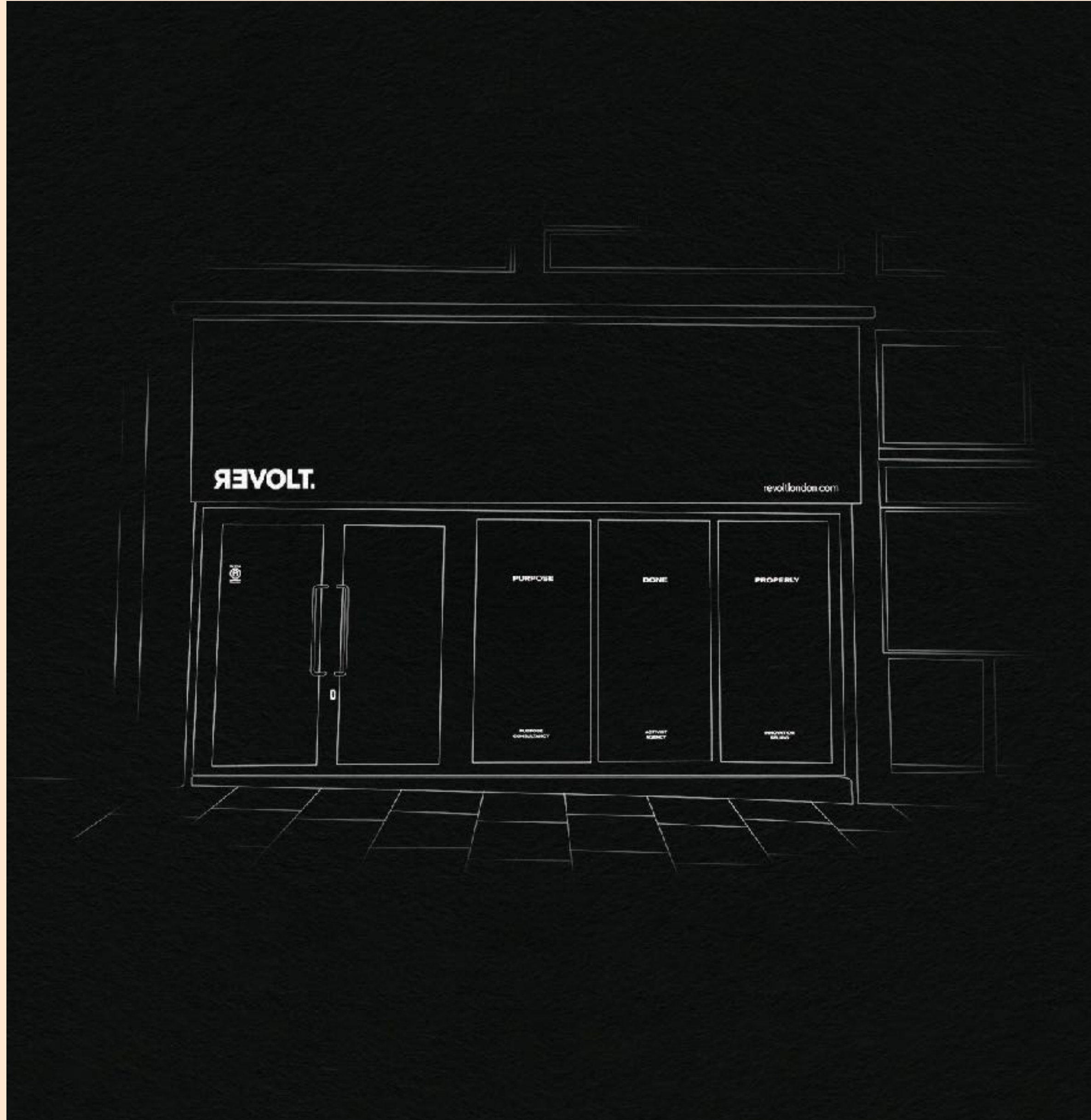


Diversity, Inclusion & Belonging



Diversity, Inclusion and Belonging is a long term ambition that calls for actions today. Our work touches people around the world, from all walks of life. We see the true value each individual can bring through their lived experiences. Because we know that without diversity, there are no new thoughts. And without inclusion, our ideas wouldn't become the catalyst we need for change. We're on a journey to create a workplace that is diverse, inclusive and where people can belong. And we're excited to bring you with us as we help brands and businesses do purpose properly.

What you'll see today

Every organisation will approach Diversity, Inclusion & Belonging (DIB) differently. What you'll see here is our take on what we mean, the journey we are on and our commitment to make an inclusive environment for our people and our work.

01. What DIB means to us

02. Why DIB is non-negotiable

03. Where we are today

04. How we work



What DIB means to us

DIB

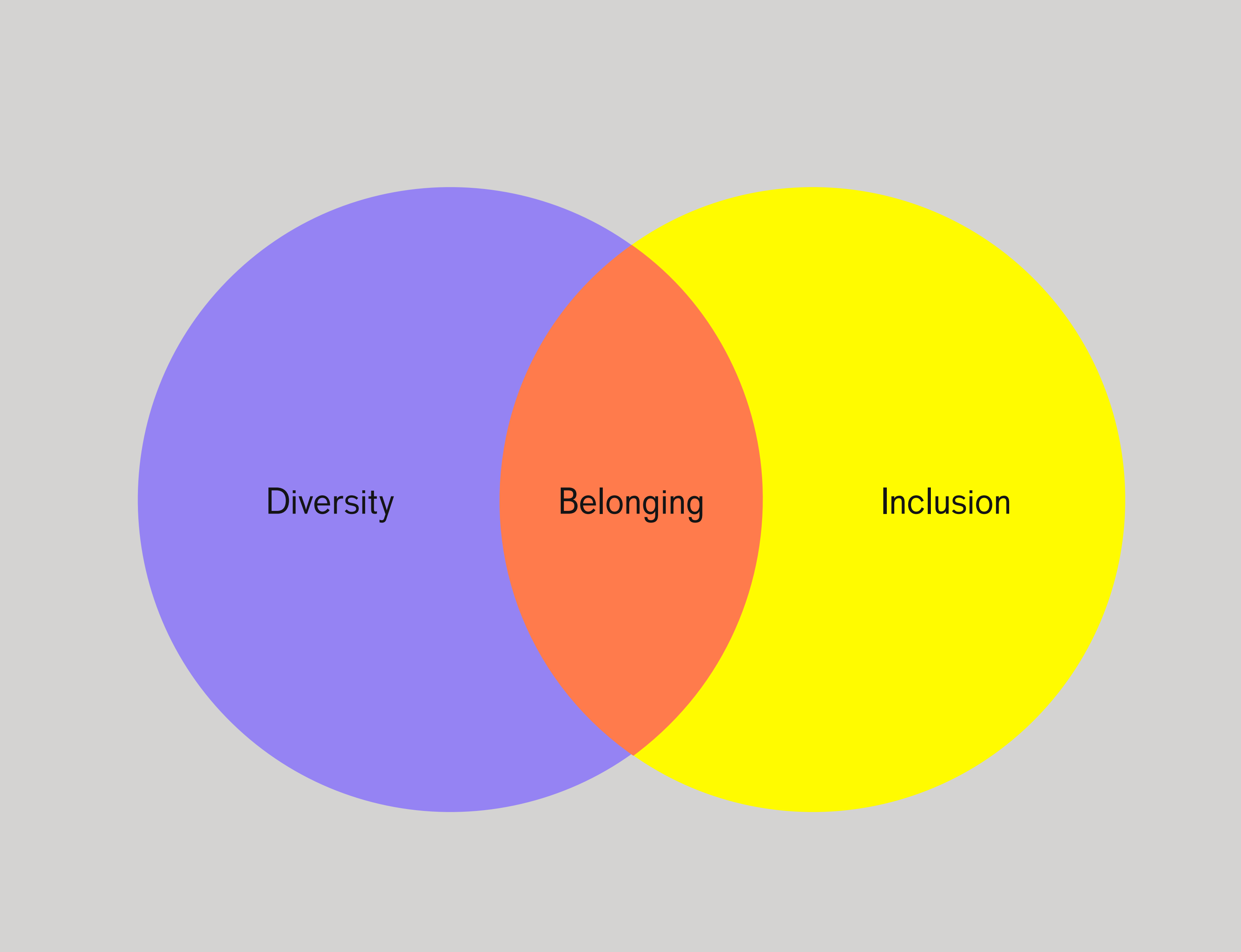
We embrace the interconnected nature of DIB.

DIVERSITY:
Diversity is about our differences, the who and the what:

Who: is in our workforce, is in leadership, is being recruited, is being promoted. What: the internal and external dimensions that shape our lived experiences.

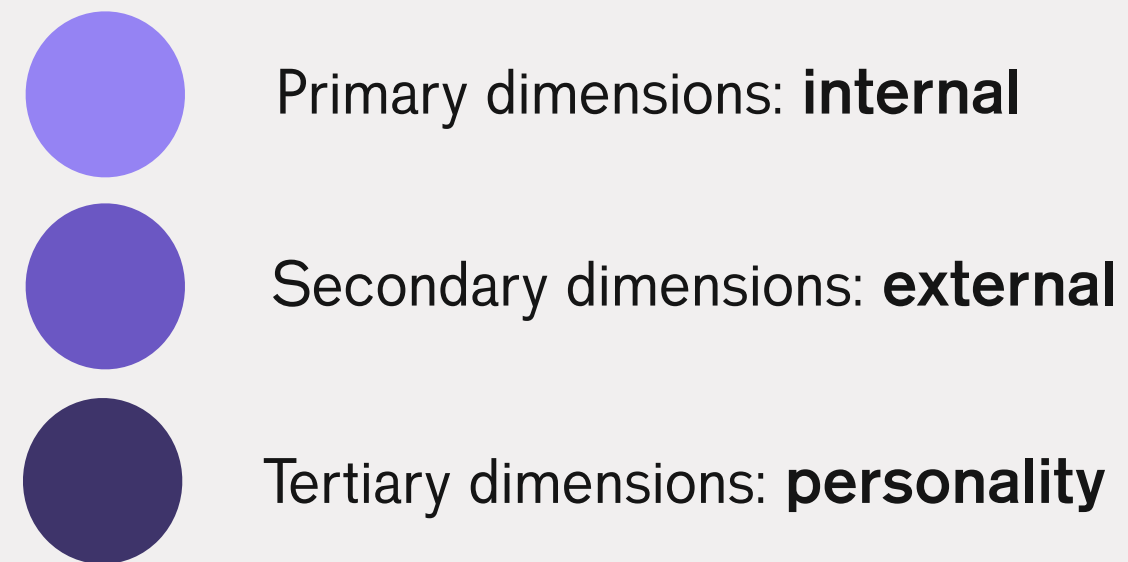
INCLUSION:
Inclusion is how we behave as a workforce and as an employer so that we embrace diverse voices and lived experiences.

BELONGING:
The emotion people can feel as a result of a diverse and inclusive workplace. It's a measurement that goes beyond numbers, processes and box ticking. It's our acknowledgement that D&I is innately a human responsibility.



Diversity

Life isn't binary or lived in two dimensions - we see the power in recognising three dimensional and intersectional identities.



Inclusion

We believe processes that hardwire inclusion from the inside-out will accelerate everyone's ability to thrive.

01.

Championing **cultures, processes and behaviours** that ensure different identity groups and lived experiences are included and equally treated.

02.

Providing **equal opportunities** that underpin an inclusive organisation.

03.

Adopting processes from research to production that helps us create **more inclusive and truly accessible content in front of and behind the screen.**

Belonging

Belonging is a universal and fundamental need. For us, belonging is a sign of a truly inclusive and diverse work environment and we measure it against three dimensions.

Accepted
Valued
Supported

Our vision

DIVERSITY	INCLUSION	BELONGING
We embrace diversity across the many identities, backgrounds and cultures that make up the societies we live in.	We champion an inclusive culture through deep understanding.	We have created a workplace and culture where everyone feels like they belong.



Why it's non-negotiable

A gap remains between the world we live in and how society is represented today.

42% of the 75 million millennials in America are Multicultural...

(Nielsen, 2017)

Women make up over 50% of the UK workforce...

