

# 2024 application

# packet

\* Application fee will be returned if your organization is not selected.

## 21st Annual International Innovations in Diversity Awards

20  24

## INNOVATIONS IN DIVERSITY AWARDS

*Profiles in Diversity Journal*® 21st Annual International Innovation in Diversity Awards honor organizations and institutions around the world that are developing innovative solutions for today's pressing workforce challenges in the areas of diversity, inclusion, and human equity.

The awards showcase diversity success and discovery, and are open across all industry sectors and geographical regions.

We present this award both to recognize innovation and to encourage and support the continued development of effective strategies, along with the creation of programs and practices that will increase diversity, create more inclusive environments, and foster greater cultural understanding. Our goal is to offer organizations new pathways that will lead to a more equitable workplace and a strategic advantage worldwide.



**APPLY TODAY! MATERIALS DEADLINE: SEPTEMBER 13, 2024 (SEE PAGE 3)**

**Questions?** Contact James Rector at: Phone: 440-892-0444 or via email at [profiles@diversityjournal.com](mailto:profiles@diversityjournal.com).  
Profiles in Diversity Journal • 1991 Crocker Road, # 600 • Cleveland, OH 44145 • [www.diversityjournal.com](http://www.diversityjournal.com)

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### BENEFITS TO AWARD WINNERS:

- Your innovation—and your organization—will enjoy recognition and promotion in *Profiles in Diversity Journal*®; your innovation will be featured in the 2024 Q4 issue of the magazine.
- Additional visibility for your innovation and organization through PDJ's press release announcing the award winners; your social media marketing will increase recognition for your innovation and your organization across the business and social communities.
- You can use online content and links from PDJ on your website and across your social media channels.
- The accomplishments of your winning innovation will be highlighted on the *Profiles in Diversity Journal*® website, with a link driving traffic to your organization's website.
- Your organization will be able to highlight your winning innovation in your internal and external communications by including a digital version of the 2024 Innovations in Diversity Award logo for, which PDJ will provide upon request.

### HOW TO ENTER:

Each submission must include a concise **Executive Summary** not to exceed 500 words in length.

The strategy, program, or initiative to be submitted must have been launched within the past 5 years. Your application and executive summary must be received by Friday, September 13, 2024.

Supportive materials (PowerPoint presentations, charts, videos or other files) are welcome, and may be included with the executive summary. Submit the following materials online at <https://diversityjournal.com/innovations-application-upload/>:

- Application (see page 3)
- Executive Summary (500 words or less)
- Corporate logo (EPS format)
- Supportive materials (if applicable)

**Application Fee (\$495):** you may pay fee online at <https://buy.stripe.com/cN25nagNJJaVZeysdQV>, or provide card info on p. 3 of this application document. If your organization is not selected for an award your application fee will be returned.

\*Applications (along with executive summaries) are required to be uploaded through PDJ's online system: <https://diversityjournal.com/innovations-application-upload/> (Please **Do Not** email them directly to PDJ)



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PLEASE FILL OUT AND SUBMIT THIS PAGE WITH THE EXECUTIVE SUMMARY

ONLINE AT: <https://diversityjournal.com/innovations-application-upload/>

### 1. INNOVATION TITLE

Company/Organization \_\_\_\_\_

Company Website \_\_\_\_\_

Year Introduced \_\_\_\_\_

### 2. EXECUTIVE SUMMARY

Please submit a Microsoft Word document of 500 words or less describing your organization's innovation. In it, explain using the following headings:

1. What makes this program or initiative unique?
2. What was the purpose or goal?
3. What are the benefits and positive changes of this program or initiative?
4. What are the indicators or metrics that demonstrate the innovation is effective?
5. How is it driving growth and if so in what areas?
6. Who does it impact?

