



## 2021 PAR Ranking of Gender Equality in Organizations

### Terms and conditions

*This document is a support and consultation tool for Organizations interested in participating in the 2021 PAR Ranking. In addition, the rules applicable to the use and operation of the platform [par.aequales.com](http://par.aequales.com) are established. Should you need more information, please communicate through the channel provided at the end of this document.*

#### **1. Who are we?**

Aequales is a multi-Latin business conglomerate that provides tools for closing gender gaps in the workplace based on measurement, consulting and technology. The companies that currently make up this conglomerate are AEQUALES S.A.S, a company incorporated under the legal regulations of the Republic of Colombia, AEQUALES S.A.C, a company incorporated under the legal regulations of the Republic of Peru and CAMINO A LA EQUIDAD S.A de C.V, a company incorporated under the laws of the United Mexican States.

Aequales carries out consultancies to transform Organizations through gender equality, promoting equal working conditions and opportunities for men and women by developing their capacities and freedom.

Since 2015, together with various partners, we have carried out the PAR Ranking, an annual, free and confidential tool for measuring the gender equality conditions of Organizations in Latin America. We provide benchmarks and suggestions for Organizations to continue moving forward on their path to equality.

The PAR Ranking questionnaire is available to all Latin American Organizations, publicly rewarding those that occupy the first places in Colombia, Peru and Mexico, and the winning Organizations in the Latin American region. Additionally, the first positions of countries that exceed a minimum of participation receive recognition. The complete Ranking is confidential and Organizations have exclusive access to



information about their own performance and that of their Economic Group if authorized.

Among other things, the PAR Ranking seeks to disseminate and reward good labor practices and policies that Organizations have to promote gender equality.

In 2021 we will carry out the seventh version of the measurement in Colombia and Peru and the fourth in Mexico, being the third for all of Latin America.

## 2. Specific objectives

- **Recognize:** identify gender gaps in businesses to promote gender equality in the workplace.
- **Measure:** Evaluate the current state of Latin American organizations in terms of gender equality and diversity for decision making based on data and evidence.
- **Change:** Implement actions to have more equitable and inclusive work spaces and reduce gender gaps in the workplace by consolidating more equitable Organizations in the public and private sectors.

## 3. Requirements for participation

All Organizations that have operations in any country in Latin America can participate in the PAR Ranking, which includes public entities, companies or non-profit entities (hereinafter, they will be jointly referred to as the “Organizations” or the “Organization“ as applicable). To participate, each Organization must register at [par.aequales.com](http://par.aequales.com) and complete a questionnaire designed by Aequales that collects the information necessary to determine and measure the gender equality conditions of said Organization.

Aequales trusts that the users who create a profile and account for each Organization have the authorizations to do so. Therefore, the users in charge of each account will be responsible for any misuse they make. Likewise, Users guarantee that all the information they provide to Aequales through the Platform is true and current. Users will be liable for any harm, damage or inconvenience generated by the provision of false, erroneous and inaccurate information. The Users of the Buyers Platform accept that the accounts or profiles created may be disabled or limited if Aequales



determines that incorrect, false or imprecise information has been provided through the Platform.

#### 4. Registration, access and use of the platform and accounts

The following rules will govern the registration, use and access to the platform [par.aequales.com](http://par.aequales.com) by each Organization:

- Once the registration process has been completed, the platform will be accessed by indicating: i) the email registered by the Organization in the registration process ii) the password. In order to guarantee the confidentiality and security of the information and the platforms on which the PAR Ranking relies, Organizations that register for the first time may only do so through corporate emails or a verified domain. Consequently, registration will not be allowed with email accounts associated with free servers, such as gmail.com, hotmail.com, among others. Organizations that have participated in previous years or have registered on the platform **should not register again** and must log in with the previously registered username and password.
- Each Organization will have a unique username and password per Organization, and it is the responsibility of the internal administration of each Organization to restrict access to said data.
- As of the year 2021, the platform will allow Multilogin access. Therefore, the same email account may be in charge of the profile of several Organizations that are legally linked to each other or that are business groups. If a group of related Organizations wants to use this option, they must authorize a single person to manage the account and will be responsible for any improper use of the platform on the terms described in section 3 of this document.

#### 5. Benefits for Participating Organizations

- ✓ A **free, confidential and personalized report** of results and recommendations for all Organizations regardless of the position obtained.
- ✓ **Recognition and promotion** in the different public award ceremonies for the Organizations that occupy the first places according to the award categories described below.
- ✓ **Exposure in the media and visibility** for the awarded Organizations in forums and events as a brand that works and promotes gender equality.



