Advancing Diversity with Data: Challenges, Collection, Utilization and Benchmarking

Clare Gallagher
Human Rights Officer

Virginia Toyi
Environmental Race Equality Officer

A Focus on the Environmental Sector

About CEMVO Scotland

- Intermediary, Anti-Racist and Network Organisation

- Strategic partner of Scottish Government's Equality, Human Rights and Inclusion Directorate

- Aim in building capacity and sustainability of ethnic minority (EM) voluntary sector & communities.

- Projects include:

  - social enterprise support,

  - leadership development,

  - support young EM individuals into employment

  - race equality mainstreaming support to the public and third sectors

  - environment networks

- Gather evidence to provide supportive services and strategic input to public, statutory and government bodies.
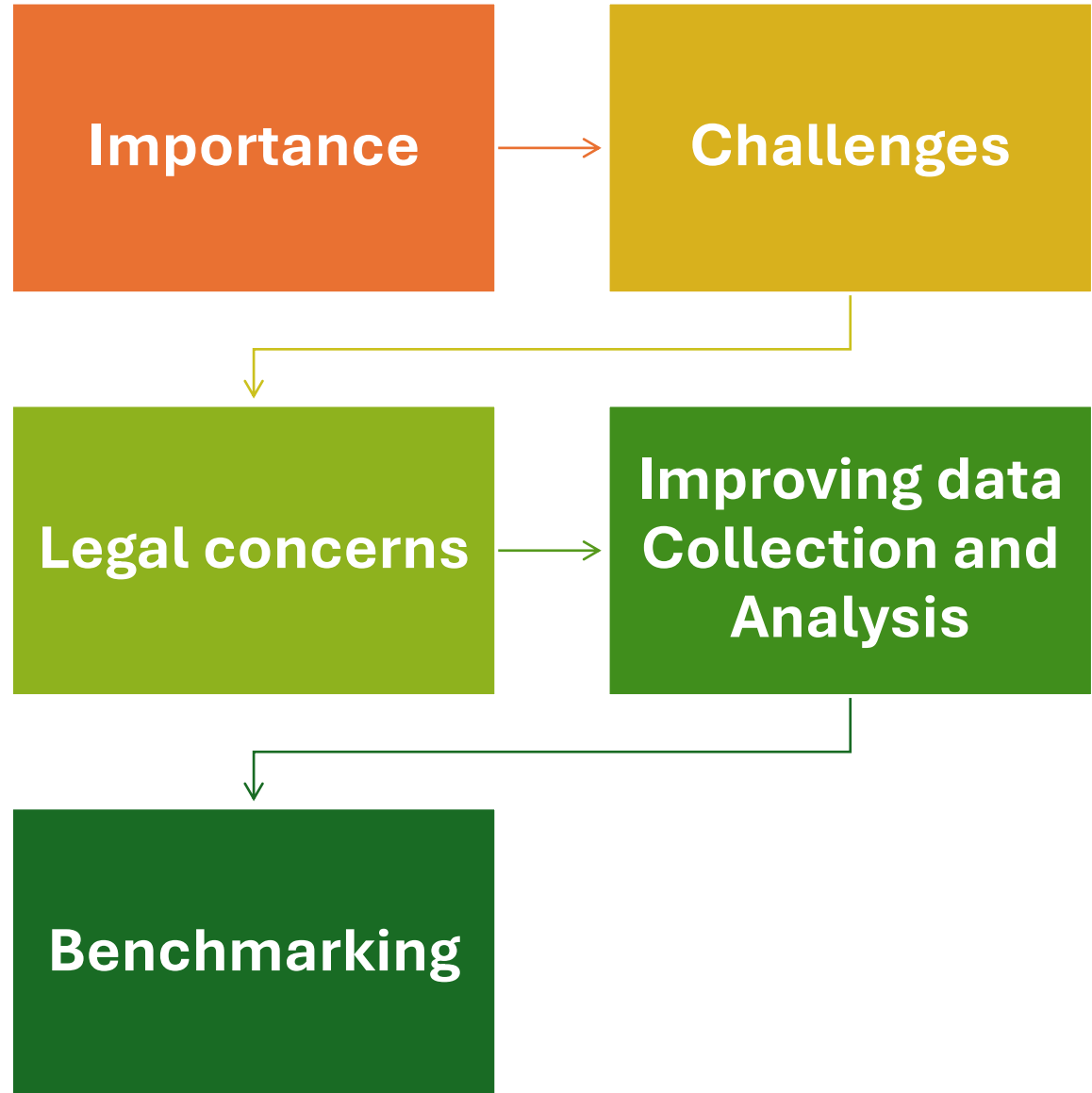
Environment sector - 2nd least racially diverse after farming

Context

4.81% of 'environment professionals' identify as Black, Asian or from other minority ethnic groups,

In comparison with…

12.64% across all UK professions.

