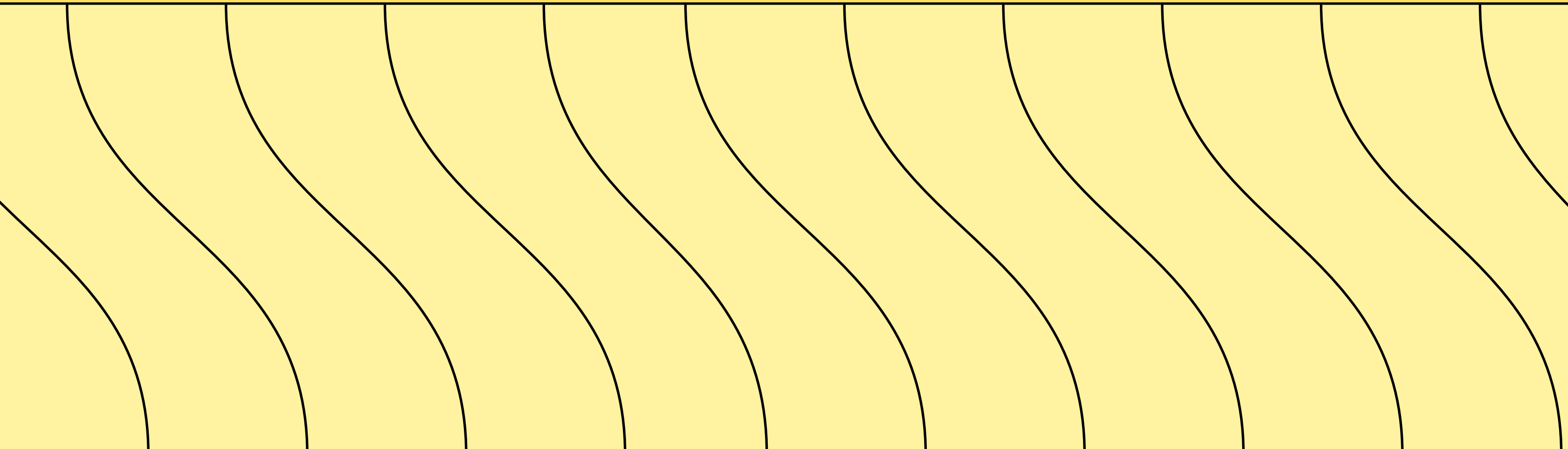
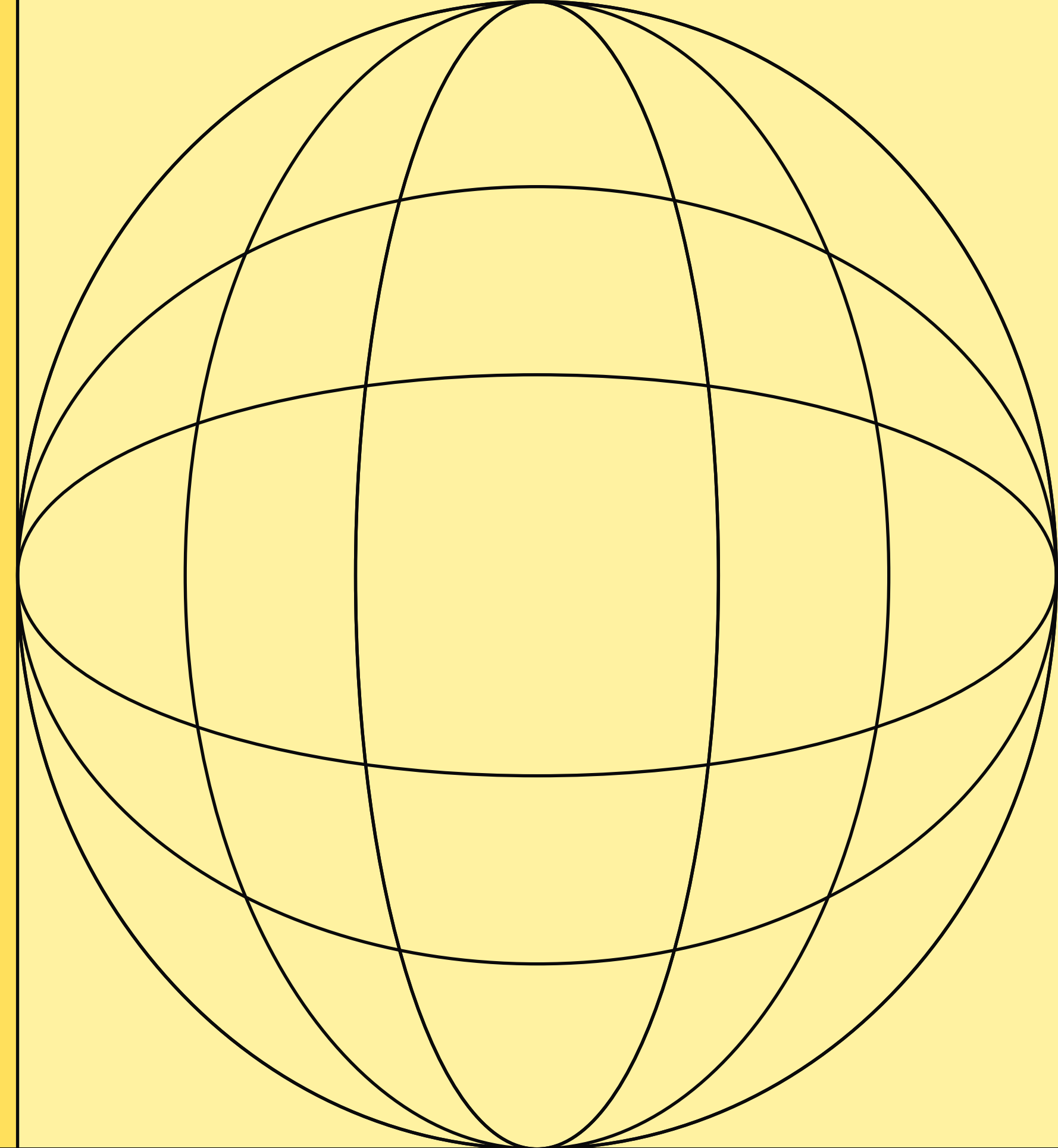