(HMRC UK, 2022)

70% of consumers expect brands to promote diversity in their ads...

(Facebook and the Geena Davis Institute, 2019)

...yet, on average, multicultural media investments trends below 10% of total advertising and marketing spending.

(Adweek, 2022)

...but still, women have been portrayed increasingly in domestic and familial roles YOY.

(Creative X, 2023)

...and still only 54% of consumers feel reflected in advertising.

(Facebook and the Geena Davis Institute, 2019)

At Revolt, DIB is non-negotiable.

01. We are anti-discriminatory at all times.

Taking an intersectional approach and embracing everyone's unique lived experiences.

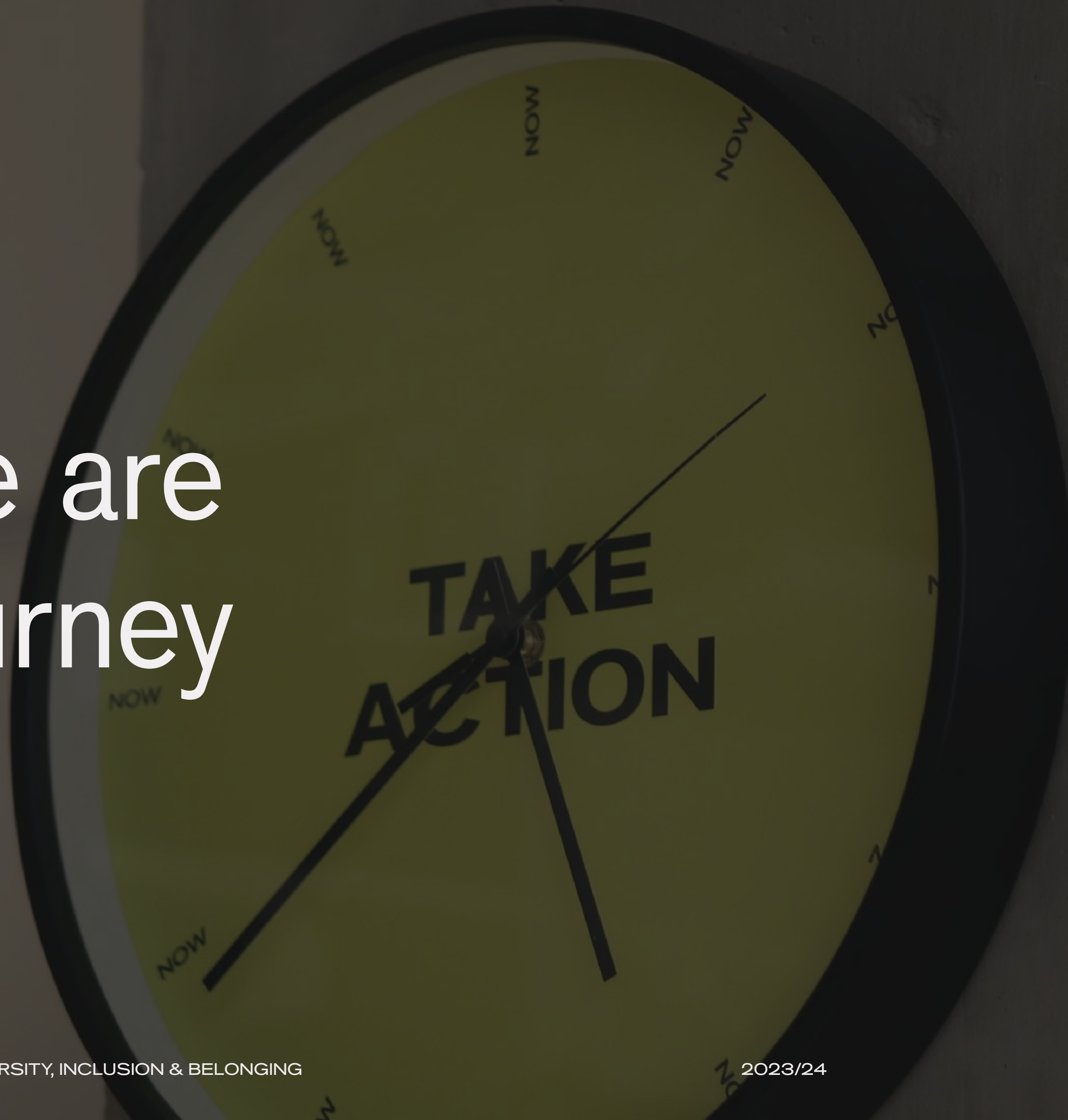
02. We are anti-cancel culture.

DIB requires us to create safe spaces to consistently challenge the status quo with open-mindedness, respect and with sensitivity.

03. We are anti-apathy

Everyone is expected to take a proactive approach to learning about DIB and engage in conversations on the topic

Where we are on our journey

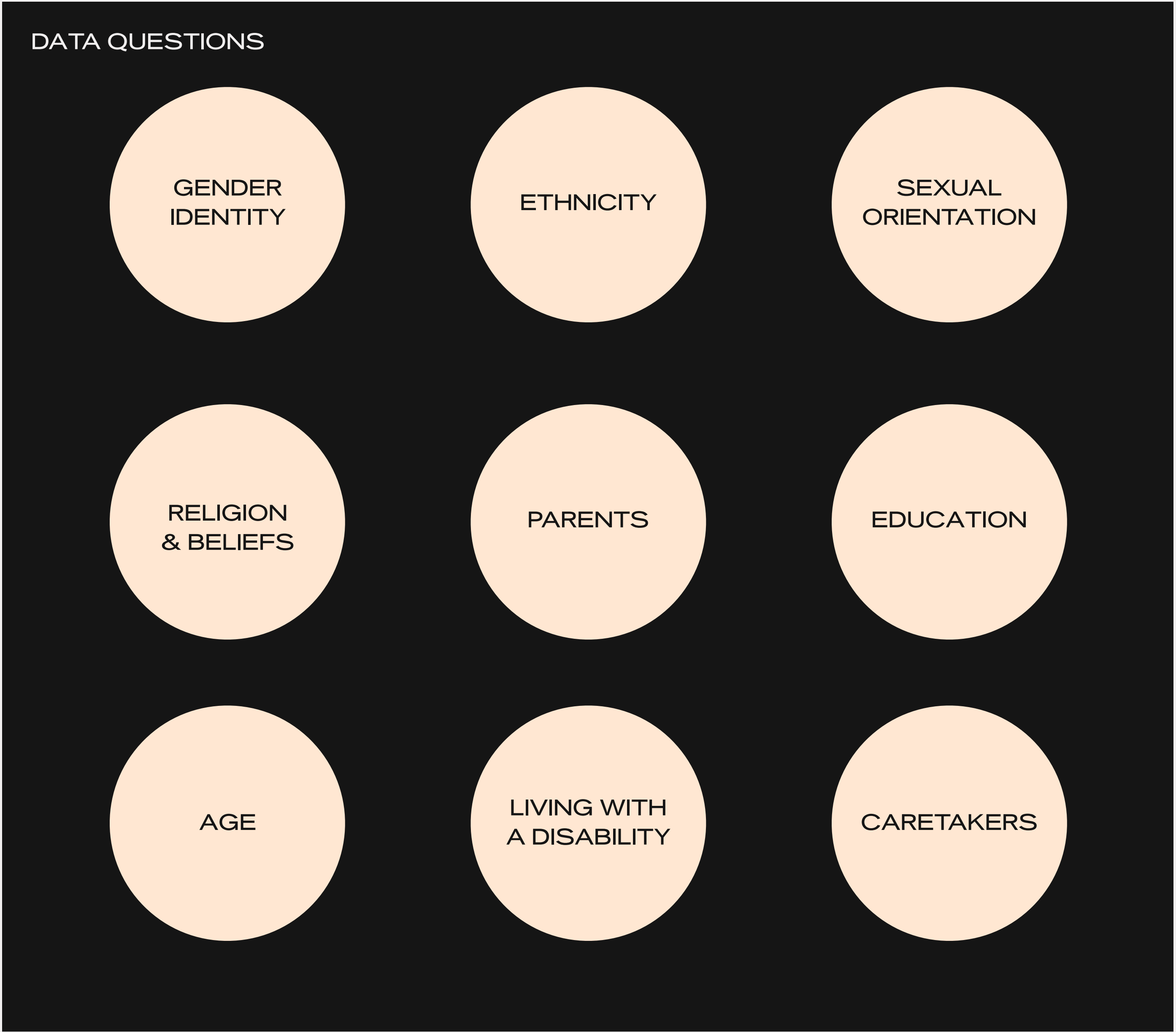


DIB is a journey and we acknowledge that we have some way to go. We work to ensure our teams bring diverse perspectives and their own unique lived experiences.

Every 6 months, we send out our bi-annual Diversity survey that allows us to get a sense of Revolt's diversity data across different dimensions. The data we collect is anonymous, and helps us understand where we are as a business. We're growing rapidly and have been on a journey since our first Diversity survey in 2020.

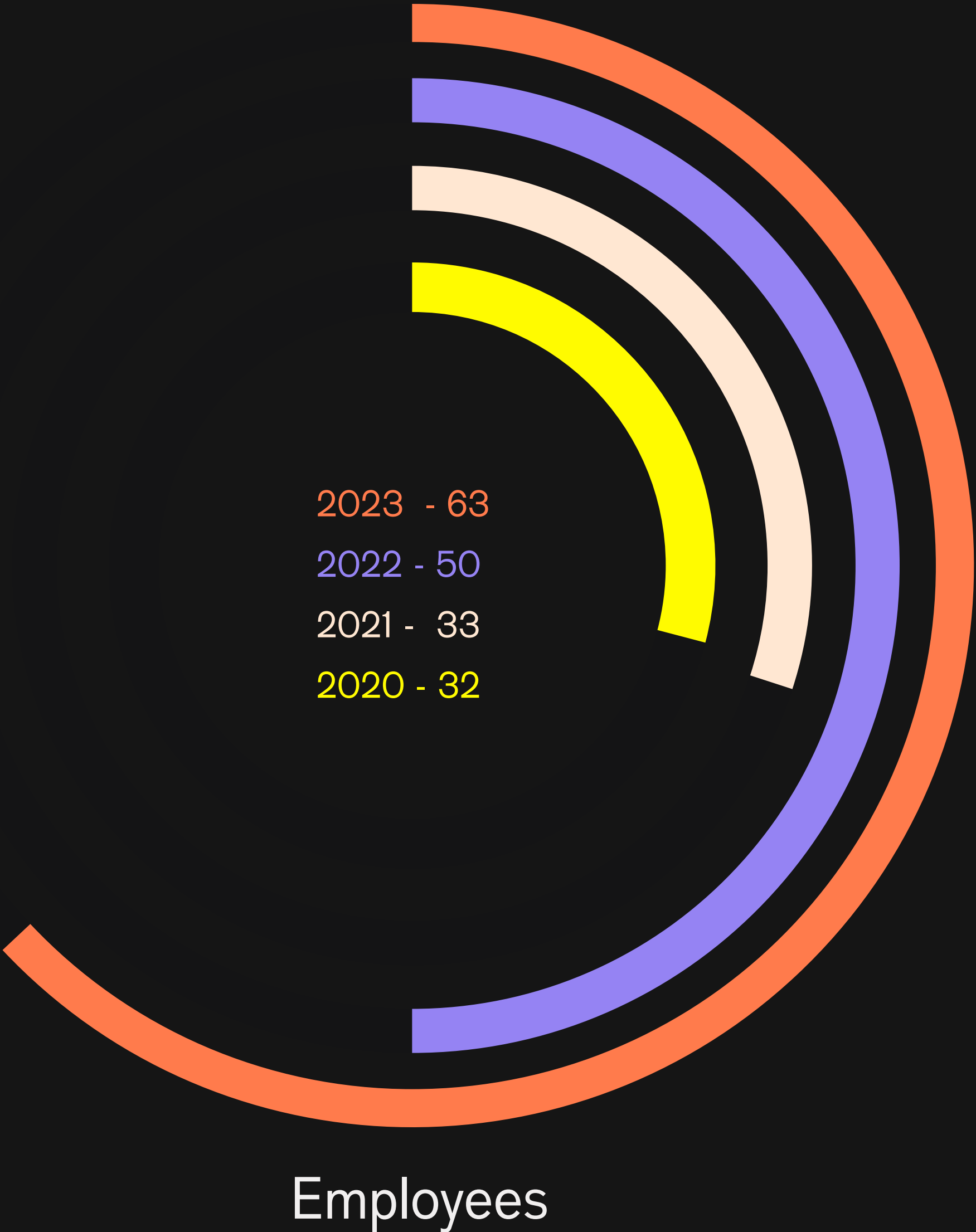
We strive to understand and be as diverse as the world we live in, which is why this year, we've shown our results next to the latest UK census data, where most of our team are based.

