

# BEST DIVERSITY AND INCLUSION STRATEGY

## WINNER

## ALDI

**A**ldi's diversity and inclusion strategy, 'Embrace', is the very model of excellence. Clear-sighted, supported right from the top and embedded throughout the business, the strategy could earnestly be called 'textbook'.

Launched in early 2021, Aldi's Embrace initiative was built around five strategic levers to achieve equality and inclusion: engaging and supporting employees; employee and demographic data; expert partnerships; attracting diverse talent; and building internal competence with training. The people team supported all five levers with meaningful action.

Driving active engagement using a packed calendar of events, including nine Pride parades in 2024, the Aldi team helped colleagues form an astonishing 20 community hubs on its MyAldi colleague app. These communities collect colleagues' stories and experiences to share throughout the organisation, fostering community learning and bringing a personal touch to social engagement.

The emphasis on listening to employees and experts is felt throughout the strategy, with Aldi's people team making huge efforts to get policies right at launch.

Regular colleague listening groups form the foundation of the strategy, providing a platform for high-quality insights into where the business might be underrepresented or



### HIGHLY COMMENDED

• Aviva

### SHORTLISTED

- ANS Group
- Cogent Skills
- Leonardo UK
- Royal London Group
- Sony Music UK
- Tokio Marine Kiln

where it might support colleagues better.

This consultative approach has been crucial to introducing high-impact initiatives. It led to Aldi's prayer time policy and dedicated prayer rooms;

out expert advisors.

Once in place, the policies were supported with a robust training programme that cascaded learning through managers and a plethora of face-to-face, self-service and online resources for colleagues. Provision includes vital allyship training to embed supportive behaviour throughout the organisation.

This astonishingly comprehensive internal diversity and inclusion (D&I) strategy is complemented by direct efforts to ensure the retailer's new recruits come from a diverse range of backgrounds. Policies have been revamped to promote inclusion, dedicated D&I pages have been created for recruits, and the Aldi team attends recruitment events with its D&I partners to promote its graduate programme to diverse talent.

While Aldi is seeing striking results, including a 75% recommendation rate from employees and an 11% jump in transgender employees' engagement, the team recognises that its work is not over; it aims to reduce the business' gender pay gap, address ethnic diversity disproportionality, and improve diversity data reporting.

As one judge said: "Data-driven decisions are the foundation of this strategy, and they admit 'we're learning all the time'. There's a clear passion for cultivating an environment where everyone feels they can succeed and bring their best self to work. Well done."