# DE&I

## Report 2024



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# Introduction

2024's Diversity, Equity, and Inclusion (DE&I) Report is our annual round up of our progress in this space. DE&I has long been a priority at Harvard, underpinning our culture and our people-first promise.

In many ways, the year was a tough one for DE&I, with many major corporates rolling back their programmes amidst major political shifts. We, however - alongside many other strong businesses - remain as committed as ever to DE&I.

Our six-pillars - covering disability, gender, LGBTQ+, neurodiversity, race and ethnicity, and socioeconomic - were added to, with mental health, and working parents and carers

taking us up to eight. The two new pillars had existed separately, but bringing them into the mix allowed for greater impact and scope for intersectionality.

We secured an additional accreditation on top of our existing Blueprint status, awarded by BME PR Pros. We were thrilled to be awarded Silver Trailblazer status with Race Equality Matters, which spotlights forward-thinking organisations that are implementing impactful solutions to drive race equality.

Whether running panel sessions around the mental health challenges of working parents and carers, working more closely with the other agencies in our group, or running a company meeting on our Gender and Ethnicity Pay Gap data, we have much to be proud of.

2025 will be another big year for us, and one in which we want to drive greater impact across our different pillars. We want to push intersectionality more, while continuing to instill the fundamentals in all our people through a concerted effort on training and learning.

This report really just scratches the surface, but we hope it serves to demonstrate our commitment to DE&I, and hopefully to inspire others too.

# DE&I

## By the numbers

Every year we report on some key facts and figures, which of course only tell part of the story when it comes to DE&I, but are crucial nonetheless. We are well aware there's more for us to achieve and to improve, and these numbers inspire us to do more and do better - however positive they may be.

Representation of Black, Asian and minority ethnic talent is 19%. We are 72% female, 15% identify as LGBTQIA+, and 4% have disclosed a disability.

We continue to submit our Gender Pay Gap and Ethnicity Pay Gap Data to the PR Week Pay Gap Project, run by PR Week and People Like Us. We are proud to have eliminated our gender pay gap completely, with pay parity across the board. Our ethnicity pay gap is 35%, which is disappointing and points to a lack of senior representation - something that we know is a focus. There is, however, pay parity at the AE-AD levels, which is a good foundation. We remain committed to reporting our pay gap data, and know it is a long-term journey to get these right.

