

The Canadian Council of Business Leaders Against Anti-Black Systemic Racism



Public Sector Minister & CEO Pledge:

IT IS TIME FOR ANTI-BLACK SYSTEMIC RACISM TO END.

I, as the leader of my organization, along with signatories across business, not-for-profits and government, commit to implementing the following pledge. Where organizations have already implemented one or several of the commitments, the undersigned commit to support other organizations in doing the same.

We acknowledge the existence of anti-Black systemic racism and its impact on Canada's 1,198,540 Black citizens (or 3.5% of the population) and the need to create opportunities within our organizations for Black people.

The persistent inequities across our country underscore our urgent, national need to address and alleviate racial, ethnic, and other tensions and to promote the elimination of anti-Black systemic racism wherever it exists. As leaders of some of Canada's largest employers, we manage hundreds of thousands of employees and play a critical role in ensuring that inclusion is core to our workplace culture and that our organizations are representative of the communities we serve. Moreover, we know that true diversity is good for the economy; it improves organizational performance, drives success, and enhances employee engagement.

Simply put, organizations with truly diverse teams perform better.

We recognize that diversity and inclusion are multifaceted issues and that we need to tackle these subjects holistically to better engage and support all underrepresented groups within the business community. To do this, we believe we also need to address honestly and head-on the concerns and needs of our diverse employees and increase equity for all, including, but not limited to, Black, Asian and other racialized communities in Canada, Indigenous peoples, members of the LGBTQ+ community, persons with disabilities, and women. Collectively as leaders we agree that we must do more. For us, this means committing to seven goals we believe will move Canada toward ending anti-Black systemic racism and creating opportunities for underrepresented groups.

1. **Working with the BlackNorth Initiative, we will increase our efforts to make our workplaces trusting places to have complex, and sometimes difficult conversations about anti-Black systemic racism and ensure that no barriers exist to prevent Black employees from advancing within the organization.** We will create and maintain an environment that fosters open dialogue, including listening forums where our employees feel comfortable to gain greater awareness of each other's experiences and perspectives. By encouraging an ongoing dialogue and not tolerating any incongruence with these values of openness, we are building trust, encouraging compassion and open-mindedness, and reinforcing our commitment to a culture of inclusivity.
2. **Working with the BlackNorth Initiative, we will implement or expand unconscious bias and antiracism education.** We all have unconscious biases—that is human nature. Unconscious bias education enables individuals to begin recognizing, acknowledging, and therefore minimizing any potential blind spots they might have. We will commit to rolling out and/or expanding education that addresses unconscious bias and anti-Black systemic racism within our companies and share such non-proprietary unconscious bias education that is available to us, with the community to facilitate learning and growth.
3. **We will share best — and unsuccessful — practices.** We know that many organizations are still developing programs and initiatives around true diversity and inclusion. We commit to helping them evolve and enhance their current diversity strategies by sharing our successes and challenges to encourage them, in turn, to do the same.

- 4. **We will create and share strategic inclusion and diversity plans with our board of directors, council, elected officials, and/ or oversight group.** We will establish at least one diversity leadership council, advisory representative, or group and make efforts to ensure these groups include diverse representation, including senior Black leaders, from within our organization and/or community. The diversity leadership council will work with the organization’s leader, who will be accountable to our board of directors, council, elected officials, and/or oversight group, through the development and evaluation of concrete, strategic action plans to prioritize and drive accountability around diversity and inclusion, including as it relates to Black employees. We recognize that board of directors, council, elected officials, and/or oversight groups play an important role in driving action together to cultivate inclusive cultures and talent.
- 5. **We will use our resources to work with members of the Black community with the BlackNorth Initiative.** With support from the BlackNorth Initiative we will ensure that Black communities across Canada are aware of opportunities of employment within our organization and that employment opportunities are set aside for Black people including committing to specific hiring **goals** of at least 5% within our student workforce from the Black community. Through our commitment to the BlackNorth Initiative we commit to promote and influence investment and creation of economic opportunities towards the Black community by 2025 through corporate social responsibility, program design and inclusive practices. We also recognize the economic power of the organization and the ability to influence broader change by encouraging diversity and the representation of Black people amongst our suppliers and those we choose to do business with through the way we deliver our services. We commit to engage in partnerships with organizations who support and represent our Black community to help deliver opportunities and resources.
- 6. **We will engage Canada’s corporate governance framework.** The aim of the BlackNorth Initiative is to include board of directors, council, elected officials, and/or oversight groups to foster inclusiveness for Black leaders at the board/council level, as well as at senior management and executive levels. We are building a strong foundation of business and community leaders who are committed to meaningful, sustainable inclusion of Black people in leadership. Our goal is to build a pipeline so there can be representation from the Black community among our executive team to foster a work environment that best represents the community it serves. In addition, as a numeric goal provides real impetus for change, we have made a **goal** of, at a minimum, 3.5% of internal executive leaders based in Canada be held by Black leaders by 2025.
- 7. **We will create the conditions for success.** As in all organizations, ‘what gets measured gets managed’, so it’s essential that we collect data on race and ethnicity, including from Black employees, to understand where we have gaps and when we are making progress. We will work with the BlackNorth Initiative to help attract and retain talent from the Black community, and in partnership with our organization’s governance committee, commit to developing and advancing Black people within our organizations to ensure a pipeline of talent as we build inclusive leadership teams that are representative of the communities we serve. We will set inclusive talent management goals and include them in senior executives’ annual performance scorecards.

We also pledge to create accountability systems within our organization, share our goals internally and externally, track our progress, and share regular updates with each other to catalog effective programs and measurement practices.

We recognize that these commitments are not the complete answer, but we believe they are important, concrete steps toward building more truly diverse and inclusive workplaces. We hope our list of signatories will grow, and we invite board of directors, councils, elected officials, and/or oversight groups across Canada to join us.

Let’s come together to make good on the inherent promise that all of our people should be able to bring their best selves to work and unleash their full potential.

By working together toward true diversity and inclusion within our workplaces and communities, we can cultivate meaningful change for our society and end anti-Black systemic racism.

Signed:

Organization:
