

COMMITMENT TO DIVERSITY EQUITY INCLUSION BELONGING 2023

DEFINITION

This new category seeks to recognise independent agencies that are making an impact; not only for their clients through inclusive campaigns, but also by ensuring that their own agency meets the expectations of a modern and equitable workforce.

We wish to evaluate both internal and external efforts to foster a culture of inclusiveness and to shine a light on agencies that not only leverage best practice principles to create a positive impact for their clients, but also apply and promote positive DEIB approaches within their own operations.

JUDGING CRITERIA

- 1) **Diversity and Inclusion Initiatives:** please provide detailed descriptions of your agency's specific diversity and inclusion initiatives, programs, and policies. Provide evidence of how these initiatives have been implemented and their impact on our agency's culture and workforce and where you have gone beyond normal client or industry expectations for an agency of your size or makeup (25%)
- 2) **Client Engagement and Impact:** Present evidence from clients that highlight how your agency's DEIB efforts have positively influenced campaigns, strategies, or outcomes. Outline how your ability to integrate diversity, equity, and inclusion principles into your work with clients, contributed to more inclusive and resonant marketing and communication strategies and to the growth of your agency. (25%)
- 3) **Employee Development and Support:** Provide examples of professional development initiatives, mentorship programs, or employee resource groups that promote equity and support the growth of underrepresented individuals within your agency or wider peer group networks. Outline your efforts to empower our employees through training, mentorship, and a supportive environment that encourages individual growth. (25%)
- 4) **Community and Industry Impact:** Document your involvement in community outreach, partnerships, or industry collaborations that promote diversity, equity, and inclusion. Highlight how you contribute positively to the broader community and industry by actively promoting diversity, equity, and inclusion values. (25%)

ELIGIBILITY

Open to all independent agencies (as defined in the Rules & Terms) of all sectors and disciplines.

Work in any medium (TV, radio, cinema, digital, newspaper, magazine, promotional material, displays, packaging etc.) is eligible for submission.

Please ensure you state the size of your agency so this can be taken into account when comparing you against other entries.

ENTRY MATERIALS

Please complete our written nomination form outlining why you think this individual deserves this accolade. You may also attach a:

- Presentation or video clip up to 10 slides or 3-minutes long; PPT/MOV/MP4/WMF/WMV/MPG/MPEG(2); Max 250MB