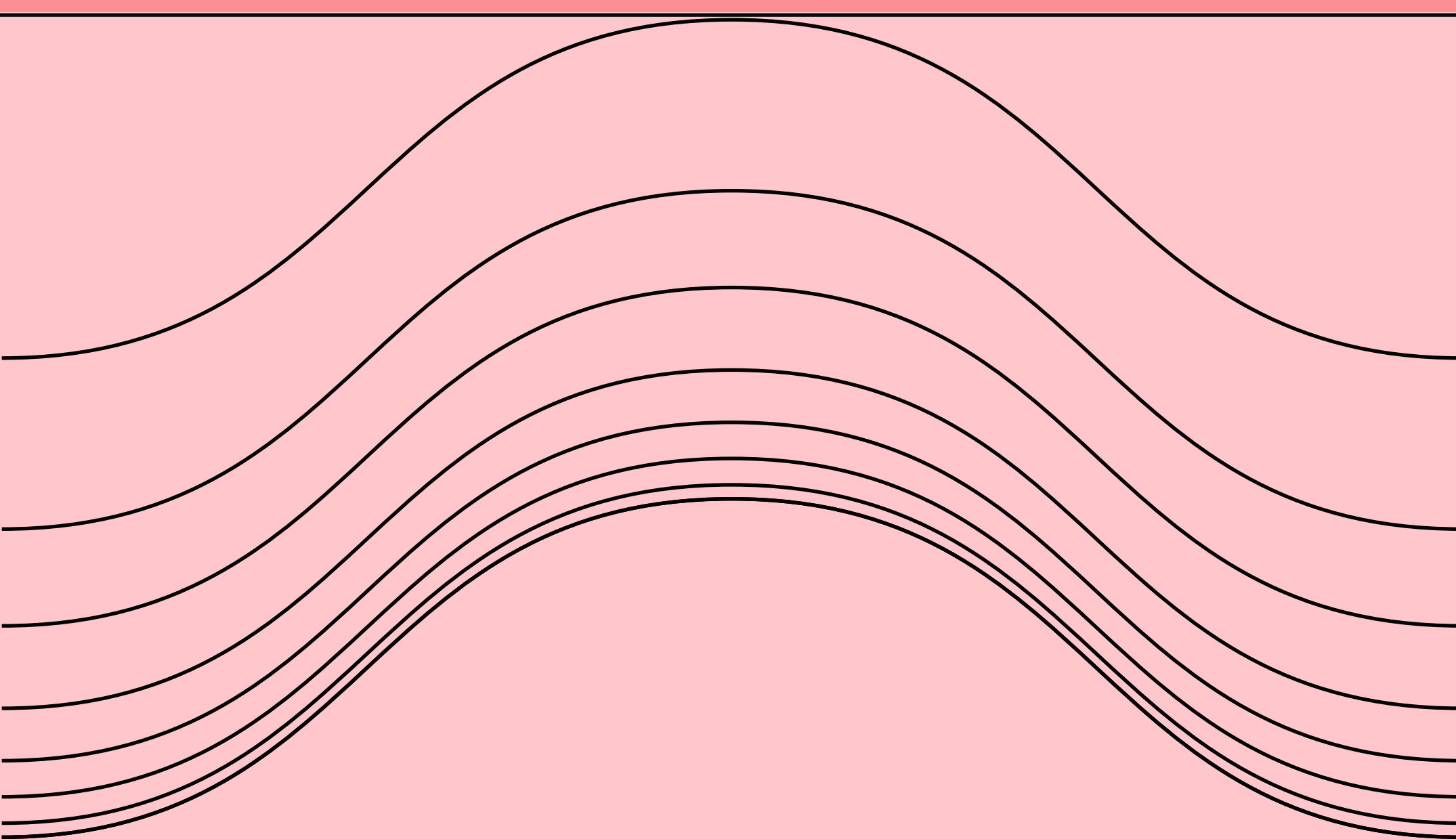
Our latest employee survey data is also encouraging, but leaves room for progress. Out of ten, our people gave us scores of:

**8.3** I feel Harvard is committed to and supports DE&I initiatives.

**8.2** I believe Harvard prioritises creating a diverse workforce.

**8.2** I believe people of all backgrounds have the same opportunities at Harvard.

**8.5** I believe Harvard fosters a safe and inclusive environment for its employees.



# Disability Pillar

To raise awareness of the workplace challenges colleagues with disabilities face, to help us all become disability allies and to destigmatise the conversation around disability. We also aim to work with business stakeholders to change policies and workplace environments where needed/possible.

## Three highlights from 2024

- 1.** In partnership with Bernadette, we hosted a training session on the upcoming EU Accessibility Act, sharing guidance on how to counsel clients and practical advice on how to improve accessibility across digital design and content.
- 2.** In Q4, we kicked off the process of applying for Disability Confident Level 2 status, highlighting our commitment to taking action to improve how they recruit, retain and develop disabled people.
- 3.** We added new team members, who will be critical in driving further progress in 2025.



