

The background of the entire page is a photograph of a person's arm and hand holding a large rainbow flag. The flag is vibrant with stripes of red, orange, yellow, green, blue, and purple. The person's arm is visible at the bottom, wearing a dark blue sleeve. The background is a clear blue sky with bright sun rays emanating from behind the flag, creating a lens flare effect. In the top left corner, there is a vertical column of small, light blue dots.

elevate

Connecting People With Brands

# Elevate's Diversity, Equity and Inclusion Report 2023

In the bottom right corner, there are several thin, white, wavy lines that curve upwards and to the right, resembling a stylized wave or a modern graphic element.

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# Introduction

## Welcome to Elevate's ninth DE&I Survey

**We've been carrying out this research since 2013 to track and increase the transparency around our workforce composition, while also identifying how and where we must improve.**

As a People Agency, we want to listen, learn, and better understand what more we can do to champion the potential of everyone. We are committed to making our business a place where all people can thrive, and a key element of fulfilling that promise is to increase diversity, equity, and inclusion in both our corporate offices and field staff teams.

Using inclusion training, social media, recruitment drives, and community partnerships, we are already engaging underrepresented minorities and encouraging them to pursue new opportunities with us. We actively seek individuals with diverse backgrounds, ideas, cultures, and perspectives.

Levelling the playing field within diversity, equity, and inclusion is a top priority. We recognise that having a diverse, equitable, and inclusive environment allows us to support everyone's needs while also gaining broader perspectives and knowledge.

We believe businesses should prioritise creating inclusive organisations, and we're proud to lead the way in the staffing industry.

We are taking steps to proactively break barriers, have equal representation, eliminate any bias and discrimination in our working practices, and market ourselves ethically and responsibly.

This year we've added several sections which we believe reflect the changing world and the work we do within it.

This includes survey questions around

- **mental health challenges**
- **attitudes to sharing personal backgrounds and beliefs**
- **how we celebrate different cultures and ideas at Elevate**

These new areas will serve as a starting point for us, and as a benchmark for our progress in coming years.

We have a long way to go. But we know we're better together.

### Our Equality Targets

By June 2027, at least **20% of our permanent employee roles** will be held by people from underrepresented backgrounds.

By 2027, at least **6% of our employees** and event staff will have declared a disability.



## 2. Research Methodology

### Drawing on comparisons from across the wider industry

**Elevate's diversity census was completed by internal and external staff. We also included a further survey around inclusion and belonging sentiment, which was completed by internal staff only. Both pieces of research were carried out from March to April 2023.**

We surveyed our full-time head office staff across four offices (UK, US, Germany, and Austria). We also ran research with our 'field force' staffing teams in these markets too.

This year we have used our 2022 scores for comparison, and included several new questions that will form benchmarks for the future.

For this report, we compared our results to the overall industry using The Global DEI Census, conducted by The World Federation of Advertisers (WFA). The Diversity, Equity and Inclusion in the Global Marketing Industry Census was supported by more than 160 associations, and provides insight into the lived experiences of more than 10,000 people across the industry.

One caveat to consider with the WFA Global DEI Census, is that it covers the advertising, marketing, and communication industry as a whole and is not a like-for-like comparison with Elevate's core business of providing promotional teams for Brand Experience.





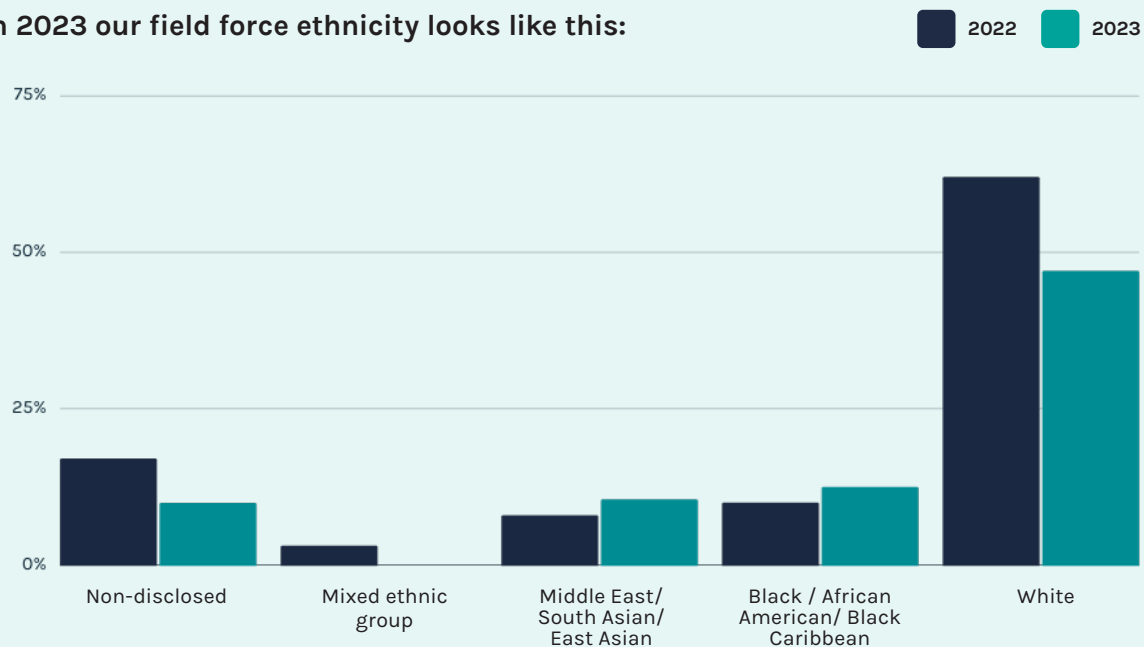
## 3. Workforce Ethnicity

Our diversity policies are having a positive impact on the make-up of our teams, and our field force proves it.

