

## Responsible Business Awards 2020 - Guidance Information

### Race Equality Award



This award recognises businesses that have inclusive workplaces reflecting the diversity of UK talent.

Successful entrants should evidence that their business is having an impact in one or more of the following criteria:

- **Increasing the number of BAME people in leadership and at executive level, as well as the number of senior champions and executive sponsors for race at senior levels**
- **Improving diverse representation of BAME people at management levels and the progression of BAME employees in the workplace**
- **Ensuring all recruitment processes are free from discrimination, racial bias and attract diverse talent.**





## Key dates for your calendar

<b>Date</b>	<b>Awards Milestones</b>
27 November 2019	Open for entries
21 February 2020 (17:00 GMT)	Entry deadline
w/c 30 March 2020	Results revealed to all applicants by email
12-14 May 2020	Judging panels for award finalists in London
Summer 2020	Awards celebration event London



## Category Details

Only one in 16 people from a Black, Asian and Minority Ethnic (BAME) background are in a senior leadership position in the private and public sector, which is in stark contrast to the rapidly changing demographic of the working age population. Other key BAME stats:

- One in eight of the working age population is from a BAME background, yet only one in ten is in the workplace.
- One in four of the secondary and primary school population is from a BAME background.

Ultimately, employers need to enable BAME talent to flourish and progress equally within their organisation.

Business case for action on race equality at work is compelling:

- **Developing the economy, people and skills:**
  - The potential benefit to the UK economy from full representation of BAME individuals across the labour market through improved participation and progression is estimated to be 24 billion a year, representing 1.3% of GDP, according to *McGregor-Smith's Race in the Workplace Review 2017*.
  - After analysing the financial returns of more than 1,000 organisations internationally, *McKinsey's Delivering through Diversity 2018 report* shows that organisations with a rich mix of racially diverse teams experience 33% greater financial returns.
  - BAME people are over-represented at UK universities, yet they are still two to three times less likely than their white counterparts to secure full-time work six months after graduation.
- **Improving customer service and products:**
  - A workforce that reflects your customer demographics will have invaluable insight into the products and services that will be most successful
- **Cross-generational innovation:**
  - Workplaces benefit from a diverse range of experiences, ideas and ways of thinking. There are huge opportunities for businesses to harness the knowledge and creativity of employees from different cultural backgrounds.

The Responsible Business Award for Race Equality identifies those businesses that are responding to these emerging needs and in turn are maximising the business' resilience to access an increasingly diverse marketplace and talent pool.

## Eligibility

Any employer can apply for this award.

## Assessment Criteria

Successful entrant will be able to demonstrate that the business is acting:

- to increase the number of BAME people in leadership on boards and executive levels, as well as increase the number of senior champions and executive sponsors for race at senior levels
- to increase diverse representation of BAME people at management levels and to speed up the progression of BAME employees in the workplace
- to ensure all recruitment processes are free from discrimination and racial bias at every stage and take steps to outreach and to attract diverse talent.

## Deadline

17:00 GMT on Friday 21 February 2020.

Entries received after this time will not be processed.

## Contact Details

For more details about the category, please contact Sandra Kerr at [sadra.kerr@bitc.org.uk](mailto:sadra.kerr@bitc.org.uk)

For any technical issues and other Awards related queries, please contact [awards@bitc.org.uk](mailto:awards@bitc.org.uk)

## Guidance on Completing Assessed Section 2

### What is the overall purpose of the initiative or strategy? (350 words max)

Please provide a clear business case for the business's work, and how this has been taken forward through effective leadership. For example:

- What is the challenge they are seeking to address?
- Is there any data evidence to illustrate the organisation's starting point?

### How did you go about engaging stakeholders with your initiative or strategy? (350 words max)

The term stakeholder refers to any group that could be affected by the strategy or initiative. Stakeholders could be employees, community organisations, key suppliers and other organisations.

Consider the following:

- How have you engaged a range of stakeholders in understanding their needs and opportunities?
- How have you engaged stakeholders throughout the design and implementation of the initiative or strategy?
- How are you continuing to collaborate with these stakeholders to review and develop your initiative or strategy?

### **In what ways has wider society benefited from your initiative or strategy? (350 words max)**

- What are the plans for a long-term approach? Are there any long-term benefits already apparent? Is there any data evidence to illustrate this?
- What evidence is there of the impact of your initiative on the local community, region, UK economy if all employers adopted the initiative?

### **What are the benefits to your business? (350 words max)**

Are there testimonials from those for whom these actions have made an impact on, or have changed outcomes for?

- Any evidence of financial impact?
- Improvement in employee engagement scores?
- Increase in retention? Evidence of employee wellbeing?
- Is there any data evidence to illustrate this?

### **What is innovative or unique about your initiative or strategy or the approach taken? (350 words max)**

Consider the following:

- Do you believe that you are the only employer in the UK acting in this way?
- Has this initiative already won, or has it been shortlisted for any other awards?

## **Uploading supporting files**

Total files uploaded must not exceed 30MB. BITC reserves the right to only process content below the maximum file size for assessment.





At the end of the awards questions there is a file upload option. You can upload multiple supporting files if the documents are compressed into a zip. file before uploading.

### How to zip multiple files for this Qualtrics process:

1. Select all the files you want to zip together by holding the CTRL key and clicking on each one.
2. Right click and select 'Send to' from the menu that appears.
3. Select 'Compressed (zipped) Folder' from the secondary menu.
4. This will create a new Zipped Folder, which will show up as a new icon.
5. Please name the folder using this structure: COMPANY NAME Awards submission 2020
6. Navigate to the file upload question in the survey and click anywhere in the grey box (see screenshot below). This will open a dialogue box where you can navigate to the relevant zip file, select the file and click open. Your supporting documents and images will then be uploaded

**Please note: All logos should be supplied as hi res eps, png, .ai or svg. Images should be hi res, above 2mb**