We aim for full engagement for each of our diversity surveys. To date, we average a 86% participation rate, with our lowest participation being 82%.



Our People

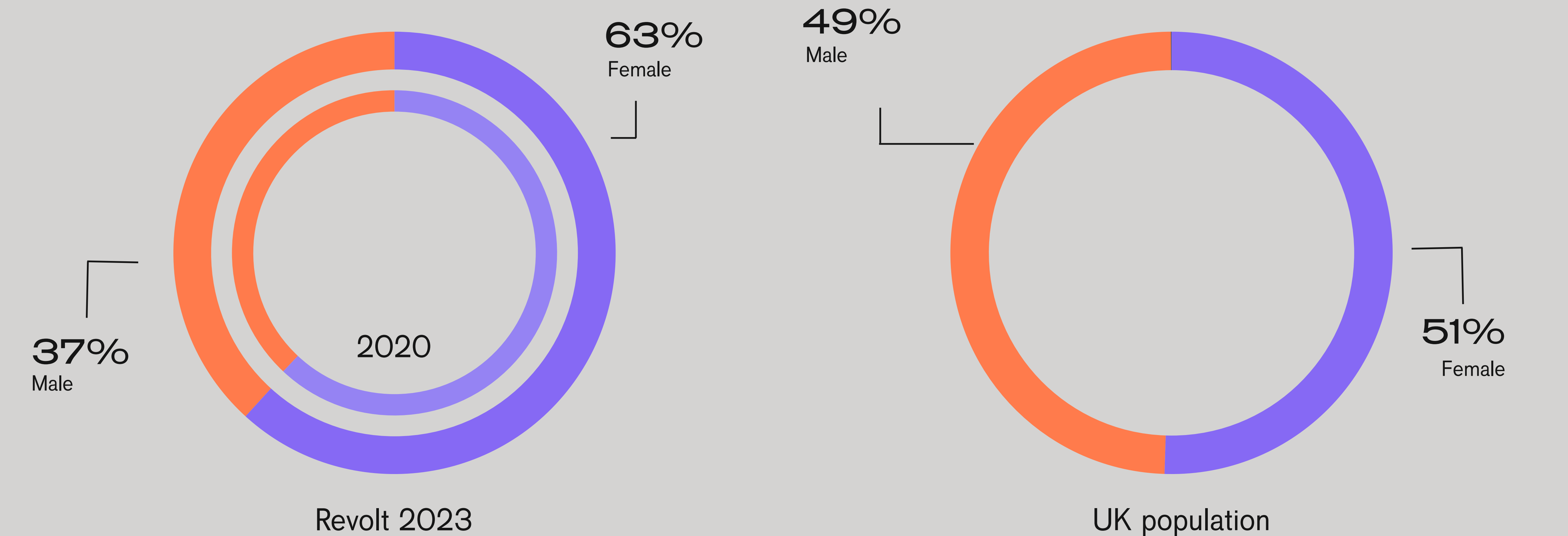
August 2023: 63 employees,
86% response rate.



Gender Identity

What is your gender identity?

We've always been an agency made up by a majority that identify as female, averaging 63% since our first survey.

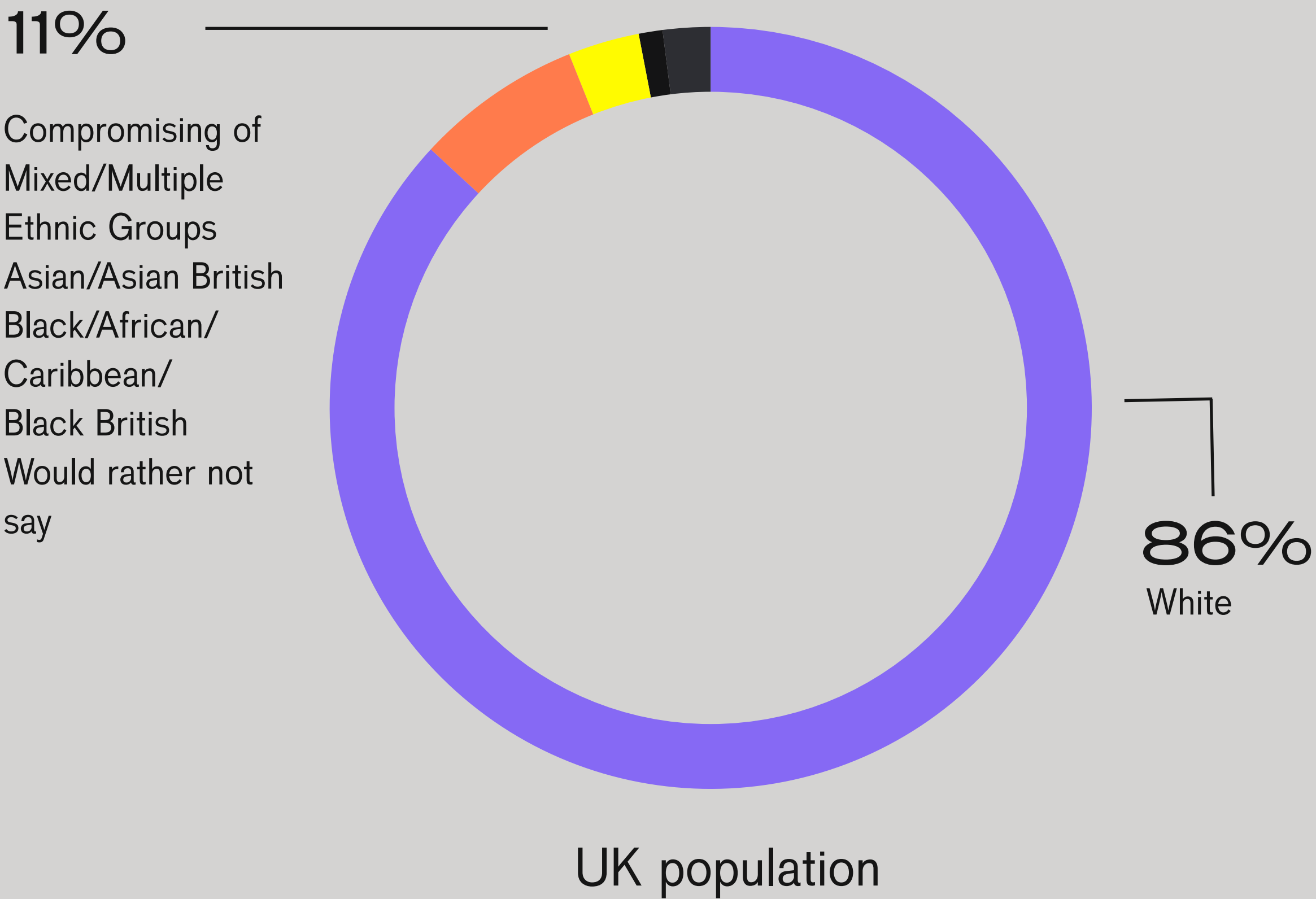
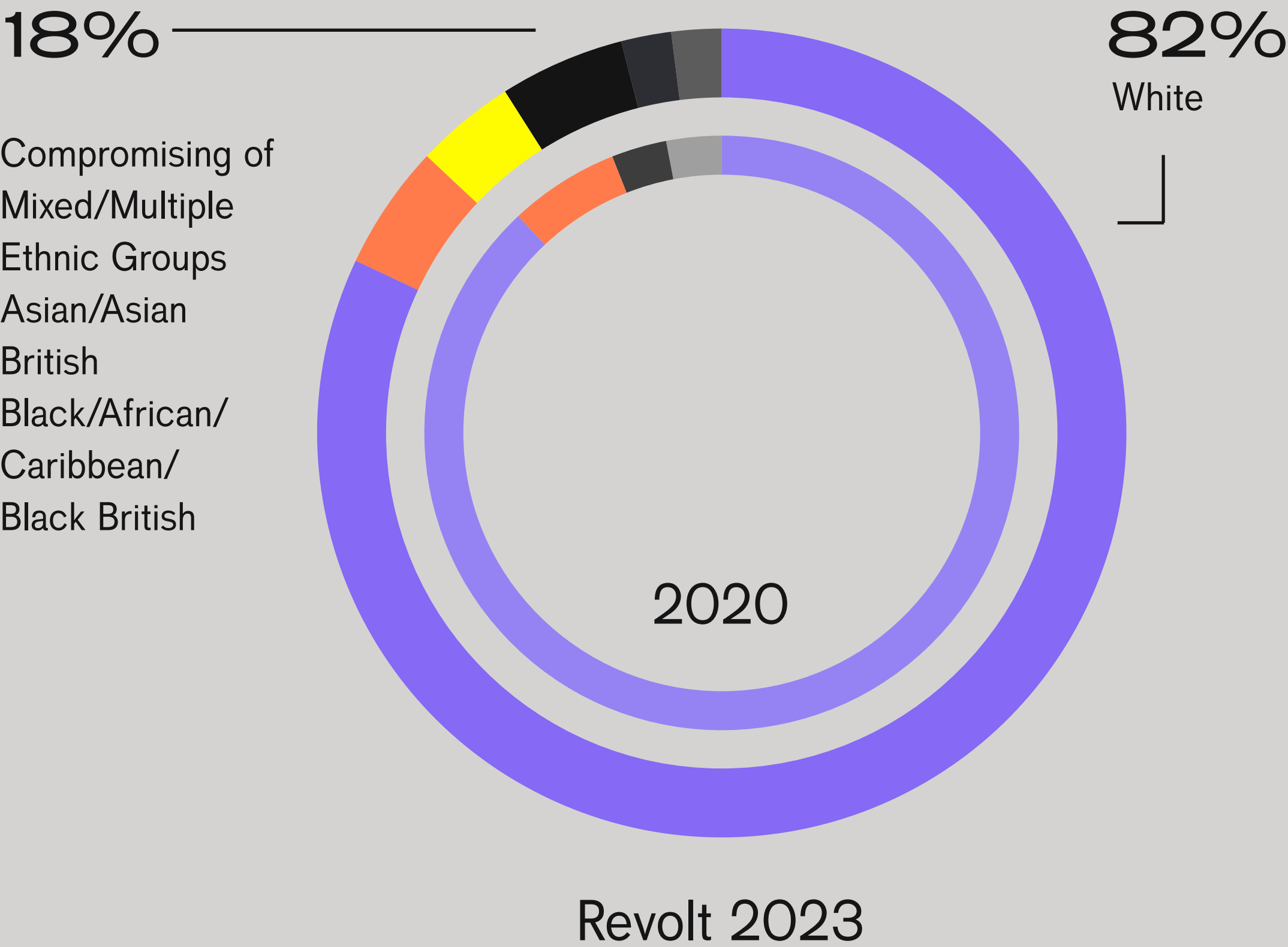


Source: [ONS \(2021 Census UK\)](#)

Ethnicity

What is your racial or ethnic identity?

The ethnic profile of the agency has changed year on year. Representation of racial and ethnic identities has increased by 6% since our first survey while employees have more than doubled.

