apply: male/female PWA members/non-members, students aged 18 and over

Submissions Entry: 1st September 2016 - Deadline: 31st December 2016

Submission Format: email with PDF document attachment (Italian/English) and Video (optional).

Keywords: Gender equality, Equal opportunity, *Equality, workplace diversity, social inclusion.*

Communication guideline: *"Changing behaviour, beginning with our own"*

- i.e. Engineer uses a common language easily understood by Manufacturer

Entries to: jubilee@pwarome.org

PRIVACY DISCLOSURE

Contest entrants are supplying personally identifying information (e.g., name, address) to PWA-Professional Women's Association by entering. Participation in this contest is completely voluntary, therefore the entrant has a choice whether to disclose his or her information. Contest entrants' email addresses will be used only for the purposes of communicating about the contest.

PWA may also feature the winning photos on our social media channels, such as Facebook, Twitter, and LinkedIn.