Importance

The need for public and voluntary institutions to prepare for mandatory ethnicity pay gap reporting.

Increased focus on race and diversity due to the disparities in representation.

The expanding expectation for broader data collection and reporting practices.

The Case for Diversity Data

Strategic Advantage: A diverse workforce enhances an organization's adaptability and creativity, leading to better outcomes for the communities served

Data Insights: Access to comprehensive diversity data allows organizations to make informed decisions and measure their outreach and service effectiveness and identify improvement areas. Data doesn't lie.
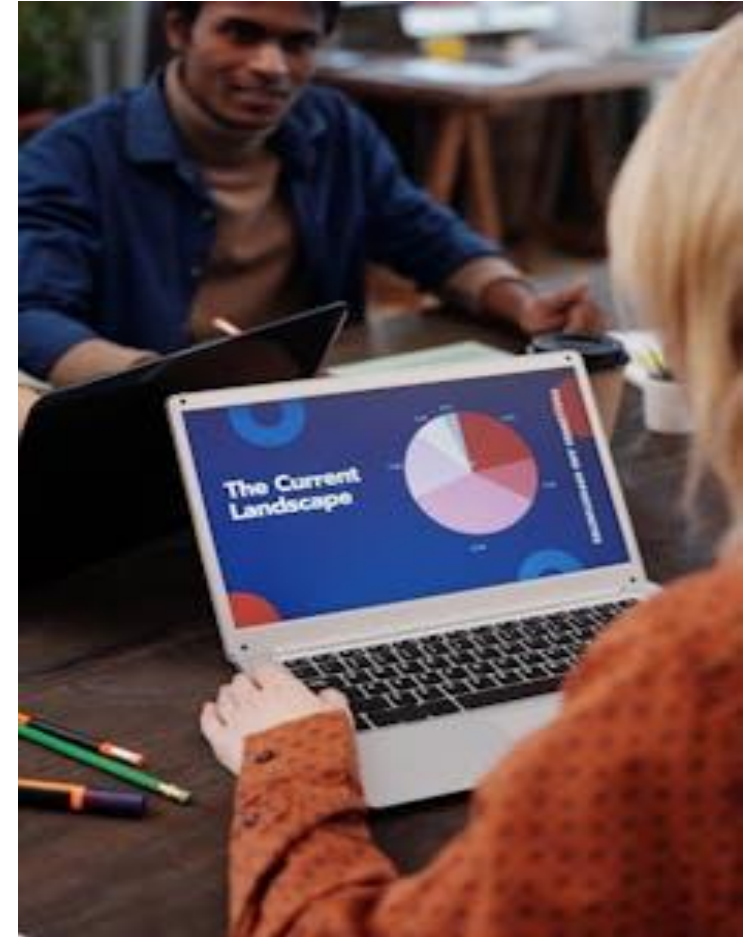
19 ethnic groups from the 2021 UK Census:

- White British
- White Irish
- Gypsy or Irish Traveller
- Roma
- Showman or Showwoman
- White Other
- Mixed White and Black Caribbean
- Mixed White and Black African
- Mixed White and Asian
- Other Mixed or Multiple Ethnic Backgrounds
- Indian
- Pakistani
- Bangladeshi
- Chinese
- Other Asian Background
- Black African
- Black Caribbean
- Other Black Background
- Arab

Current Challenges in Data Collection

Insufficient data for meaningful analysis

Gaps in data on key diversity metrics such as disability, socio-economic background, ethnicity and gender identity.

The critical role of comprehensive data in effective diversity analysis and organizational improvement.

