



A Year in Review

2021/22

KIN+CARTA



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A year in IDEA

A summary of IDEA FY22 from our CEO

Over the past year at Kin + Carta, we have prioritized building our foundation to serve our clients and deliver a higher standard of digital transformation consulting. Our foundational business transformation and becoming the first certified B Corporation trading on the London Stock Exchange are great achievements that enable us to operate with a higher purpose in making the world work better for everyone.

I'm exceedingly proud of the recognition Kin + Carta has received over the past year for its excellence in craft, responsible business leadership and and great place to work awards. This year, we'll continue the important initiatives that help us create an internationally recognized best place to work.

I have had the honor of seeing our Kin grow and flourish in their careers. Our IDEA (Inclusion, Diversity, Equity and Awareness) program is fundamental to this and Kin + Carta's culture. By building and growing an environment that provides safety and support, our Kin bring their authentic selves to work and deliver diverse, imaginative ideas and innovative solutions for our clients.

As we look back on the last year and ahead to the next chapter of IDEA, I'm reminded of the values that underpin everything we do. We are committed to our purpose of operating at the intersection of people, profit and planet. What we build next will influence our culture and will be front of mind for our clients, every day. And as we progress on this journey, there will always be more work to be done.

At Kin + Carta, we're ready to embrace the new challenges and exciting opportunities ahead, as they remind us why we embarked on this journey in the first place. We are here to build a world that works better for everyone. Our foundation is set, and we have never been more prepared to make this a reality.

To our community of employees, partners and clients who support IDEA at Kin + Carta, I'm grateful for your leadership and am very proud to be on this journey with you.

Kelly Manthey
CEO, Kin + Carta



KIN+CARTA

What's the big IDEA?

IDEA is our global Inclusion, Diversity, Equity and Awareness programme. It's our way of showing that everyone is welcome here at Kin + Carta, no matter who you are, where you're from or who you love.

Our work is active in every country and community we operate in and is part of our mission to create a better, safer and fairer world for all.

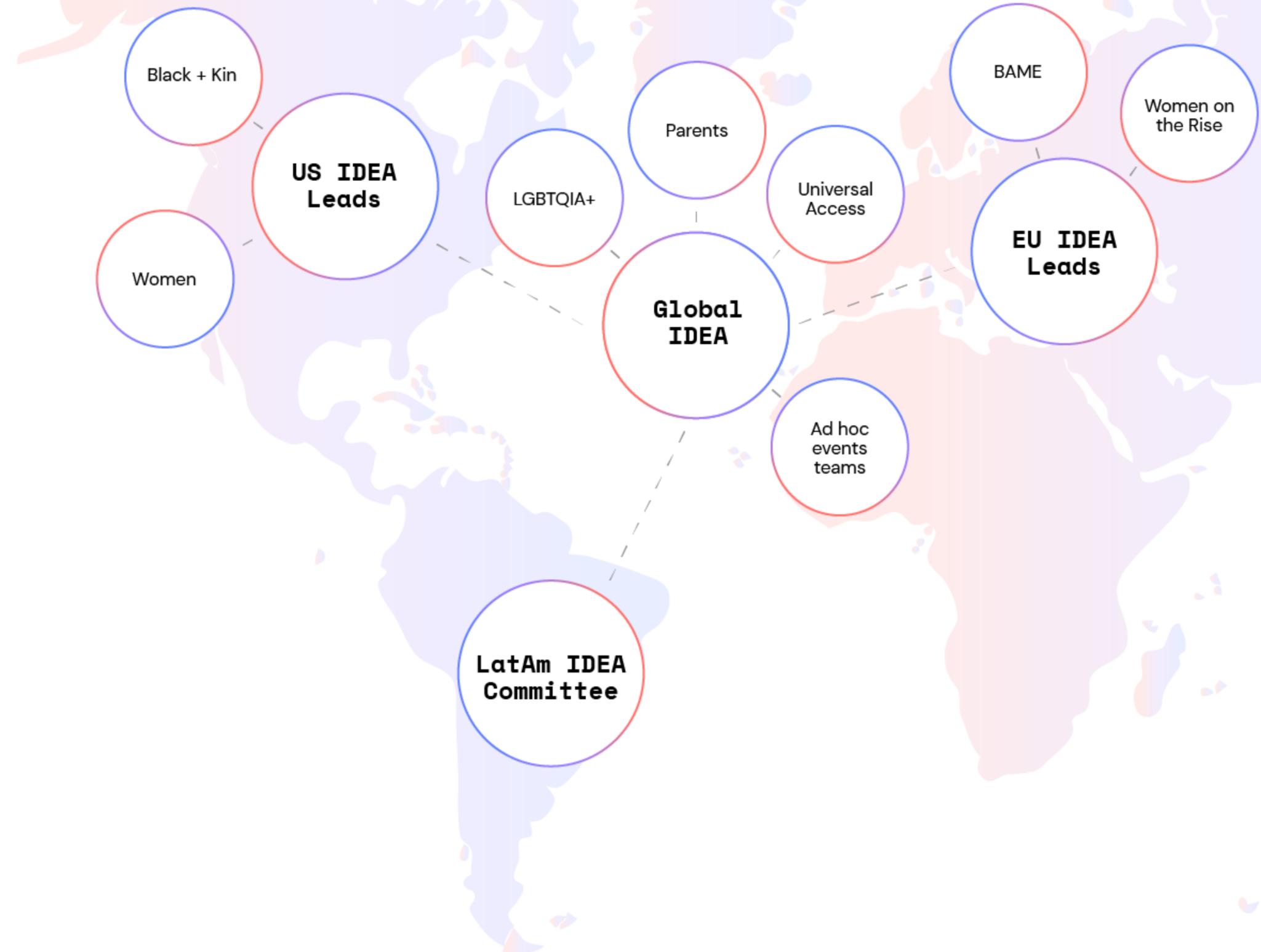
Safety, empowerment and togetherness are the driving forces behind our desire to build a world that works better for everyone, and IDEA is the fuel.



