

Vision Statement:

The ISBA Diversity and Inclusion Network will work with ISBA members and the wider marketing communications industry to ensure all marketing communications/advertising produced is fully representative of contemporary society by 2024.

In order to achieve our goal by 2024 we will:

- Develop a network of brands who are passionate about driving measurable change.
- Measure progress and develop a greater understanding of what DIN needs to be achieving by:
 - Conducting an audit of what ISBA members are currently doing in this area now (2019) and again in 2021 and in 2024. This will establish the status quo, the gaps we need to address and where our efforts should be focused most.
 - Measure the awareness of D&I within brand marketing departments through our auditing process.
- Support the learning and development of the group by:
 - Providing a forum to share ideas and case studies of brands, agencies and others in the industry making tangible progress
 - Holding workshops to encourage/help develop behaviour/s that is constructively challenging to the status quo, vocal and inspiring
 - Creating a Buddy/Mentoring scheme to provide support and advice to anyone at any point in their D&I journey
 - Building a repository for established and emerging initiatives and how each impacts brands and their agencies.
- By 2020 We will have provided tools for brands to use for building marketing comms/advertising that reflects contemporary society, including:
 - Creating ISBA best practice guides to help set industry standards.
 - Developing tools for brands to use when working with agencies, to help influence their practices and policies and to ensure that they are more diverse and inclusive which in turn will lead to more diverse and representative work.
 - Work with industry bodies to influence change across the industry.
 - Ensure we are a part of the conversation on public platforms.
 - Cascade learnings from DIN throughout businesses.