

**Quick wins for   
Charter signatories  
2021-22**

IP Inclusive:  
Quick wins for  
Charter signatories

# Introduction

This document has been created by IP Inclusive’s [Women in IP](https://ipinclusive.org.uk/community/women-in-ip/) community.

Our [2021 annual event](https://ipinclusive.org.uk/events/women-in-ip-annual-event-quick-wins-for-charter-signatories/) focused on “Quick Wins” for IP Inclusive [Charter signatories](https://ipinclusive.org.uk/about/charter-signatories/):

*What can you do at your organisation to improve EDI (Equality, Diversity and Inclusion)? How can you build a more inclusive and supportive workplace?*

We explored these and similar questions with our expert panellists: Jane Burton, Chair of the [Lawyers with Disabilities Division](https://www.lawsociety.org.uk/topics/lawyers-with-disabilities/) of the Law Society of England and Wales; Kate Swaine, Head of IP at [Gowling WLG UK LLP](https://gowlingwlg.com/en/" \t "_blank); Krishna Kakkaiyadi, Associate at [Pinsent Masons LLP](https://www.pinsentmasons.com/); and Wayne Spillett, Head of Legal – Commercial Operations at [Vodafone](https://www.vodafone.com/).

The event was accompanied by a survey of what EDI-related initiatives make a difference and what “Quick Wins” have been successful in the past, and follow-up discussions in the Women in IP [March coffee dates](https://ipinclusive.org.uk/events/women-in-ip-march-coffee-dates/).

The following practical tips and ideas aim to help both small and large organisations support their employees and improve EDI.

We would like to thank our expert panellists for sharing their thoughts and Abel + Imray for hosting the 2021 annual event.

# 1 Internal policies and practices

### General

* 1. Have an EDI policy; set a vision and strategy to create opportunities for a diverse workforce considering recruitment, retention, motivation and promotion.
  2. Set up an EDI group with a senior leader to lead, champion and drive EDI.
  3. Make educating the management team on EDI a focus area.
  4. Look for pockets of excellence on EDI throughout the organisation and amplify them.
  5. Encourage people in leadership and management roles to sign the IP Inclusive [Senior Leaders’ Pledge](https://ipinclusive.org.uk/the-ip-inclusive-senior-leaders-pledge/).
  6. Include an EDI question in exit interviews.
  7. For bigger organisations especially, obtain statistics on gender and other protected characteristics, carry out benchmarking and publish the results.

### General inclusivity

* 1. Work towards a culture of gently “calling out” assumptions. This could start with the managers/partners challenging each other.
  2. De-gender the staff handbook.
  3. Check documents for accessibility and inclusivity issues (Microsoft Word, for example, has built-in proofing tools to help with this).
  4. Remove “Dear Sirs” from standard letters.
  5. Encourage the use of pronouns on email signatures.
  6. Ensure marketing materials/website/client meetings feature a diverse range of people.
  7. Have a designated person to work on accessibility and reasonable adjustment issues, including for recruitment purposes (see below).
  8. Provide networking opportunities within the organisation, across different levels of hierarchy and/or across the entire organisation.

### Working arrangements

* 1. Review maternity/paternity/parental leave policies (and ensure they are accessible).
  2. Enable flexitime, working from home, reasonable adjustments, and/or part-time policies; make these accessible and remove any bias against those taking up the policies.
  3. **Encourage** staff to take up the policies in 1.16 and 1.17.

### Training

* 1. Prepare and share a dictionary of EDI terms.
  2. Require completion of e-learning courses (eg in mental health, bullying, unconscious bias).
  3. Include EDI training as part of a new starter induction process using eg the IP Inclusive resources on unconscious bias and banter (see 3 below).

### Support for individuals

* 1. Set up a mentoring programme. This does not have to be a big, formal initiative, but could be very simple to set up with mentees choosing from a list of volunteer mentors, each of whom has provided profile information about themselves. Create flexibility within the mentoring programme: structure versus ad hoc and anything in between, where the specifics in each case are guided by the mentee and their needs. For a mentoring relationship it is often useful if the two know one another and think similarly (although in some instances, eg reverse mentoring, this may be less appropriate).
  2. Set up a sponsorship programme. A sponsor can ask questions to see whether obstacles are perceived or real.
  3. Provide mentor/sponsor training.
  4. Provide a support/mentor/sponsor programme for employees/partners returning from absence due to parental/sick leave.

