



White Ribbon UK Accreditation

Introduction

Thank you for your interest in White Ribbon UK Accreditation. We are the charity that is working to end male violence against women. We would not be able to achieve this without our partners, including organisations that have achieved White Ribbon UK Accreditation. All organisations, large or small are able to become White Ribbon UK Accredited.

This guide gives information about what accreditation means and how to become accredited. There are answers to frequently asked questions on page 7 which you may find useful to refer to.

Violence against women, whether it occurs directly within, or outside an organisation, is a serious, prevalent and preventable issue.¹ Organisations who have already achieved accreditation include local authorities, emergency services, schools and universities, sports clubs and venues. They are making a difference by raising awareness and changing cultures in their organisations, and within their communities.

Male violence in all its forms has an impact on the health and safety of employees, their wellbeing and their productivity. It impacts negatively on workplace culture, organisational reputation and bottom-line profit and loss. Outward facing organisations can also make a significant difference by the way in which they relate to their customers and stakeholders. Public sector bodies achieving White Ribbon Accreditation are able to demonstrate they are meeting the Public Sector Equality Duty under the Equality Act 2010.

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¹ White Ribbon UK takes its definition from UN, A/RES/48/104 – Declaration on the Elimination of Violence against Women, “Violence against women means any act of gender-based violence that results in, or is likely to result in, physical, sexual or psychological harm or suffering to women”.

About White Ribbon UK Accreditation

To achieve White Ribbon Accreditation an organisation will develop, and commit to, a three-year action plan that meets core criteria in strategic leadership, engaging with men and boys, raising awareness and changing culture. The commitment to White Ribbon UK Accreditation is made by the senior leaders in an organisation ensuring a whole organisation approach. The action plan is developed, led and monitored by a project team drawn from across the organisation. Your action plan will be specific to your context and you will be able to draw upon your existing projects and good practice. The flexibility built into White Ribbon Accreditation action plans gives scope for innovation and creativity, ensuring that key messages are being shared in a way that is appropriate for each organisation, what it does and who is involved.

Requirements of achieving accreditation include recruiting at least 4 male White Ribbon Ambassadors who have made the White Ribbon Promise and signed the ambassador Code of Conduct. Organisations will have policies and procedures in place that ensure development of a clear system for reporting, assessing, dealing with, and reporting incidents of sexism, harassment, abuse, sexual assault or violence. Information about where women can get help and advice is clearly displayed throughout the organisation and a programme of awareness raising activities will be arranged, particularly where there will be a greater proportion of men present.

All organisations are expected to reach out to their local communities, for example by having stalls at local events, and by working with partners.

The benefits of becoming White Ribbon UK Accredited

White Ribbon UK Accredited organisations are able to demonstrate their ongoing, sustained commitment to preventing violence against women by making changes in the way in which they determine priorities, allocate resources, through their communications, HR policies, development and training. You will be demonstrating to your current and future employees that they are important to you. Many organisations see the clear benefits of accreditation when they are demonstrating the social value of their work.

Accreditation shows that your organisation is committed to:

- Driving social change to strengthen gender equality and stop male violence against women
- Having a positive and safe organisational culture
- Having staff who are knowledgeable and skilful in addressing violence against women

As a White Ribbon Accredited organisation you become part of a wide network where good practice can be shared. You will receive regular communications, materials and information from White Ribbon UK as well as invitations to participate in White Ribbon events. You will also receive a 10% discount on conferences, training and awareness raising materials.

The benefits to your organisation include:

- Improved reputation
- Improved customer and stakeholder experience
- Becoming an employer of choice

White Ribbon Accreditation entitles your organisation to the use of the accredited organisation logo on official documents and communications.

Fee

There is an annual fee, between £300 - £3,200, based upon the size of your organisation or budget revenue/turnover.

The fee structure is designed to fit in with your organisation's budgeting and forecasting across three years, enabling you to take a long-term strategic approach plan.

White Ribbon UK's team will work with your organisation to support you through the Accreditation process. Please email jo.wood@whiteribbon.org.uk to start the process.

What is White Ribbon UK?

White Ribbon UK is the leading charity working to end male violence against women with a programme of awareness raising and campaigning and with a particular focus on the need to engage with men and boys. We achieve this through by working in partnership with our ambassadors and champions, supporters, fundraisers and partner organisations. We are part of the global White Ribbon movement which was founded in Canada in 1989. The White Ribbon is the internationally recognised symbol for ending male violence against women.

White Ribbon UK works to prevent all forms of male violence against women, including domestic abuse, harassment and assault, by raising awareness and engaging with men and boys to prevent violence through changing culture. We hold perpetrators to account and campaign to make sure women who are experiencing violence receive the support they need. White Ribbon UK is recognised by over a hundred organisations including local authorities, emergency services and universities.