## 6. Confidentiality

Aequales will keep absolute reserve of the position occupied by the participating Organizations that have not been selected within the winning positions of the PAR Ranking. In addition, Aequales will keep absolute confidentiality of all the data consigned by each Organization in our virtual platform which will only be used for the purposes described in our "[Data and privileged information treatment policy for Users and Participants of the PAR Ranking](#)", which includes the preparation of a general results and trends analysis report for each country where the PAR Ranking is carried out and sharing information with strategic allies, under conditions of confidentiality, in order to carry out the respective analyzes and fulfill the purposes of the PAR Ranking. Likewise, if the Organization enables, hires, and authorizes services associated with Business or Economic Groups' information, certain information will be visible.

In [par.aequales.com](http://par.aequales.com) you will be able to find our detailed "[Data and privileged information treatment policy](#)" and our "[Terms and conditions of use of the websites](#)".

## 7. Stages

### Call

Between July 5 and October 15, 2021, the call to complete the virtual survey at [par.aequales.com](http://par.aequales.com) will be open to Organizations. Registered Organizations will receive informational material and reminders to complete their information on the platform. They will also have access to workshops and webinars to answer questions about the process of filling out the survey. These invitations will be sent out through registered emails and on our social networks.

### Evaluation

During this stage, we analyze the information reported by the Organizations through an independent third party that assists Aequales in the external evaluation of the finalist Organizations. This data verification process is carried out under strict



conditions of confidentiality and security and determines the winners of the 2021 PAR Ranking. The finalist Organizations will be contacted in a timely manner to carry out the external evaluation.

In order to ensure transparency in the evaluation process, Aequales shall take the necessary measures to: i) prevent conflicts of interest in the event that the entities or companies carrying out the external evaluation, are economically linked to other participating Organizations and ii) prevent the evaluating companies from accessing information of Organizations that are direct competition.

In addition, applications for the recognition of Best labor practice and Best advertising piece will be evaluated. This evaluation will be carried out jointly by third-party Organizations and qualified Aequales staff. The criteria by which such special distinctions are to be assessed are:

- Criteria for evaluating the distinction "Best innovative labor practice":
  - Innovation of labor practice.
  - Use and monitoring of measurement indicators
  - Impact and results of the labor practice.
- Criteria for evaluating the "Best Advertising Piece" distinction:
  - Concept / Message.
  - Scope.
  - Interactions.

Each criterion will be evaluated from 1 to 5, with 1 being the minimum score and 5 being the maximum score. The practice and piece with the highest score after adding up the three criteria will be the winner.

### **Awards events and publication of results**

In this stage, we carry out the award event in Latin America.

After the award event, the Organizations participating in the PAR Ranking will be able to consult their results report in [par.aequales.com](http://par.aequales.com) and the position obtained in the 2021 PAR Ranking.



Organizations will be able to access their report with the username and password they used throughout the entire participation process.

### **Award Event Calendar<sup>1</sup>**

The date of the award ceremony is not confirmed.

### **Categories to be awarded in Colombia, Peru and Mexico**

- Best Labor Practice
- Best Advertising Piece
- Best Organization by economic sector<sup>2</sup>
- Top 5 less than 200 employees
- Top 5 between 201 and 1000 employees
- Top 10 overall

### **Categories to be awarded in Latin America**

- Top 10 overall
- Top 5 in Latin American countries in which a minimum of Organizations participate.

## **8. Recommendations for filling out the virtual survey**

To access the PAR Ranking platform, the interested Organization must access [par.aequales.com](http://par.aequales.com) through Google Chrome or Mozilla FireFox to register and fill out the questionnaire. Every participating Organization must complete the survey during the time submissions are open<sup>3</sup> and attach all the information requested in it.

Registration is required for the Organizations that will be participating for the first time. If an Organization is participating in several countries, one registration per country is required. However, with the same User the survey for each registration can be completed if the same User has created them. That is, a person can complete different registrations with the same username/email.

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<sup>1</sup> Details of the ceremonies will be provided in due course. These dates may be modified.

<sup>2</sup> The number of awards in the economic sectors depends on the number of Organizations that participate.

<sup>3</sup> During the year 2021 this corresponds to the time elapsed between July 5 and October 15.



If you do not have your password information, it is possible to recover it through the "Forgot your password?" button. The information necessary to reset it will be sent to the emails registered on the platform. Moreover, there is a virtual consultation system where you can find how to recover your password in detail (access through [this link](#)).

In some Organizations, there are security filters for this type of email. Therefore, if when completing the password reset process no mail is received it is necessary to communicate with Aequales through the contact information indicated at the end of this document.

One username and password are assigned per Organization and you are responsible for the internal administration of the login data. We recommend that the survey be completed by the Organization's Human Resources, Talent Management or Sustainability staff.