### Recruitment

* 1. Ensure all personnel involved in recruitment have had unconscious bias training.
  2. Widen and change the pool of interviewers/candidate selectors.
  3. Use name-, gender-, and university-blind CVs/application forms.
  4. Check that the language used in job advertisements is appealing to different types of people.

### Mental health and wellbeing

* 1. Have a senior leader as a mental health champion.
  2. Train and support mental health first aiders.
  3. Provide mental health training and resources.

# 2 Initiatives

* 1. Celebrate different awareness days/weeks/months throughout the year (see the calendar on the IP Inclusive website [events page](https://ipinclusive.org.uk/events/)).
  2. Carry out a [“Steps To Inclusion”](https://ipinclusive.org.uk/steps-to-inclusion-page/) or similar EDI review on a regular basis.
  3. Promote IP Inclusive resources and events.
  4. Promote relevant TED talks/articles on a regular basis.
  5. Carry out anonymous staff surveys (eg using Survey Monkey or a suggestion box) to gain views on EDI and other issues.
  6. Create safe spaces for discussions around race and ethnicity.
  7. Prepare and share videos of employees’/partners’ real experiences of prejudice.
  8. Embrace new technology in promoting EDI, eg use online collaboration tools to promote EDI discussion.

# 3 Initiatives and resources from IP Inclusive and partners

The [resources](https://ipinclusive.org.uk/resources/) page of the IP Inclusive website carries a wide range of EDI-related materials, including guidance, ideas, event recordings, directories and template documents. You can filter to find items on a range of topics, including those below.

### Charter

* 1. IP Inclusive EDI Charter: information on the IP Inclusive Charter and signing up can be found here: [https://ipinclusive.org.uk/sign-up-to-the-ip-inclusive-charter/](https://urldefense.com/v3/__https:/ipinclusive.org.uk/sign-up-to-the-ip-inclusive-charter/__;!!NgSi4SaN6ydtRVQ-!hP0M9OyyaRmgzWOWw9WftJF9rwXmR1TPlXaAffrbp1D09TtuzYiSZ0XEBmDs$)
  2. IP Inclusive Senior Leaders’ Pledge: <https://ipinclusive.org.uk/the-ip-inclusive-senior-leaders-pledge/> (also the associated senior leaders’ think tank: see <https://ipinclusive.org.uk/newsandfeatures/new-senior-leaders-diversity-think-tank/>)
  3. IP Inclusive/Focal Point “Steps to Inclusion” review: <https://ipinclusive.org.uk/steps-to-inclusion-page/>
  4. List of online EDI resources: <https://ipinclusive.org.uk/resources/equality-diversity-and-inclusion-links/>

### Disability inclusion

* 1. IP Ability’s collection of links and resources to help IP professionals and employers become more disability-confident: <https://ipinclusive.org.uk/wp-content/uploads/2019/10/2109-IP-Ability-Useful-Resources.pdf>
  2. [“Easy wins and action points for disability inclusion”](https://www.lawsociety.org.uk/topics/lawyers-with-disabilities/easy-wins-and-action-points-for-disability-inclusion) (developed by Legally Disabled/Cardiff University, the Law Society and its Lawyers with Disabilities Division).

### Ethnicity inclusion

* 1. [“Practical steps for improving BAME representation in the IP sector”](https://ipinclusive.org.uk/resources/practical-steps-to-improve-bame-representation/) – the product of an IP Inclusive round table in July 2020.
  2. “Why am I Black? My Experiences Growing Up Afro-European in the UK”: <https://ipinclusive.org.uk/newsandfeatures/why-am-i-black-my-experiences-growing-up-afro-european-in-the-uk/>

### Unconscious bias

* 1. November 2017 “Unconscious bias toolkit”: <https://ipinclusive.org.uk/resources/unconscious-bias-toolkit/>
  2. September 2018 webinar “Unconscious bias & the IP professional”: <https://ipinclusive.org.uk/resources/unconscious-bias-the-ip-professional-webinar/>
  3. February 2020 webinar “Unconscious bias: the basics”: <https://ipinclusive.org.uk/resources/unconscious-bias-the-basics-webinar/>
  4. December 2021 webinar “Better decision-making (and how diversity can help): <https://ipinclusive.org.uk/resources/better-decision-making-and-how-diversity-can-help/>
  5. “Unconscious Bias – How Should We Deal With It?”: <https://ipinclusive.org.uk/newsandfeatures/unconscious-bias-how-should-we-deal-with-it/>

