



Chartered
Insurance
Institute

Standards. Professionalism. Trust.

Ethics and Equality: Why equality, diversity and inclusion is good business and good for business

Rebecca Aston, CII Professional Standards Manager



Learning objectives

By attending this webinar you will:

- Understand Core Duty 5 of the CII Code of Ethics
- Learn about the challenges faced by firms when embedding EDI practices, and how to overcome them
- Know how you, as an individual professional, can promote EDI within your organisation



Equality, Diversity, Inclusion & Protected Characteristics defined

Equality, Diversity & Inclusion may be understood as:

“...fair treatment and opportunity for all. It aims to eradicate prejudice and discrimination on the basis of an individual or group of individuals’ protected characteristics”. (Edinburgh, 2021)

Protected characteristics may be understood as:

“age, disability, gender reassignment, marriage and civil partnership, pregnancy and maternity, race, religion or belief, sex, and sexual orientation”

Equality & Human Rights Commission website accessed October 2022



How does EDI relate to professionalism?



The moral case for diversity and inclusion

“People matter, and we all should have equal opportunity to develop, progress, and be rewarded and recognised at work. Organisations must ensure that their people management practices champion this fundamental principle.”

*Diversity and Inclusion at Work: Facing up to the Business Case
Summary Report, June 2018
CIPD*



The business case for diversity and inclusion

Six main business benefits of a diverse workforce:

1. Cost argument: the cost of doing a poor job in integrating workers is increasing, so those who manage diversity will gain a cost advantage.
2. Resource-acquisition argument: adopting a diversity–management approach will develop reputations of favourability for the organisation as prospective employers for women and ethnic minorities, so these organisations will get the best personnel.
3. Marketing argument: multi-national corporations (MNCs) will obtain insight and cultural sensitivity from having members with roots in other countries, and this will improve marketing.
4. Creativity argument: the presence of diversity of perspectives and less emphasis on conformity to past norms should improve creativity.
5. Problem-solving argument: heterogeneity in groups potentially produces better decisions and problem solving through a wider range of perspectives.
6. System flexibility argument: the system becomes less standardised, and therefore more fluid, which creates more flexibility to react to environmental changes.

Cox and Blake, 1991

Ref: The Business Case for Equality and Diversity, Dept. for Business Innovation and Skills, 2013

Attitudes of the British public

Issue	Gender		Age Gap	
	Men 2022	Women 2022	Gender Gap 2021	Gender Gap 2022
Harassment and bullying at work	12%	18%	2% ♀	6% ♀
Employees being able to speak out about company wrongdoing	15%	20%	5% ♀	5% ♀
Executive pay	27%	23%	4% ♂	3% ♂
Corporate tax avoidance	50%	46%	2% ♂	4% ♂
Worker exploitation	20%	17%	1% ♂	3% ♂
Bribery and corruption	28%	27%	4% ♂	1% ♂
Equality, diversity and inclusion	13%	14%	1% ♀	1% ♀
Environmental responsibility	25%	24%	6% ♀	1% ♂
Work-life balance	17%	17%	1% ♀	0%

Issue	Age Gap			Age Gap	
	18-34 years	35-54 years	55+ years	2021	2022
Executive pay	17%	27%	30%	17%	13%
Employees speaking out about company wrongdoing	12%	15%	24%	4%	12%
Equality, diversity and inclusion	20%	13%	10%	12%	10%
Protection of customer data/data privacy	8%	11%	16%	10%	8%
Protection of customer data/data privacy	8%	11%	16%	10%	8%
Harassment and bullying at work	12%	14%	19%	5%	7%
Work-life balance	20%	19%	13%	11%	7%
Bribery and corruption	31%	26%	26%	1%	5%
Corporate tax avoidance	47%	44%	51%	20%	4%
Environmental responsibility, including climate change	26%	25%	23%	1%	3%

Note: Age gap is the difference between 18-34 years and 55 years

Attitudes of the British Public to Business Ethics, 2022
 Institute of Business Ethics

**“Efforts to improve your firms’
diversity and culture will certainly
help deliver better outcomes for
customers and prevent future
financial crises”**

Sheldon Mills, FCA Executive Director for Consumers and Competition
11 May 2022, British Insurance Brokers’ Association Conference

CII Code of Ethics: Core Duty 5

You must treat people fairly regardless of:

