



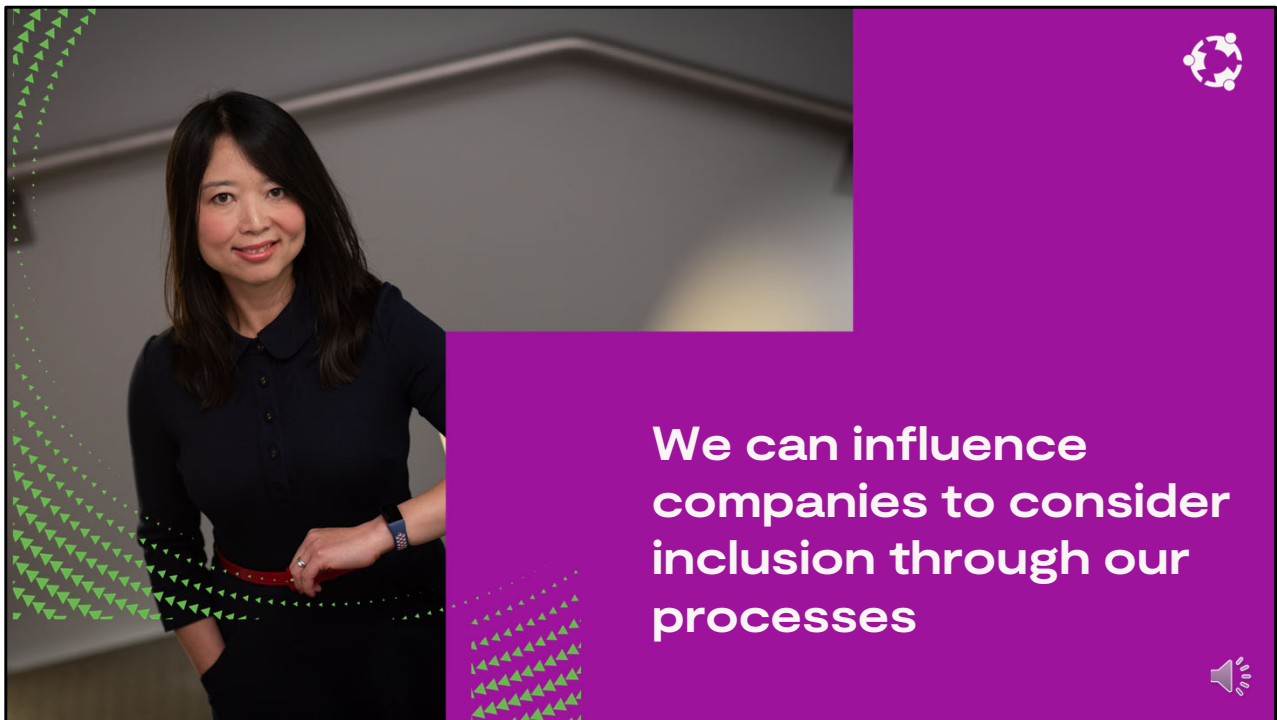
Innovate
UK

Equality, Diversity and Inclusion



EDI in applications and assessments

9:50-10:10



For further guidance please

see <https://www.bdadyslexia.org.uk/advice/employers/creating-a-dyslexia-friendly-workplace/dyslexia-friendly-style-guide>



Considering EDI in a project lifecycle

EDI has a role across all stages of project development

- Ideation: what challenges could be addressed? Who do they impact?
- Project selection: what is the basis for choosing the project to progress?
- Team assignment: who will bring varied and relevant experience into the team?
- Project development: how is the innovation inclusive? Who is the target audience?
- Commercialisation: who does the innovation reach?

By considering equality, diversity and inclusion at the start of innovation development, companies can remove bias, increase marketability and exports, and increase societal benefit



Extensive evidence shows that EDI considerations have positive impacts on innovation and business success. Therefore, it is important that EDI is considered across all stages of product planning and development



EDI in Innovate UK competitions



- Competitions have a variety of mechanisms to incorporate EDI into requirements:
 - Targeted programmes (e.g. Women in Innovation)
 - EDI specific questions (e.g. The Sustainable Innovation Fund)
 - Questions incorporating EDI (e.g. Smart Grants)
 - Questions without explicit mention of EDI
- Whichever type of competition, there will be nuance to EDI in a project and for an organisation, depending on a variety of factors
- EDI should be authentically considered for any innovative idea – it is not a tick-box exercise





EDI in Innovate UK assessments



- Assessors are not expected to be EDI experts
- Consider the business case for EDI
- Recognise the legal considerations for businesses
- We want to support businesses to recognise the benefit that EDI can bring to their organisation and innovation
- EDI should be incorporated into your evaluation of a proposal





EDI considerations in assessments



1

“Describe how you will consider equality, diversity and inclusion implications in the development and design of your innovation”

- How are they ensuring their idea does not discriminate?
- Have they used inclusive design principles?
- Is there any user/customer testing or research involved in your proposed project?
Are data sets being used are they fully representative?
- Is the innovation accessible to all? What effort have they made to mitigate barriers?
- Is the evidence for prioritising a minoritised group clear?



- “How are you ensuring that your organisation and idea do not discriminate?”
- “Consider any challenges or opportunities relating to equality, diversity and inclusion arising from this project”



EDI considerations in assessments



2

“Describe your target customers or end users, and the value to them, for example why they would use or buy your product”

- How have they considered the diversity of end users (companies and individuals)?
- Are there clear reasons why their users are/aren't diverse?
- Have they considered the different needs of the end users?
- Have they made assumptions on the market need?
- Do they provide evidence of engaging the target audience (or similar research)?