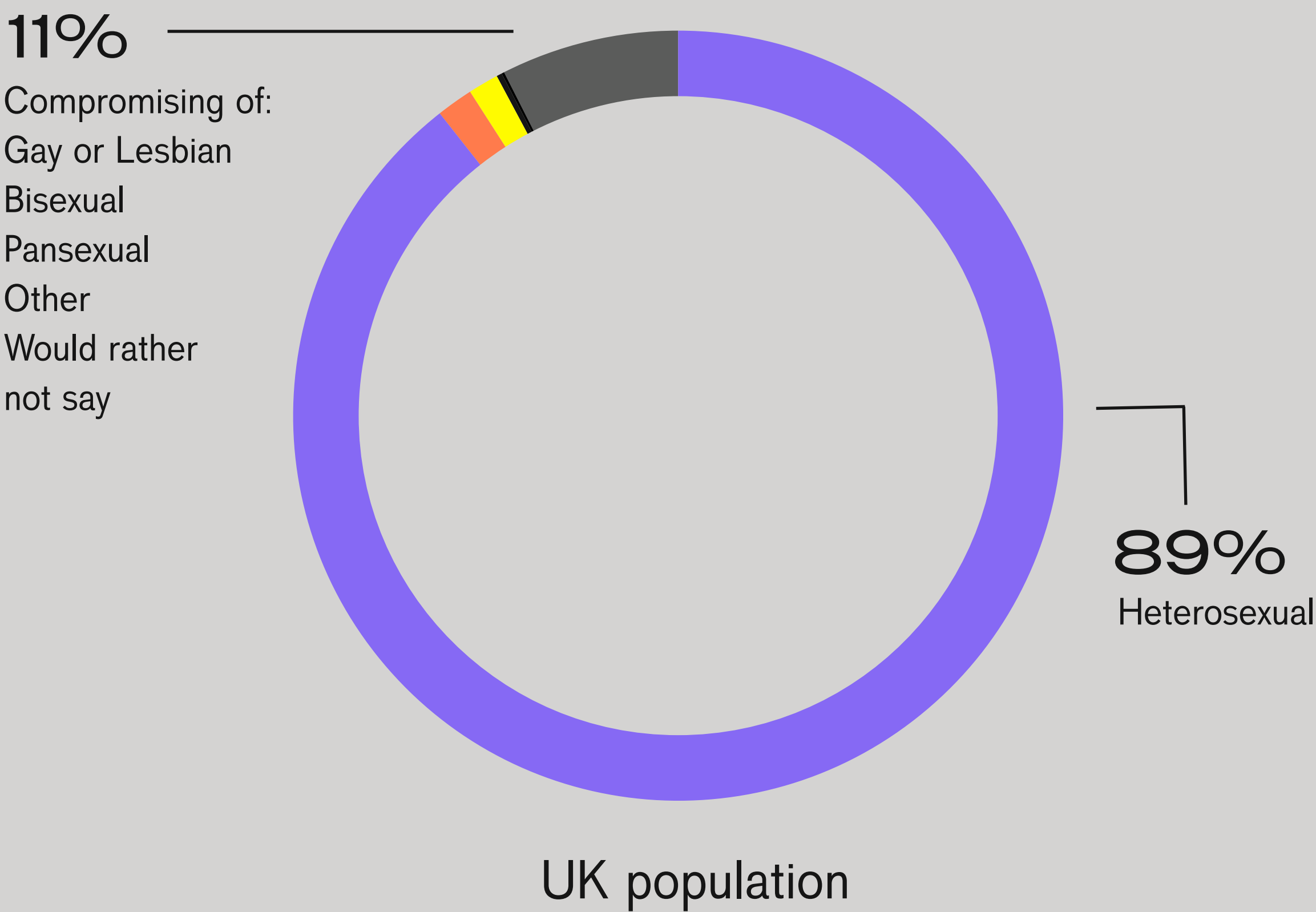
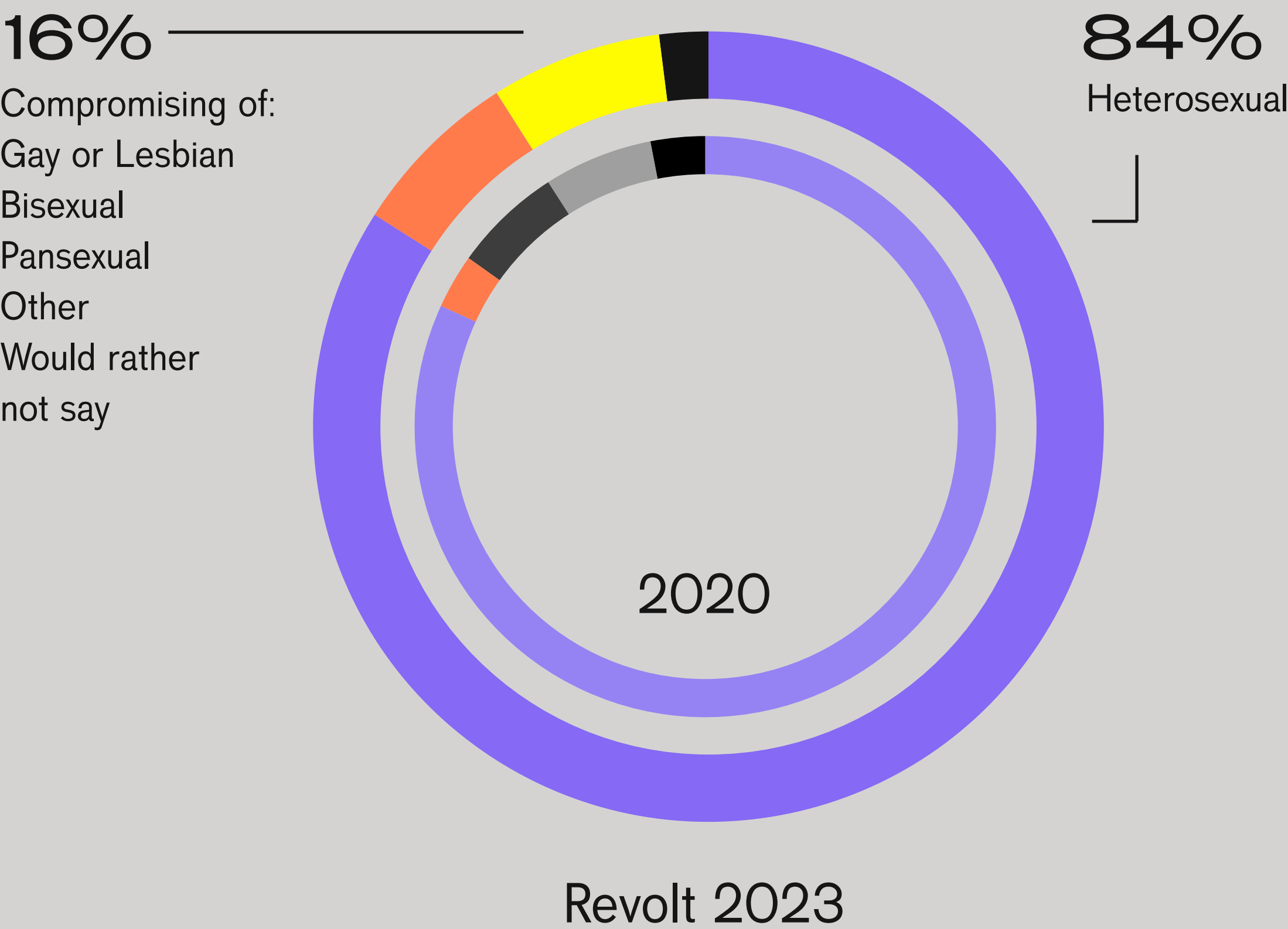


Source: [ONS \(2021 Census UK\)](#)

Sexual Orientation

What is your sexual orientation?

Our responses on sexual orientation has averaged 82% heterosexual across all surveys. Compared to the UK national average where 89% of respondents to the census identify as heterosexual.

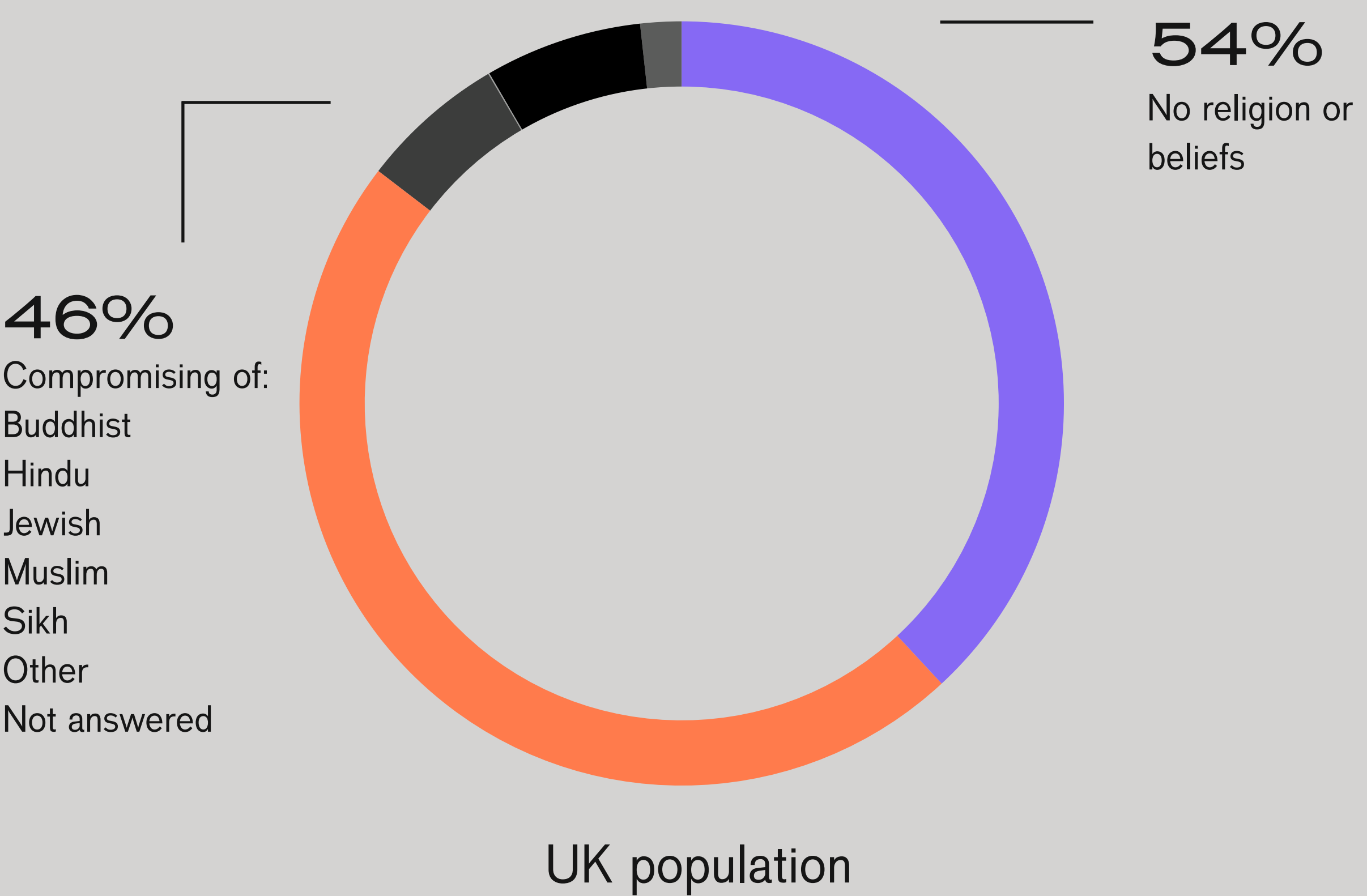
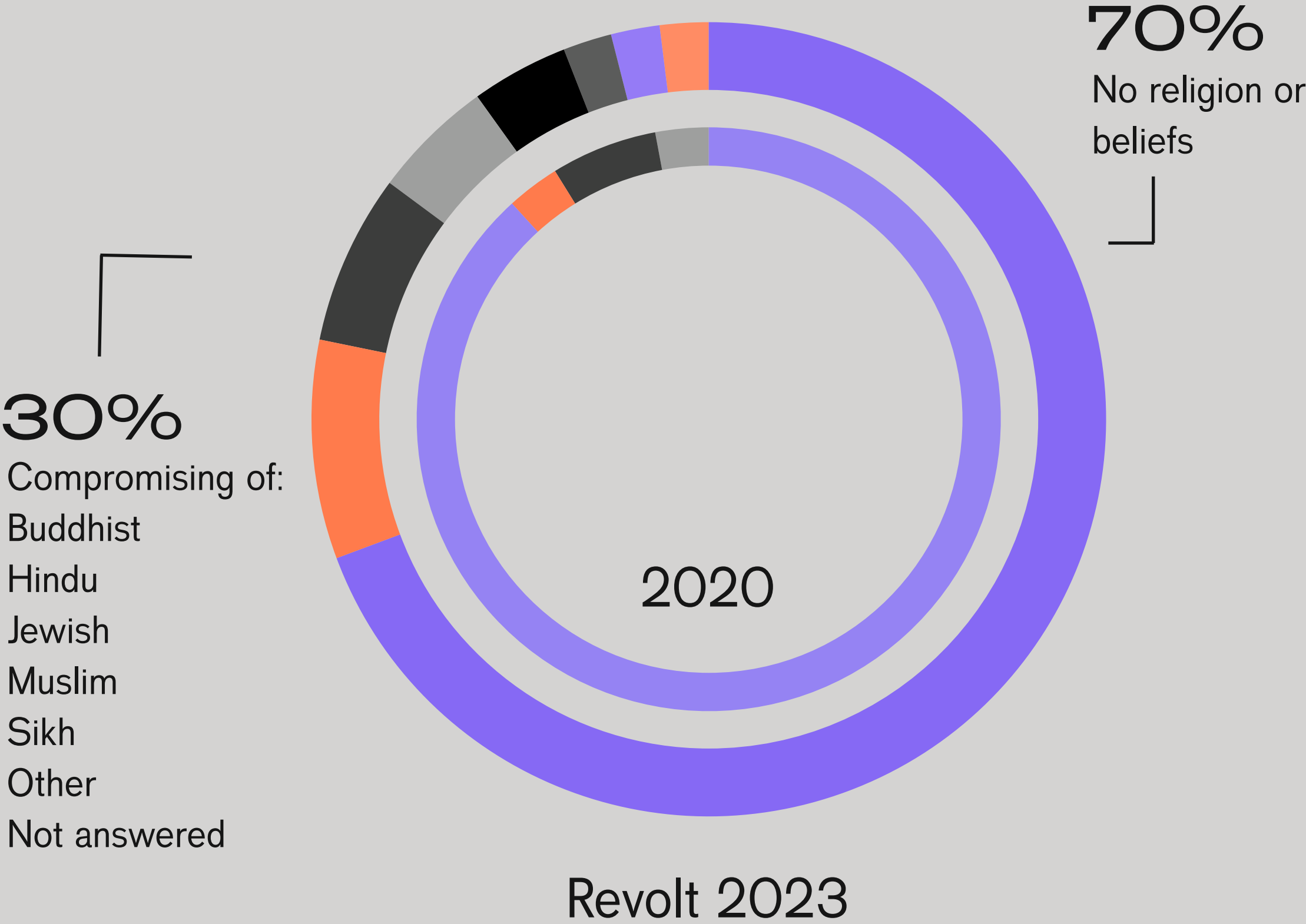