**The key focus for 2025**

In 2025 we will prioritise collaboration with all agencies across VCCP to elevate our approach to educational content. With the move to a new office, we want to ensure our new work environment is inclusive and accessible for all, enabling us secure Disability Confident Level 3 status.

# Gender Pillar

We want to create an inclusive environment, focused on equality and parity, where everyone feels supported and understands the challenges and impacts experienced by all genders.

## Three highlights from 2024

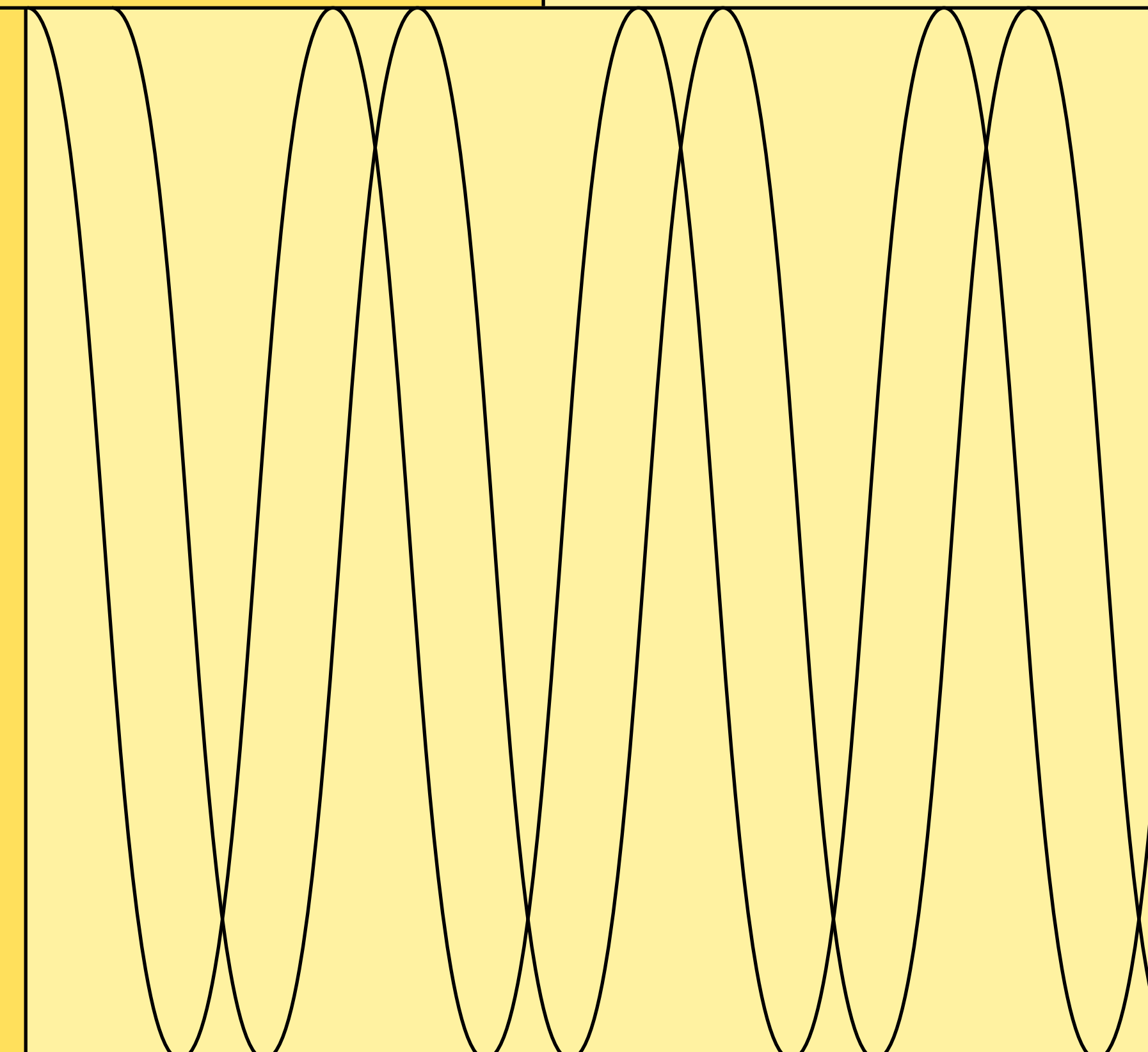
- 1.** Working closely with our gender affinity group Rise and VCCP on International Women's Day last year, we organised a talk with Emilie Bellet on the importance of investing and where to start, encouraging financial inclusion for all.
- 2.** We shared content on our blog and social channels across Women's History Month. On the blog, we asked women from around the agency what 'inspiring inclusion' meant to them. And on social media, we hosted a Q&A series with leaders across the business and our client base, asking them for advice and guidance around key topics.
- 3.** Supported delivery on the mental health panel for International Men's Day, where panellists discussed the importance of positive male role models and wider discussions on how the workplace can be an open and safe environment for individuals to discuss issues they may be experiencing of their wellbeing.