Trust Issues

Transparency and **trust** are important in data collection efforts, particularly for marginalized groups.
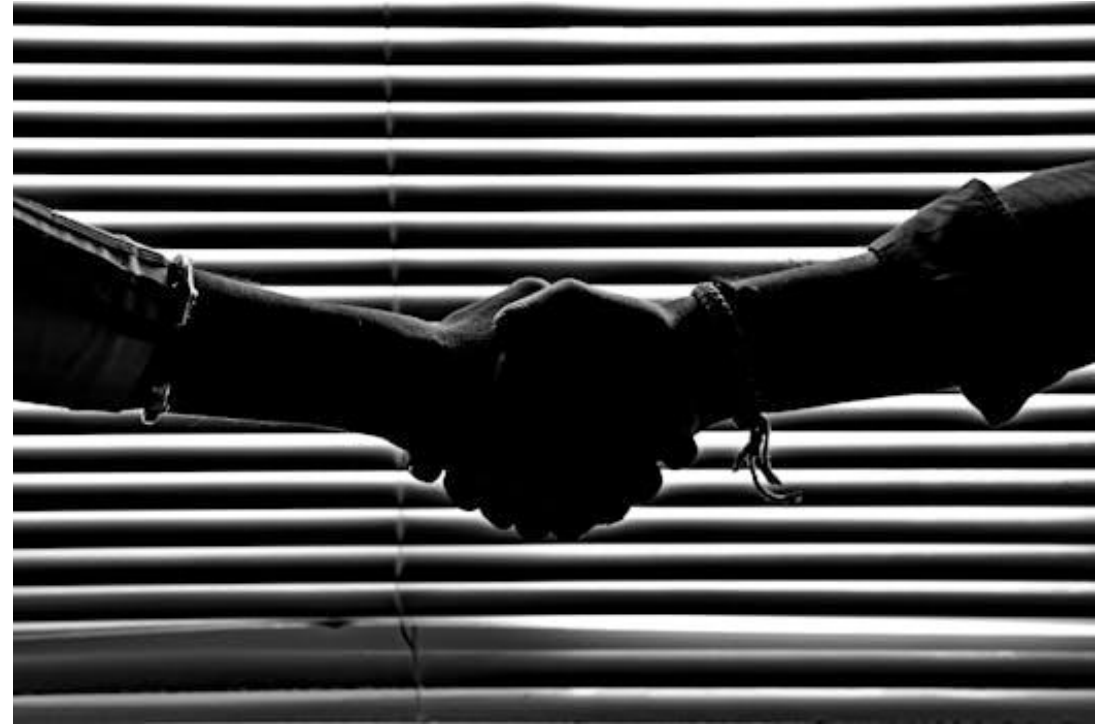
Perception

For EM, there is sometimes a perception of how data is used, specifically concerns that the information will be used to discriminate against them

Cultural Challenges in Diversity Data Collection

ORGANISATION CULTURE PLAYS A CRUCIAL ROLE IN INFLUENCING EMPLOYEE TRUST AND WILLINGNESS TO SHARE PERSONAL DATA.
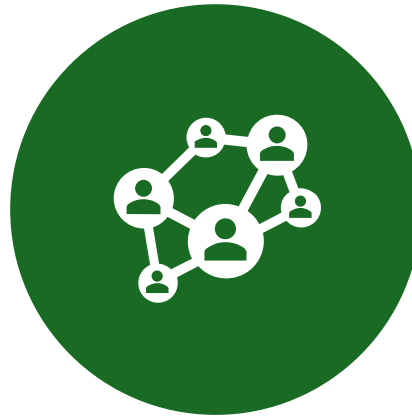
ACTIVELY PROMOTE A CULTURE OF INCLUSIVITY TO ENCOURAGE OPEN COMMUNICATION REGARDING DIVERSITY CHARACTERISTICS.

EXPLAIN HOW HIGHER DECLARATION RATES IN A SUPPORTIVE CULTURE WILL LEAD TO BETTER DATA INSIGHTS.

Legal Requirements

GDPR AND THE CHALLENGES OF MANAGING SENSITIVE DATA, INCLUDING VOLUNTARY SELF-DISCLOSURE.

