

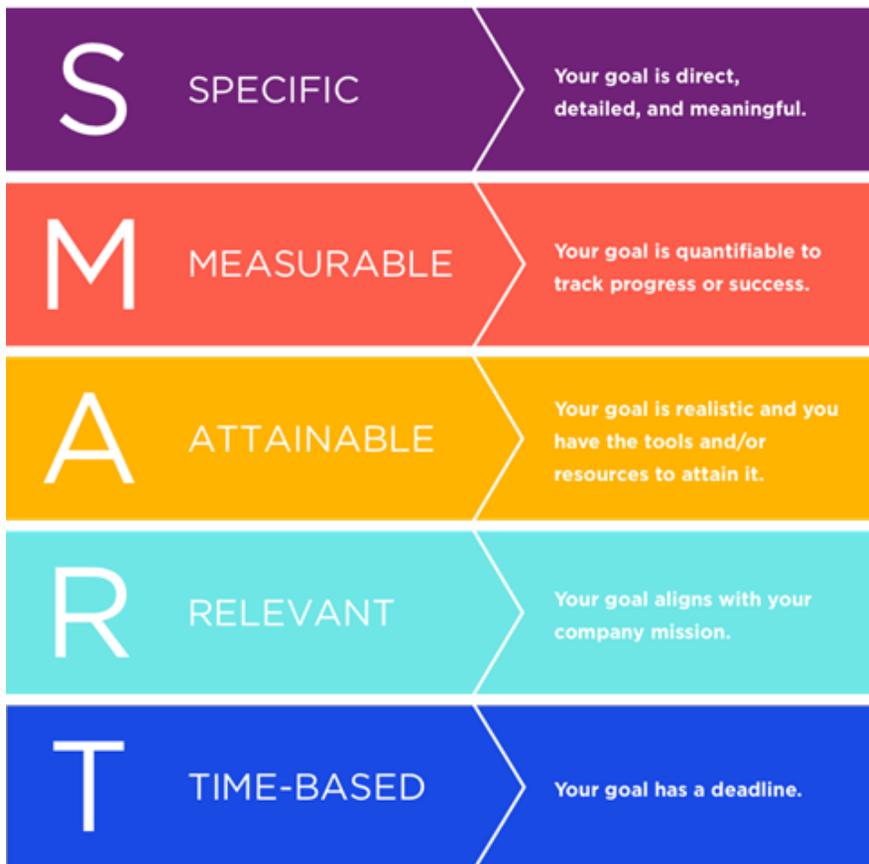
# Guide for creating a public commitment



You've made the big leap to committing to the Diverse Sustainability Initiative. Before you make that next step, here's some guidance to creating your DSI public commitment. We understand that everyone is working with different resource and capacity, that's why it's important to create a commitment that is realistic and achievable for you.

Start by listing what your end goal is, then outline the steps it will take to get there with a timescale. You might determine your end goal as a collective and collaborative discussion with your team to build a solid understanding of what your goal is and why you are doing it. The initial focus for the DSI is people of colour, as we have statistics to evidence a real lack of racial diversity, however we do plan to expand and address all underrepresented groups. Your commitment should mention what you are doing to increase racial diversity, although we also encourage you to address other areas.

1. Ensure that your objectives are SMART. This is specific, measurable, attainable, relevant and time based.



- **Specific:** Set yourself specific goal(s) rather than putting something vague. Think about what your goal is and give as much detail as you can as to how you will do this. It's best to break this up into steps.
- **Measurable:** How will you measure this goal? Some examples include partaking in the RACE Report, completing e-learning, or providing your staff with an annual inclusion survey to ensure that staff feel you have made progress.
- **Attainable:** Equality, Diversity and Inclusion (EDI) goals can sometimes progress quite slowly, it's important to be realistic as we will have to hold you accountable to your goals. Think about available resources and capacity and specifically what is needed to achieve your commitment.
- **Relevant:** Are your aims aligned with your end goal? As mentioned in the introduction, take the time to set out what your end goal is, and why.
- **Time-based:** Ensure that your commitments have a deadline, preferably set a goal for a year's time, as that is when you will receive a survey to track your progress and ensure that the timescale is realistic.

2. Our collective mission at this time is to create a profession/sector that is reflective of modern Britain, this means that we must encourage a more diverse workforce. Some points that might be worth considering when writing your commitment to align with our mission, could include, but are not limited to:

- How you might create a more inclusive workplace with your existing staff.
- How you will amend/assess your job advertisements to make them more inclusive of a diverse audience. Take a look at [our guide on creating an inclusive job advertisement](#).
- Look at where you are advertising jobs and whether they are effectively reaching a diverse audience.
- Add EDI to your risk register and for the issues to be considered at both senior management and trustee meetings.
- Sign up to the RACE Report - take a look at their survey questions for an idea of some inclusive practices you can embed.
- Providing placements for people from underrepresented backgrounds.



3. Include how you can support the DSI, such as:

- Writing a blog for the website, such as some good/ bad practice or your own personal experience.
- Offer funding towards the DSI, this could go towards website developments or training for DSI partners.
- Becoming a DSI volunteer by offering your time, such as a few hours each month to support the DSI Officer.
- Support us with our best practice series by sharing what commitments you have achieved and how, whilst also sharing what hasn't worked.
- Provide some training for our DSI partners; EDI-related, this is not limited to racial diversity.
- Offer some links to resources for our website that have helped you in your EDI journey.
- Share best practices via our Teams channel to support our partners.
- Allow us to utilise your relationship with any agencies/charities that may help the DSI drive change.

A resource to consider: [the full colour roadmap](#) explores where to begin and continue your EDI journey. Have a look at the definitions that they have provided on page 13 to ensure that when you're discussing EDI, there is a clear and unified understanding.