Organizations can enter, save, and update the information required in the questionnaire during the call stage, storing their answers progressively. It is unnecessary to complete the entire questionnaire in a single session. However, to consider that the Organization is participating in the PAR Ranking, it must fill out the entire survey. Once the questionnaire has been completed and sent, it is possible to modify or update the information provided. For the evaluation process, the answers taken into account will be the latest submitted on the platform at the time of the initial closing of the call, that is, on August 27, 2021.

The questionnaire must be completed in its entirety to be part of the PAR Ranking and to receive the corresponding results report.

## **9. Reward for early completion**

Any Organization that completes and submits the 2021 PAR Ranking survey before August 27, 2021 will get an Aequales tool to help them close gender gaps in their Organization. The tool will be provided after August 27, 2021, regardless of when the survey is completed. After this date, you can still update the information until October 15, 2021, which is the closing day of the call.



Any Organization that sends the questionnaire after August 27, 2021, will not obtain the Aequales tool, even if the call remains open until October 15, 2021.

The tool obtained by those Organizations that finish within the early completion dates will be received through the contact emails detailed in their registration.

## 10. Methodology

The PAR Ranking is built based on the results and scores obtained by each participating Organization. The virtual survey, designed entirely by the Aequales team, consist of questions divided into four categories:

- **Goal Management: 30% (300 points)**

It evaluates strategic planning for closing gender gaps through objectives, indicators, targets and resources, as well as the implementation of corporate policies with a gender focus.

- **Organizational Culture: 30% (300 points)**

It evaluates awareness-raising actions and welfare measures that allow a gender-based personal/work balance, promoting an inclusive culture and the prevention and punishment of sexual harassment at work.

- **Structure: 20% (200 points)**

It evaluates the number of women and men in leadership positions and other hierarchical lines of the organization.

- **Talent Management: 20% (200 points)**

It evaluates recruitment procedures, promotions and remuneration, and good practices in the Human Resources Division, focusing on gender and female leadership.

- **Crisis Management:**

It measures and guides the integration of the gender approach in crisis management.

It is important to take into account that within each of the categories indicated above, there are questions with different scores and level of importance divided into three classes, which are stated below in descending order, according to their relevance:



- **Class A:** corresponds to essential practices, for example, having a Gender Equity Policy and Action Plan, which every Organization committed to promoting an equitable work environment should have.
- **Class B:** covers recurrent measures and strategies among Organizations, such as having an inclusive communications manual.
- **Class C:** verifies the existence of specific actions that ensure compliance or dissemination of these measures and strategies.

Each Organization will have a score for each category, which will be added up to obtain the final score (the maximum possible score is 1000 points). Once all the scores have been ordered, the final Ranking will be prepared to define the Organizations with the best practices in gender equality.

The survey includes different types of questions corresponding to different types of responses:

- Multiple choice with a unique answer (Yes or No)
- Multiple choice with a unique answer and verification document (Yes or No, in case of a positive answer, attach a supporting document)<sup>4</sup>
- Multiple choice with multiple answers (checkboxes)
- Multiple choice with a single answer (checkboxes)
- Text boxes with numerical responses.
- Open response text boxes mainly for the special distinctions sections and the comments at the end of each section (these do not affect the score)

The questions corresponding to the four evaluation categories and **Crisis management** are mandatory, while the questions in the Perception Questions and Special Distinctions sections are optional for Organizations. These responses allow us to identify the nominations for awards in some of the categories described above.

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<sup>4</sup> The formats supported by the platform are pdf, .doc, docx, .png, .jpg, .xls, .xlsx. If several documents need to be attached as one file, we suggest using tools that allow you to join or compile documents, as well as tools that allow you to reduce the file size by returning compressed versions of them.



## **11. Aequales Team contact information**

If you have any questions, queries or suggestions, you can use our digital support system or helpdesk. You can access the Consultation System through the following link: <https://aequales.atlassian.net/servicedesk/customer/portal/3>.

You can make your query through this link, and the PAR Ranking team will respond as soon as possible.

## **12. Modifications to the terms and conditions of the PAR Ranking**

Aequales may modify the terms and conditions of the PAR Ranking when for logistical, financial, commercial or organizational reasons, it is necessary to adjust the schedule or conditions of the PAR Ranking. Aequales shall notify all Participating Organizations in a timely manner of any implemented changes.

## **13. Confidentiality and protection of intellectual property, information, know-how and contents of the PAR Ranking and the par.aequales.com platform**

Users and Organizations using and/or accessing the platform par.aequales.com acknowledge and agree that it is prohibited to reproduce in whole or in part, make copies, store, translate, include, transmit, by any means, without the prior written permission of Aequales, the content of said platform including texts, logos, graphics, videos, animations, sounds, questionnaires and/or any element that constitutes or is part of the PAR Ranking, as they are property of Aequales and, in addition, are confidential and protected information. Failure to comply with this provision will result in failure to comply with these terms and violate national and international rules on intellectual property and business secrecy.