The structure of IDEA

The IDEA programme is always evolving to adapt to our business and the needs that arise within and around it. To that end, we have adapted the structure of our programme in its second year to better serve the business we run today.

This is how we are now set up to work across Kin + Carta:





Our **ambitions** for IDEA



Our ambitions for IDEA

At the launch of IDEA, we set five guiding ambitions which are at the core of our Strategic Action Plan

1

Our teams are as diverse as the countries in which we operate.

2

People are paid equitably for equal work.

3

Employees feel as if they can bring their authentic selves to work.

4

IDEA is a sustainable and ingrained part of how we do business.

5

We are IDEA leaders in the technology community.

This report delves into how our second year went, in the context of each of our ambitions. It looks at our biggest successes, our greatest challenges and, of course, our learnings to help us shape the future of IDEA.

Ambition 1:

Our teams are as diverse as the countries in which we operate

Diversity is rightly a global focus, but we know that we can't rely on vanity metrics to prove progress. We're focused on matching the diversity of the countries in which we operate to make a tangible difference to the world and driving sustainable incremental improvements as we progress on our journey.

This year, we've hired over 600 employees globally and acquired two companies in Southeast Europe. As the demand for talent grows and company expansion gains pace, it's crucial that we maintain our focus on diversity in recruitment and acquisitions because mistakes and oversights made now can take years to rectify.

Our progress against KPIs

Through new hires, we have seen the diversity of our teams change across Kin + Carta this year.

Target

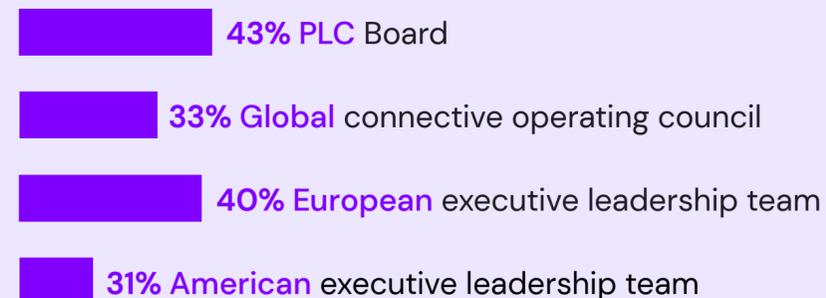
We began the year with a target of 42% female representation across both Europe and the Americas. As we changed our hiring plans, we adjusted this target to 40% to prioritise maintaining the representation we had.

We also measure ethnic minority representation in the US and had a target of 38% for the year.

Actual

We maintained our 40% female representation in our European workforce, yet in our Americas workforce it decreased by 5% from 38% to 36%.

Our female leadership representation



We also substantially increased the US ethnic minority representation by 12%, from 33% to 37%.

What did we achieve?

After reviewing and improving our hiring practices last year, we identified that we needed to focus our attention to the top of our recruiting funnel. As a result, we chose to invest significantly in enhancing our employer branding to encourage more diverse applicants to proactively seek out Kin + Carta. Alongside this, we tracked how much our responsible business initiative motivated candidates.