- Age
- Disability
- Gender reassignment
- Marriage and civil partnership
- Pregnancy and maternity
- Race
- Religion and belief
- Sex
- Sexual orientation



A shared public declaration of professional standards

Our commitment to you

- Provide relevant learning to keep you at the forefront of the profession
- Develop thought leadership to showcase Chartered expertise
- Facilitate communities that support good practice
- Drive collaboration initiatives focused on social good
- Grow public awareness of Chartered

The Chartered Ethos



Nurturing
knowledge



Client
centricity



Serving
society

Your commitment to the public

- Commit to ongoing people development
- Align ethics and values
- Commit to customer-first approach
- Support initiatives that build public trust
- Contribute to the development of the profession
- Wear the Chartered badge with pride



Public trust in Chartered

Together we will drive public awareness that Chartered firms:

- Are accredited by a professional body
- Display a universal badge of professionalism
- Invest in people with knowledge appropriate to their role
- Have committed to an ethical code
- Exceed minimum standards
- Commit to good practice and good customer outcomes
- Give back to society

Leaders role model an inclusive culture throughout the organisation

Family and carer friendly policies are in place and published

Senior leaders are accountable for EDI, with responsibilities cascaded through all levels

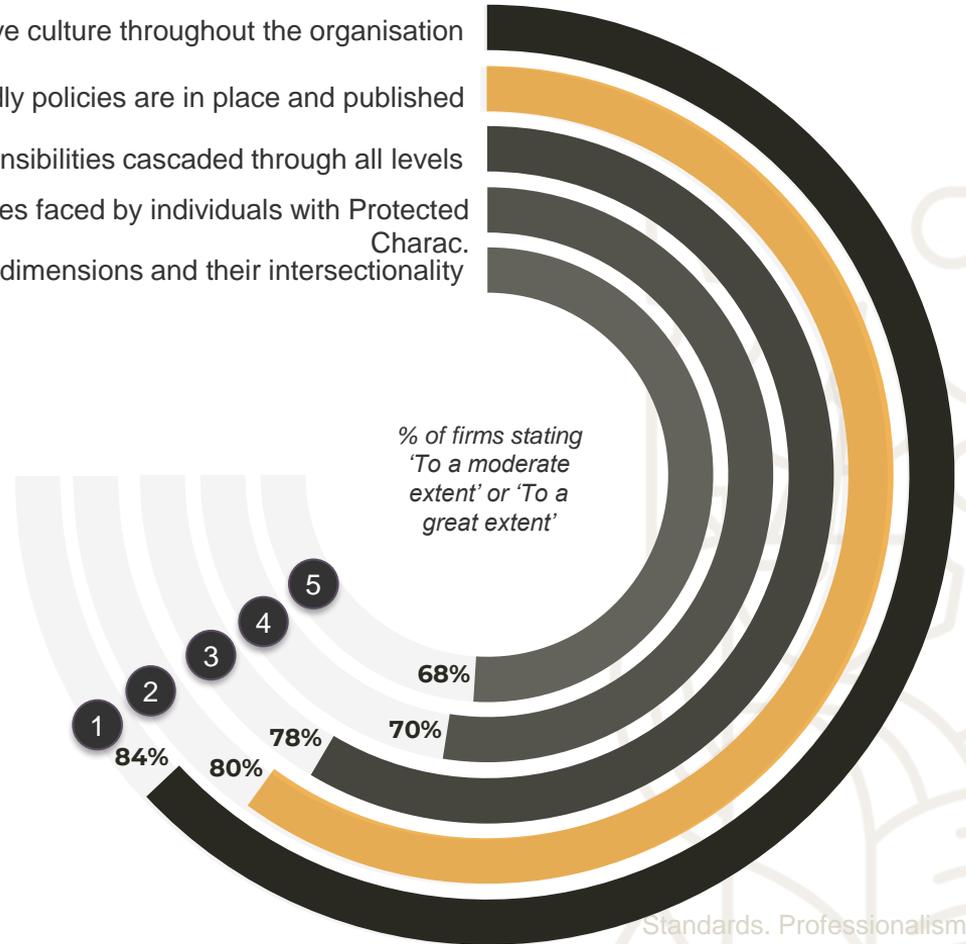
Leaders support positive action to address disadvantages faced by individuals with Protected Charac.

