

Zero Tolerance



PLEDGE



The coercive, often violent, control of women is not just a personal issue—it's a workplace issue, a community issue, a human issue. Every year, millions of women are subjected to both personal and public violence and control - with no clear pathways out of abuse. This company is taking a stand. We are trying to make a difference.

By taking the Zero Tolerance PLEDGE, this company is committing to a culture where domestic violence and control are not ignored, excused, or tolerated. This pledge isn't just a statement - it's a promise to act, to protect, and to support.

Together, we stand by six key principles, spelling out the word PLEDGE.



Pay Attention

Domestic violence often goes unseen. We will learn to recognize the signs of coercive, often violent, control such as fear, isolation, controlling and abusive behaviour. Awareness is the first step to action.



Listen & Believe

If someone reaches out for help, we will believe them and support them without judgment. A single conversation can save a life.



Engage Safely

If we witness coercive or abusive behaviour, we will act in a way that's safe interrupt, distract, or report it to the right authorities or resources.



Don't Stay Silent

Words matter. We will speak up against jokes, comments, or behaviours that normalize the denigration, domination or control of women. We are creating a workplace where respect is the standard.



Guide to Help

We will know the resources available. If someone needs help, we will guide them to safety and support.



Encourage Change

By taking this pledge, we're not just changing company policy—we're changing lives. Together, we can build a world where every woman is safe, valued, and heard -where no-one is subjected to violence because of their sex, gender, or sexuality. The time to act is now. Will you stand with us?