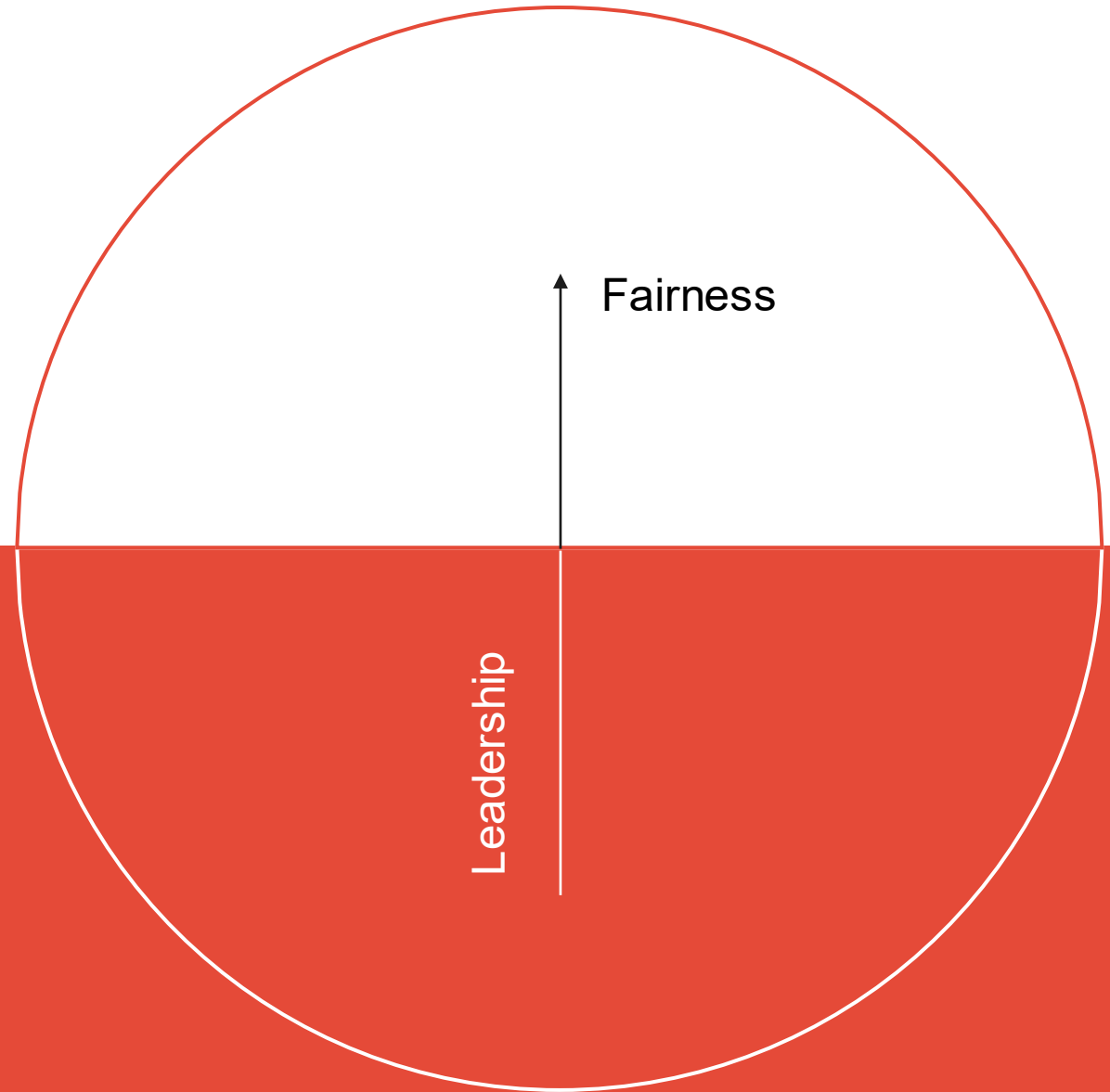


Building a Fair Playing Field



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InGAME
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Who is the Guide for?

Video games studios, esports, and connected industries of all scales and sizes.

All those interested in engaging with and advancing gender equality and wider diversity and inclusion within the games and esports sector.



What is the Purpose of the Guide?

- To address persistent wide scale issues of gender inequality
- To highlight the role of leadership in achieving fairness
- To provide inspiration for companies and individuals across geographical boundaries
- To encourage and enable change
- To share knowledge and showcase existing positive initiatives



A Guide that matters because...

There is an urgent need for change:

Women remain significantly underrepresented in the games industries

Well-publicised controversies around dysfunctional working cultures in the games industries add to the urgency for change.

This is a moment when integrating practical steps in every area to bring about gender equality is not just fair, it is achievable.



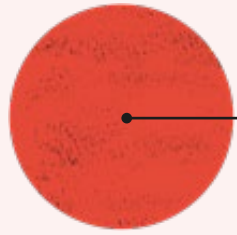
The Guide's high level concept

At the core of the guide's ethical design are the United Nations' 7 Women's Empowerment Principles (WEPS):

They are a primary vehicle for corporate delivery on gender equality dimensions for their 2030 agenda.

They are informed by real-life business practices and input gathered from around the globe.

They act as an ethical framework for the content focus within each Sphere of the Women in Games Guide



What are The 7 United Nations Empowerment Principles (WEPS)?



Establish high-level corporate leadership for gender equality



Treat all women and men fairly at work – respect and support human rights and non discrimination



Ensure the health, safety and well-being of all women and men workers



Promote education, training and professional development for women



Implement enterprise development, supply chain and marketing practices that empower women



Promote equality through community initiatives and advocacy



Measure and publicly report on progress to achieve gender equality





Extending the scope of the Guide

- Future proofing: updated every 2 years
- An audio book for accessibility
- A podcast series: 2023 integrating and extending content
- Masterclasses: exploring Spheres of Action
- Translations into European languages
- Rollout to studios: measuring impact



women in games