Source: [ONS \(2021 Census UK\)](#)

Religion & Beliefs

Do you identify with any of the following religions?

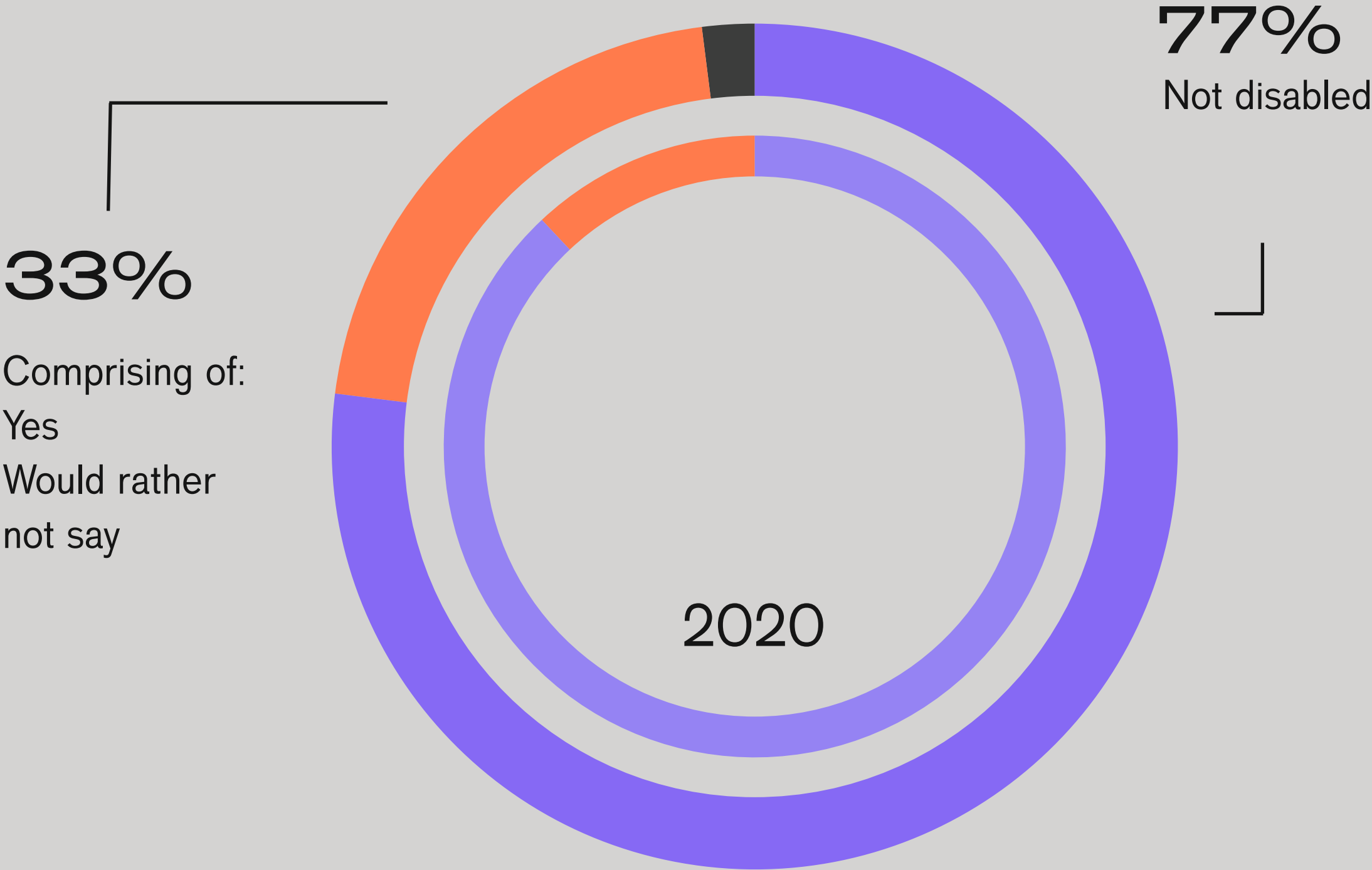
In 2020, 90% of participants identified themselves as having no religion or beliefs with the most recent responses showing significant change. We pride ourselves on having a strong mix of religions and beliefs within the organisation.



Source: [ONS \(2021 Census UK\)](#)

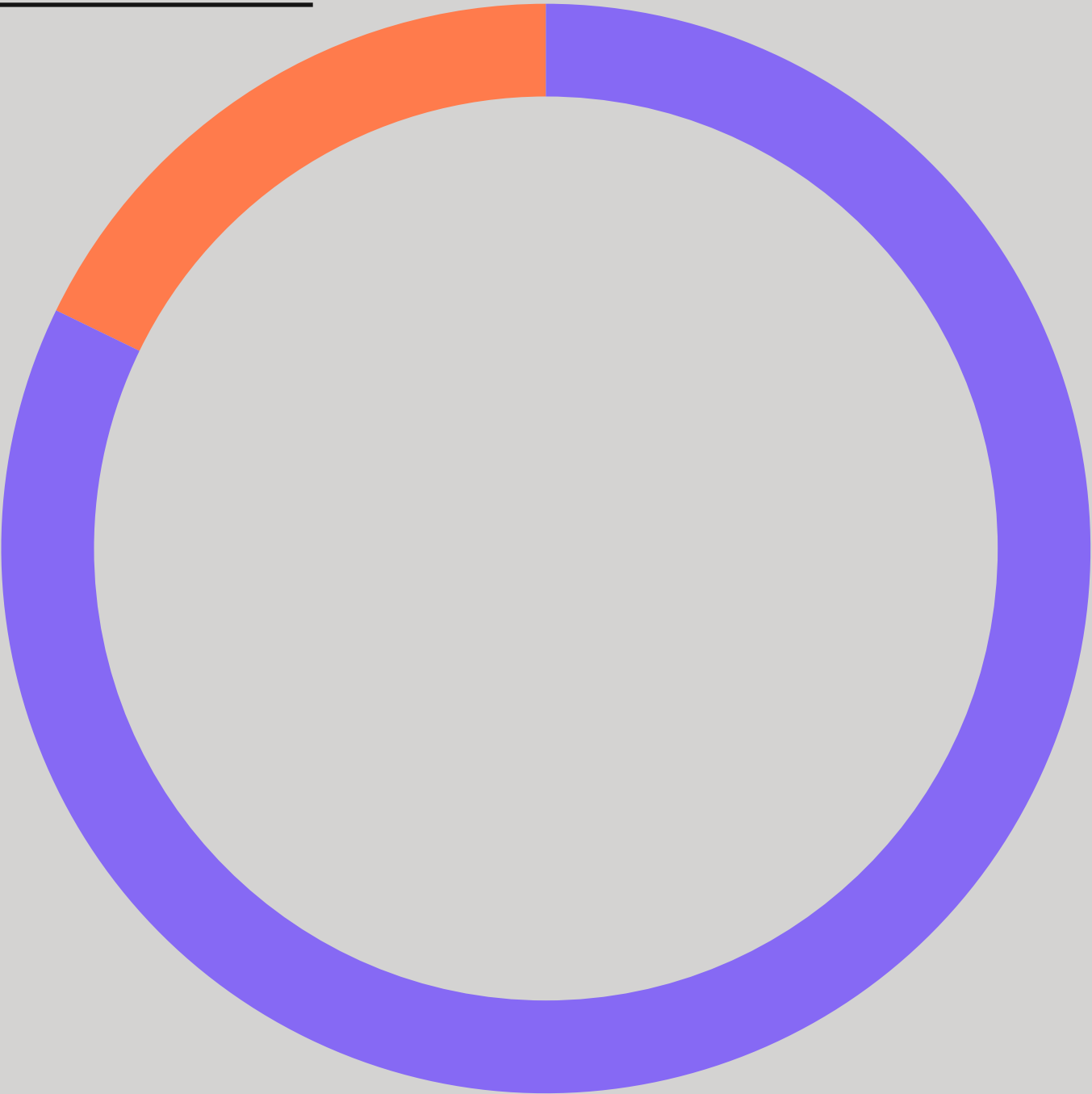
Disability

We've seen an increase in the number of people with disabilities, rising from 12% in 2020.