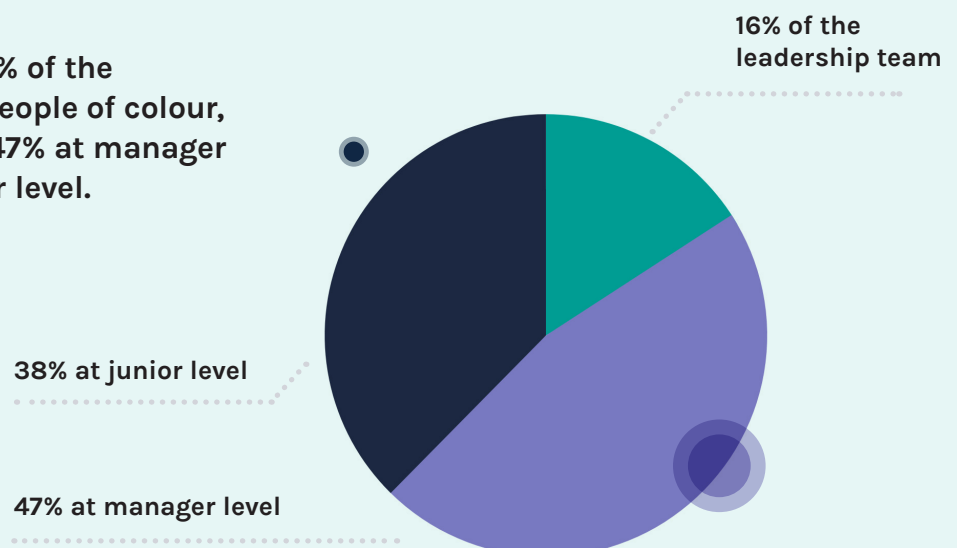
In the last two years, the number of Black employees has increased from 10% to 12.5%, across all regions, but in the UK and US the increase is 23%. Middle East/South Asian and East Asian employees increased by

2.5% on average across all offices. Overall, people of colour were better represented, with the representation in these groups increasing by 8%.

In 2023 our field force ethnicity looks like this:



At head office level, 16% of the leadership<sup>1</sup> team are people of colour, and this increases to 47% at manager level and 38% at junior level.



<sup>1</sup>The leadership team consists of our senior management team, managing directors and board members

## Career Fairs

We continue to explore options that give us the opportunity to offer more to underrepresented candidates. We have attended career fairs in the UK (WoolwichDWP [www.jobhelp.campaign.gov.uk](http://www.jobhelp.campaign.gov.uk)) and France (Les Olympiades de l'emploi) to support a demographic of various socioeconomic challenges, including higher unemployment rates and lower average incomes compared to other areas in London and Paris.

The face-to-face discussions during the event provided candidates with a sense of empowerment, allowing them to openly discuss their career opportunities. This personal interaction proved more effective than a website, as it significantly enhanced candidates' awareness of our industry, particularly those who were previously unaware. Moreover, the event facilitated the identification of skill gaps among the candidates, and many of them required guidance with their CVs. Overall, the event empowered candidates, boosting their confidence and improving their understanding of our work. We were proud to be able to assist in their career search and contribute to their empowerment.

### What will we do next?

We will continue to attend fairs to provide working opportunities and post on job boards targeting a wider demographic. In France, we post all job opportunities on Hanploi ([www.hanploi.com](http://www.hanploi.com)), a platform for recruiting people with disabilities. By the end of 2023, we will have identified a recruitment platform for each of our markets.

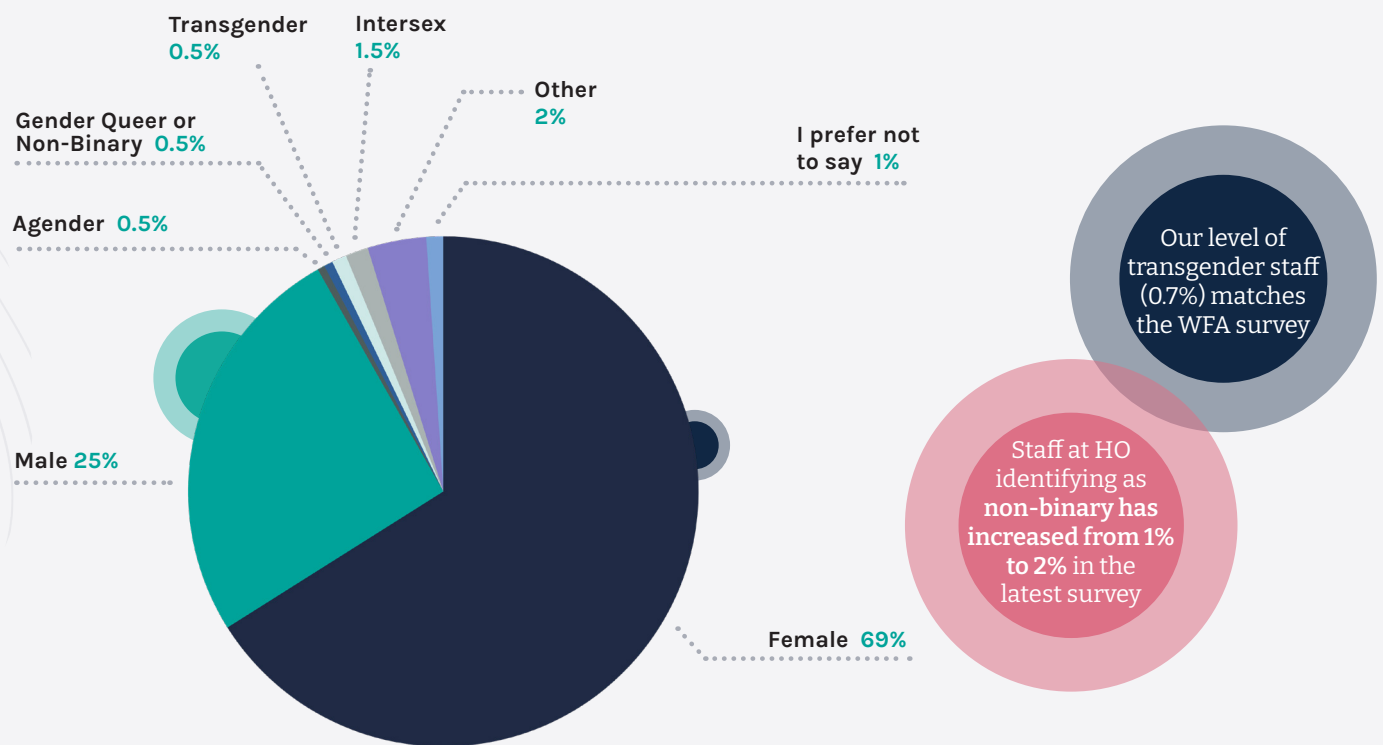
By focusing on targeting underrepresented areas and finding ways to enhance our involvement, we can take proactive steps towards making a positive difference and empowering individuals in their career journeys.



