

Tech Talent Charter (TTC) Signatory Spotlight: Atos
Open Playbook Chapter: [1.1.14 Increasing Black Representation](#)

The Problem

'Earlier in the year we, as an organisation in the UK and Ireland, made a strong commitment through a 'Ethnicity Pledge' to increase our ethnicity data declaration to 90%. We recognise the importance of data and being data-led in our actions. It was difficult to track our diversity metrics by ethnicity throughout the employee lifecycle and this was an important part of helping to identify our focus areas and actions to improve our diversity'.

Overview

'A key pillar of our strategy is 'data and monitoring' as we understand that data needs to inform every effective business project. You need it to monitor areas of focus, and track your success. It's especially important for our ethnicity pay gap reporting which we are publishing for the first time this year. Therefore we launched our Ethnicity Action Pledge earlier in the year, with a commitment to push for 90% data declaration from our employees'.

Method

'Firstly we broke down where we were missing data into the divisions of our business. This helped us identify key areas to target and we therefore noticed that a large number of people in one particular account was missing information. We realised this was because they were TUPE'd to us with no information as their previous organisation didn't collect it. We then specifically targeted that account and designed a new process where all future TUPE'd employees will be given a reminder to declare. We also targeted our new joiners, putting a reminder to declare into our new joiner portal and working with local engagement teams to include in their inductions. We also joined induction calls for new joiners and TUPE'd employees to explain why and how we need the data.

In parallel we worked with our communications function centrally and locally, to plan clear communications and strategy to reach our audience in a variety of styles – videos from executives and our D&I lead, Management All Hands Calls, email messages to employees, newsletter articles etc specifically explaining why it was useful and what it would be used for. A key factor here was our commitment to ethnicity pay gap reporting, as there is a clear reason why we need the info to complete that accurately. Once we'd done this centrally and boosted numbers, we used even more targeted communications with reminders to individuals who haven't declared with helpful screenshot guides from our D&I leads email address, so they could contact directly with any queries or concerns.

Throughout this campaign, we checked our progress monthly, using a database we developed to identify where we were missing people's data. We worked closely with the communications and engagement teams across each division, keeping them updated and involved. All the messages shared have reiterated that this data is not mandatory, but required employees who prefer not to declare to tick this option (rather than leaving the field blank) as this a useful piece of data for us to understand on levels of trust with declaration'.

Result

'As a result of these efforts, we've seen an increase in our internal declaration rates to 83% in our IT business at the end of November 2020'.

A link to the Atos 2020 - 2021 [inclusion and diversity strategy](#). Atos continue to drive the reduction of the gender pay gap with formal targets set to ensure diversity in senior positions including maintaining 30% gender balance on their executive leadership team. They are reporting their ethnic pay gap for the first time in 2020 and committing to a target of 12% BAME employees in senior leadership positions by 2022.

Shared by Rachel Edwards, Atos