

Rosie the Riveter Trust Launches 2024 Rosie Certification for Gender Equity in Construction

Awards Serve to Recognize Industry Leaders for Gender Equity in the Construction Trades

RICHMOND, CA, UNITED STATES, March 21, 2024 /EINPresswire.com/ -- The Rosie the Riveter Trust is pleased to announce the start of the 2024 cycle of the [Rosie the Riveter Certification Awards](#). The distinguished awards celebrate construction companies that are leading the way in gender equity within California's trades. In the past, the program has recognized industry trailblazers such as Skanska-USA, Nova Group Inc., and Teichert.

The Awards are organized by a consortium of construction industry advocates including Rosie the Riveter Trust, Tradeswomen Inc., Stanford Land Buildings & Real Estate Black Advisory Committee, Rising Sun Center for Opportunity, and Construction Trades Workforce Initiative (CTWI). The Department of Labor Women's Bureau, Office of Apprenticeship, and Office of Federal Contract Compliance Programs serve as program advisors.

The Awards serve as a seal of approval for construction workplaces that demonstrate best practices in gender equity. Companies have the opportunity to be awarded by level of certification based on metrics met in the following categories:

- Gender equity hiring directives and incentives
- Retention of women who are field employees
- Workplace environment
- Health benefits and family leave support

Sarah Pritchard, Executive Director of Rosie the Riveter Trust, emphasizes the importance of this moment: "With women comprising only 3% of the trades workforce nationally, and California



TO RECOGNIZE & ACKNOWLEDGE
THOSE LEADING GENDER EQUITY
PRACTICES



Rosie the Riveter Certification
Awards submission cycle open
March 21 - August 2, 2024

poised for significant infrastructure growth, the time is now to ensure women's equitable participation and advancement in these critical roles."

Juan Calderon, Director of Stakeholders Relations at Construction Trades Workforce Initiative, states, "The Rosie Certification Awards are pivotal for setting industry benchmarks in gender equity, offering companies a way to distinguish themselves in a competitive market."

Past awardees have already experienced the benefits. Teresa Maxwell of Skanska applauds the certification for highlighting their commitment to empowering women in construction. Mary Teichert of Teichert Construction celebrates their Silver-level recognition as a testament to their inclusive and inspiring work environment.

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through Sunday, March 23, 2024.

On Wednesday, March 27 Congressman Garamendi and the Rosie the Riveter WW II Homefront National Historic Park invite you to join them for their "[Honoring Our Rosies of the Past and Future](#)" event. Congressman Garamendi will provide an update on his work to commemorate the untold stories of women who contributed to the war effort. The Rosie the Riveter Trust will announce the official launch of this year's Rosie the Riveter Certification Awards. The U.S. Department of Labor Women's Bureau will share highlights from their resource guide: Tools for Building an Equitable Infrastructure Workforce: Gender Equity Strategies as a Model.

Date: Wednesday, March 27th, 2024

Time: 10 - 11:30 AM PDT



Presentation of past Rosie the Riveter Certification Award to Skanska

The award application window for 2024 is open as of March 21 and closes August 2. For details on how to apply, visit our website or contact Amanda Sargisson at awards@rosietheriveter.org.

The launch of the award cycle coincides with Women's History Month and Rosie the Riveter Day, March 21, 2024. The Rosie the Riveter Trust will play host to a range of activities during [Riveter Days 2024](#), including surprise guests, the Rosie Roll Call, collaborations, and more

Location: Rosie the Riveter WWII Home
Front Visitor Center
1414 Harbour Way South, Richmond,
CA 94804

Lead Organization, Rosie the Riveter
Trust

The Rosie the Riveter Trust honors the
legacy and lessons of America's WWII
home front, emphasizing women's
pivotal role in the workforce. As the
official non-profit partner of the Rosie
the Riveter/World War II Home Front
National Historical Park, the Trust
preserves this history, inspires future
generations towards non-traditional
roles, and supports best practices in
recruiting and retaining women in the
trades.



Rosie the Riveter Certification Awards Medallion

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