Revolt 2023

18% Disabled under the Equality Act



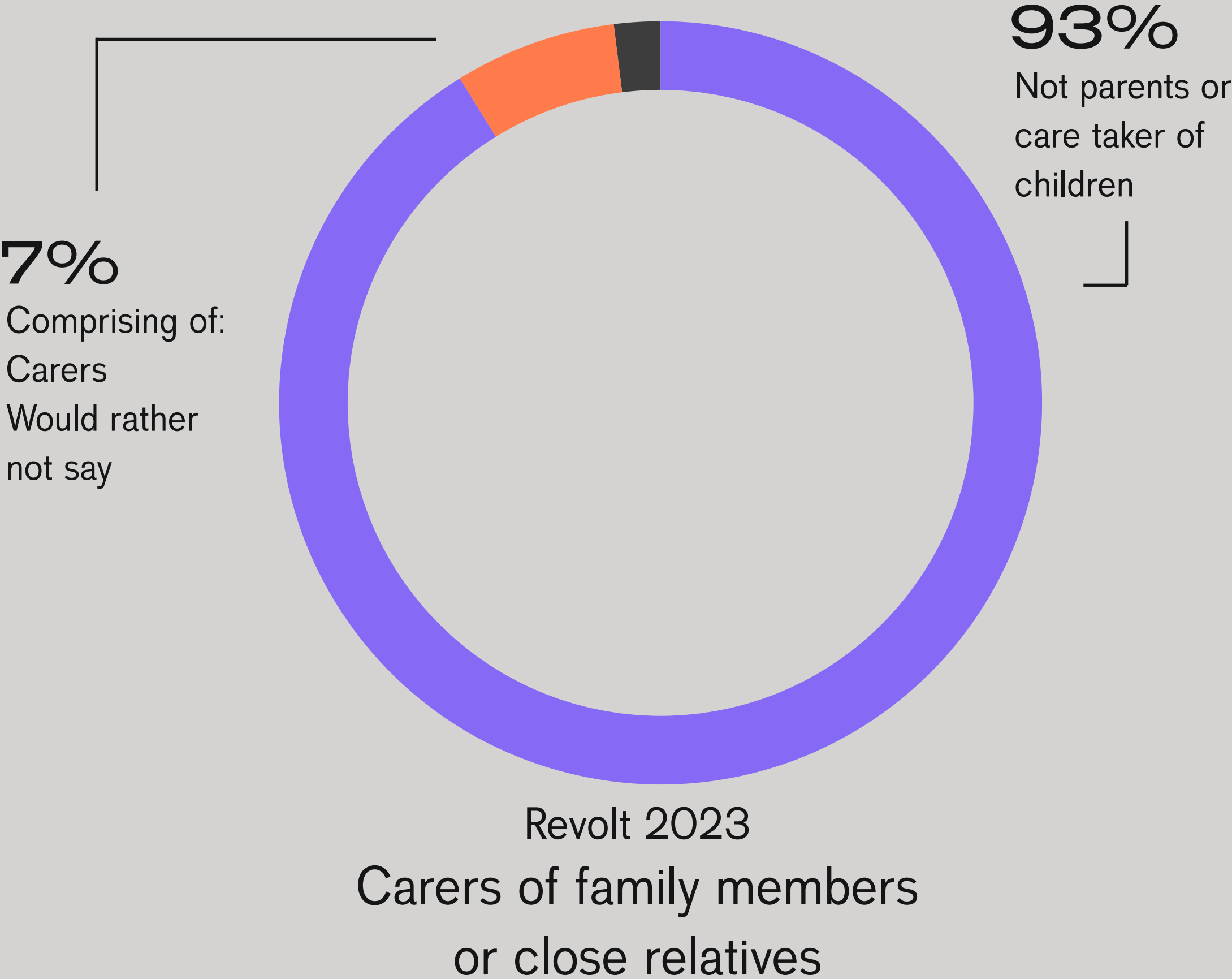
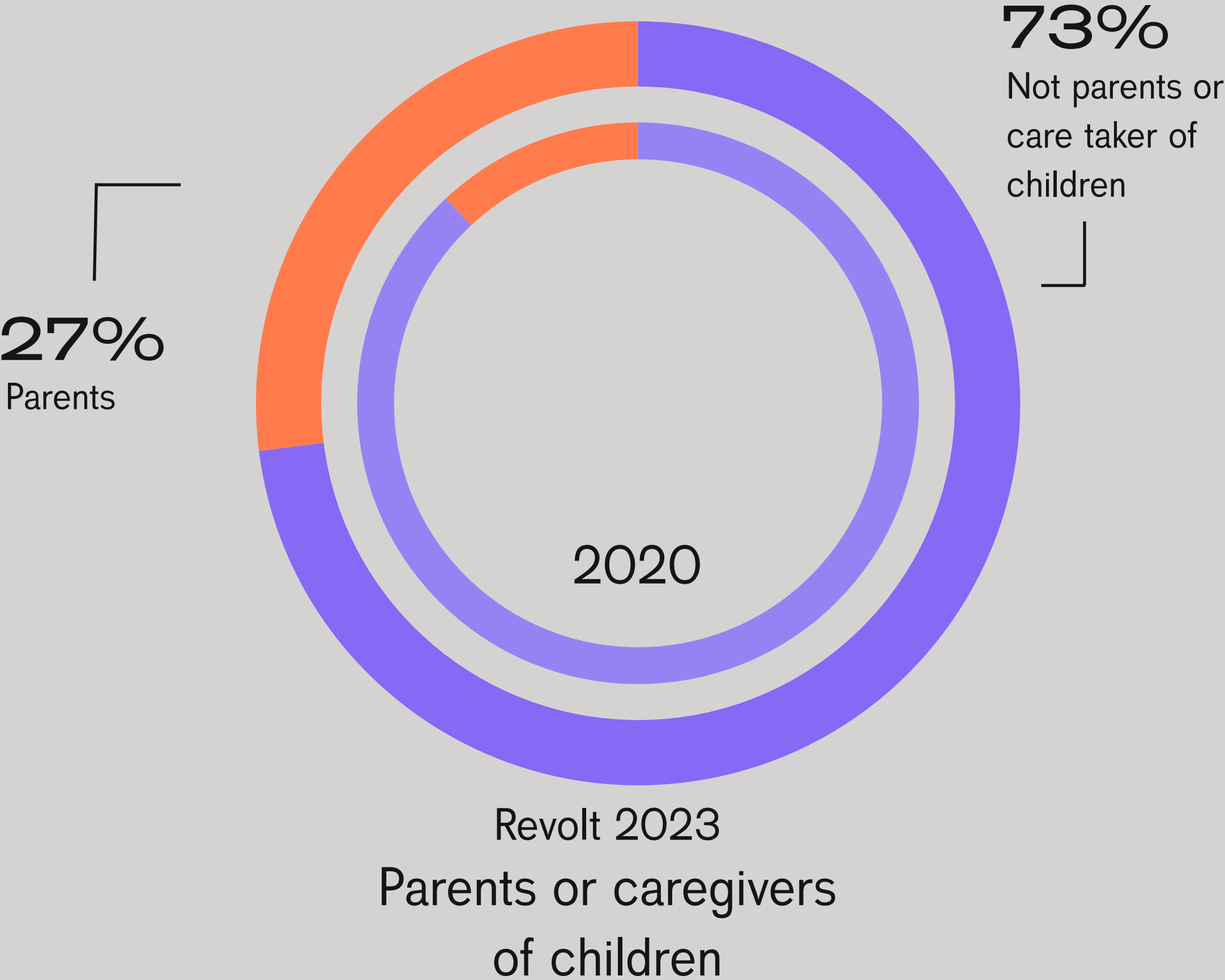
UK population

Source: [ONS \(2021 Census UK\)](#)

Caregiver

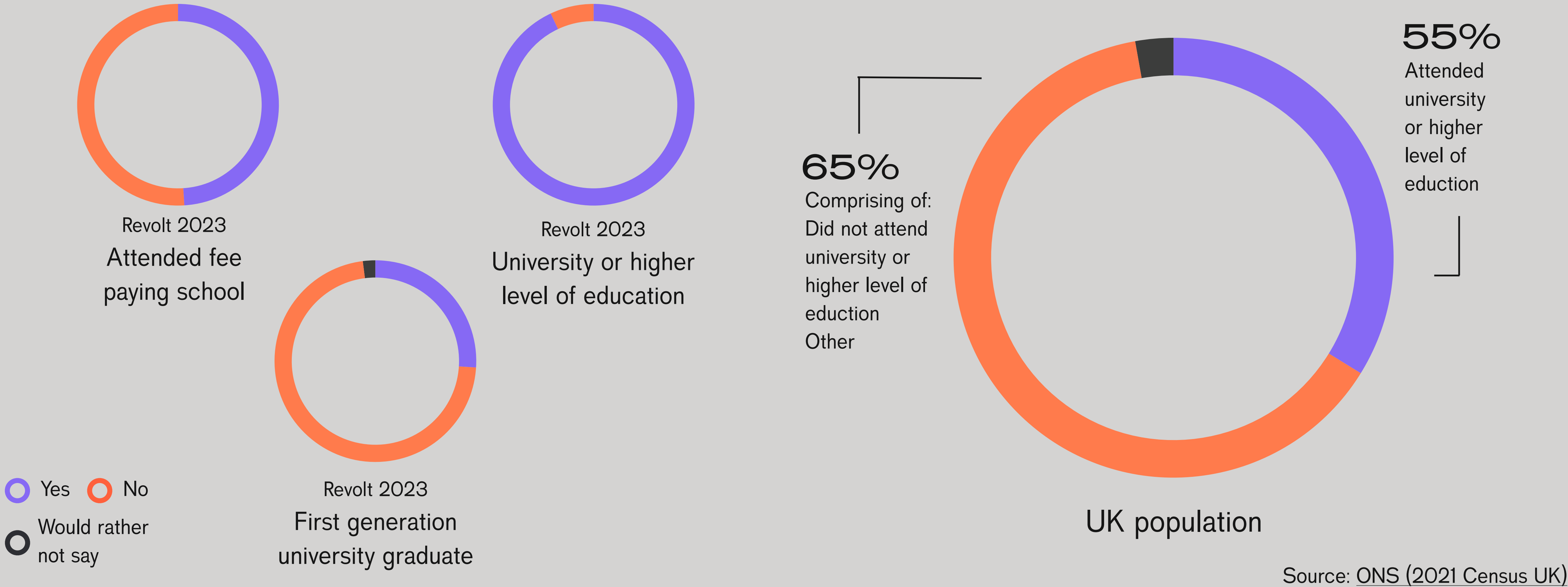
Are you a parent or caregiver of children?

The parents or caregivers has doubled at Revolt since 2020. We consider caring responsibilities that people may have beyond childcare, including caring for relatives. Currently, there is no census data available on workforce caregiving.



