

RaceEqualityMatters.com

RACE[™]
EQUALITY
WEEK

5-11 February 2024

Powered by
greenpark

LLOYD'S

#ListenActChange

Insights and Ideas

**Get Ready For Race Equality
Week 2024**

Thursday 11th January 2024

**59 Insights and Ideas
5-Day Challenge**

**The Impact it will make and how to maximise
engagement**

This guide cannot be used for commercial gain, if you would like to discuss using it commercially, please contact info@raceequalitymatters.com

Introduction

This co-created “Insights & Ideas” resource has been compiled from dialogue gathered during our ‘Get Ready For Race Equality Week - 5 Day Challenge’ event on the 11th January 2024.

A large proportion of participants at our events have lived experience of race inequality, and many participants are implementing impactful solutions to address this in the workplace. You can find their insights and ideas in this resource.

The resource covers some of the suggestions and ideas we received on: **‘The 5 Day Challenge – The impact it will make and how to maximise engagement.’**

From the event these are the main points that were fed back to us:

1. Leaders need to be **made aware of the event as early as possible** so it can fit into their schedules and avoid the excuse that they’re too busy to attend.
2. Sharing **what leaders gain from attending** is an important part of gaining the interest in the event. Whether it's free publicity or increasing their network, it is a great way to incentivise them to come.
3. **Educate leaders** on the parts of DEI they may not understand. When they realise how important DEI is to their organisation they will understand that attending the event is a part of taking action towards inclusivity.

Included in this resource are links, resources and activities as well as virtual and in-person suggestions.

87% of attendees think the Bring Along a Leader event is a good idea.

48% believe their leaders will attend and share career tips and how their organisation is tackling race inequality.

56% believe having break-out sessions mixing leaders and changemakers is a good idea.

This resource showcases **59 insights and ideas** from the event. You can also watch the full event here:

https://youtu.be/ssJduBh_ZHU

We look forward to seeing you at a future event.



Collaborative Discussion Group:

Helping each other and sharing ideas

The 5 Day Challenge - The Impact it Will Make and How to Maximise Engagement

Popular suggestions have been highlighted with this star icon 

How the 5-Day Challenge can make an impact

Responses from Participants.

Active Allyship

1 It brings everyone together on the same issues

2 Gives structure to the week, promoting reflection and ownership of change

3 It proposes small things colleagues can do to make a difference

4 It calls individuals to gentle awareness and measurable accountability

5 It encourages people to go beyond the rhetoric

How the 5-Day Challenge can make an impact

Responses from Participants.

6

It can encourage those who have previously ignored issues to sit up, take notice, think about the issue, and think about what they can do to change it

Build knowledge and understanding

7

It can highlight internal biases

8

It can create moments of awakening and understanding for those who have never considered the topics before

9

It can improve awareness

10

It allows colleagues to gain insight into the experiences of others

How the 5-Day Challenge can make an impact

Responses from Participants.

Build knowledge and understanding

- 11 Creates understanding and empathy
- 12 It can make colleagues more aware of others who are different to them
- 13 It increases visibility of lived experiences
- 14 You can use the challenges to educate line managers who are integral to affecting the organisational culture
- 15 Builds empathy and togetherness

How the 5-Day Challenge can make an impact

Responses from Participants.

Build knowledge and understanding

16

It highlights unconscious biases

17

It raises awareness and understanding creating active sustainable impact



18

It builds perception and encourages difficult conversations

19

It can spark a shift in narratives within the individuals who have participated

20

It can make colleagues more aware of their actions or inaction

How the 5-Day Challenge can make an impact

Responses from Participants.

Build knowledge and understanding

21

It provides good resources in the form of excellent videos & and questions which make an impact because they require some honest reflection

Communication

22

It opens up the conversations and provides a structure of topics to cover

23

Provides a base to start open conversations

24

It can deepen the conversations you are having surrounding race

25

It can deepen the important conversations, coming from a place of non blaming or shaming

How the 5-Day Challenge can make an impact

Responses from Participants.

Data, targets and goals

26

It can be effective in underpinning the messages you are promoting around diversity and inclusion and build on the work you are already doing

Encourages participation from all

27

Its snappy and time controlled so even the busiest of leaders have no excuse not to participate

28

The short demand on time means it is more likely to create buy-in and impact

29

It connects staff and can strengthen teams

30

It can engage colleagues from the top to the bottom, and inspire colleagues to discuss race-related matters

How the 5-Day Challenge can make an impact

Responses from Participants.