## 4. Gender Diversity

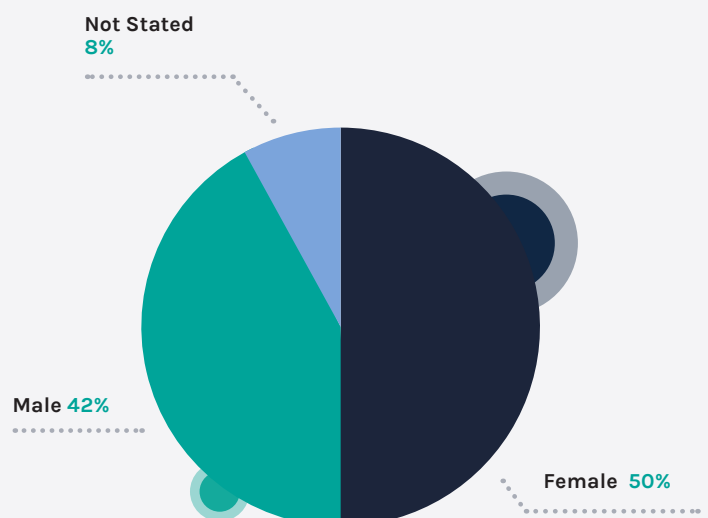
Across our Field Teams the number of women employed increased by 8% (2023 vs 2022)

The representation of different genders across our organisation has improved since 2022.



**Delivering 7000 leadership shifts in the UK in 2022, we achieved a favourable male-female split.**

In 2022, we successfully completed 7000 shifts in the UK, all of which were associated with a leadership role. We are proud to report that we achieved a commendable male-female split. We are committed to monitoring this split across all markets in our upcoming reports, establishing solid benchmarks, and proactively seeking ways to empower female employees with the necessary resources and opportunities for their professional growth.

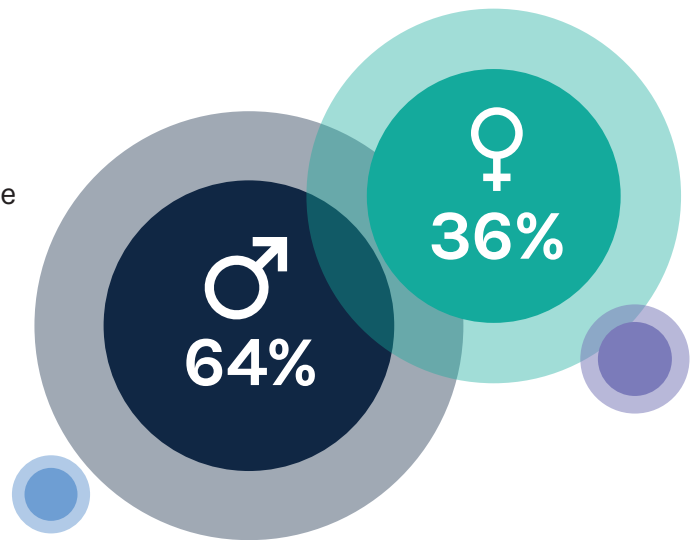




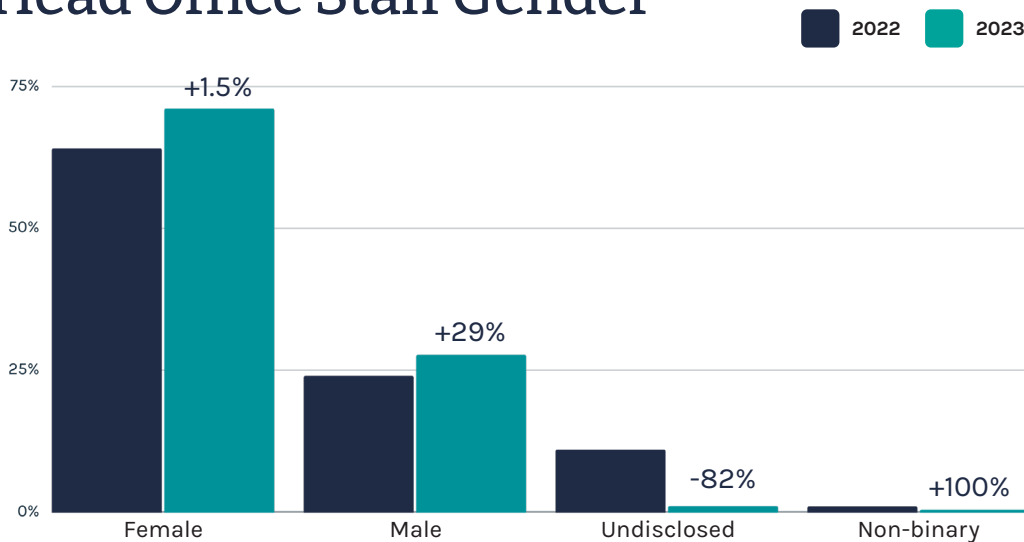
The number of board members have remained consistent at 64% male and 36% female.