EDI programmes focus on a broad range of diversity dimensions and their intersectionality

Widely adopted EDI practices

Equality, Diversity and Inclusion practices most widely adopted across smaller firms (1 to 50 employees), are primarily centred on strategy and leadership.

- Strategy and leadership
- Empowering culture



Family and carer friendly policies are in place and published

Senior leaders are accountable for EDI, with responsibilities cascaded through all levels

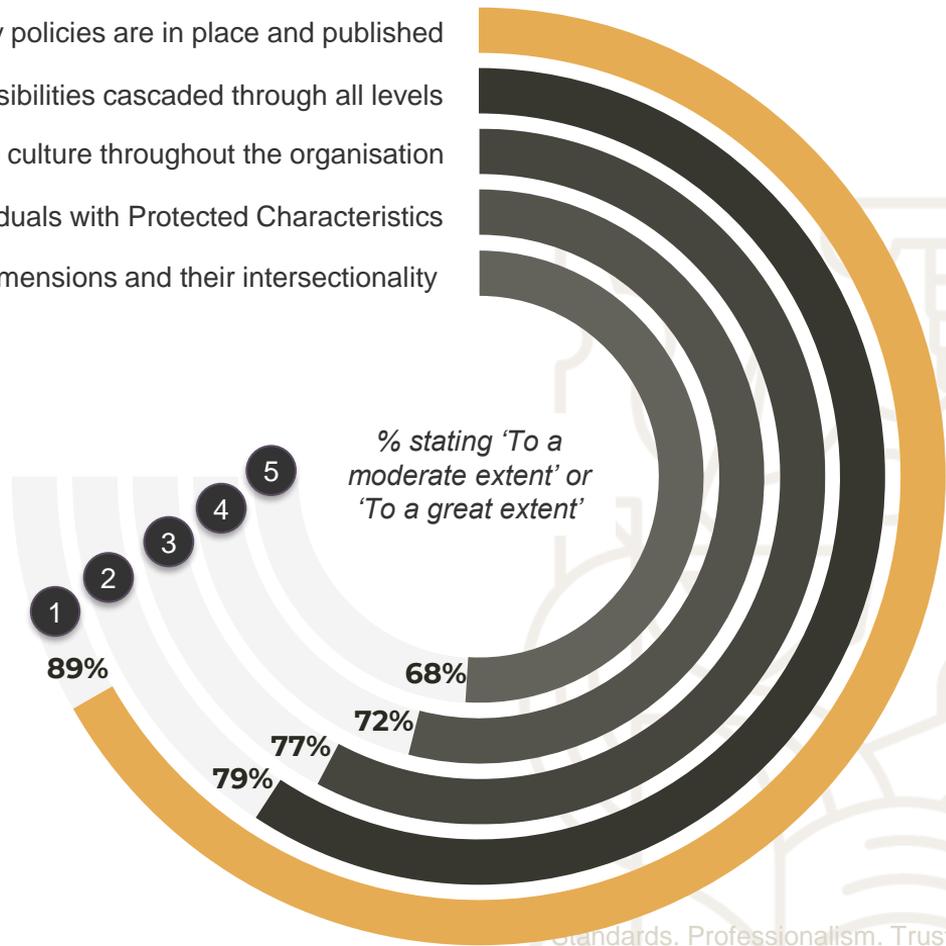
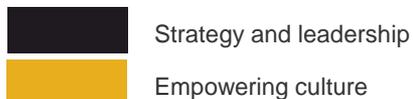
Leaders role model an inclusive culture throughout the organisation

Leaders support positive action to address disadvantages faced by individuals with Protected Characteristics

EDI programmes in focus on a broad range of diversity dimensions and their intersectionality

