



**BE THE CHANGE**

**[www.blackinclusionweek.com](http://www.blackinclusionweek.com)**

**#BeTheChange**



**Toolkit for organisations**





# BLACK INCLUSION WEEK

[www.blackinclusionweek.com](http://www.blackinclusionweek.com)  
#BeTheChange

With the recent focus on the racial disparities faced by Black people, there has been a beautiful demonstration of organisational and individual allyship as we all work to end racism. This gives hope for an equitable future.

This solidarity, compassion, understanding and collaboration must continue for years to come for us to achieve a truly just society. This is why Black Leaders will lead a national annual Black Inclusion Week across the UK.

This week will be a celebration of Black people in the UK and a reminder of the importance of ensuring a fair and just society through the inclusion of ALL.

Black Inclusion Week raises awareness of the importance of Black inclusion and creates a platform for change to enable true equality for people of African and Caribbean descent.





# VISIBLY SHOW YOUR SUPPORT

[www.blackinclusionweek.com](http://www.blackinclusionweek.com)  
#BeTheChange

We have developed tools to help you to communicate your support of Black Inclusion Week. The tools enable individuals and organisations to publicly share their support for Black Inclusion during Black Inclusion Week and beyond.

Tools available to download from [www.blackinclusionweek.com](http://www.blackinclusionweek.com) :



## Black Inclusion Week logo

Use this wherever it makes sense to you. On your marketing material, your websites, your social media pages and internal platforms too.



## Social media tile

Use this across your social media platforms to communicate your support of Black Inclusion Week, equity and justice.



## Email signature graphic

Add this to your email signature

Feel free to start using these now to raise awareness as we approach Black Inclusion Week





# BE THE CHANGE

Black Inclusion Week 2021 theme

[www.blackinclusionweek.com](http://www.blackinclusionweek.com)  
#BeTheChange

The theme for Black Inclusion Week 2021 is **Be The Change**.

Change starts with you. We ALL play a part, each and every one of us.

This document provides hints on how organisations can play their part and 'Be the change'.

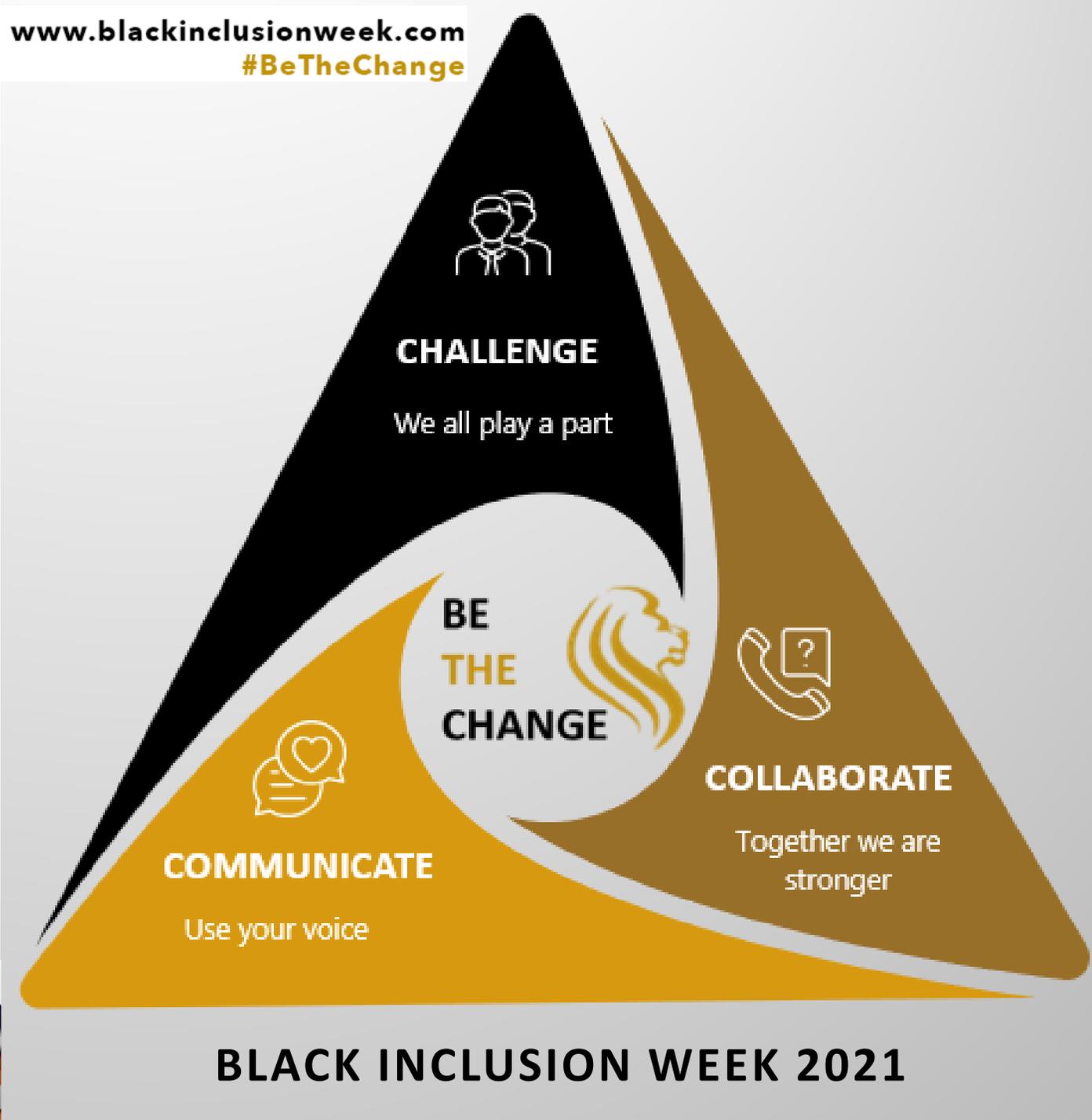
Organisations can be the change and choose to:

- Challenge
- Collaborate
- Communicate

Read on to find out how your organisation can 'Be the change'.