Despite not meeting the FTSE target this year, the company has demonstrated notable success in terms of leadership transitions and head office positions for women in an effort to cultivate and elevate women to positions at the board level.

In the UK and US, people who identify as transgender accounted for 0.7% of the respondents which is consistent with the WFA Census results.



## Head Office Staff Gender



This year we saw a big drop in 'non-disclosure' responses around gender questions in the survey (1% in 2023 vs 11% in 2022). This indicates greater confidence in discussing this subject and increased trust in the process.

**To better support women in business and support closing the gender gap we are launching... ElevateHer**

Tabling topics that need discussion and action to fuel change:

- How do we create an equitable and inclusive workplace for women?
- How do we nurture the future pipeline of female leaders?
- How do we engage men in the conversation, driving allyship and inclusion?
- How can we share the ways for women to support women and lift as we climb?

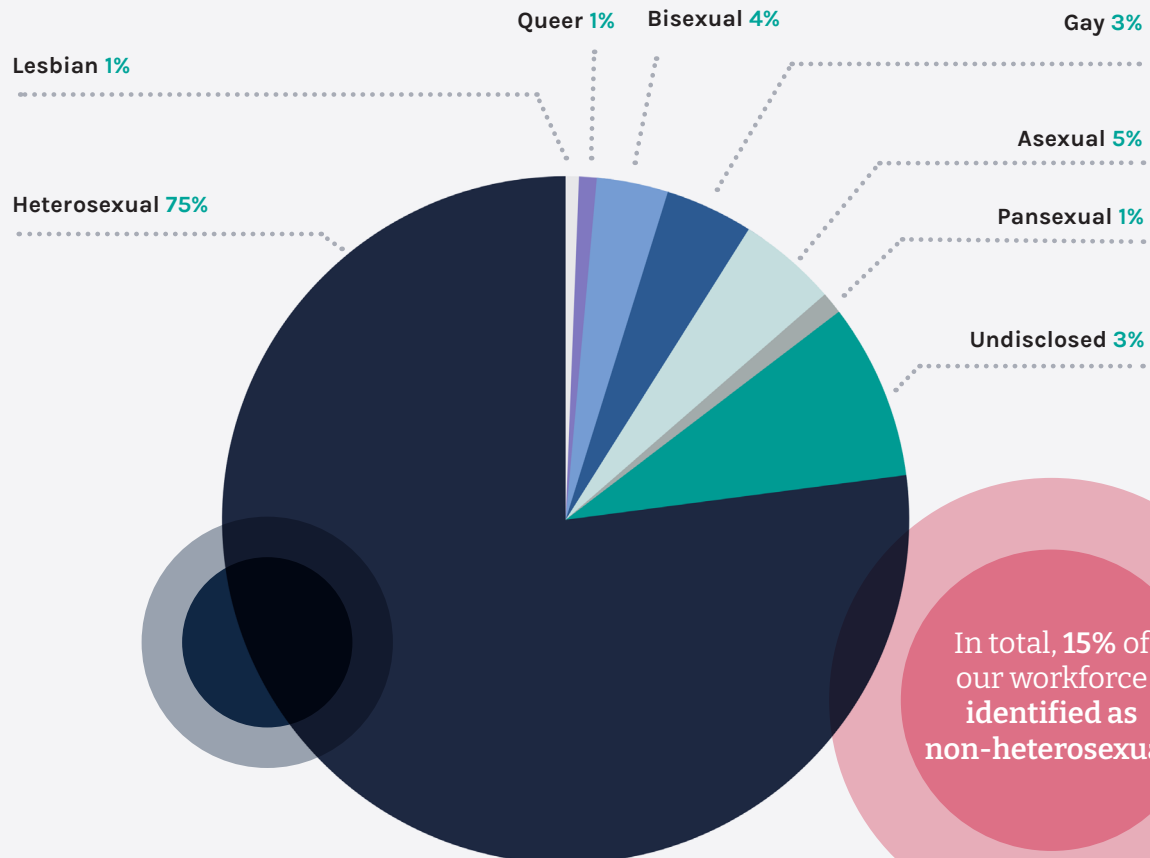


**ElevateHer**

GIVENCHY

# Sexual Orientation

An increase in the number of individuals identifying as gay, bisexual, and lesbian, accounting for a total of 9% of the overall staff workforce