Customer segmentation



EDI considerations in assessments

3

3 “Describe any expected social impacts, either positive or negative on, for example, social inclusion, exclusion and diversity”

- Are the impacts realistic and project specific?
- What is the expected impact of the idea on communities that have been negatively impacted by other factors (e.g. poverty, educational background?)
- Could the product increase social equity by supporting minorised groups?
- Are there impacts on specific communities that haven’t been considered?
- Have they considered who could be impacted by job creation/displacement?





EDI considerations in assessments



4

“Describe the main risks and uncertainties of the project, including the technical, commercial, managerial and environmental risks”

- Is the cost of the product a barrier to the end users?
- Is the product accessible to all?
- Is there under-representation in the sector or innovation area in which they operate? Is that likely to cause bias?
- Have they considered reasons that end users might not use the product (e.g. religious, ethical, trust)





EDI considerations in assessments



5

“Describe how you will consider the roles, skills and experience of all team members and where appropriate the diversity of the project team as a whole”

- Does the team have relevant skills and experience to develop the innovation?
- Do they have any strategic partners who can help to maximise EDI-related impacts?
- What is their recruitment policy?
- Could a lack of diversity in the team contribute to bias and influence decision making? How have they intend to avoided this?
- How have they diversified their thinking, are they engaging the target audience?



“how you will promote equality, diversity and inclusion for any roles you are recruiting for in this project”



EDI considerations in assessments



6

“Describe how equality, diversity and inclusion is incorporated into your work environment”

- Core values and mission
- Diversity of leadership team, advisory boards, etc
- EDI related policies (e.g. code of conduct, bullying and harassment, flexible working)
- Charters or memberships (e.g. Disability Confident, Stonewall)
- Monitoring staff data (e.g. staff demographic by role, exit surveys, gender pay gap)
- Activities to build a sense of belonging





Summary



- Equality, Diversity and Inclusion considerations within businesses is proven to contribute to enhanced performance and commercial success
- Through the application and assessment process we want to encourage businesses to consider equality, diversity and inclusion in their approach to innovation
- Feedback from assessors can help applicants to develop their ideas

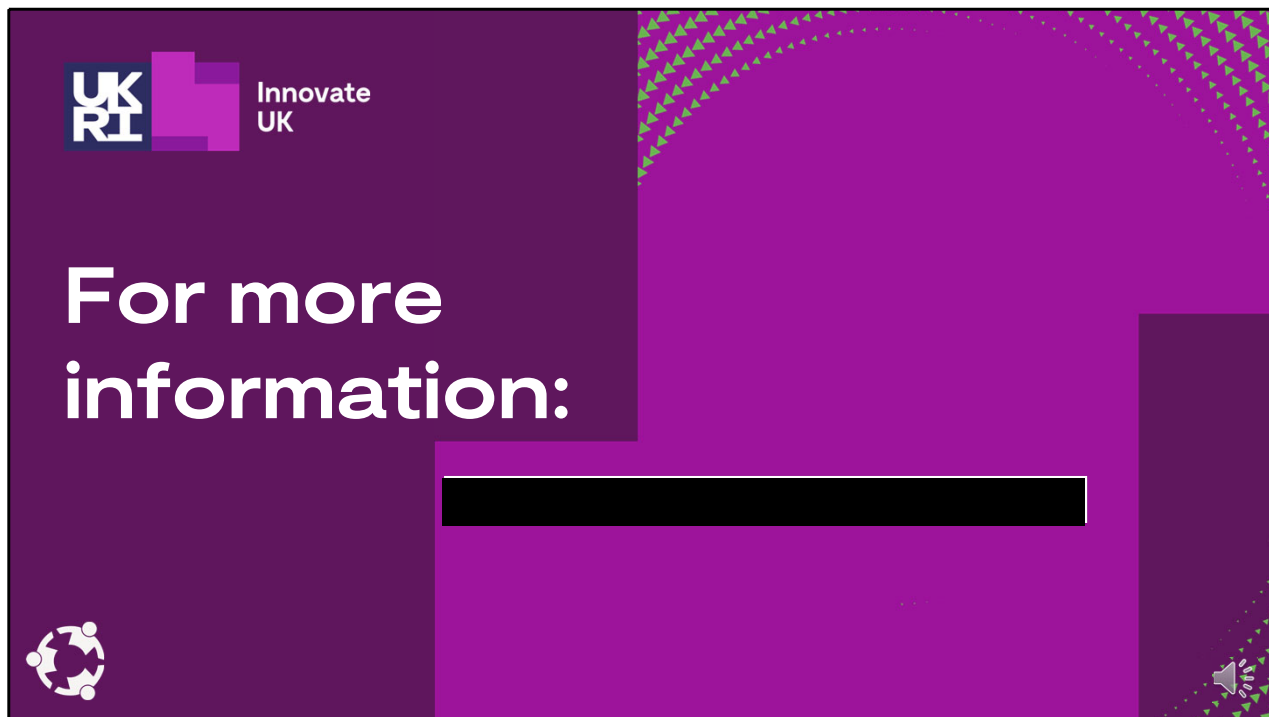


We know that there is huge untapped talent available for innovation in the UK. As a result of this we are losing out on significant economic and societal benefits.

We can help businesses to benefit from this.



- You don't have to be an expert on equality, diversity and inclusion
- The core focus of your project does not have to be on EDI but you must consider how and where you will address EDI as prompted in the application questions



I hope you now have an increased understanding of what your role in supporting the development of inclusive innovations. Thank you for listening