

MRS Equality, Diversity and Inclusion Council

Terms of Reference

Draft

Our Mission

To strive to be an industry that truly represents the world we seek to understand

To be an authentic and impactful voice. Leading, helping and guiding our industry on issues of representation, equality and accountability.

Our commitments are:

- 1) To advise MRS policy for diversity and inclusion with clear messaging for members, Company Partners and the wider sector about how we will work towards positive change together.
- 2) To lead a focussed set of initiatives that will aim to attract diverse new talent to the sector and achieve better representation throughout the industry.
- 3) To drive and encourage change through celebrating, recognising and rewarding the progress of those who raise awareness and understanding of culturally and socially diverse, marginalised or minority communities. Have a mechanism to measure progress and change across the industry

The EDI Council will achieve its aims and help the sector better reflect the real world we live in through a mixture of governance (accountable targets) and groundswell (inclusive and influential actions).

Key initiatives - Governance

The E,DI Council will create one umbrella brand/identity for diversity and inclusion within the sector and launch this as a statement of intent.

The EDI Council will audit and promote the Pledge, supporting and learning from organisations that have already signed it. It will facilitate communication and the sharing of best practices between signatories, as well encouraging new organisations to sign the pledge.

The E,DI Council will support and promote a **sector-wide research apprenticeship** scheme. Work will be done to encourage organisations in the industry to join the scheme as well as raising awareness of it amongst schools and universities.

Key initiatives - Groundswell

The E,DI Council will create a hub with key resources for the sector, including collecting and sharing case studies showcasing best practice and success stories.

The E,DI Council will encourage the **creation of safe spaces** (community-specific networks, events, roundtables) where individuals can share their feelings, be listened to and be inspired and empowered by others.

The E,DI Council will encourage participation in community-specific networks to create **platforms where 'uncomfortable conversations'** about change can take place.

Representatives on the E,DI Council from community-specific networks will support and endorse each other's activities when possible.

The E,DI Council will seek to support the creation of networks for communities who are not currently represented.

Key Members:

Babita Earle - Chair
Sinead Hasson - Secretary
Jane Frost - MRS
Danielle Todd- WiRe
Josephine Hansom - MRSpride
Megan Cross - Kantar
Sam Curtis - Kantar Digital
Daniel Singham- Core
Shazia Ginai - Core and WiRe
Rebecca Cole - Representation in Research
Sinead Hasson - Talent and People
Shazia Ali - Social Inclusion
Georgie White - Senior Client Council
Christine Hemphill - MRSUnlimited
Nikki Bower - MRS

Member commitments

The EDI Council will meet every month for 1.15hr . Subgroups will be required to collaborate to deliver on commitments we agree upon.

It is important that we are:

- Committed and will do what we set out to achieve. Each member is accountable for a specific goal.
- Open and collaborative.
- Willing to divide and conquer the jobs to be done
- Ready to challenge where needed
- Driving progress over perfection
- Accessible and role models for those in the industry
- Ready to serve as ambassadors for equality in our sector.
- Sharing learnings and activities from all our campaigning groups/optimising intersectionality.
- Regularly reviewing the energy of members and their ability to stay committed.