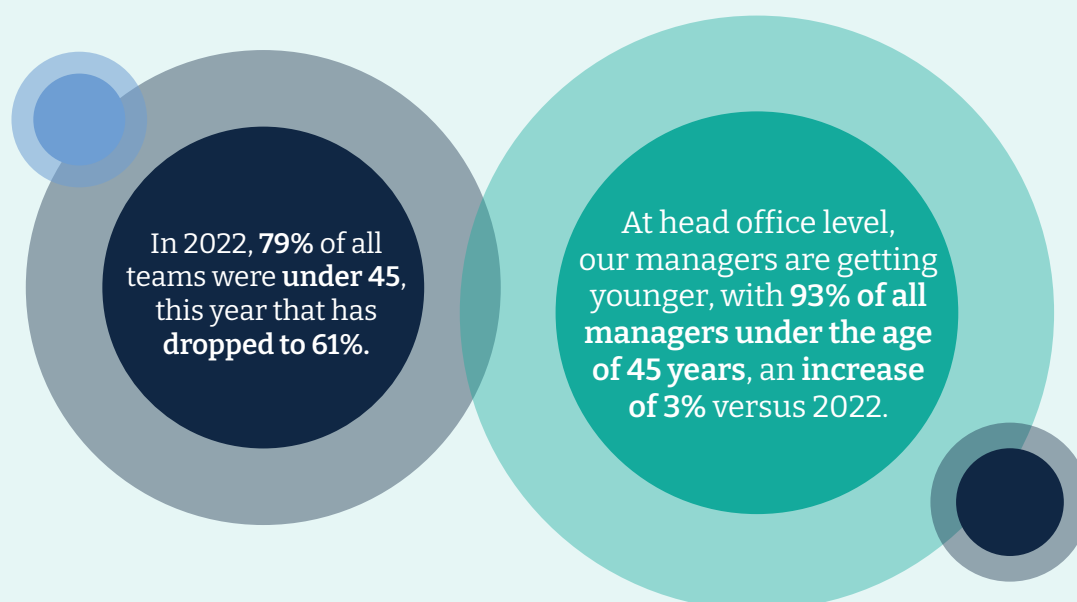


## 5. Age Diversity

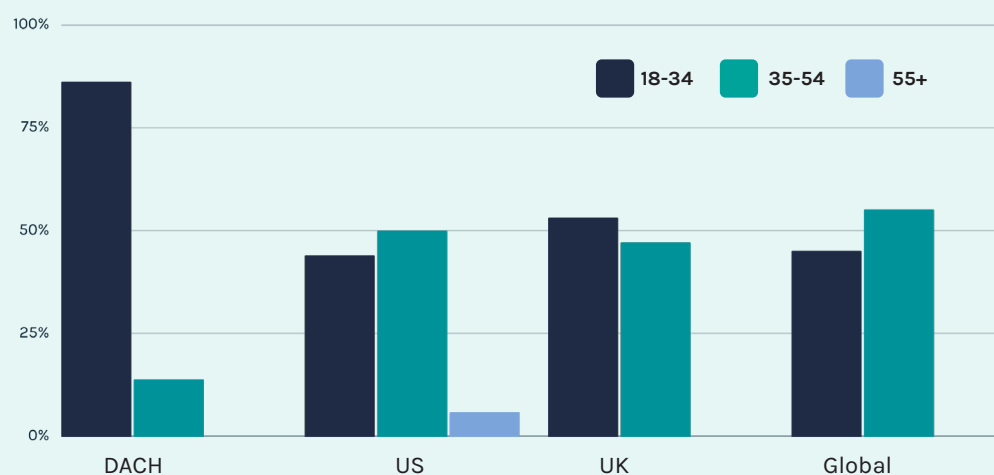
In 2023, the survey shows that our workforce got older and more age diverse.

Age diversity within our field teams is consistent with the WFA Report across the 18-44 groups, however we have more people within the older, 55-64 age group (9% WFA vs. 20.5% Elevate). There have been significant increases in 35-65+ age ranges, with reduction across the 18-34-year segment (from 18% in 2022 to 7% in 2023).

Ours is an industry that suits flexible working hours and provides employment opportunity for people of all ages. This might be why older demographics are joining our workforce. This trend is being seen across all sectors of our industry, connected to post-covid employment and the global cost of living crisis.



### Elevate's Head Office 2023 Age Diversity Split:





## Increasing Diversity

As part of our ambition to ensure diverse representation of our field teams, we have launched Blind Profiles to our clients. After initial pilots in the UK and France, we are now rolling this out globally and aim to have all markets deployed by the end of 2023.

### What are Blind Profiles and why are we doing it?

Blind Profiles are an innovative approach to sharing staff profiles which still enables our clients to review staff selected for campaigns, but now supports breaking unconscious bias. We have removed traditional staff headshots from staff profiles, but retained our video profile approach. Clients can be able to review relevant experience and should they want to know more, they can click to view a staff video. The thumbnail included is a blank graphic and not a frame from the video, allowing clients to reduce the risk of unconscious bias through appearance. We have also removed pronouns, education and age related detail.

### What our clients are saying:

They enable us to treat each candidate fairly, granting them an equal opportunity to showcase their capabilities.

It's refreshing and reassuring to get a genuine glimpse of who we'll be working with.

Being able to see and hear the candidates in action provides a level of transparency that photos simply can't match.

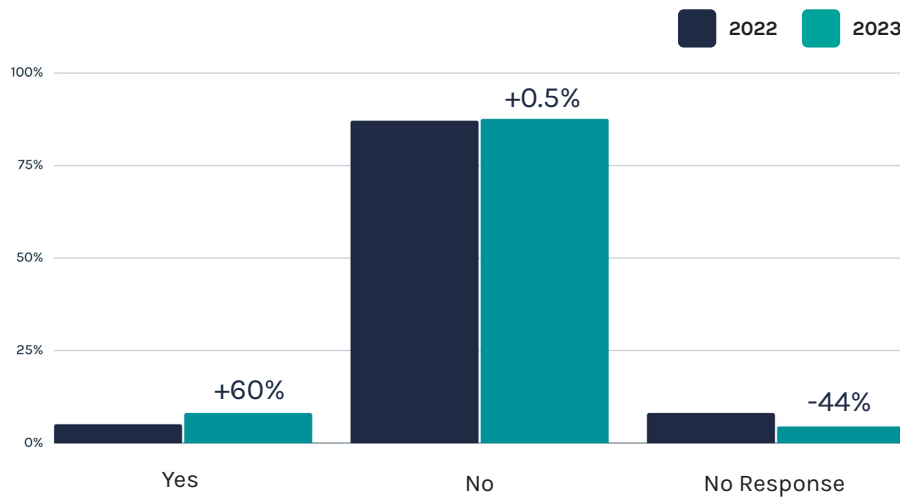


## 6. Living with Disability

Understanding the needs and requirements of our teams is essential to our business. There has been an increase in challenges to mental health over the past few years, and as our workforce changes and becomes more diverse, we will need to adapt to their needs.

This year there was an increase in people who identify as having a disability, with 71% of those relating their disability to cognitive/mental health as opposed to physical challenges. In 2022 only 5% identified as having a disability versus 8% overall in 2023. The largest regional increase was in the US and UK, moving from 5% in 2022, to 10% of total field staff today.

