

# Applicant Journey Checklist

## All Applicants:

### Anytime

- Visit the PFL Website to learn more about the Parent-friendly Label and become familiar with the criteria
- Download and read the Applicant Handbook. Attend an Awareness Webinar and/or reach out to the PFL Team at [pfl@eca.gov.ae](mailto:pfl@eca.gov.ae) with all your questions or request a one-on-one support session.
- Conduct an internal assessment of your parent-friendly policies & action any improvements where needed.

### During the application window

- Start your organization's Application Form online. Your progress is autosaved, so take your time and be thorough in your responses
- Receive an automated email with your organization's sample size requirement for the Parent-friendly Experience Survey and circulate the survey to your employees. Please remember to allow at least one month to reach your required sample size
- Ensure your evidence is all up-to-date and reflects everything you want to share about your organization's policies and innovation. Finalize and submit the online Application Form before the deadline

### After application window closes

- Attend the Clarification Session, if needed. An email will be sent to you with details, including what to prepare; if you do not attend this session, the assessors will proceed with assessing your application as-is
- Receive the decision regarding your organization's application
- Attend the Feedback Session with the assessors and receive your Feedback Report
- Establish your Action Plan using recommendations from the Feedback Report and secure endorsement from your management to make the necessary changes.

**If you have earned the Parent-friendly Label then:**

- Attend the Recognition Ceremony
- Receive your Parent-friendly Label™ Welcome Pack (which includes a plaque for display in your offices and a congratulatory letter from Leadership acknowledging your organization's achievement, PFL brand guidelines and collaterals which Label earners may produce to be able to share pride in earning the Label with their employees, as well as social media guidelines and recommendations of posts (assets) to support you in your engagement across social media channels)
- Share the good news with your employees and help foster a sense of workplace pride in the achievement by distributing PFL-branded collaterals
- Collaborate with ECA on how to share your story and promote your organization's achievement (through communication features, etc.)
- Engage with PFL on social media as per suggestions provided in your Welcome Pack and actively participate in the PFL Connect sessions curated for you
- Attend the 1-year Check-In Meeting to share your organization's achievements since earning the Label

**If you have NOT earned the Parent-friendly Label then:**

- Focus on achieving milestones from your Action Plan
- Keep all policy updates and improvements well-documented
- Engage with the Parent-friendly Label on social media to stay updated on the latest news and events
- Apply to earn the Parent-friendly Label once the new application window opens

**\*If your organization should encounter any issues in completing any step of this process for any reason, please make sure to inform the PFL Team immediately by emailing us at [pfl@eca.gov.ae](mailto:pfl@eca.gov.ae)**