



Diversity, Equity and Inclusion Pledge

“Lederløftet for Mangfold og Inkludering”

About

[MAK](#) is a leading Norwegian organization working on systemic change around diversity, equity and inclusion - with a particular focus on ethnicity and gender - as a competitive advantage for Norway and Norwegian businesses and organizations. In the past five years, MAK has worked actively and systematically across society, business and community.

[ODA](#) is the leading network for women in tech in the Nordics with more than 11.000 members and more than 50 strategic partners across various industries. The network is a non-profit organization, and more than 70 enthusiastic volunteers facilitate events, networking sessions, mentoring and professional expertise with the overall goal to increase gender diversity and inclusion in tech. Together we are on a mission to reach our goal of 40% women in tech

The goal of our collaboration is to accelerate and drive real change within diversity, equity and inclusion for existing and potential partners in the market. By expanding the scope for both organizations, along the verticals of gender and ethnicity, both ODA and MAK are developing in line with the market demand and strategic direction for the future.

Background

Gender equality is a global challenge and gender parity in labour force participation is one of the most important criterias. 88% of employees do not believe their company is doing what it takes to improve gender diversity. 30% of future jobs will be in Tech and STEM (science-technology-engineering-mathematics) fields - and these jobs pay well. Women can't afford to miss out! Over 50% of companies have implemented a majority of gender diversity measures, but only 50% of them are making real progress (source: McKinsey Women Matter Report 2019). The numbers show that the progress towards gender diversity is too slow and in order to increase the share of women in tech and tech leadership we need to work systematically (source: ODA 2019 Kantar survey). This is why ODA has set the goal of actively working towards 40% women in IT and in top management positions in IT in Norway by 2025.

A gradual shift in recent years has brought a broader definition of diversity and inclusion in the society and workplace. In particular, the Black Lives Matter-protests we notice for the first time that anti-racism has kick-started the discussion of ethnic and multicultural diversity, and now receiving a conscious focus. Several research reports have looked at the positive correlation between diversity and innovation and financial return. The report [Diversity wins: How inclusion matters](#) by McKinsey & Co shows that companies in the top quartile for ethnic diversity outperformed companies in the lowest quartile by 36% in relation to financial returns. For gender diversity, the figure is 25%. Focusing on diversity is not only the right thing to do, it's good for business. This is why MAK has been building the bridge between minority talents to top executives to further empower talents.

ACD



The Pledge

An initiative by MAK and ODA, the **“Diversity, Equity, and Inclusion Pledge”** aims to bring together leaders and decision-makers from businesses and organizations who believe in the value of gender, ethnic and multicultural diversity. These pioneers will set this as a strategic priority in their organizations, act as allies and ambassadors for the cause to help accelerate its progress.

To start the change, diversity and inclusion needs to be a strategic priority, with the entire leadership team behind it. In order to create change there is a need to discuss ideas, share best practices and co-create solutions. MAK and ODA will contribute by facilitating regular knowledge transfer, toolboxes and resources, with the purpose of supporting the changemakers. Companies that have already implemented one or more of the measures to increase diversity and inclusion are encouraged in the next phase to share their best practices, lessons learned, experiences and quantitative/data insights. In addition, companies are encouraged to help support other companies.

By signing the pledge, the leader and the company recognize that gender, ethnic and multicultural diversity and inclusion require solutions at all levels in the organization (internally) and the value chain (externally). It involves a commitment to a few clear, quantifiable, and time-bound goals. The signatory has the intention and commitment to work actively to create a workplace that cultivates an organizational culture where everyone feels a sense of belonging and has an equal opportunity to succeed.

The recommended process for the leadership pledge is;

Process

- At least one from each organization sign the pledge, where at least one is CEO / equivalent level
- The people who sign the pledge will have a text prepared that they can share in their social media and other relevant channels (internally and externally)
- MAK and ODA will follow-up to check status and progress every half year.

ACQ



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"Lederløftet for Mangfold og Inkludering"

Name: *Anne Cathrin Østebø*
Title: *CEO*
Organization: *Validē*

Name: Kainaat Qaiser
Title: Lead
Organization: CEO Commitment

As an organization/company, we will actively work towards the goals to ...

- I. ... Set diversity and inclusion as an integrated and strategic priority in our organization that is anchored in top management
- II. ... Prepare concrete action plans and measures with performance indicators that make relevant decision-makers and leaders in the organization responsible for execution and delivery
- III. ... Start with quantitative/data mapping exercise and obtain relevant data that contributes to increased insight into the current status and transparency to manage action plans in the organization
- IV. ... Increase awareness and understanding amongst our leaders and middle managers on diversity and inclusion through relevant training around unconscious bias and discrimination
- V. ... Actively work to have qualified diverse talents in the recruitment processes, and where it is not available; work actively with relevant organizations and networks to qualify future diverse talent
- VI. ... Contribute to sharing knowledge and experiences with other organizations developing and improving their current diversity strategies and encouraging them to share their stories with others
- VII. ... Share results and communicate experiences externally and participate in dialogue with relevant authorities
- VIII. ... Work actively with all levels of the organization and in the value chain

As a leader, I want my words to also become actions, I will...

- IX. ... Uncover and address my own unconscious biases
- X. ... Establish a baseline situation and develop measures to gain insight into the current situation in the organization
- XI. ... Go outside of my comfort zone to learn about others' experiences and perspectives
- XII. ... Proactively initiate conversations with colleagues and employees, and open up to understand the organization's ambitions for a more inclusive workplace
- XIII. ... Share my insights related to diversity and inclusion
- XIV. ... Contribute to spreading knowledge and understanding in the public debate

2/11-21 Stavanger
Anne Cathrin Østebø
Date, city, signature

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Kainaat Qaiser (Jan 10, 2022 11:36 GMT+1)
Date, city, signature

MAK oda