NAVIGATING INTERNATIONAL DATA PROTECTION LAWS

REQUIREMENTS TO PUBLISH DATA

Human Rights and Data

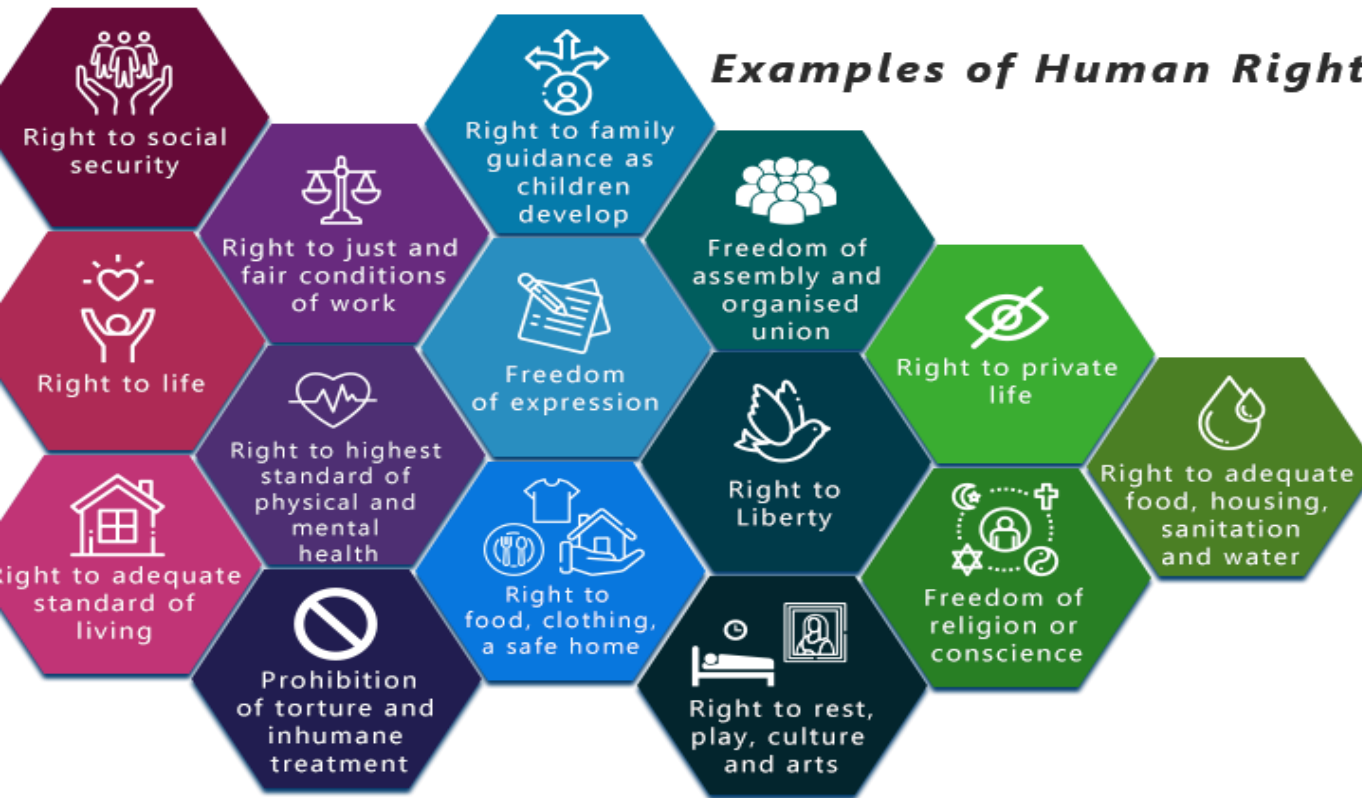**Examples of Human Rights**

Right to social security • Right to just and fair conditions of work • Right to family guidance as children develop • Freedom of assembly and organised union • Freedom of expression • Right to life • Right to highest standard of physical and mental health • Right to private life • Right to Liberty • Right to adequate food, housing, sanitation and water • Right to adequate standard of living • Right to food, clothing, a safe home • Prohibition of torture and inhumane treatment • Right to rest, play, culture and arts • Freedom of religion or conscience

Where, after all, do universal human rights begin? In small places, **close to home** - so close and so small that they cannot be seen on any maps of the world. Yet they are the world of the individual person; the **neighbourhood** he lives in; the **school or college** he attends; the **factory**, **farm**, or **office** where he works. Such are the places where every man, woman, and child seeks **equal justice**, **equal opportunity**, **equal dignity without discrimination**. Unless these rights have meaning there, they have little meaning anywhere. Without concerted citizen action to uphold them close to home, we shall look in vain for progress in the larger world.'
Eleanor Roosevelt, 1958

What does human rights have to do with it?

Data and Human Rights?

Are we respecting, protecting and fulfilling basic human rights?

Numbers vs People?

