



Senior Leader's Pledge

Magnus Hallin/Matt Lawman

EIP

I commit to:	I will demonstrate this commitment by:
1. Providing visible and proactive leadership to improve D&I in my organisation	<ul style="list-style-type: none"> • Being personally involved in, and contributing to, D&I projects and events. • Acting as an ally to, and champion for, colleagues from under-represented groups
2. Taking D&I seriously at the highest level	<ul style="list-style-type: none"> • Acting as, or appointing, a D&I champion at board/partnership level • Encouraging my senior colleagues to do as I do to provide visible and proactive leadership on D&I issues
3. Embedding and valuing D&I throughout the organisational culture	<ul style="list-style-type: none"> • Building a culture in which the whole of my organisation is involved in the quest for D&I • Encouraging and allowing time for staff to work on D&I-related projects and training (including outreach and wellbeing initiatives)
4. Building trust and safe spaces throughout the organisation	<ul style="list-style-type: none"> • Establishing an internal D&I forum with representatives from all roles and all levels within the organisation • Ensuring that forum includes, and/or has access to, a D&I champion at board/partnership level
5. Educating myself and my colleagues about D&I issues	<ul style="list-style-type: none"> • Providing allyship, privilege awareness and/or unconscious bias training for staff at all levels, including board/partnership level

I commit to:	I will demonstrate this commitment by:
	<ul style="list-style-type: none"> • Adding key D&I-related awareness dates (eg LGBT+ History Month, Black History Month, International Women's Day) to the organisation's internal calendar and encouraging staff to learn about and mark those dates
6. Sharing my privileges	<ul style="list-style-type: none"> • Involving my organisation in some form of outreach scheme to improve access to the IP professions (eg a work experience, internship, sponsored placement or similar scheme), working where appropriate with outreach charities and community interest groups and encouraging staff in all roles and at all levels to get involved, and leading by example with my own involvement • Widening the channels through which we advertise vacancies in the organisation, including through external recruitment consultants
7. Insisting on equity	<ul style="list-style-type: none"> • Establishing fair, diversity-enhancing recruitment and promotion procedures throughout my organisation • Regularly reviewing the procedures with HR colleagues to evaluate their impact on D&I levels in the organisation and if necessary improve them
8. Working closely with HR and management colleagues to achieve this	<ul style="list-style-type: none"> • Allowing them access to D&I-related training and professional development and valuing the expertise they acquire from it • Encouraging involvement of board/partnership level colleagues in HR communications, conversations and projects