**The key focus for 2025**

2025 is all about education and providing opportunity. We're keen to continue working closely with Rise and VCCP on key moments across the year, as well as focusing on upskilling and providing opportunities for growth and training.



# LGBTQ+

## Pillar

We want to create a work environment that is inclusive for people within the LGBTQ+ community at a time when the world is becoming increasingly polarised.

### Three highlights from 2024

- 1.** Worked with the Beam London team and VCCP group to host VCCP Pride party in July 2024, supported by internal educational content for Beam staff.
- 2.** Leveraged moments in time to drive awareness among all our people of societal and workplace issues, including International Day Against Homophobia, Biphobia and Transphobia and International Transgender Day of Visibility. Most importantly, we delivered a Trans Inclusion training session to everyone across the agency.
- 3.** Work collaboratively with the Beam London team and VCCP group to build community beyond Harvard borders, including LGBTQ+ social event.

**The key focus for 2025**

Continue to build community within Harvard, Beam and VCCP but also connect with external partners including Stonewall and Switchboard and review Stonewall Equality Index to build out a longer term policy framework.

# Mental Health

## Pillar

To normalise all conversations around mental health and ensure that how we approach our work and our client relationships reflects our joint commitments to support mental health amongst our teams.

### Three highlights from 2024

- 1.** Held regular panel discussions on topics including “mental health impact of being a carer” and “mental health among men”.
- 2.** Ran an internal content series for Mental Health Awareness Week to educate and provide support around mental health and wellbeing.
- 3.** Launched our mental health newsletter, promoting Harvard’s mental health support and resources and providing insights into relevant wellbeing topics.

### The key focus for 2025

Train new Mental Health First Aiders, develop “The Hive” as a mental health and wellbeing space for staff and build quarterly in-person moments to encourage discussion, including further panels and potential mental health “fayre”.

# Neurodiversity

## Pillar

We aim to improve the experience of and at work for neurodivergent people.

### Three highlights from 2024

- 1.** Worked with VCCP agencies and our People team to understand the support currently offered within the group, that can be replicated within Harvard.

- 2.** Shared information on working with neurodiverse peoples around Neurodiversity Celebration Week to start to raise awareness of different working styles.

- 3.** Put a team in place to execute on this pillar with clear owners for 2025's audience-centric workstreams.



### **The key focus for 2025**

The next year is about action. We'll be starting with the point-of-entry experience for neurodivergent employees, through to working with existing employees to understand the support they require and plotting in training sessions for line managers of neurodivergent people.