How can data support human rights?

What is really going on

PANEL

Legality — L
Participation — P
Accountability — A
Non-discrimination and equality — N
Empowerment — E
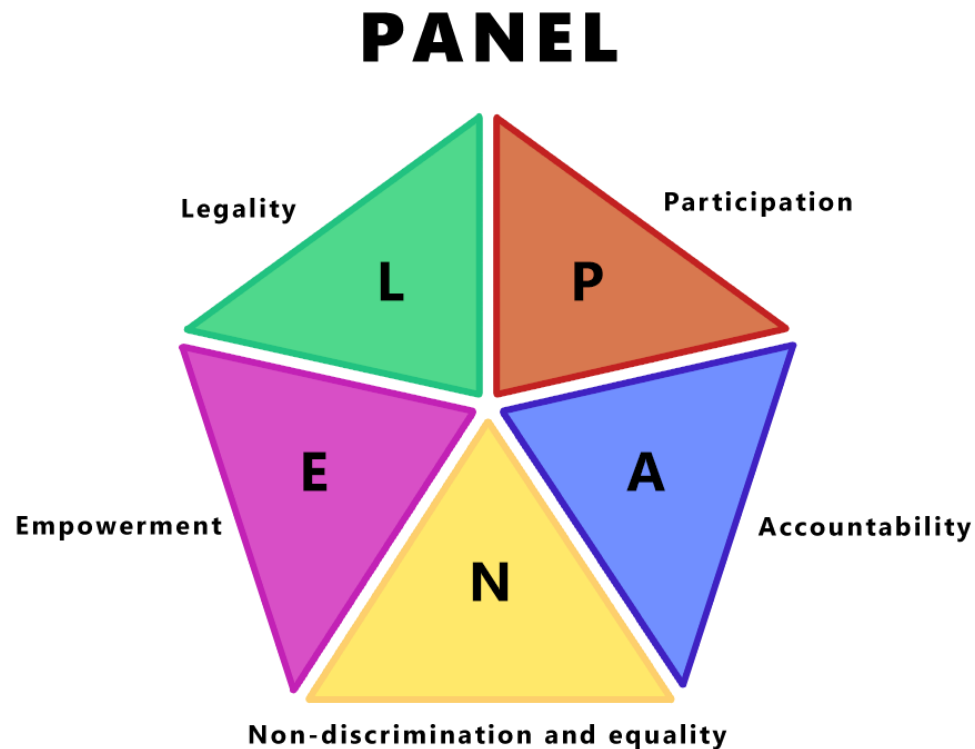
Human rights guidance can improve data collection

Improving Data Collection Practices

Best practices for combining anonymous and formal data collection.

The role of employee and volunteer resource groups in enhancing data collection.

Leadership advocacy for the importance of diversity data collection.

Using Diversity Data to Drive Inclusivity: A Roadmap

Goal: Foster representation and inclusivity through strategic and transparent use of diversity data.

Assess Workforce Composition

- Gain insights into current diversity metrics to set benchmarks for equitable growth.

Increase Representation & Belonging

- Prioritize initiatives that enhance representation, belonging, and retention.

Drive Accountable, Evidence-Based Initiatives

- Use data-driven insights to support measurable, accountable actions.

Identify Gaps & Tailor Policies

- Recognize disparities and adapt policies and strategies to address specific needs.

Balance Transparency with Privacy

- Set transparency standards that foster accountability while protecting data privacy.

Build a Culture of Trust

- Ensure confidentiality, communicate data purposes clearly, and create an environment where individuals feel secure engaging in diversity efforts.