Diversifying our talent pool meant targeting people who may not have heard of Kin + Carta before and getting creative with where we wanted to show up. In FY22, we launched a series of new activities across our platforms to enhance thoughtful and targeted awareness:

- Launched [#WomenWhoKinspire](#) after noticing a decrease in women at the top of our recruiting funnels. This was a marketing campaign that, in conjunction with International Women's Day, aimed to spotlight the women at Kin + Carta who inspire us every day. More than 20 women were celebrated, generating over 20,000 impressions across our social media channels.



- Created new female-focused [LinkedIn ads](#) targeted at women, which have led to 1,552 women clicking through to our careers page.
- Partnered with industry experts at Turing Fest and hosted a breakfast for members of [Girl Geek Scotland](#), [Women Who Code](#), [Black Professionals Scotland](#) and [Code Your Future](#). This gave us the opportunity to talk to people working in Scotland, especially within the D&I space, and hopefully partner up with in the near future to expand our diversity efforts in Scotland.
- Included the option for candidates to [self-identify their ethnicity and gender](#) upon application. This was the most diversity data we've ever been able to achieve, which is a great indicator that our applicants are trusting us more to identify and give honest feedback. We intend to report on this as we gather data throughout the upcoming year, using insights to guide future decisions.

We also improved accessibility to increase the diversity of our talent pools and candidates by how we:

- Included [name pronunciation and pronouns](#) as standard across all applications.
- Began creating [inclusive interview guidelines](#) to help guide our interviewers, particularly when interviewing people with neurodiverse requirements.

- Added more detailed rejection reasoning to effectively [monitor bias](#).

We topped our year off with a series of awards and recognitions for the work we've done through the IDEA programme, including:

- Women's Choice Awards: [Kin + Carta named a Best Company to Work For for Women, Diversity, and Millennials](#).
- B Lab: [Kin + Carta named a Best For The World B Corp](#).
- Crain's Chicago Business: [Paul Hunter named a Notable Leader in Sustainability](#).
- Built In: [Deena McKay](#) and [Becky Pierson](#) named Moxie award winners.
- Human Rights Campaign Foundation: [Kin + Carta scores 90 on Corporate Equality Index](#).
- Mogul: [Shereen Barros named a Top DEI Leader in 2021](#).
- [Women in Software Awards](#): Shereen Barros, Mayya Bondarevskaya and Farnaz Ostovari completed a trio of accolades.
- European Diversity Awards: Kin + Carta was a finalist for Diversity in Tech and Outstanding Employee Network of the Year.
- BIMA: [Four of the BIMA 100 this past year were from Kin + Carta](#).

- FTSE4Good Index Series: Following an independent assessment, Kin and Carta plc became a constituent for its demonstration of strong, environmental, social and governance (ESG) practices.

What are our key learnings?

This fiscal year, we saw a significant increase in client demand for mid and senior-level software engineers. As we hired to meet that demand, we were impacted by the historical underrepresentation of women in this field. While we continue to see incredible success hiring diverse junior talent, we, like many others, struggled to reach mid and senior-level female engineers, which meant our female representation reduced in some regions.

We report monthly so we were able to identify the issue early and implement solutions to reduce the decline we were seeing. We will continue to delve into why women might want to leave Kin + Carta and understand their motivations for staying to better influence our approach alongside continuing top-of-funnel hiring efforts.

Our ambitions for the future

As outlined above, we know we will need a particularly concerted effort to ensure diverse hiring in engineering, so we aim to start focus groups to better understand how to hire fairly and diversely in those areas. Consulting and the tech industry are not diverse enough so we need to ensure that job requirements don't stifle the work we are doing to bring more people into both industries.

With greater quality and quantity of candidate data than ever, we're in a strong position to more effectively target new groups and communities with relevant messaging. Our ongoing quarterly reviews will allow us to constantly improve our employer brand approach, as we look to remove bias and develop stronger relationships with our recruitment partners. In the last year, we have expanded our data set to span from when a candidate first hears about us to when an employee has left and becomes an alumni.

This data will provide us with a more holistic well-rounded view for the year ahead. We will continue to monitor all data sets, identifying pain points and areas of focus throughout the year.

Ambition 2:

People are paid equitably for equal work

The bare minimum in D&I is that people are paid equitably for the work they do. That's why we launched our first Annual Pay Equity review last year, reporting on it in the 2021 IDEA Report, and it's why we're highlighting it again this year alongside our gender pay gap.