Widely adopted EDI practices

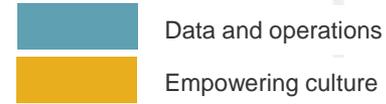
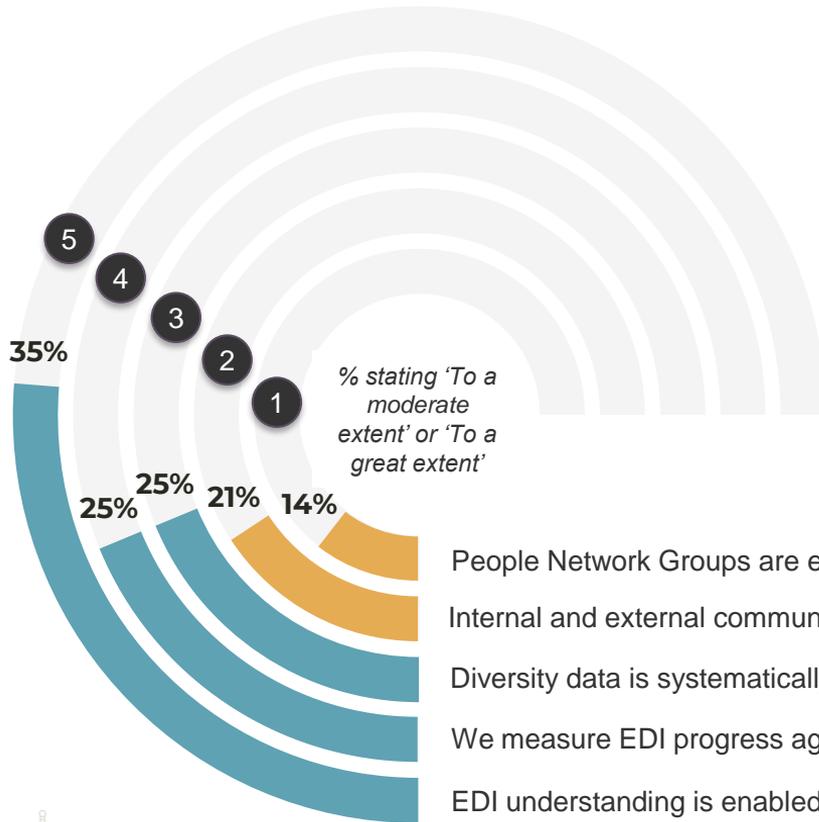
Equality, Diversity and Inclusion practices most widely adopted across medium & large firms (+ 51 employees), are primarily centred around strategy and leadership



Least widely adopted EDI practices

A lack of People Network Groups and communications may be reflection of size rather than areas to develop.

Data gathering is a challenge shared with larger firms, whilst training on EDI beyond compliance and talent attraction from diverse pools are specific to smaller firms.

