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Campaign Pack

COVID  
UNSUNG  
HEROES  
AWARDS  
CELEBRATING WOMEN IN STEM



Do you know a woman in STEM who should be recognised as a COVID hero? Submit your nomination to help us celebrate their work and legacy.

## #CUHA22


For COVID Unsung Heroes Awards

COVID is not the only thing that has changed our world.

Since the start of the global pandemic, women in Science, Technology, Engineering and Mathematics (STEM) have helped change our lives, communities and economy for the better. However, the names and actions of many remain unknown. We want to change that.

We want to learn, share and celebrate the stories of unsung COVID heroes – to shine a light on women in STEM whose actions and brilliance have, and continue to help, many through these unprecedented times.

Do you know a woman in STEM who should be celebrated? Keep reading to learn how you can nominate your unsung hero for a WISE Award.



Using an open nomination process, the WISE COVID Unsung Heroes Awards: Celebrating Women In STEM (#CUHA22) will bring recognition to women who are making a positive difference through STEM. By spotlighting STEM roles that have been essential to our society during the pandemic, the Awards will recognise the importance of STEM and the women who are making a real impact through their work.

Celebrating a variety of STEM roles, backgrounds and industries, the awards will include high-level endorsement from leaders in the STEM industry and will conclude with an exclusive VIP drinks reception for award winners, sponsors and prominent members of the WISE network in central London in March 2022.

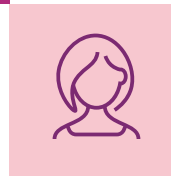
## Who can take part?

### Nominees

The awards are open to WISE members and non-members alike. Any women working in STEM whose work has, in some way, supported efforts against COVID, can be nominated for a WISE Award. We especially encourage the nominations of women from marginalised identities.

### Nominators

Award nominations may be submitted by anyone who wishes to do so; nominators do not have to be WISE members in order to put forth a submission.



- **WISE Tech Award**

**Developed a new technology or digital solution during the pandemic**

This award will go to an exceptional woman who developed a technological or digital solution to solve a societal, medical (not vaccine related) or technological challenge caused by the COVID-19 pandemic. We are looking for individuals who identified a problem that needed to be solved and acted quickly in response.

- **WISE New Approach Award**

**Found a new approach to delivering STEM education and training during the pandemic**

This award seeks to recognise a woman who developed an innovative approach to education or training, working in any level or sphere, to overcome a challenge created by the COVID-19 pandemic. The award is not limited to professional educators.

- **WISE Data Solution Award**

**Created a novel data and analytical solution to support the response to the pandemic**

This category aims to recognise an exceptional woman who saw the need for a data driven, analytical solution to a problem caused by the pandemic and swiftly created one. We encourage women from all sectors to apply.

- **WISE D&I Award**

**Found innovative ways of working to ensure Diversity & Inclusion targets were met**

This award seeks to recognise an individual who performed exceptionally to ensure their employer's DEI targets were met during the pandemic. We will also consider individuals who helped their organisation achieve measurable DEI progress where their employer had no specific DEI targets in place.



- **WISE New Educator Award**

**Developed a STEM solution to support community members**

With this award we seek to recognise an individual who developed a STEM solution (a website or app for example) to support their local community during the pandemic. The individual may have done this either as part of his/her employment or within a voluntary capacity.

- **WISE Responsive Hero Award**

**A STEM hero who went over and above in their response to the pandemic**

This award will recognise and celebrate a woman whose paid or voluntary STEM work in response to the pandemic was exceptional or remarkable. Their work may have been in any one of the previous categories or in an unrelated field.

WISE is looking for applications from individuals who have outperformed others in their sector and show commitment beyond that required by their daily job/business/educational activity. When making their decision, the judges will consider how the winner might use the publicity and kudos generated by the award to continue to develop their work in STEM.



# How to nominate your COVID hero

## Step 1

Visit our #CUHA22 Nomination page [here](#).

## Step 2

Complete our online Nomination form by 31st December 2021.

## Step 3

The Nominee will receive a digital certificate confirming they have been nominated for an award.

## Step 4

Shout about your nomination on social media and the difference that's been made by your hero; check out our [Media Toolkit](#) if you need some inspiration.

## Step 5

Keep an eye out for award updates; award winners will be notified at the end of January 2022.

## Step 6

Award winners will be invited to an exclusive VIP drinks reception for award winners, sponsors and prominent members of the WISE network in central London in March 2022



# Frequently asked questions

**Q: How long do I have to submit a nomination?**

A: Nominations will open on 11th November and close at midnight on 31st December. Please nominate using the [online form](#) by this date.

**Q: Do I have to be from a WISE member organisation in order to submit a nomination?**

A: No, our awards are open to everyone. You do not have to be from a WISE member organisation in order to take part.

**Q: Who can I nominate for a WISE Hero Award?**

A: Any woman who works in STEM. We especially encourage nominations of women from marginalised groups. By nominating your COVID hero or by encouraging others to do so, we hope to spotlight the work of women in STEM and celebrate the diverse roles, backgrounds and identities of those who work in the STEM industry.

**Q: Can I nominate more than one woman?**

A: Yes! You can submit as many nominations as you please before midnight on 31st December.

**Q: Will our organisation receive recognition for submitting a nomination(s) and taking part in this campaign?**

A: Once a nomination has been submitted and approved by our team, the hero that has been nominated will receive a digital certificate letting them know that they have been put forth for an award. If a woman from your organisation is selected as an award winner, your organisation will be highlighted in nationally-distributed news and communications surrounding the event.

**Q: How will I know if someone that I nominated has won an award?**

A: If selected, award winners will be notified via email around the end of January 2022. Both will be asked to treat the notification as confidential until after the awards reception in March 2022 (date TBC).



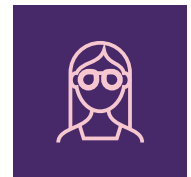
# Frequently asked questions

**Q: What will winners receive if they are selected for a WISE Award?**

A: WISE COVID Unsung Heroes Awards winners will receive an invitation to, and recognition at, an exclusive VIP drinks reception in central London in March 2022. The reception will offer an opportunity to network with leaders in the STEM industry, finalists, sponsors and prominent members of the WISE network.

**Q: How can I help spread the word and get my organisation involved?**

A: As there is no limit to how many heroes you or your organisation can nominate, we encourage you to help spread the word by including information about the awards and nominations in your organisation's internal communications (e.g. newsletter or intranet), forwarding our awards mailer and/or by sharing you nomination(s) on social media. Use the hashtag **#CUHA22**.







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