Benchmarking Diversity Data

Compare Against Your Own Targets

Track progress by assessing your current metrics against your predefined DEI targets.
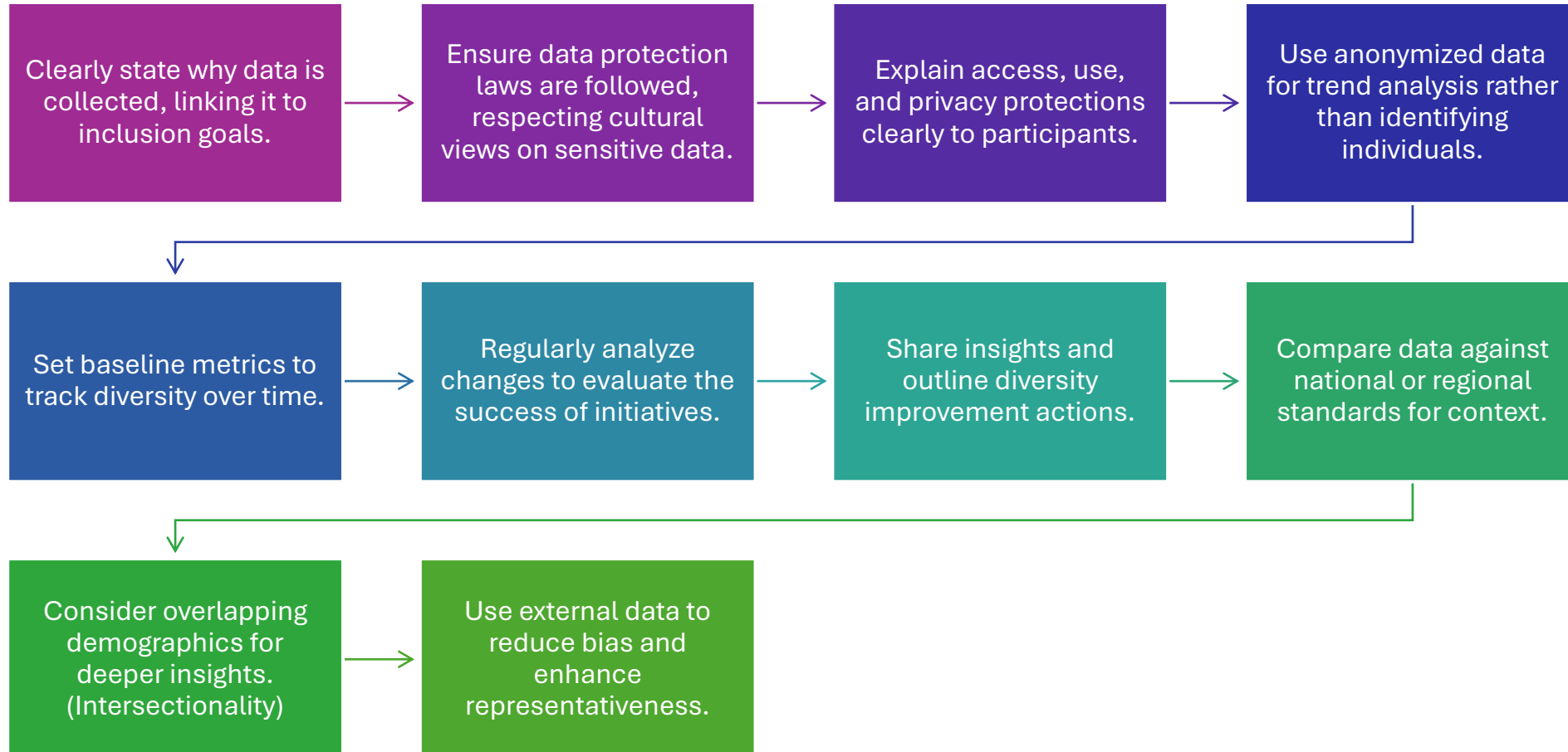
Look Beyond Your Industry

Benchmark with top DEI performers across various sectors to inspire improvements.

National Averages as a Guide

The UK Race Study cites a national average of 12.6% for racial diversity..

Key Take Aways

Clearly state why data is collected, linking it to inclusion goals.

Ensure data protection laws are followed, respecting cultural views on sensitive data.

Explain access, use, and privacy protections clearly to participants.

Use anonymized data for trend analysis rather than identifying individuals.

Set baseline metrics to track diversity over time.

Regularly analyze changes to evaluate the success of initiatives.

Share insights and outline diversity improvement actions.

Compare data against national or regional standards for context.

Consider overlapping demographics for deeper insights. (Intersectionality)

Use external data to reduce bias and enhance representativeness.

Evaluation Form

- https://forms.office.com/Pages/DesignPageV2.aspx?subpage=design&FormId=8qyVw4uDhkivT13ze3OBw4g3tTihUOxBgpB-W7_2KlhUM1QyUktVRFlZN09UT1dGMDEzU1gzVkVXVS4u&Token=32befd9b64be44c39d0def29847fec1e
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ScotLINK Evaluation November 2024

Resources

Diversity Data Collection & Analysis Toolkit.pdf

Thank you