



Guidelines for WiGH Events

We are delighted that you are interested in organizing a Women in Green Hydrogen (WiGH) Event. To ensure a common understanding of WiGH Events and their objectives, we have listed our vision and requirements below. By deciding to organize a WiGH Event, you confirm to agree and follow the Guidelines for WiGH Events. WiGH reserves the right to terminate the cooperation in case violations occur. For any questions and clarification, please do not hesitate to reach out to the WiGH Events team.

WiGH Event's Mission and Values

Women are underrepresented in the hydrogen sector. In particular, in executive roles and as speakers at many events and conferences, women still represent a minority. In line with WiGH's vision to #connect #empower, and #change, WiGH Events aim to:

- Showcase women voices and display the expertise of women in the sector
- Create a safe, inspiring and empowering atmosphere for all speakers and participants
- Advance knowledge on hydrogen
- Contribute to improving diversity and inclusion in the green hydrogen sector and inspire to do so beyond

Requirements for WiGH Events

To advance WiGH's values and vision WiGH Events must ensure the following points:

WiGH Panels:

- WiGH Panels must at least be equally placed with women and men.
- WiGH Events must aim for diversity. Speakers from different world regions, different backgrounds (such as private sector, public sector, academia and NGOs) and different levels of experience should be included.

Overall conference and event criteria:

- Speakers, organizers and sponsors must align with WiGH's values and vision for a diverse green hydrogen sector.
- WiGH has a zero-tolerance policy for discrimination.
- WiGH events cannot be utilized for profit maximization. At WiGH Events, our mission to connect, empower, and change must be the focus. Company and individual personal interests cannot be at the centre of WiGH Events. WiGH Events cannot be used for product advertisement.

WiGH within a conference:

- WiGH Events must receive sufficient visibility to promote our mission to connect, empower and change. WiGH does not organize panels at unattractive timeslots (e.g., no 8 a.m breakfast panels, no afternoon panels on last conference days, etc.). We don't regard ourselves and our mission as a minor time filler.

WiGH Event Checklist

Before the event's organization can get started

- Agree with Guidelines for WiGH Events.
- Agree on central aspects with WiGH Events team.
- You will have one contact person of the WiGH Events team.

Step-by-step guide

Define the type of event
Define the topic
Look for partners and sponsors if needed
Define date, time, and location
Identify and secure speakers
Prepare logistics
Prepare communications material
During the event
After the event

Type of WiGH Events

Different event formats can be used. The suitable format depends on the goal of the event you organize.

- Networking event in person
- Workshop/training
- WiGH Panel within an energy conference
- Webinar (WiGH-only or joint-event with a partner)

Content of WiGH Events

- WiGH Events can address a range of topics; the topic is open to your ideas and interests. Topics can range from green hydrogen-specific issues (e.g., hydrogen regulation, policy, business models, international trade, technology development, etc.) to soft skill related topics (e.g., leadership and management skill development, communication strategies, etc.). The most important aspect is to respect the criteria of diversity of opinion and backgrounds, to allow an inclusive dialogue. Highly sensitive and controversial topics, such as religion, conflicts etc., are to be avoided.
- Once defined, you can start to draft the agenda/concept note for WiGH Events. We will provide you with a template for the WiGH Event agenda.

Find partners and/or sponsors

- WiGH is not a legal organization and cannot sign legally binding contracts, nor receive funds. Any partner must pay for the service (such as location rent, catering, roll-up, flyers, etc.) directly.
- Partners and sponsors must align with WiGH's values and vision.
- Before approaching a partner, think about and discuss with WiGH Events team if needed:
 - How can the partner benefit from WiGH (e.g., visibility, credibility, increase women participation, WiGH 'Charter of quality' approval (if ALL criteria are met))?
 - How does WiGH benefit from the partner (e.g., sponsoring the event/WiGH panel, sponsoring free tickets for women, etc.)?

Define time, date and location

- Can be done either before or after choosing the topic and speakers.
- Should be done at least 3 months before an in-person event, and 2 months before an online event.

Identify and secure speakers

- Identify and contact qualified speakers and moderator.
- Organize a prep-call with speakers, where you present WiGH (if not known yet) and prepare the panel.

Prepare logistics

- Location: book room (preferably rooms with daylight).
- Equipment: if needed rent chairs, microphones, beamer for WiGH slides.
- Catering (depending on format): consider vegetarian/vegan options.
- For online events: set up online platform (e.g., zoom link).
- Consider options to record the event to make it available in the long-term on the WiGH website
- Set up registration link: Eventbrite; log-in details will be provided by WiGH events team up-on request.

Prepare communication

- Events advertisement for social media: small text about event topic, announcing speakers, date, time and location, plus sponsors and partners.
- Send communication material to comms, including titles and pictures of speakers; sponsors/partners details; two to one month before the event for in-person events and one month before the event for online events.
- Comms contact: communications@wigh.network

During the event

- Take photos and notes for recap. Write down what the main points of discussion were, if applicable the results and catch 1-2 inspiring quotes from the speakers.

After the event

- Draft a recap for a LinkedIn post and send it to Comms Team with pictures, maximum 1 day after the event.
- Send a thank you email to people involved in the event (mainly speakers, partners and sponsors), maximum 1 day after the event.

Annex: Additional templates

The following additional templates can be provided by the WiGH events teams upon request:

- Partnership agreement
- Agenda/concept note
- Communication template