% of head office staff who identify with having a disability:



According to this year's survey, **8%** of our staff have disclosed disabilities, surpassing our target of 6%



At head office level, **5% of the workforce** are living with disability which hasn't changed since 2022. However, there was a decrease in non-disclosure in the response to this question, so that number may be higher.

## 7. Caring for Others

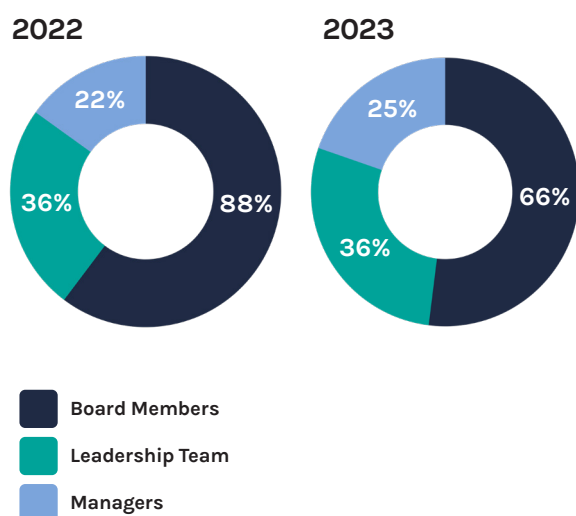
**This question relates to peoples' circumstances at home. Staff may have childcare responsibilities or be carers for parents or other adults.**

Overall, there was a reduction of people with childcare responsibilities in our field teams, with the average across regions dropping from 34% to 26%. People who care for parents or adults has increased.

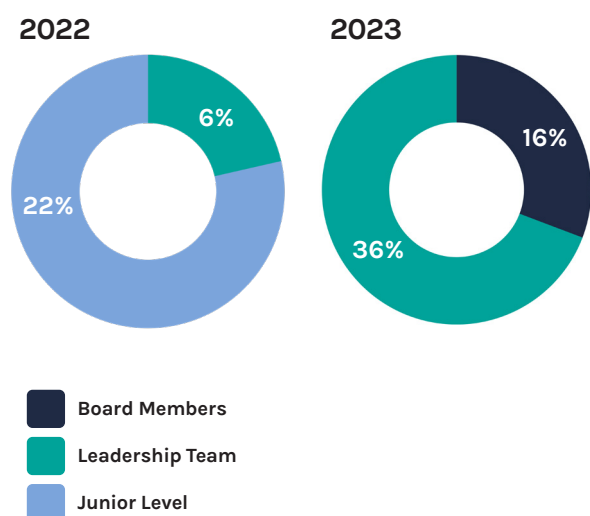
This change may be a result of the increasing average age of field teams, or a reflection of the changing living situations of families. The ONS found that in England and Wales, the number of adult children living with parents rose 13.6% between 2021 and 2022, this might also be mirrored across our teams.

At the leadership level there was a significant increase in the number of people caring for adults (from 6% in 2022, to 36% this year), but a reduction in people caring for children.

### Caring for children:



### Caring for adults:





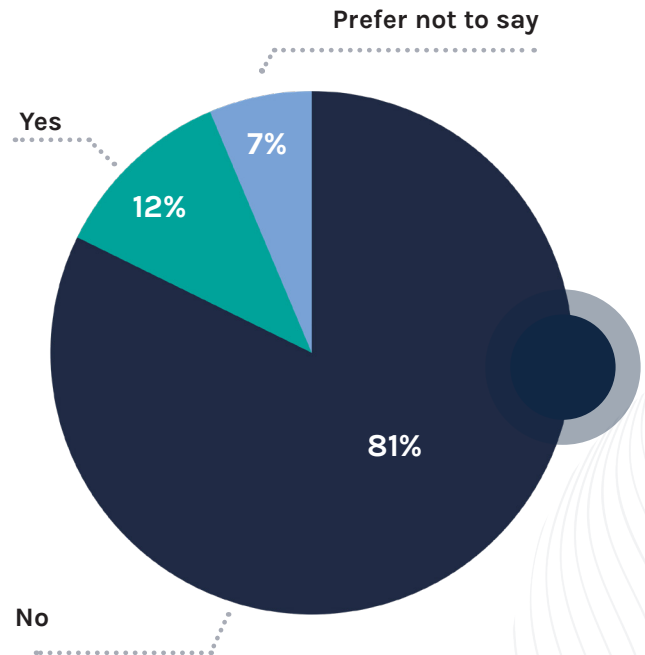
## 8. Living with Mental Health Challenges

In recognition of the increased life pressures people face, we have added questions to the survey that will serve as benchmarks for future research.

This year we can compare our findings to the averages that appear in the WFA survey to identify areas that might inform best practice for the future.

Are you living with mental health challenges?

All Field Teams 2023:



In the field, our survey showed **consistent levels of mental health challenges across the markets but with significantly lower scores than the WFA survey**, which reports a third of **total respondents (33%)** currently report feeling stressed and anxious at work.

At head office level, younger teams reported more mental health challenges. In the 18-44 age bracket it was 23%, compared to 45+ age group who reported 0%. We also found that women are 50% more likely to be living with mental health challenges.

Overall, 18% of head office staff are living with mental health challenges, which is higher than our field teams, where the total is 12.5%. We are committed to fostering support and inclusion across all our teams, valuing neurodiversity and individual differences. As part of our ongoing efforts, we have implemented active measures to provide comprehensive support to all team members, ensuring everyone feels included and empowered to thrive.

# #ElevatingPeople

## Elevation Mentoring Programme

Introduced in 2022, we are now in our second year following a highly successful launch. Elevation is Elevate's internal Mentoring Programme!

Employees opting to be mentees are matched with experienced Senior Business Leaders, forming partnerships that last for a period of 9 months. The primary objective is to provide our employees with the necessary guidance and support to build confidence, empower them and foster personal growth.

