



Abel & Cole's commitment to Anti-Racism – last updated on: 30th September 2021

Here at Abel & Cole, a diverse, equal and inclusive culture is non-negotiable to us. We believe our workplace should be inclusive and positive; welcoming people with a diverse range of identities and backgrounds to feel comfortable bringing their whole selves to work, to have a sense of belonging, and to feel that their voices matter.

Where did we start?

We introduced an Equality & Inclusivity Committee in September 2019, to hold open and honest conversations in a safe environment to improve equality, diversity and inclusion within Abel & Cole. From there, we introduced Champion roles: LGBTQ+, Race & Ethnicity, Physical & Mental Health, and Gender Equality / Women's Champions.

Next, we introduced an Anti-Racism Charter in July 2020, to be clear internally on our commitment to being an Anti-Racist organisation, making an active and conscious effort to improve our diversity. The action plan continues to help ensure this is embedded in every part of our activity as a business, and we regularly review and improve our plan. The plan consists of five key pillars to help people within and outside of the business.

- **Our Colleagues:** How can we educate and support our people to make sure we are connected on diversity, inclusion, culture and values?
- **Our Recruitment:** What improvements can we put in place to encourage a workforce that is diverse in its make-up and inclusive in its behaviour?
- **Our Content:** How will we make sure that our content is truly diverse and inclusive?
- **Our Charity Initiatives:** How will we support and advocate BAME charities?
- **Our Corner of Organic:** How can we make the world of organic a more diverse place?

What have we achieved since May 2021?

Our Colleagues:

- Customer Services received training on how to handle racist and discriminatory conversations.
- Captured ethnicity and pay data.
- Committed to and signed the Race at Work Charter.

Our Recruitment:

- A Review on the recruitment agencies we work with to reinforce our commitments and to work with recruitment agencies who hold similar values and agree to support our commitments and efforts.

Our Content:

- All members of the Content & Creative team consider diversity with every brief.
- Influencer programme launched with diversity as a key part of the brief.
- Marketing content requests are sent to the entire company so they have an opportunity to get involved.
- Global cuisine recipes are internally peer-reviewed before sharing.
- Our followers are regularly audited. The community management team follow a diverse and inclusive mix of accounts.
- Our About Us page has been updated to better reflect our values and staff.

Our Charity Initiatives:

- Relationship established with the Stephen Lawrence Charity Trust.
- 10% of charity initiatives to be BAME focused.

Our World of Organic:

- Continue to work with the Buying team to stock a wider range of products that appeal to a more diverse customer base.

So much more to be done

Whilst we celebrate our achievements to date, we know there's so much more we can do, by reviewing and improving our Anti-Racism Charter. We continue to listen, learn and grow, and encourage our colleagues to listen, making Abel & Cole the inclusive company we want it to be, where colleagues feel they can bring their whole selves to work.



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