White Ribbon UK encourages everyone, and especially men and boys to make the White Ribbon Promise to never commit, excuse or remain silent about violence against women and girls.

Accreditation in Action – a White Ribbon Accredited Police Service believe that White Ribbon Accreditation will improve confidence within the general public but also within staff who work for them. They ensure they are aligned to best practice and provide an effective service. They have set a list of values and expectations from all staff members and provide regular training and awareness raising. Internally there is an anonymous reporting line which is called 'safe call'. This allows a person to report anonymously any behaviour which is abusive. This Police Service continues to develop relationships with partner agencies and the community who deliver to the public. This will be discussed with the lead communication officer and the Multi Agency Communication Group that they are a part of. They have a designated internet site which provides this information and signposts for help and advice.

White Ribbon Ambassadors

White Ribbon Ambassadors are men who engage with other men and boys in their day to day lives to call out abusive and sexist behaviour among their friends, colleagues and communities to promote a culture of equality and respect. It is an important part of becoming White Ribbon UK Accredited that there are White Ribbon Ambassadors present throughout your organisation, including senior leaders.

All White Ribbon Ambassadors must sign the Ambassador Code of Conduct. Ambassadors receive regular communications and opportunities to develop their skills through resources, training and conferences.

White Ribbon Champions

White Ribbon Champions are women who play an essential role in our work by encouraging men to get involved by finding opportunities to inspire and inform: through presentations, conversations and social media.

The Accreditation process

White Ribbon Accreditation is achieved through the development of a three-year organisation wide framework action plan covering strategic leadership, engaging men and boys, raising awareness and changing culture.

1. Agreement from Strategic/Governance body that the organisation will seek to become White Ribbon UK Accredited
2. Identify project lead (this person must be a White Ribbon Ambassador or Champion).
3. Form a steering committee (this will ensure the action plan is comprehensive and wide reaching)
4. Complete a draft White Ribbon UK action plan along with the supplier form and submit it to the White Ribbon UK partnerships officer.
5. White Ribbon UK completes a two-stage internal review and provides feedback and recommendations.
6. The second draft of the action plan is completed and submitted to the partnerships officer.
7. The plan is reviewed and if it meets the criteria is recommended to the White Ribbon Accreditation Panel for approval. (If the Action Plan does not meet the criteria, it will be returned for further development).
8. White Ribbon UK Accreditation approved.
9. Receive our welcome pack and certificate. There is an option to purchase a 'White Ribbon UK Accredited' plaque.

Accreditation in Action - A leading University has demonstrated an extensive commitment to White Ribbon over the years in a fundraising capacity. They decided to extend that commitment by becoming White Ribbon Accredited. Their senior academic leaders are involved in the process and this ensures the subject matter features highly on their agenda. The steering group identifies and develops suitable training aimed at raising awareness of male violence against women (including sexual violence, coercive control, consent and domestic abuse) among both students and staff. The University successfully works in partnership with internal (students' union) and external stakeholders. The steering committee works with the Accommodations Services in sharing information aimed at increasing awareness of male violence against women as well as sign posting students for support if they are a victim of such behaviour.

Developing your Action Plan

The most successful and thorough Action Plans are developed by those organisations who have considered what they are already doing, taken time to identify where there are gaps and who use the core criteria as a framework to develop existing and new work that is specific to their own context. We look for a clear understanding of the outcomes or benefits of each action or activity across the three years.

For larger organisations the White Ribbon Steering Group play a vital role in developing the action plan. This will usually be a multi-disciplinary team who are able to bring their expertise and knowledge of the organisation to make sure that it is fully comprehensive. It is important that one department, such as domestic abuse, does not shoulder all of the responsibility for the development and actioning of the plan. Action Plans also require partnership working and consideration of wider communities. It is important to take time at this stage, allowing staff to engage fully with the possibilities. We will be very happy to discuss how this process is going, and offer guidance if necessary.

The completed action plan is a statement of what you are looking to achieve. We will be assessing how you propose to work and what you propose to do over the period of your accreditation. The action plan may incorporate existing work and other programmes. If you know that there are areas where you are already demonstrating good practice, these can be included. Your action plan is an opportunity for you to promote and develop partnership working with organisations and individuals. The partnership organisations you work with and the people you work with directly can also be featured on the plan.

The annual update at the end of each year is an opportunity for you to feedback what you are doing, what is working and what is in development so that we can see that you are actively using your action plan as a tool to facilitate change.

Annual review

The accreditation fee is invoiced on an annual basis. The first invoice will be sent once accreditation is approved.

