

Day 5

The Big Promise

Race Equality
#ItsEveryonesBusiness



RaceEqualityMatters.com

RACE EQUALITY WEEK 5-11 February 2024	Powered by greenpark LLOYD'S
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#ListenActChange

Day 5

Will you join the millions of others today to turn words and thoughts into action?

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In the 5-Day Challenge we have explored just some of the key and daily issues that are so hurtful, damaging, and excluding to your ethnically diverse colleagues, community friends and families (we appreciate many of you may have experienced issues directly yourselves).

Do we step back, walk away, ignore, or take action?

The only way to achieve equity and equality is for each and every one of us to take action.

The theme for Race Equality Week this year is #ListenActChange. Over the last four days, we have shared the issues faced, the impact of not taking action and simple actions that you can take to make a big difference. It's time to:

- Listen to what needs to be done.
- Take Action on what you have heard and learnt.
- Create and be the Change in tackling race inequality!

If we all commit to #ListenActChange, then real change can take place.

It's time to make your Big Promise and a commitment that has a long-lasting impact!

**You can start to change the world today by making your Big Promise now:
go to the Big Promise tool**



Why The Big Promise?

Race Equality Matters carried out in-depth interviews and research, which evidenced that the majority of ethnically diverse employees feel that there has been very little visible action to move towards the deeper and more meaningful change required to drive race equality.

There has been the will and call for action by leaders and organisations, especially three years ago (2020), but it is clear that for many organisations, the experiences of their employees when it comes to unfairness, inequality and pain have generally not changed.

Whilst there are some organisations that have started to make progress, typically driven by few individuals, meaningful change will only happen if everyone gets involved and commits to driving change. [#ItsEveryonesBusiness](#) to [#ListenActChange](#).

Race Equality Matters carried out one-to-one interviews and group workshops with the Race Equality Matters community and collaborated with the governance forum and Dr Karl George MBE. This included reviewing 15 race charters which collectively drew together 200+ suggested commitments and pledges. With the community, we identified promises that are must-do's and are measurable, accountable, transparent and that will create meaningful change.

They are known as the **Big Promise**.

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Action – 2 Mins

To help you make that commitment to change, we have identified bespoke sets of Magnificent 7 promises for:

- ExCo/C-suite/Board
- Senior leaders
- Allies
- Ethnically diverse colleagues

The sets of 7 promises have been developed specifically so that each will make a real impact on race inequality in the workplace.

Please look at the promises for your stakeholder group and reflect on which promise or promises you can make.

If you made your Big Promise in 2023, take some time to review and reflect on your progress and decide whether you may want to choose another promise this year.

- Choose your Big Promise/Promises.
- Promote your Big Promise.
- Keep your Big Promise.

Encourage your organisation to implement the Big Promise so everyone gets involved.

Here is one action you can take as a senior leader:



Lead by example. Encourage your team to make a Big Promise and share with them that you are making a Promise too.

The Big PROMISE™

To access the online tool,
Big Promise Guide and
further information and
resources, go here:

<https://www.raceequalitymatters.com/the-big-promise/>

Race Equality
#ListenActChange

Donate to help us create more solutions

Race Equality Matters provides solutions, resources and events for free, so:

1. Everyone can access them, regardless of budget.
2. The real barriers to race equality in the workplace are addressed.
3. The change we all want to see and feel, is accelerated.



(Donate via this QR Code)

91% say what we are doing will make an impact.

If you or your organisation can help, your donation will mean the world and help end racial inequality. Thank you

A special thank you to some of our key partners and collaborators

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