Socio- economics

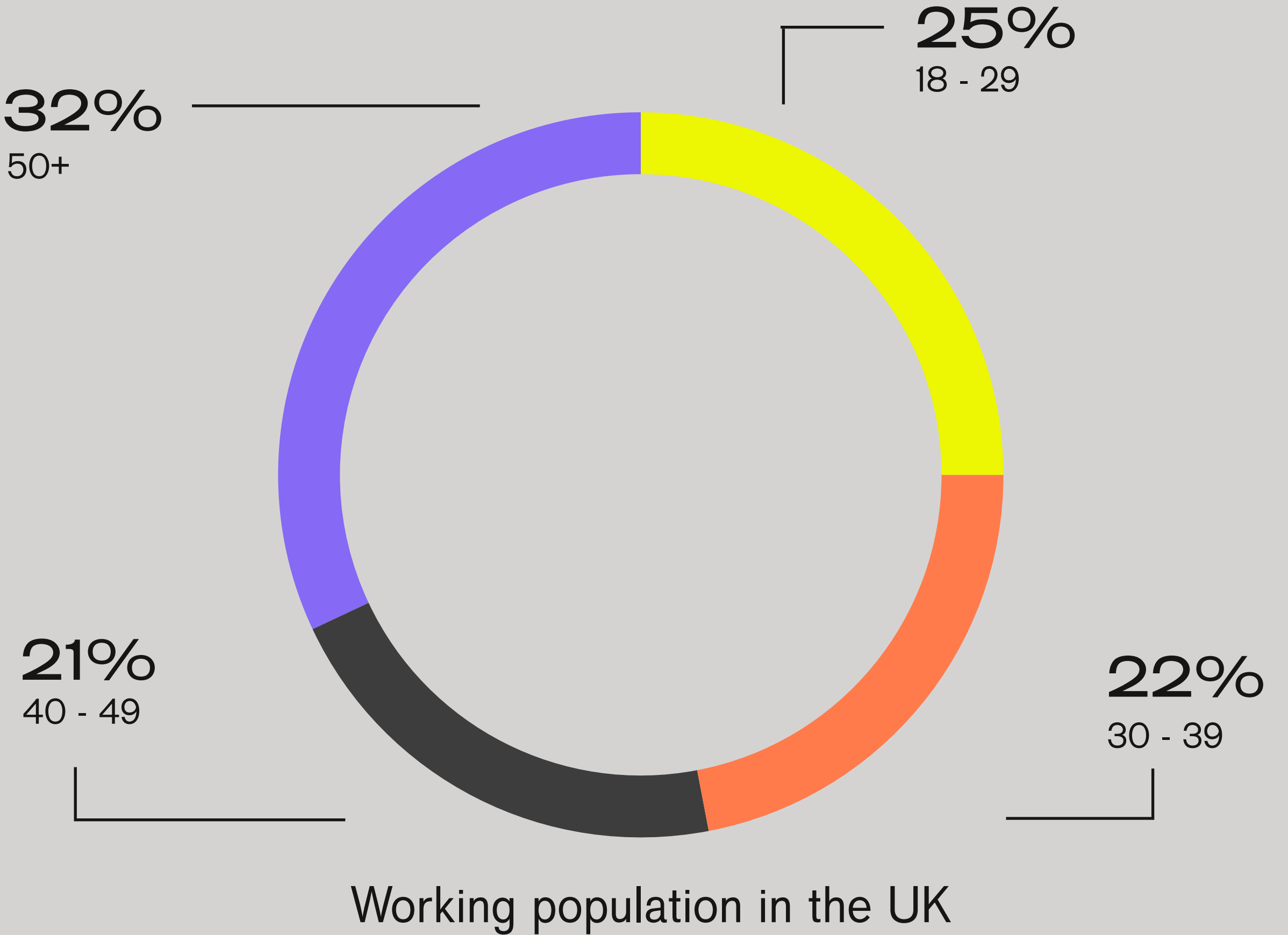
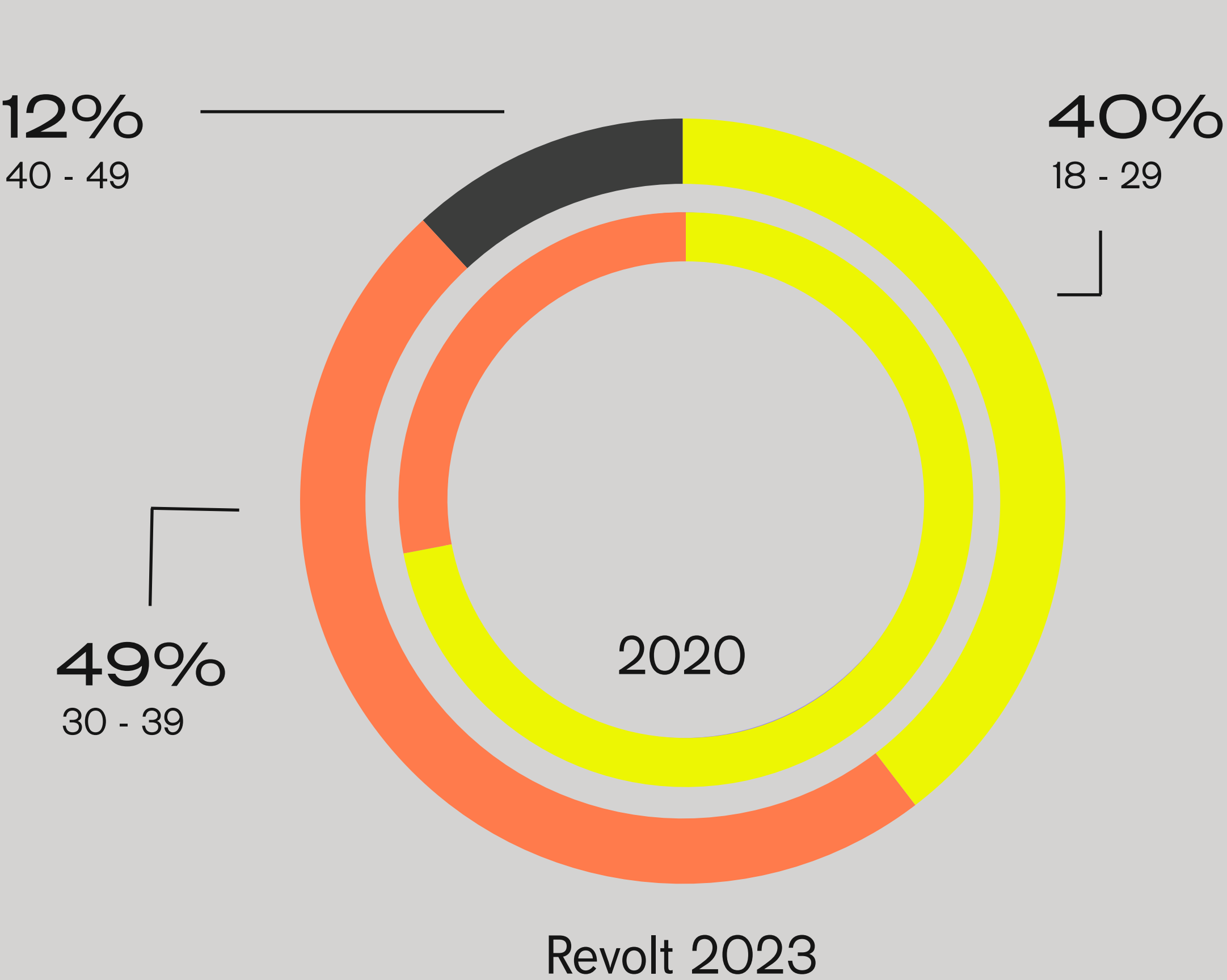
We now ask three questions to understand the socio-economic makeup of the Revolt team. We've introduced two new questions to our survey this year. We now ask: 1) Was the majority of your education spent in a fee paying school? 2) Did you go to University or have a higher level of education? 3) Do you consider yourself a first generation university graduate?



Age

How old are you?

We strive for a workforce that embraces people of all ages. Since we've began, we've increased representation in over 40's although we acknowledge we still have work to achieve workforce age representation.

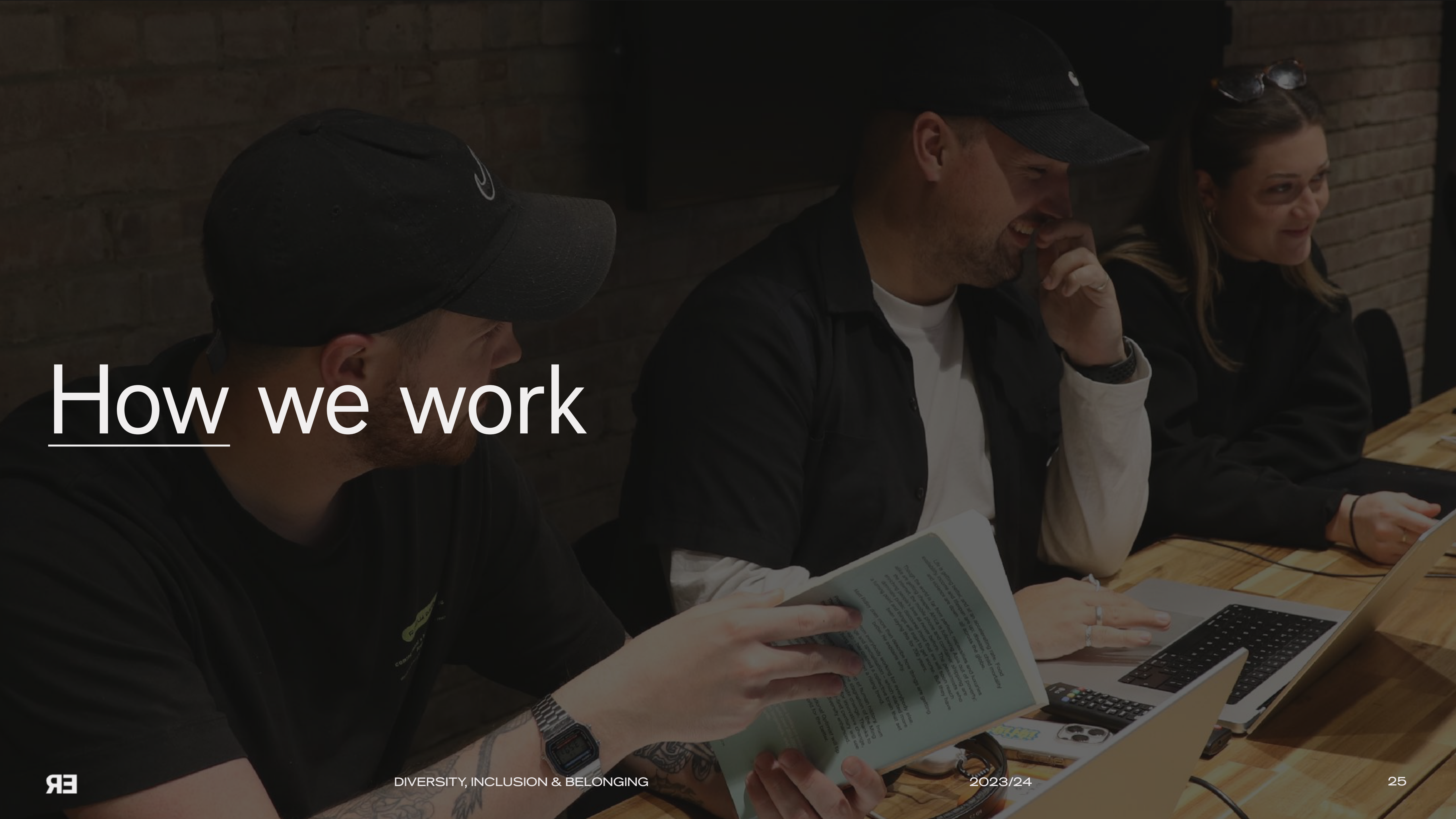


Source: [ONS \(2021 Census UK\)](#)

The first step to reaching our objectives involves listening to our team.

After our annual questionnaire, here's what we've learned.

TRAINING	SAFE SPACES	FEEDBACK
We must continue to build our team's capacity of DIB through training across the entire business.	We must continue to develop psychologically safe open spaces that champion diversity of thought.	We must use feedback loops to ensure everyone is familiar with our values and approach to DIB inside our business, and out.



How we work

Putting our learnings into practice.

We've taken these learnings and have applied them across every aspect of our business.

01. Our People

02. Our Processes

03. Our Work

Our People

We believe in equal opportunities and that means breaking the status quo.

We recruit with an eye to the unique experiences people can bring, exploring culture add vs. a culture fit process.

We ensure at least 30% of interviewed candidates for a role are from underrepresented backgrounds.

We support organisations committed to improving the diversity of the communications industry.

We work with platforms and partners for underrepresented talent to hire talent at all levels, including apprentices and interns. These include BlackStrat, CLIP, The Dots and The Diversity Dashboard.

Our Processes




We adopt industry-leading policies and practices to increase the perspective, presence and portrayal of underrepresented people from all walks of life.

OUR RESEARCH AND STRATEGY	OUR CREATIVE DEVELOPMENT	OUR PRODUCTION	OUR DESIGN
<ul style="list-style-type: none"> • We champion an inclusive world through the actions we support our clients to take. • We value diverse representation of thought throughout. • We steward DIB insights and practices across the entire project. • We have established tools to gather credible and rich insights to ensure deep understanding of our audiences in particular pulling on Open Revolt. 	<ul style="list-style-type: none"> • We continuously apply our DIB training and unconscious bias training, conscious of scripting, and breaking stereotypes. • We ensure that inclusive language is used throughout all our communications. • We look to ensure there is diverse representation in all the content we create. 	<ul style="list-style-type: none"> • We invest time into developing a diverse network of production partners and meet new partners. • We provide all production bidders with a pack outlining our DIB principles to be implemented through the work. • Our ambition is to continue to develop practices that meet the industry's need for DIB. • We also are committed to auditing our work annually to measure our progress. 	<ul style="list-style-type: none"> • We ensure our web designs and content are WCAG 2.1 compliant. • Our work strives for eyesight inclusion - from scale to colour contrast. • We work with a broad range of inclusive suppliers through partnerships including CLIP and Type Foundries. • We consider the accessibility of our outputs and provide our teams with regular training opportunities to increase inclusion through design.