2022 Key Statistics:

<b>100%</b> mentors would recommend	<b>89%</b> mentors enjoyed taking part	<b>88%</b> mentees would recommend	<b>81%</b> mentees enjoyed taking part
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## Mental Health First Aiders

**At Elevate, we place immense importance on the mental health of our people, and we are proud to provide exceptional care and support.**

Our dedicated Elevate Mental Health First Aiders serve as the first point of contact for individuals facing mental health concerns, offering support, guidance, and resources. They are available to lend a listening ear, acting as allies who are not necessarily direct line managers or HR personnel. Additionally, our Mental Health First Aiders actively advocate for mental health in the workplace, working to reduce stigmas and enact positive change. With their presence in every office, we ensure a supportive environment for all.

In addition, we provide all our employees with access to the Calm app and Spill Therapy. These valuable resources further demonstrate our commitment to supporting our employees' mental well-being.



## Work From Anywhere

**Elevate believes that our employees are most productive when they achieve adequate work-life balance. We also love having many nationalities working in our team, with many team members having family living abroad.**

To ensure our employees are feeling motivated, valued and given equal opportunity to excel both at work and in their personal lives, we have devised an Elevate Working Abroad benefit and policy.

## 9. Talking About Background and Beliefs with Colleagues

This is another new question against which we will measure future progress. As a basis for comparison, Workhuman and Gallup: United States, UK, and Ireland, 2022 said

*Only 1 in 4 employees strongly agree they feel connected to their culture and only 1 in 3 strongly agree that they belong at their organisation.*

At Elevate, **72% of field staff** said they felt comfortable talking about their backgrounds and beliefs at work. **This is evidence of a strong connection to the company that we're very proud of.**

Across the head offices the results were even more persuasive, with the majority of people agreeing that they were comfortable talking about this subject.





# 10. Celebrating Diversity and Ideas

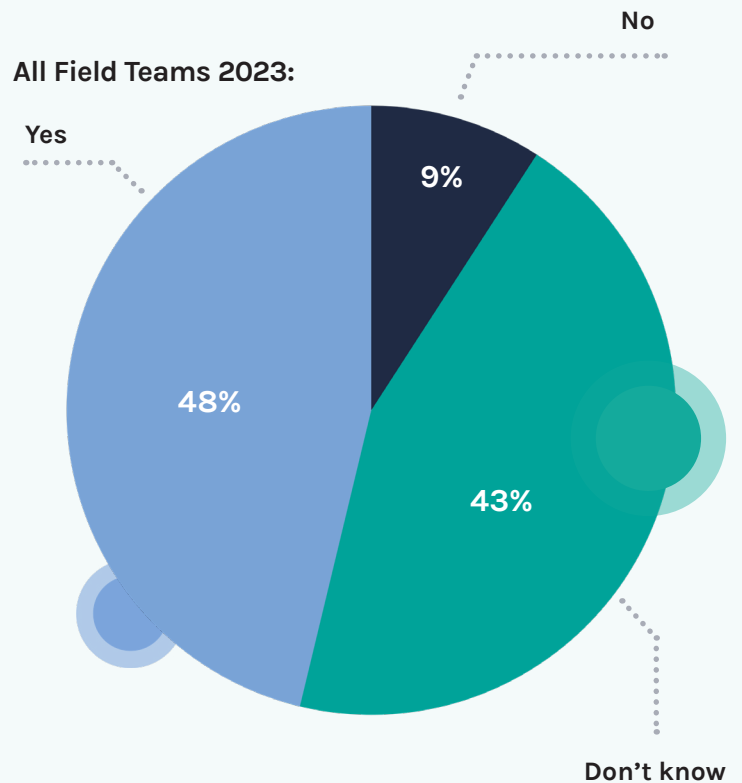
We have introduced a new question in our report to gauge the celebration of diversity of ideas and people at Elevate. This addition sets a fresh benchmark for assessing our progress in fostering inclusivity. According to the responses received, 43% expressed uncertainty, with a significant portion coming from our field staff.

To ensure that field staff feel included and valued in our diversity efforts, we are committed to implementing targeted initiatives that actively engage them.

Celebrating diversity and promoting an inclusive environment is already deeply embedded at Elevate. We will continue to build upon this foundation, fostering a culture that appreciates and embraces the diverse ideas and people that make up our Elevate community.

Do you think Elevate celebrates diversity of ideas and people?

All Field Teams 2023:



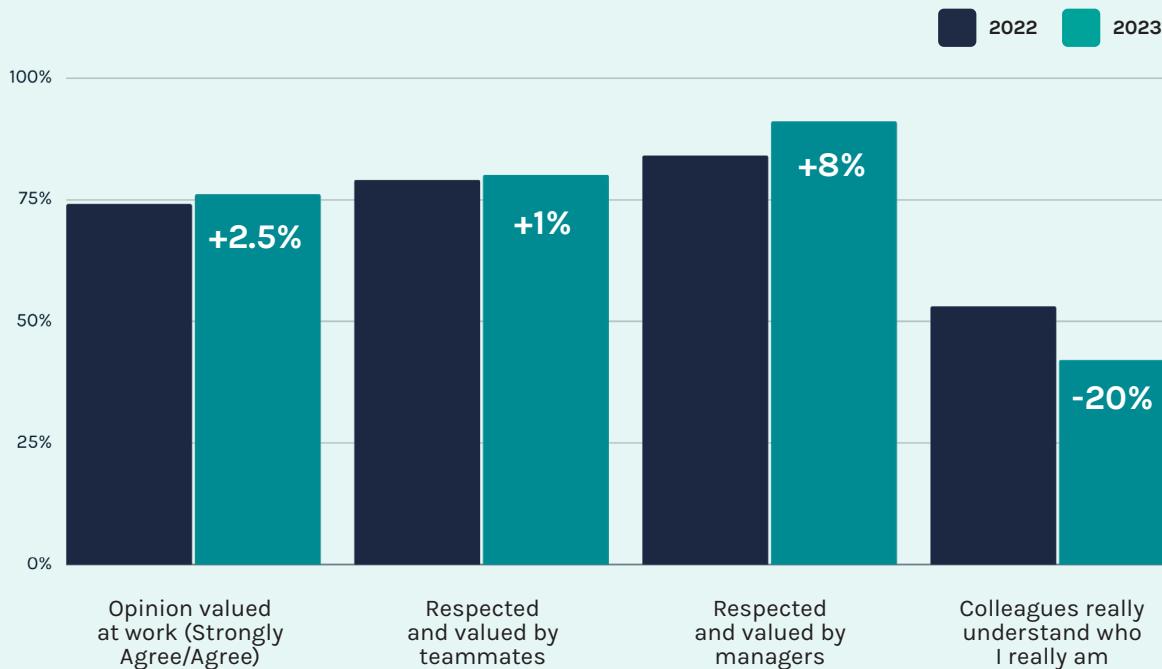
# 11. Values, Respect and Working at Elevate

