# NSSG Gender Activity Matrix (aligned to WiN Strategy)

| Attraction | Retention | Guidance |
|---|---|---|
| 1) *Coordinated and structured career engagement activity*<br><br>**Schools/Colleges S**tudents/teachers* (link to NGN) . Importance of teacher influencers and female role models<br>**Higher Education** Students/lecturers (link to NGN*)<br>*Partnering universities - to support how they attract more females into their courses<br>*Engaging with university research on routes to attraction for next generation.<br>**Industry Transferees**<br>*Gender targeted talent database (TRS?) to promote opportunities to females applicants<br>**Professional Institutions) eg NI and engineering bodies)**<br>*Work with these organisation to understand existing efforts in diversity and ensure alignment<br>**Community and Local Stakeholders**<br>*Parental and community influence to widen aspirations<br>*Existing employee base as influencers | 1) *Ambassadors and Role models (Link with NSSG Branding*)*<br>*Identify, attract and co-ordinate role models at all levels<br>*Support and guidance for ambassadors and role models<br>* Consider how to engage senior level industry initiative champions.<br><br>2) *Influencing Industry Events*<br>*Develop calendar of key industry events<br>*Work with conference organisers to ensure female participation - Work toward a 50:50 representation at all nuclear industry events<br><br>3) *Supporting mentoring programmes*<br>*Mentoring programme, supporting WiN with identified activities, helping them to expand and scale, rolling out across companies and across sites and complementing with additional programmes where required.<br>*Developing mentoring database, development and networking programme | 1) *Guidance documentation and best practice sharing for attraction and retention*<br>*Produce Recruitment Guidance based on best practice and research- including language, blind recruitment, flexible working, paternity packages Working with recruitment agencies to offer their experiences<br>* Develop guide to gender-advocacy, support with taking to take messages across a range of stages (ambassadors and advocates)<br>* Guidance on rules and pros/cons of sabbaticals, rights on parental leave, flexible working etc.<br>*Market Research testing of adverts to consider attractiveness (link to branding workstream)<br>*Review inclusive language tools, and signpost most useful products (review BEIS' experience of Textio)<br>*Leverage activities from other professional bodies, and groupings, maximising opportunity and promotion of activities within a broader stakeholder context.<br>*Guidance to individuals on career satisfaction<br>*Refreshed and regularly monitored WiN industry charter |

*Influence LEP/Local Industrial Strategy
*Promoting good jobs and greater earning power for all, irrespective of background.
*Media training, and 'lines to take'

2) **Ambassadors and Role models (Link with NSSG Branding)**
*Database of female role models
*Ambassador engagement and linkage to STEM ambassadors
*Development and CPD activities for role models and ambassadors
*Event opportunities proactively identified

3) **Materials/resources bank**
*Resource Bank (Ted Talks, Case studies, vlogs etc
*Bespoke careers collateral (school, uni, transferees, stakeholder groups)
*Kitemarked targeted interventions
*Site developed to host and shared material
*FutureLearn courses with gender role models

*Unconscious bias mentoring, to support adjustment for existing workforce of diverse teams

4) **Understanding female attrition**
*Undertake a survey to explore why women leave the sector, and why those that stay, do so.
*Develop reporting processes and use data to understand leavers from companies and from sector
*Use data to identify key factors in attrition.
*Explore and understand skills pipeline leakage points and explore what can be done to reengage
*Best practice return-to-work activities

5) **Career progression and sponsorship Programmes**
*Explore good practice in female talent sponsorship
*Develop Career progression Information and support mechanisms
*Develop shadowing and secondment opportunities that are family friendly
*Board shadowing/mentoring scheme a aimed at women
*Mechanism to share career opportunities targeted at females
*Review of Promotion/CPD processes for inclusivity, with best practice input

*Behavioural guidance and unconscious bias support materials

2) **Develop Impact Assessments for interventions developed to support gender diversity utilising MAP tool**

3) **EDI maturity assessment and organisation to organisation support (link to EDI activities)**

4) **Develop, curate and signpost appropriate collateral case for chance**
*'Action Script' easy to digest pocket size gender diversity document to use around the business
* *Develop database of inclusive imagery for use in campaigns*
* Develop Case for Change for gender diversity and inclusivity (financial benefits, innovation, profitability) including case studies

5) **Helping the understanding for leaders and the workforce of what is and isn't socially and legally acceptable, and clarification of differences between positive action vs positive discrimination in the workplace**

6) **Curating, signposting and identification of materials, and resources to support in all aspects of gender diversity and inclusivity.**

| | | 6) **Gender Pay Action** <br> *Collation, monitoring and analysis of publicly available data, trending of similarities and differences in order inform action. | |

**NSSG ENABLERS**

*Using evidence to support targeted action – robust analysis to understand what has most impact on gender diversity*
1) Greater utilisation of recruitment data to Influence attraction gaps
2) Data and benchmarking with other sector, agree consistent and coordinated data ask
3) Identification of common data collection and dashboarding mechanisms
4) Alignment of data collection to existing data collection practices,and repositioning the Nuclear Workforce Assessment to support collation of gender data
5) Encouraging and sharing of data and statistics internally and reporting and honesty
6) Use data to plan, do, act review, to see where additional action is required
7) Find and share best practice examples from outside and within the industry
8) Develop Sector and company dashboard.  Develop phased approach to data collection, Measure, Analyse and Plan
9) MAP model or another model to support with the monitoring and measuring of process including dentification of pilot companies to test it.
10) Understanding then ranking of greatest impact activities specific to each organisation (in addition to more general trends)

*Strategic Alignment*
1) Develop single point of contact gender diversity leads for each company
2) Develop formal links with other workstreams of NSD and the NSSG (eg Next Generation Nuclear, Branding)
3) Review strategic relationship with WiN, via WiN charter and alignment of delivery model and goals
4) What is the role of the NSSG in supporting and holding organisation to account to commitment to interventions?

*Communications, signposting and promotional activity*
1) Utilising communications experts in WiN and NSSG, develop communication plan for delivering gender activities
2) Develop stakeholder mapping to include alignment of WiN member organisation and NSSG members,  and potential delivery groups

*Recognition of and promotion of the excellent practice that is already been developed in all areas of diversity and inclusivity.*

- *There are already 2 existing work streams in the NSSG delivery plan, that will help deliver gender diversity.  Activities included in these areas will not be recovered in this plan.  Exciting the next generation is a developing business case looking at three areas of inspiration for those in their early careers, including dedicated digital resources platform, covering key issues such as attraction of the sector to diverse groups, enhanced work experience opportunities for all, and teacher engagement and development of nuclear and energy context for the delivery of their curriculum.  The second area is that of branding and how we develop an 'attraction' brand to encourage a more diverse workforce into the sector.*