We are dedicated to continually monitor both of these metrics—our values and our B Corp status demand it—so we will be doing everything we can to help our employees tackle increases in inflation and the cost of living with fair wages.

Our progress against KPIs

Target

We have a minimum target of **95% pay equity** across the Connective and will be prioritising defining our gender pay gap target in FY22/23.

Actual

We now have a **pay equity ratio of 99% across Europe and 94% across the Americas.**

We have a gender pay gap of **17.8% across the business**; it stands at **16.7% in the Americas, 17.5% in Europe** plus specific global roles.

Actions taken this year

Pay gap

The gender pay gap is the difference in the average earnings of men and women across all roles, regardless of the nature of the work.

One of the most critical aspects of reducing the pay gap at Kin + Carta is ensuring that career progression is equitable. In FY22, we began tracking and reporting the rate and frequency of promotions for different demographic groups, including by legal gender across the business and ethnicity in the US.

In FY22, women made up 40% of the business in Europe, and 38% of the promotions throughout the year went to women. In the Americas, women made up 36% of the business and 37% of the promotions. The European Executive team is also now 40% female, a substantial increase on the 30% last year.

Pay equity

Pay equity is when people are paid the same for doing work of equal value.

In FY21, we ran our first company-wide pay equity study. In FY22, we institutionalised this practice and incorporated it into our biannual compensation review process. Monitoring pay equity more frequently allows us to act sooner if a disparity in pay emerges among people with the same role, location, tenure and performance. We have also reviewed our bonus and compensation packages to ensure that they are equitable. Bonus percentages and LTIPs (shares) percentages are now based entirely on employee level to ensure that there is no bias in the process.

What are our key learnings?

Embedding D&I into business functions and processes is typically an evolution, not a revolution, so we know it will take time to achieve. This was evident in the difficulties we experienced in accessing the right data at the right time to identify the increase in our gender pay gap this year. We put major emphasis on pay equity in the first two years of IDEA and achieved great things, which means we can now sharpen our focus on data collection to prove our progress with regard to the gender pay gap.

To improve our approach, we have carried out an extensive evaluation of our data collection and have already begun rebalancing these priorities by:

- [Assigning a single global owner](#) of gender pay gap data.
- [Increasing the cadence](#) of our reporting.
- [Aligning compensation and benefits](#) by level.
- [Improving the diversity of our candidate pipeline](#) for all senior interviews and starting to roll out our IDEA hiring process across the business.

We also ran into challenges with the level of continuous movement in the company through expansions into new countries,

new leavers and new hires, particularly in engineering and tech roles where female representation is lower. Ongoing business transformation, including integrating legacy businesses and combining multiple systems into one, dramatically impacted the diversity statistics we can track.

We recognise the impact this can have on our KPIs in different areas and regions across the business, so we've initiated changes to better track our progress and adapt our strategies for this ambition. We've started by:

- [Increasing the accuracy and frequency of our data collection](#) throughout the year.
- [Improving the monitoring of our demographic KPIs by country](#) to be more representative and to make more localised changes.
- [Building partnerships in new areas](#) to improve hiring practices across the business.
- [Evaluating specific hiring partners](#) for diverse/marginalised groups.
- [Running boot camps and coding lessons](#), with a particular focus on countries with lower levels of diversity in tech.