On an annual basis we ask for a brief report that provides an update on the progress of your action plan, outlining your successes and identifying areas of further development. This is also an opportunity to ensure we have the correct contact details for everyone involved in the accreditation including the lead contact, ambassadors and champions. This will be requested at the same time that the annual fee is due.

The update needs to include:

A brief report outlining progress of the action plan.

Changes in information including ambassador and champion details.

Information about your events and activities, including photographs.

During the time of your Accreditation you may be randomly selected to update us on how the plan has been further developed, any changes to the developments, successes and areas for further work.

Accreditation in Action – A local council raises awareness within leisure centres and asks clubs to encourage their male members to become involved. The council continues to develop their work in the area of encouraging men and boys to challenge VAWG. They plan to encourage sports clubs to apply for White Ribbon Accreditation. The council engage with local colleges, a hospital, a local children’s centre, local community centres and a local shopping centre. They have written and published a Blog about the events they have carried out.

Next Steps

Thank you for your interest in White Ribbon UK Accreditation. You are on the way to being able to show firm evidence of your organisation’s commitment to ending violence against women and girls.

Please contact Jo Wood, Partnerships Officer, who will send you your action plan framework. We also require you to complete and submit the customer details form and we will confirm the fee for your organisation.

We are able to support you and work with you on the development of your action plan, and we can share with you some examples of good practice from other organisations. Please email the Partnerships Officer, jo.wood@whiteribbon.org.uk, with any questions you may have.

Don’t forget to use your 10% discount off all White Ribbon merchandise when you are holding key awareness raising and fundraising events.

Contact

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White Ribbon UK is the working name of White Ribbon Campaign Ltd, a registered charity in England and Wales (No. 1123874) and a company limited by guarantee (No. 05617302).

Frequently asked questions:

Renewing White Ribbon UK Accreditation

We will contact you three months before your accreditation is due to renew. We ask you to complete a new action plan at this time.

How long will it take to complete the action plan?

Ensuring there is strategic leadership, establishing the White Ribbon steering group will, at the very least, it will take a few weeks to begin the process. The size of the organisation will often determine the length of time it takes to develop the action plan. It is important to note that White Ribbon UK Accreditation should be organisation wide and draw in external partners if possible.

If you have a deadline in mind (such as becoming Accredited by White Ribbon Day on 25 November) please let us know this as we will endeavour to help you meet this target.

How long does Accreditation last for?

Your Accreditation spans three years and an annual update report will need to be submitted. This allows you to fully embody the White Ribbon UK message and make positive lasting change in your organisation.

What does it cost?

The annual fee for Accreditation is based on your organisation's revenue budget.

The banding is

A £300

B £600

C £1000

D £3,200

The accreditation fee is invoiced on an annual basis.

What is the commitment?

Your White Ribbon commitment will be detailed in your action plan. We expect this to be organisation-wide, wide-ranging and extend to external partners where this is appropriate. The outcomes of this commitment should result in significant change within your organisation, for your staff and for the communities in which you are situated.

How many White Ribbon Ambassadors do I need?

All organisations must recruit 4 male White Ribbon Ambassadors. The lead person on the steering group must be a White Ribbon Ambassador or Champion. It is essential that there are White Ribbon Ambassadors in the senior leadership of the organisation.

We don't have many male staff in our organisation. Can we become White Ribbon Accredited?

Yes. We know that some organisations do not have many men amongst their employees. In this instance we are very happy to work with White Ribbon Champions. Please contact us so that we can discuss this scenario with you.

What is the process?

1. Organisational agreement to become White Ribbon UK Accredited
2. Identify project lead
3. Form steering committee
4. Complete draft White Ribbon UK action plan
5. White Ribbon UK provides feedback and recommendations
6. The second draft of the action plan completed and submitted to White Ribbon UK
7. Plan reviewed and sent to Accreditation Panel for approval
8. Receive welcome pack and certificate
9. Annual reporting and payment
10. Reaccreditation review and process (year 3)

Is Accreditation only for big organisations?

We have a very wide range of accredited organisations and recognise that some face considerable challenges, especially those working within front line domestic abuse services and we are aware of the many pressures placed on individuals.

We don't feel White Ribbon UK Accreditation is right for us how can we be involved?

We are aware that White Ribbon UK Accreditation may not be the most appropriate way for your organisation to work towards ending violence against women. There are other ways to be involved and support White Ribbon UK if accreditation is not appropriate. If you feel accreditation isn't right for your organisation at this time, please look at our website for ideas on how you can raise awareness and contact jo.wood@whiteribbon.org.uk if you have any questions.

We have a lot of young people in our organisation. Do you have anything for them?

Our Youth Advocates Programme is available for organisations including schools and youth groups. Promoting youth advocates can form part of your action plan. Please complete the contact form on our website and we will be in touch.

Contact

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