*"Injustice anywhere is a threat to justice everywhere."*

*Dr Martin Luther King*



Real change happens when we all challenge ourselves and each other to reflect, reframe and change. Here are some ways that organisations can **Be the Change** through challenge.



## MY 67 MINUTES

Challenge your team to engage in MY67 minutes. Encourage them to find 67 minutes to support those less fortunate. Learn more on the next page.



## CHALLENGE YOUR IMPACT

Review your external impact, challenge yourself to diversify your supply chain. How many black owned businesses are part of your supply chain?



## TAKE A STAND

Leverage your participation in Black Inclusion Week to clearly articulate and communicate where you stand on racism. Make your position clear





# MANDELA8 M67 MINUTES

[www.blackinclusionweek.com](http://www.blackinclusionweek.com)  
#BeTheChange

An impactful way to get involved in Black Inclusion week is through My67

Nelson Mandela's fight for justice began in 1942 and for 67 tireless years he continued to fight for social justice and human rights.

The Mandela8 My67 Minutes programme is designed to enable individuals, or collective groups to celebrate diversity in the workplace or the community by giving 67 minutes to do an act of kindness for your colleagues, neighbours, or friends to really embrace a celebration of diversity.

Organisations are invited to support this campaign. In recognition of last year's world events this year's programme will start in May as part of Black Inclusion Week and will culminate in Mandela week 12<sup>th</sup> – 18<sup>th</sup> July, incorporating Mandela Day, Nelson Mandela's birthday on the 18<sup>th</sup> July.

There are many ways to get involved with this great campaign, find out more at [Mandela8.org.uk](http://Mandela8.org.uk).





# COLLABORATE

[www.blackinclusionweek.com](http://www.blackinclusionweek.com)  
#BeTheChange

There is nothing more powerful than many voices coming together to achieve a shared vision. And what greater vision that fairness and inclusion for ALL. Here are some ways you can **Be The Change** when you connect and collaborate.



## EXTERNAL NETWORKS

Work as an ally with your Black colleagues and networks to take part in events at work and in your community like Black Inclusion Week and Black History Month.



## BLACK LEADERS UK

Demonstrate allyship and commitment by sponsoring and supporting Black Leaders in their mission to lead Black inclusion in the UK. Simply email [sponsorship@blackleaders.co.uk](mailto:sponsorship@blackleaders.co.uk) for more details.



## INDUSTRY INFLUENCE

Proactively engage in your industry or sector to raise awareness, amplify Black voices and take tangible action to diversify the talent pipeline and increase representation.





# COMMUNICATE

[www.blackinclusionweek.com](http://www.blackinclusionweek.com)  
#BeTheChange

We can change hearts and minds when we communicate, this is an important step towards change. We can use our voices to engage, encourage and empower others. Here are some ways we can use communication to **Be The Change**.



## HOLD A PANEL DISCUSSION

Hold a panel discussion to explore issues of the Black lived experience. Some things for you to think about are detailed on the next page.



## INVITE AN EXTERNAL SPEAKER

Invite an external speaker to discuss a specific topic, raise awareness and increase knowledge within your organisation.



## HOLD INTERNAL LISTENING GROUPS

Invite and encourage the voices of your internal teams through expertly facilitated listening groups. Use these to openly discuss lived experience.





# HOLD A PANEL DISCUSSION

[www.blackinclusionweek.com](http://www.blackinclusionweek.com)  
#BeTheChange

Holding a discussion panel can be a really great way to raise awareness, encourage discussion and increase comfort when discussing issues of race in the workplace. It is important that these discussions are appropriately facilitated.

You can choose to invite internal Black employees to share their experience, or external speaker and of course a combination of both.

## Activity

Identify a theme or a question in advance to ensure the session remains focused

## Invite your panellists

Choose an appropriately qualified moderator for the panel. This person should have a good understanding of the theme and be able to guide the conversation.

There are many great speakers out there that can facilitate discussions within your business or run a session where they speak to your teams directly and answer questions. Now is the time to start getting your speaker booked in and to speak to your teams about potential questions they might have to get the best out of the session.





*Nothing can stand in the way of the power of millions of voices calling for change.*

**– Barack Obama**

**BE THE CHANGE**

BLACK INCLUSION WEEK 2021



[www.blackinclusionweek.com](http://www.blackinclusionweek.com)  
**#BeTheChange**



**BLACK INCLUSION WEEK 2021**



**BE THE CHANGE**

**[www.blackinclusionweek.com](http://www.blackinclusionweek.com)**

**#BeTheChange**

