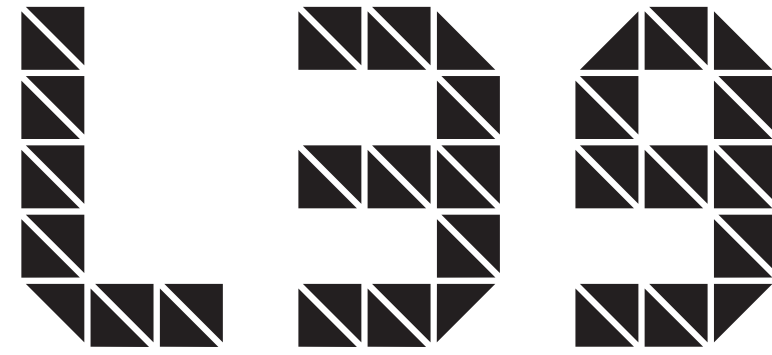


INCHORUS GROUP

Building an inclusive culture across Financial Services & FinTech

OUR PARTNERS

INNOVATE
FINANCE



FINTECH
ALLIANCE

"Diversity and Inclusion are key priorities for Innovate Finance & I am delighted that we will be working with InChorus on this important initiative to help build a resilient and sustainable workforce in FinTech"

CLARE BLACK, DIRECTOR OF
CORPORATE AFFAIRS &
COMMUNICATIONS

"To be more welcoming of diversity we need to have a clearer picture of everyday actions that are unwelcoming, and this InChorus research will hold a light up to help us see clearly."

BEN BRABYN, HEAD OF LEVEL 39

Project Vision

We want to see a FS & FinTech Industry where the brightest talent can thrive, driving innovation and growth. This requires diversity. But in order to sustain diversity, and unlock the rewards it brings, we need to focus on creating a more inclusive sector. One where difference is invited, respected, and valued.

Over the last two years, a spotlight has been shone upon a lack of inclusion, with instances of bias, harassment, and discrimination surfacing in the wake of the #MeToo movement, and gender pay gap reporting.

Moving forwards, the call for an inclusive industry is becoming even stronger with the FCA mandating for a focus on non-financial misconduct and D&I.

To address this, we have partnered with Innovate Finance, Level 39, and FinTech Alliance to carry out an industry-wide research project into bias and 'microaggressions'. We will be taking a data-driven approach to the question of inclusion in order to surface actionable insight and recommend targeted solutions that can be measured for effectiveness.

In order to do this important work we are gathering support from sponsors to join us as Brand Partners.

Project Delivery

In collaboration with our partners, InChorus will enable individuals working across the FinTech & Financial Services (FT / FS) industry to share their lived experiences of bias, bullying and harassment. The focus will be on high frequency - low severity incidents known as micro-aggressions (you may know them as incidents of 'everyday racism', 'everyday sexism').

In order to do this, we will provide a bespoke version of the InChorus app, and work with our partners to distribute it widely. Through this technology individuals can anonymously share their experiences.

This will generate industry level insight, which we will use to design targeted recommendations for tools & training. We will work with our Brand Partners to share these findings with the wider industry.

Benefits

- Access to industry-wide data mapping the cultural health of the sector. NB. All data will be captured anonymously, aggregated, and will never be specific to a particular individual or company.
- Recognition as a thought leader and opportunities for positive PR around the research
- Change the narrative from 'bad news' and the focus on general problems through to associating with positive actions & data-led solutions. Clearly demonstrate that you go beyond 'talking about Diversity & Inclusion' to taking action
- Associate with and attract a modern diverse audience - talent, suppliers, and customers who care about these issues
- Join collaborative roundtables to discuss the project and how we can build a more inclusive sector
- Invitation to a wrap up session with a D&I consultant to review the data and explore actions / solutions in the context of the data and industry.
- A 'live' co-branded 'Industry Hub' presenting findings, recommendations and solutions for the wider industry

Project Timeline

JAN 2020

- Research Launch
- Research runs for 4 weeks

APRIL 2020

- Findings announced to industry and PR focus during UK FinTech Week

NOV + DEC 2019

- Industry and Brand Partner onboarding
- Partner Launch & Networking event

FEB/MARCH 2020

- Findings & Recommendations Roundtable with Partners

Sponsorship & Deliverables

Sponsorship packages are available from £5k - £25k. For this we will deliver:

- Networking session for potential Partners to connect and learn more
- Industry findings & recommendations announced at FinTech week in collaboration with Innovate Finance
- Co-branded Solutions Centre for the industry plus company specific recommendations
- PR leveraging our own and our Distribution Partners network to target broadsheets, tech publications etc



Let's work together



INCHORUS GROUP

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