# Race and Ethnicity Pillar

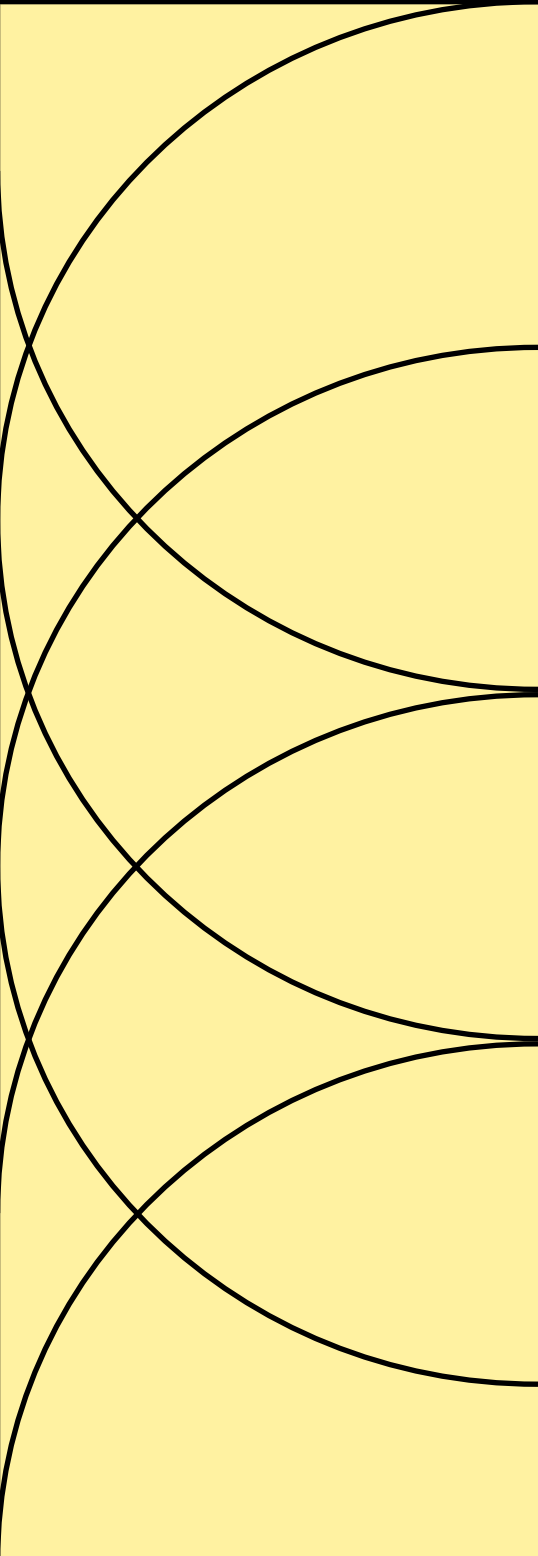
We want to drive greater representation at every level at Harvard by progressing our learning and understanding of issues, helping creating an inclusive workplace, and holding the company to account.