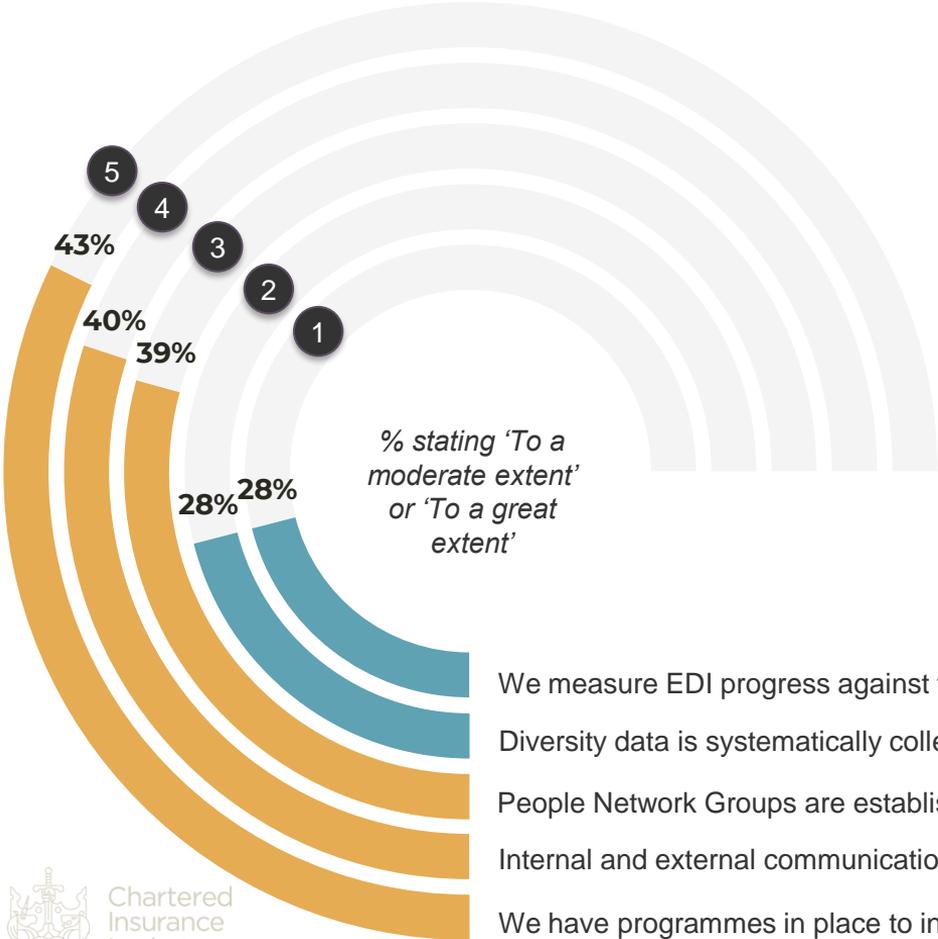


Based on small firms (1 – 50 employees). N = 273

Standards. Professionalism. Trust.

Least widely adopted EDI practices

When it comes to the least widely adopted practices amongst medium & large firms (+ 51 employees), these are primarily around data and operations, including the collection of data and measurement against targets.



- Data and operations
- Empowering culture

% stating 'To a moderate extent' or 'To a great extent'

- We measure EDI progress against targets set out across multiple dimensions of diversity
- Diversity data is systematically collected across multiple dimensions of diversity
- People Network Groups are established and are consulted to inform business decisions
- Internal and external communications and messaging about EDI are frequent and consistent
- We have programmes in place to instigate allyship at all levels across the workforce



Based on medium & large firms (+ 51 employees). N = 47

Companion Guide to the Code of Ethics: Financially Inclusive Customer Outcomes

How can I better help my client to make appropriate and confident decisions?

Customers have differing levels of financial capability and confidence. Have I considered how my guidance, and products and services I offer avoid disadvantaging those who may have lower financial capability and confidence?

Am I up to date with recent regulatory and legislative developments relating to vulnerable customers, financial inclusion and customer outcomes?

Do I contribute to a workplace culture which ensures 'there is no such thing as a stupid question'?

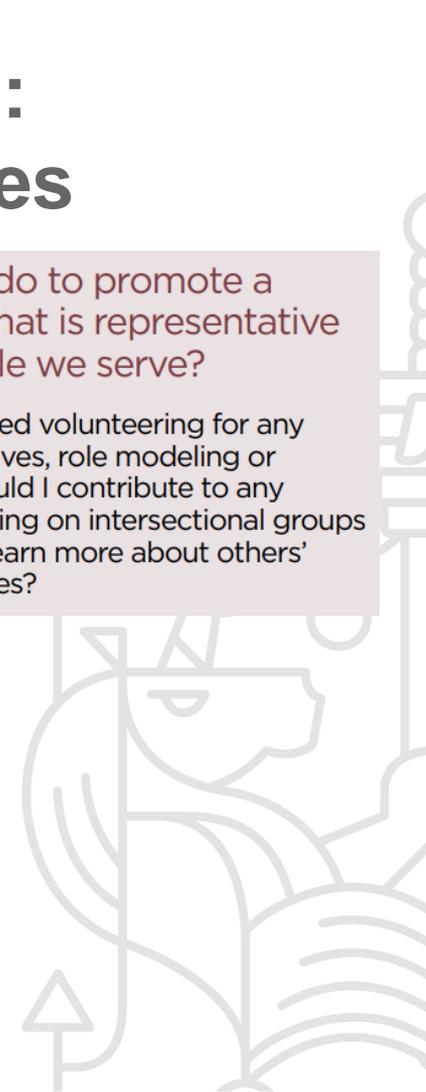
Is it possible for me, and those around me, to ask for help when needed?

Is the target audience for the product or service clear, and is it accessible to all those relevant?

For example, is it marketed in such a way as to appeal to a certain age group, or gender? Could certain segments of the target audience perceive it as not relevant to them? Representative imagery and language may need to be considered.

What can I do to promote a workforce that is representative of the people we serve?

Have I considered volunteering for any outreach initiatives, role modeling or mentoring? Could I contribute to any networks focusing on intersectional groups where I could learn more about others' lived experiences?



Looking to the future

- What's next for businesses?
- Is there regulation coming up that firms should be aware of?
- Are there pressures from clients to be clearer about your stance on equality, diversity and inclusion?



What we have covered:

By attending this webinar you will:

- Understand Core Duty 5 of the CII Code of Ethics
- Learn about the challenges faced by firms when embedding EDI practices, and how to overcome them
- Know how you, as an individual professional, can promote EDI within your organisation



Q&A session