Our Processes	
<p>We're also committed to driving a culture of inclusion by supporting opportunities to actively engage and seek out ways to work more inclusively.</p>	<p>We provide:</p> <ul style="list-style-type: none">• Independently led DIB training for all team members.• IPA diversity training at on-boarding.• All business leaders trained and reviewed on DIB KPI's.• Monthly talks and workshops on topics ranging from motherhood to neurodiversity.• Slack channel for resources and suggested readings.• Access to our bespoke database of DIB insights.• Inclusive Marketing and Accessible Marketing guide for all employees.• 3 days per year allocated to volunteering programs.

Our Processes

Open Revolt listens, learns, connects and collaborates. Where we have gaps in our teams, we leverage the expertise and experience of our talented network. Because the most revealing of insights and boldest of solutions rarely come from ivory towers.

MERRELL	H&M	MARS
For Merrell, we worked with experts who advocate and support to get more people outside by overcoming barriers to access. Helping to support the closing of the green space access and equity gap.	For H&M US we uncovered the barriers that disabled people face when shopping today in order to help inform their DEI policies and future fashion lines.	For Mars, Here to Be Heard, we worked with leading gender equality experts across creative development and research.
		

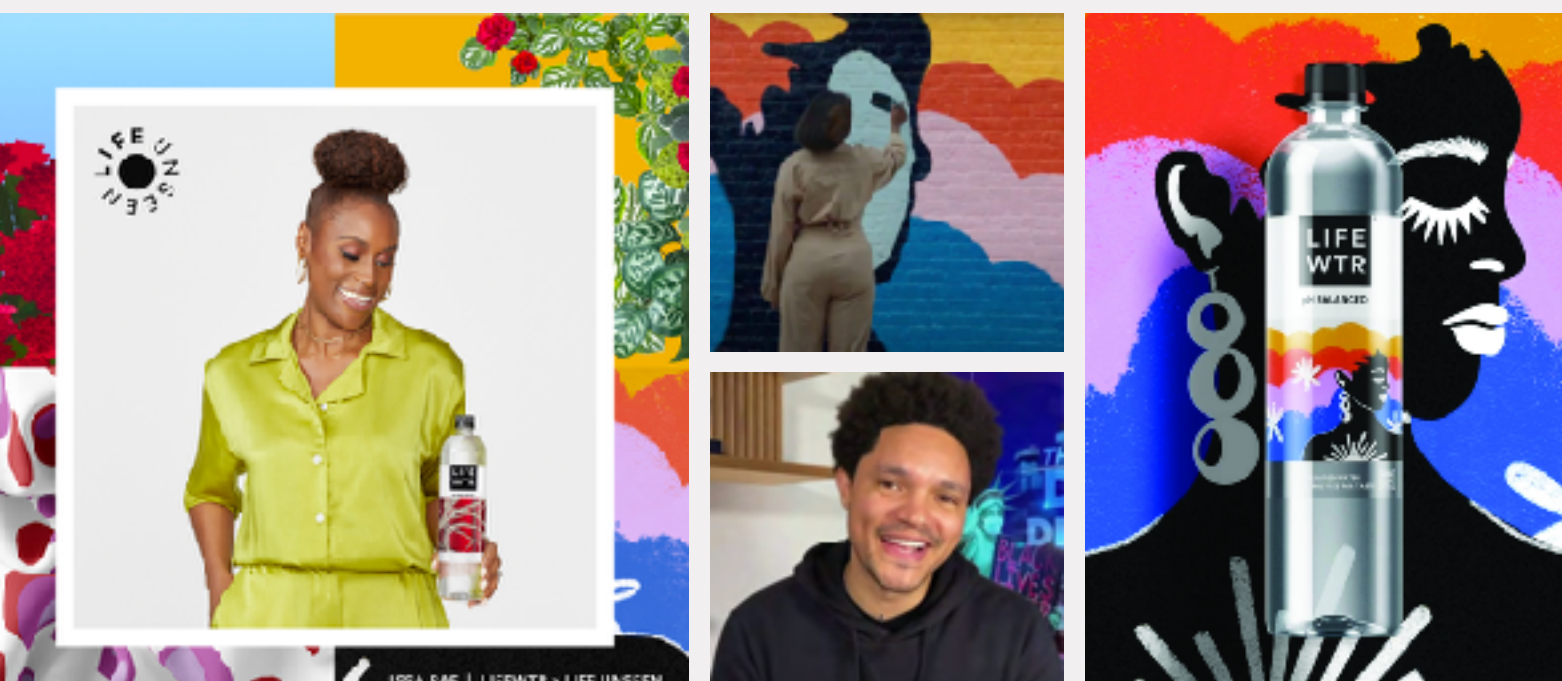
Our Work

Our work stretches across a wide range of support for underserved communities with our clients. For example:

LIFEWTR: LIFE UNSEEN

With LifeWTR, we created Life Unseen, a platform fighting for fair representation in the arts by spotlighting the inequalities that exist.

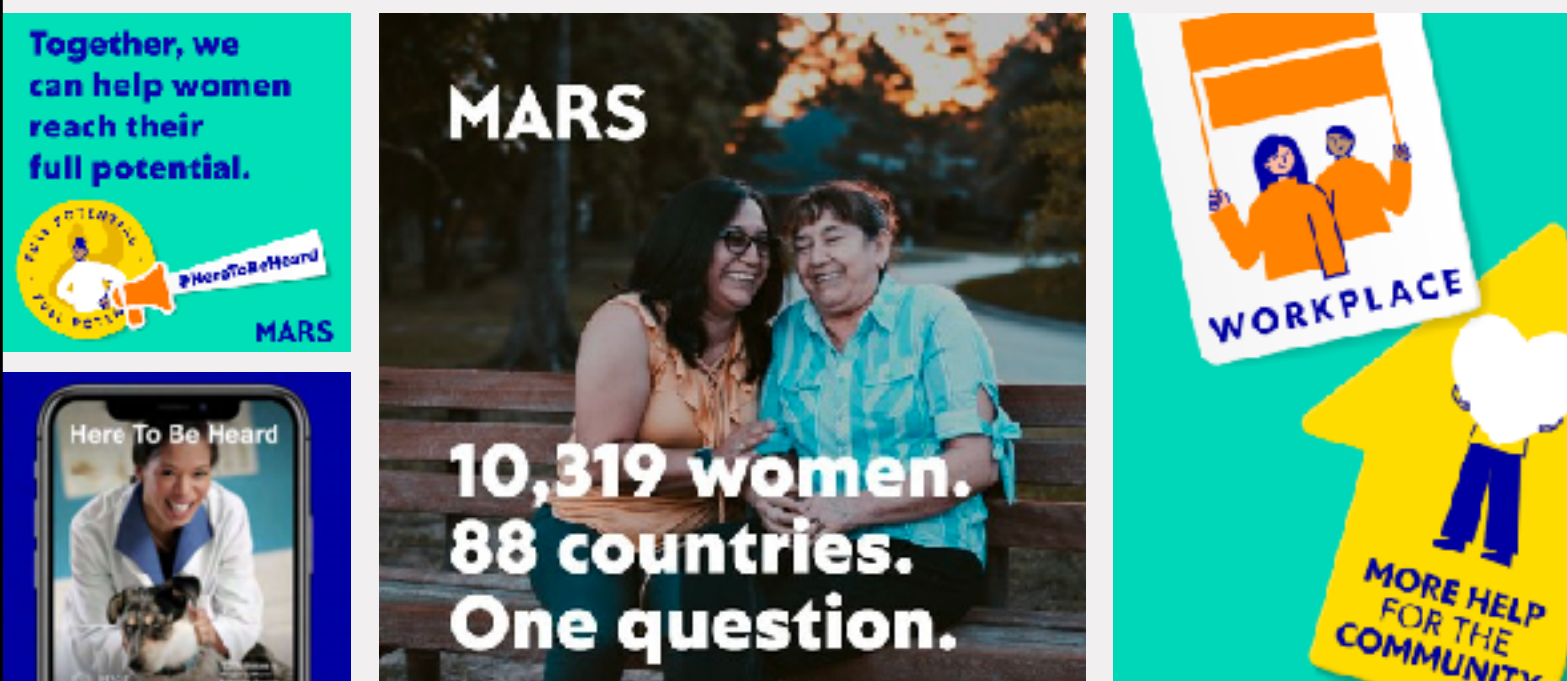
LIFE WTR believes creativity should flow like water. But the barriers that prevent diverse creators from having their work seen stands against this.



MARS: HERE TO BE HEARD

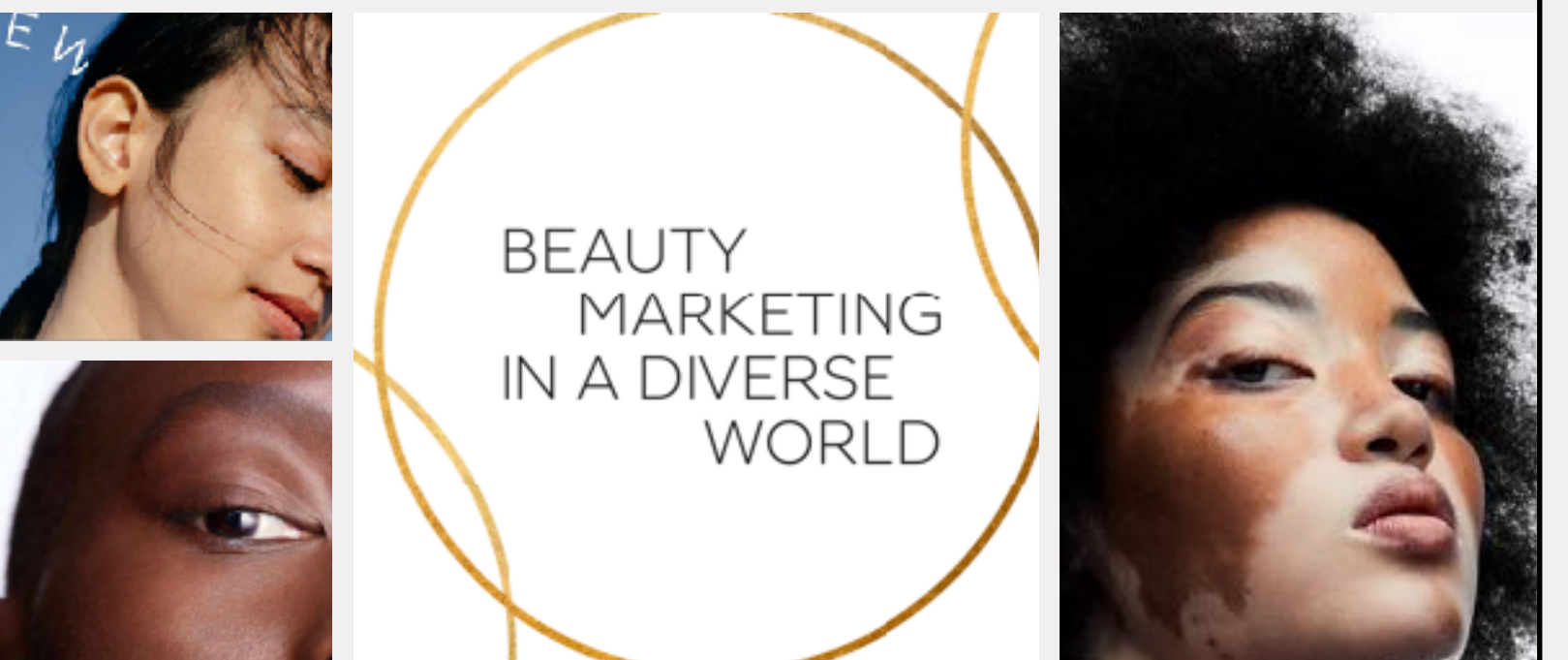
With Mars, we worked to create a programme that would cut through with actions that spoke louder than the noise that usually arises around International Women's Day.

The audio-led crowdsourcing campaign asked women at all intersections of society. In just three months, over 10,000 unheard voices from 88 countries responded.



L'ORÉAL: BEAUTY IN A DIVERSE WORLD

With L'Oréal USA, we hosted bespoke workshops for their senior leaders in marketing that explored how DEI commitments could be reflected in marketing that sets a new standard for inclusion in the marketing industry.



Let's talk!

If you want to discuss DIB at Revolt, our progress or to understand how we can help your organisation on its own journey to create a more inclusive world where people can belong, please contact jennyb@revoltlondon.com