Learning and development

31

Each day builds on the next - it is gradual learning leading to action

32

It challenges unconscious bias and discrimination

33

It can be used as an Induction piece for new starters within the organisation, which can be rolled out in February and then used monthly

34

It provides clear and collaborative ways to help dismantle racism



35

It centers responsibility for learning

How the 5-Day Challenge can make an impact

Responses from Participants.

Learning and development

36

It increases knowledge and curiosity and provides opportunities to transform blame into responsibility

37

It centers responsibility for learning

38

It increases knowledge and curiosity and provides opportunities to transform blame into responsibility

Creating safe spaces

39

It can enable a safe space for conversation

Senior leadership commitment

40

It builds awareness and provides something for senior leaders to easily get behind and support

How the 5-Day Challenge can make an impact

Responses from Participants.

Internal resources

41

5-day challenge can be used to compliment your existing race equality initiatives



Collaborative Discussion Group:

Helping each other and sharing ideas

The 5 Day Challenge - How can you maximise colleague engagement?

Popular suggestions have been highlighted with this star icon



How the 5-Day Challenge can make an impact

Responses from Participants.

Build knowledge and understanding

1

Promote real lived experiences



2

Use the videos as they are impactful and thought-provoking

3

Use real stories of real people - make others understand how their colleagues and friends feel and are treated

4

Combine the principles of mindfulness with the information which will resonate and stick in the mind of the person doing the challenge

5

Learn from lived experiences

The 5-Day Challenge - How can you maximise colleague engagement?

Responses from Participants

Communication

6 Use existing social media, regular newsletters and updates

7 Conversations/discussions in team meetings

8 Ask the promise makers to share their progress

9 Raise the importance of racial equality

10 Use communications in the lead-up to the week to promote interest and participation in planned activities

The 5-Day Challenge - How can you maximise colleague engagement?

Responses from Participants

Communication

11 Approach colleagues directly to encourage them to check out the activities in the week

12 Open up conversations



13 Use your main communications channels and staff networks (ERGs) and do it across your partner organisations

14 Include it in conversations and company intranet

Encourages participation from all

15 Everyone can take part; it starts with each of us

The 5-Day Challenge - How can you maximise colleague engagement?

Responses from Participants

Changemaker

16

Use prompts and ideas over the 5 days help to create a positive habit so it becomes part of your thinking/acting

Creating safe spaces

17

Create groups of staff where there is a safe space i.e. where people know each other or feel that they can be honest

Senior leadership commitment

18

Get SLT (Senior Leadership Team) onboard with the 5-day challenge, like the possibilities shown in the 2024 challenges

Empower others

19

Making it a Us challenge rather than a Me responsibility



Join Our Community

The Race Equality Network is Race Equality Matters' growing and engaged community.

It is made up of people who are serious about tackling race inequality.

With 5,100+ organisations represented; members include:

- Allies
- Ethnically Diverse Employees
- Race Network: Leaders, Future Leaders, and Network Members
- HR & D&I
- Senior Leaders
- Changemakers

Our virtual network has no geographic barriers and provides a platform where our community collaborate, learn, and **share what works**. Members also inspire and support each other.

We provide free, expert-led events; practical and impactful solutions; and current insight and statistics gathered from event chats, surveys, and polls that can be used to engage and influence.

If you are not already part of our community, register for free today.

[Register](https://raceequalitymatters.com)

A Huge Thank You To:

Everyone who shared their insights ideas and experiences during the event.

Our Key Partners



LLOYD'S

Our Partners and Supporters



AutoTrader



HS2

Amey



g the governance forum

GUILD



Supporting Solutions

www.raceequalitymatters.com/solutions

88% believe it will help tackle race inequality.



A facilitated dialogue between ethnic minority employees and exco/board members. Employees are heard. The board make a commitment to **take action** to address some of the key issues.

83% believe it will help tackle race inequality.



Individuals across organisations select and make a promise. It is a public commitment, which must be measurable and to which they can be held accountable, to create a positive change.

78% believe it will help tackle race inequality.



A framework and opportunity to hear the honest voice and feelings of colleagues about race inequality. All employees are invited to a one-hour themed, online discussion about an issue that matters.

95% said it would have a positive impact on race inequality.



#MyNameIs encourages organisations and individuals to normalise phonetic spelling in email signatures, meetings, name badges and more.

RaceEqualityMatters.com



5-11 February 2024

Powered by
green park

LLOYD'S



Is it in your diary?

Race Equality Week

5-11 February 2024