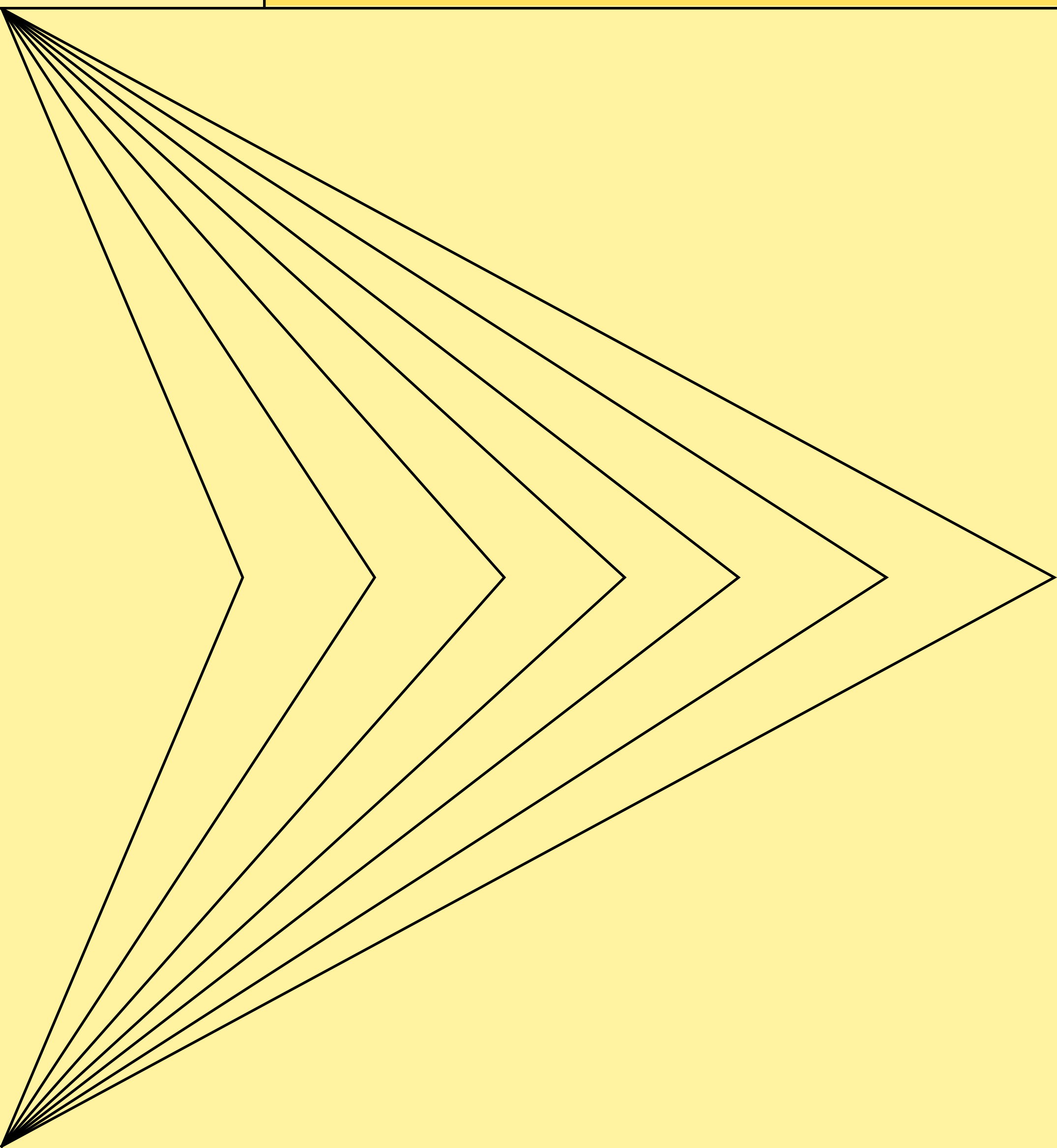




### Three highlights from 2024

- 1.** Achieving Race Equality Matters Silver Trailblazer status. Race Equality Matters, a not-for-profit community interest company, aims to accelerate meaningful change in the workplace - change that is relevant, addresses the workplace issues that ethnically diverse employees face, and is action-oriented and impact-driven. And the Trailblazer series spotlights forward-thinking organisations that are implementing impactful solutions to drive race equality.
- 2.** Working more closely with our group affinity network Kaleidoscope. This has allowed us to do more activity across multiple agencies around big events throughout the year - such as South Asian Heritage Month and Black History Month. We've been able to run film nights, go to external events, have some amazing food, host panel sessions, and so much more!

- 3.** Even greater transparency on pay gap data. This year, for the first time, we held a company meeting for all employees where we explained how pay gaps are calculated, why we are so committed to them, and our data in detail. The meeting was the most impactful one of the year, with the highest amount of feedback citing an appreciation of our transparency and commitment, as well as encouragement that their company was committed to progress.
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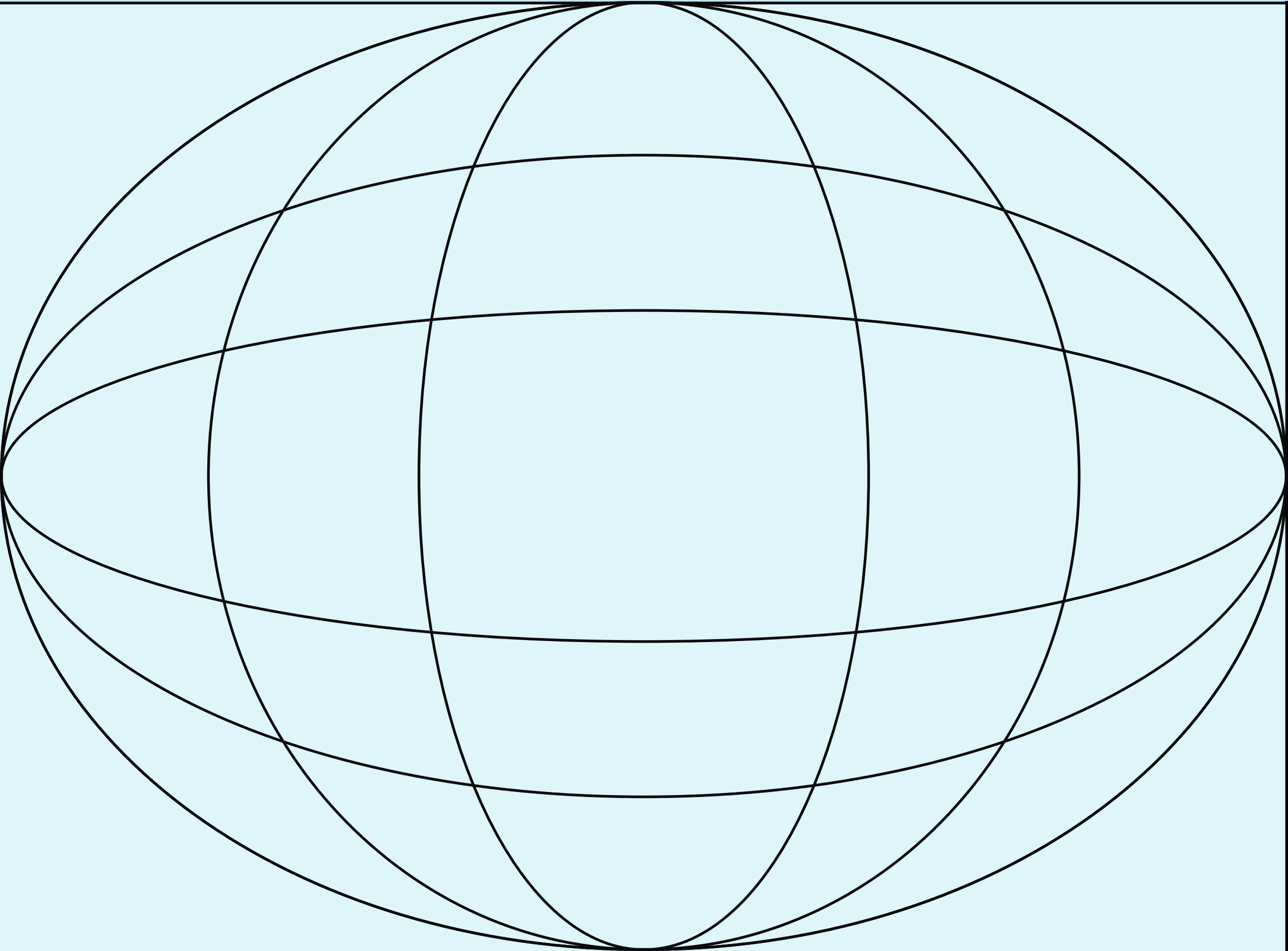