We believe it is our core values, and the way they are embraced, that turns Elevate from a good business, into a great business.

Values are great on paper, but through the survey we also can see they are being lived at all levels of the company. The following questions relate to how people feel about working at Elevate.

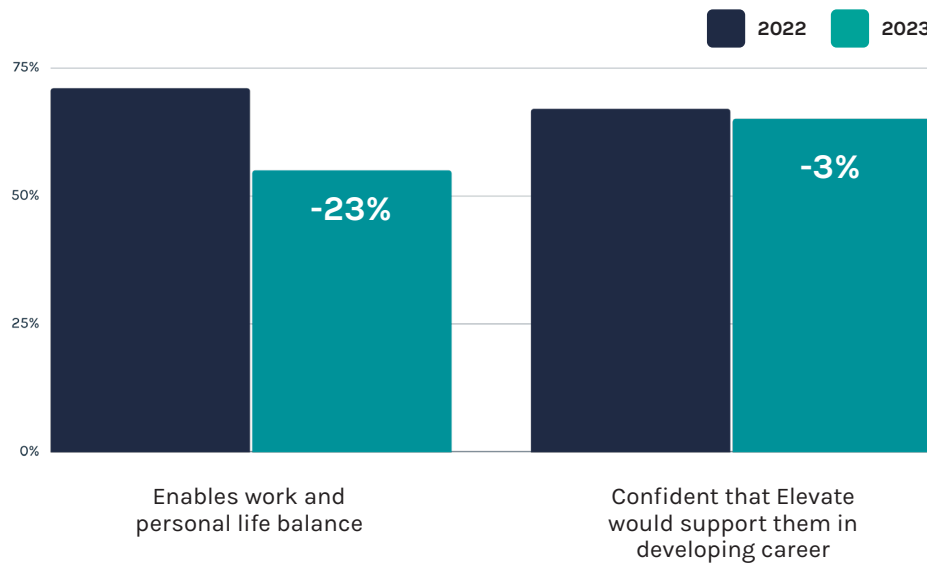


## Feeling Valued

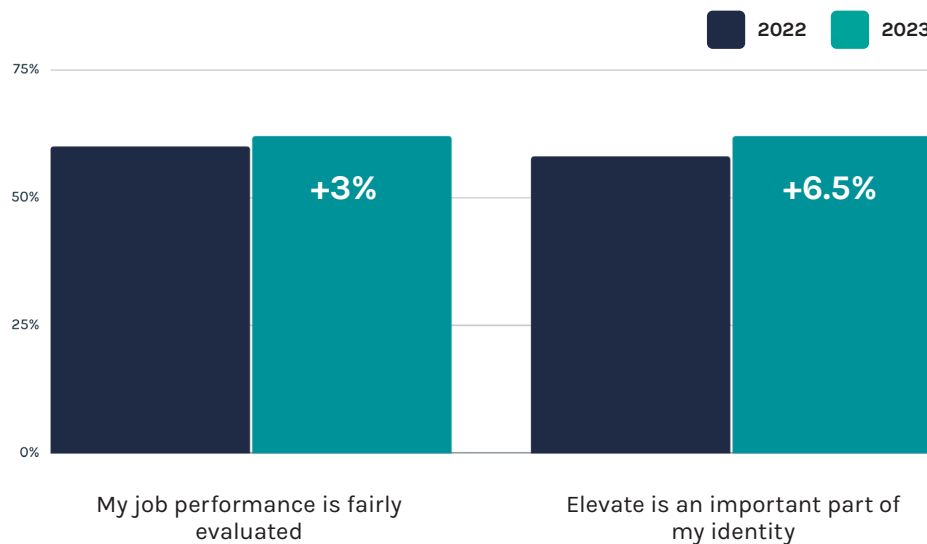


The 20% decrease in the response "colleagues really understand who I really am" suggests a potential communication and empathy gap. To address this, we have launched our #ElevatingPeople training across all our markets; promoting empathy, celebrating diversity and supporting colleagues in understanding one another better.

## Positive work life balance



## Being supported



Whilst these results may not have met our expectations, we believe it's important to understand how our teams are reacting to an increasingly busy workload. As our business grows and achieves more success, we are now actively identifying ways to provide all our teams with additional support to help them strike the right balance such as the Working Abroad Policy.

Our commitment remains firm in utilising OfficeVibe as an internal tool, facilitating open dialogue between our employees and the Leadership team.





# elevate


Connecting People With Brands


## Our Mission


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Using inclusion training, social media, recruitment drives, and community partnerships, we are already engaging underrepresented minorities and encouraging them to pursue new opportunities with us. We actively seek individuals with diverse backgrounds, ideas, cultures, and perspectives.

[www.weareelevate.global](http://www.weareelevate.global)

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