### Social mobility and access

* 1. IP Inclusive “Careers in Ideas” outreach campaign: <https://ipinclusive.org.uk/careers-in-ideas/> (provides resources to help IP professionals with careers and outreach activities)
  2. July 2019 guidelines on “recruiting for social mobility”: <https://ipinclusive.org.uk/resources/recruiting-for-social-mobility/>
  3. June 2020 “Attract, include and retain” round-table outcomes, on the impact of D&I in recruitment and retention: <https://ipinclusive.org.uk/resources/attract-include-and-retain/>
  4. September 2020 think tank outcomes on “Steps to improve social mobility and access to the IP professions”: <https://ipinclusive.org.uk/resources/steps-to-improve-social-mobility-and-access-to-the-ip-professions/>

### Mental wellbeing

* 1. The IP Inclusive mental health and wellbeing website page: <https://ipinclusive.org.uk/mental-health-and-wellbeing/>
  2. Resources from the IP-focused mental health charity Jonathan’s Voice: <https://jonathansvoice.org.uk/resources>
  3. Resources from the legal sector mental health charity LawCare: <https://www.lawcare.org.uk/get-information/>

### Working arrangements and general inclusivity

* 1. Carers and Solo Parents at work: <https://ipinclusive.org.uk/resources/carers-and-solo-parents-at-work-webinar/>
  2. “Ten tips for post lockdown inclusivity”: <https://ipinclusive.org.uk/resources/tips-for-post-lockdown-inclusivity/>
  3. The benefits and dangers of banter: <https://ipinclusive.org.uk/newsandfeatures/the-benefits-and-dangers-of-banter/>

# 4 External initiatives

4.1 Partner with clients on diversity awareness.

4.2 Sign up to a relevant charter or accreditation scheme: see eg The Mansfield Rule UK (<https://www.diversitylab.com/pilot-projects/mansfield-rule-5-us-uk-canada/>)

# About Women in IP

The Women in IP community tries to tackle issues that people face as women within the IP professions. If you live as a woman, you likely face at least some of those issues: different women have different experiences and face different issues. For this reason Women in IP acts for everyone who identifies as a woman, including women with trans history and non-binary people.

If you’re an ally but don’t identify as a woman, you’ll also be aware of, and want to tackle, these issues. That’s why involvement in Women in IP is also open to allies.

Women in IP provides support and networking not only for those already working within the UK’s IP professions but also to encourage the next generation to join the sector and climb through its ranks. We aim to host a number of events each year. These are usually a mixture of talks and panel discussions as well as more informal social events.

To find out more, and get involved, visit our web page [here](https://ipinclusive.org.uk/community/women-in-ip/), write to [womeninipnetwork@gmail.com](mailto:womeninipnetwork@gmail.com), or follow us on [LinkedIn](https://www.linkedin.com/groups/8557958/) or [Twitter](https://twitter.com/WomeninIPI). We would love to hear from you, whether with questions, offers of help or suggestions for future activities.

# The IP Inclusive EDI Charter

Signing up to the IP Inclusive Equality, Diversity and Inclusion (EDI) Charter is a way of confirming your commitment to a more diverse and inclusive IP sector, and to equal opportunities for all who work in it.

Our Charter signatories have all committed to supporting EDI by:

1. Having in place a named individual within their organisation as EDI Officer. This person will be sufficiently senior to make change happen and to be accountable for their progress.
2. Having in place a written EDI Policy and making everybody in the organisation aware of it.
3. Promoting openness and transparency so as to demonstrate merit-based equal opportunities in their recruitment and career progression processes.
4. Acknowledging the effects of unconscious bias and introducing measures to tackle it.
5. Monitoring and reporting internally on their progress using measures and at intervals that are appropriate to their size and nature.
6. Sharing their experience within the IP Inclusive community to help build an effective network for EDI across the IP sector.

You can find out more about the Charter at <https://ipinclusive.org.uk/about/our-charter/>. The sign-up form is [here](https://ipinclusive.org.uk/sign-up-to-the-ip-inclusive-charter/).