### **The key focus for 2025**

2025 is all about focus for us. There are so many different activities that we'd like to do, but it's about being ruthless in prioritising the ones that are going to help us foster an inclusive environment for people of colour, while pushing progress for the agency and working towards greater senior representation.

# Socioeconomic

## Pillar



We want to ensure no one is disadvantaged at Harvard because of their socioeconomic background and to create opportunities which encourage a range of talent into the comms sector.

## Three highlights from 2024

- 1.** Strategic partnership with LTW: We continued our collaboration with Learning to Work (LTW) to help engage diverse talent into the industry by hosting Harvard's second 'Business Insight Day' with A-Level students – taking them through the campaign process, from brief to creative execution and measurement.
- 2.** Volunteer support for LIS Enrichment Programme: Volunteers from the pillar acted as judges for the London Interdisciplinary School (LIS) Enrichment Programme where sixth formers from schools across London presented their proposals to solve real world inequalities – voting on the best possible solutions to overcome their chosen challenges.
- 3.** Engaged partnership with Socially Mobile: There are plans in motion to support the not-for-profit, Socially Mobile, which delivers a ten-week programme for future leaders specifically aimed at those from lower socio-economic backgrounds, as well as under-represented and under-served groups.

### **The key focus for 2025**

We have two focus areas for 2025. Externally, we'll continue our partnership with LTW, engage diverse talent through sixth-form events and launch our sponsorship with Socially Mobile. Internally, our efforts will be focused on increasing access to financial information for Harvard employees – from pensions to private healthcare.

# Working Parents and Carers

## Pillar

We want to create an inclusive work environment for parents and carers that enables everyone to strike their best balance between home and work, without stress.



## Three highlights from 2024

- 1.** The carers and mental health panel:  
Hosting a panel to discuss the mental impact of being a working parent or carer, with candid insights from our former client Laura Barnes, as well as our own working mums across the agency.
- 2.** The Caring Conversation project:  
Providing pro bono creative support for a carers movement, developing and sharing three creative campaigns to raise awareness and prompt action in the UK. To do this, we ran the Harvard x TeamSpirit Cannes 2024 session, splitting our agencies into groups to answer the creative task of changing the carers conversation in the UK - providing around 90 people hours of creative support.
- 3.** Content: Creating an email for International Women's Day and a Harvard blog/LinkedIn post on the realities of being a working parent.



### **The key focus for 2025**

Establishing a centralised bank of resources outlining company policies and the support available, as well as networking events. Externalise our policies through a more regular cadence of posts about our policies. Engage the wider agency in discussions about work/life boundaries and working patterns and refresh the flexible working policy.



# Conclusion

The DE&I journey continues here at Harvard. We've made some brilliant progress in some areas, and not enough progress in others - but we are more inspired than ever to forge ahead.

2025 should be a year of bigger initiatives, clearer targets, and continued agency-wide participation. We're excited for what this year has in store, and can't wait to report on all the great work this time next year.



**Thank  
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