Supportive materials in the form of PowerPoint presentations, charts, videos or other files are welcome and encouraged. **Send these items with the executive summary.**

### 3. CONTACT PERSON(S) RESPONSIBLE FOR INNOVATION MATERIALS

(Please print if not submitted online or electronically)

Name \_\_\_\_\_ Phone \_\_\_\_\_

Title \_\_\_\_\_ Email \_\_\_\_\_

Backup Name \_\_\_\_\_ Backup Phone \_\_\_\_\_

Backup Title \_\_\_\_\_ Backup Email \_\_\_\_\_

Organization/Institution \_\_\_\_\_

Address \_\_\_\_\_

### 4. CHIEF EXECUTIVE OFFICER ENDORSEMENT (or authorized executive)

I fully support and endorse this nomination for the **21st Annual International Innovation in Diversity Awards**, and agree to publication of this information in *Profiles in Diversity Journal*® and on the *Profiles in Diversity Journal*® website.

Name \_\_\_\_\_ Signature \_\_\_\_\_

### 5. APPLICATION FEE - \$495:

Payment: **Pay online at** <https://buy.stripe.com/cN25nagNJJaVZeysdQV>

or provide card details below:

Card Number \_\_\_\_\_ Exp Date \_\_\_\_\_

Name on card \_\_\_\_\_ CCV Code \_\_\_\_\_



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### WINNERS FROM PAST YEARS:

#### **Sephora: SEPHORA RACIAL BIAS IN RETAIL STUDY – Introduced: 2021**

In brief: In mid-January 2021, Sephora released a report on the results of the first-ever large-scale U.S. study on Racial Bias in Retail, commissioned in 2019. Not only did we spearhead a study that has never been done before, but also shared actions we would be implementing across the business, and general steps the retail industry at large could consider. To learn more visit: [https://static1.squarespace.com/static/5cd4841aaf4683aecca854d0/t/5ffcf05a5b7aeb58a721e39e/1610412123813/Sephora\\_RacialBias\\_eBook\\_Final.pdf](https://static1.squarespace.com/static/5cd4841aaf4683aecca854d0/t/5ffcf05a5b7aeb58a721e39e/1610412123813/Sephora_RacialBias_eBook_Final.pdf)

#### **New American Funding: NEW AMERICAN DREAM – Introduced: 2016**

In brief: In 2016, New American Funding formed New American Dream, which seeks to raise awareness and increase homeownership within Black communities by building consumer confidence through home-buying education programs and increasing accessibility to a variety of loan programs. The committee that heads New American Dream helps identify and remove roadblocks that can act as barriers to fulfilling the dream of homeownership.

#### **Advanced Micro Devices (AMD): SIGNING UP FOR BELONGING – Introduced: 2020**

In brief: AMD implemented an ERG (Employee Resource Group) Sign Up feature within AMD's New Hire Onboarding platform. New hires may view and select ERGs they would like to join. ERG site leads serve as cultural ambassadors, welcoming the new hire, communicating AMD's commitment to belonging, and inviting them to attend an event. This unique but simple process has been very successful in allowing candidates to feel attached to AMD before they walk in the door. More than 1,400 new employees have signed up to learn more about ERGs since the launch. New employees are positively impacted by this program, as they connect with current employees before their start date and have a head start on engaging with AMD.

#### **CVS Health: COMMUNITY-BASED COVID-19 TESTING – Introduced: 2020**

In brief: In early April, CVS Health formed a task force to determine how the company could be most impactful and expand its reach in the communities it serves. Operations, legal and government affairs, strategic diversity management, community relations, and corporate communications worked collaboratively to identify and break down barriers that might keep those who need it most from receiving COVID-19 testing and public information. The company has particularly focused on reaching Black people and other people of color who may not otherwise have access to testing. There are now more than 4,000 CVS Pharmacy locations in 33 states and the District of Columbia, offering no-cost self-swab testing. CVS Health also operates 11 free, community-based testing sites and has tested more than 100,000 people. Results are provided on the spot and testing is available to patients at no cost.

Read about recent winning Innovations in Diversity at:

[www.diversityjournal.com/innovations](http://www.diversityjournal.com/innovations)



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