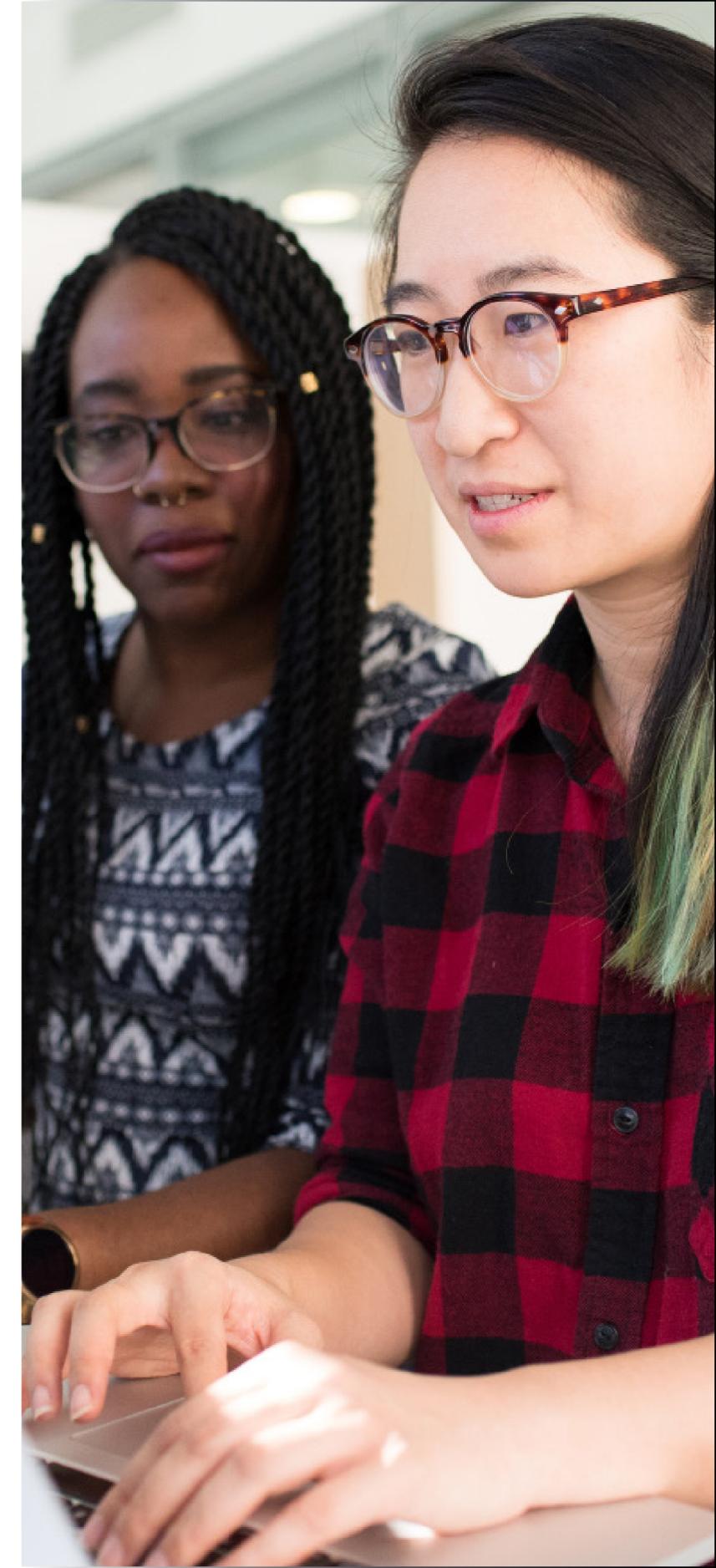
These strategies, particularly around data-driven innovation, are exactly the sort of work we do when partnering with our clients—assessing the data sources for improved data governance and business decisions.

Our ambitions for the future

With a dedicated taskforce and a sharpened focus on both gender pay gap and pay equity as a living wage employer, we hope to improve on this ambition before the 2023/24 IDEA report.

In the past year, we have seen the gender diversity of our board increase, as well as Kelly becoming our CEO. This will create an important shift in our pay gap next year, but the hard work will continue.

We are determined to improve our vigilance and action in this area to improve Kin + Carta as an equal opportunity employer. This matters to us for the positive impact on our current workforce, as well as our future Kin.



Ambition 3:

Employees feel that they can bring their authentic selves to work

It's our ambition to be internationally recognised as a great place to work and we know we can't achieve this if even one person feels that they can't be their authentic self when they're with us. It's a slightly less statistical ambition than others in the IDEA programme, but that doesn't make it any less important to track.

The ever-changing culture of hybrid working represents one challenging aspect in that we need to consider and cater to a variety of patterns of work, no matter how much time someone spends in the office. For instance, our continued international expansion, including our acquisition of Melon and Frakton based in Bulgaria, North Macedonia and Kosovo, gives us more opportunities for cultural discovery to ensure that every new member of the Kin + Carta community feels that they can bring their authentic selves to work.

Our progress against KPIs

According to our July 2022 engagement survey:

Target

We have a minimum target of **80% of our employees who feel they could be their authentic self** at work in all areas of the Connective.

Actual

91% of employees in Europe agreed with the statement that "people here are treated fairly **regardless of sexual orientation/age/race/gender.**"

The top aspect that employees were most satisfied with at Kin + Carta was **IDEA**. Over 29% of positive comments referenced IDEA or responsible business.

What did we achieve?

On the collective theme of Allyship and Active Bystanders, we raised awareness of personal struggles at work and home for our Kin this year, and built a more open and inclusive environment to understand them.

This included creating an allyship plan to guide our IDEA events each month, which were based on global or regional inclusion days like International Women's Day where possible, and running monthly mental health workshops with That Day.

Allyship:

Highlighting the different kinds of allies and showing everyone how to become one.

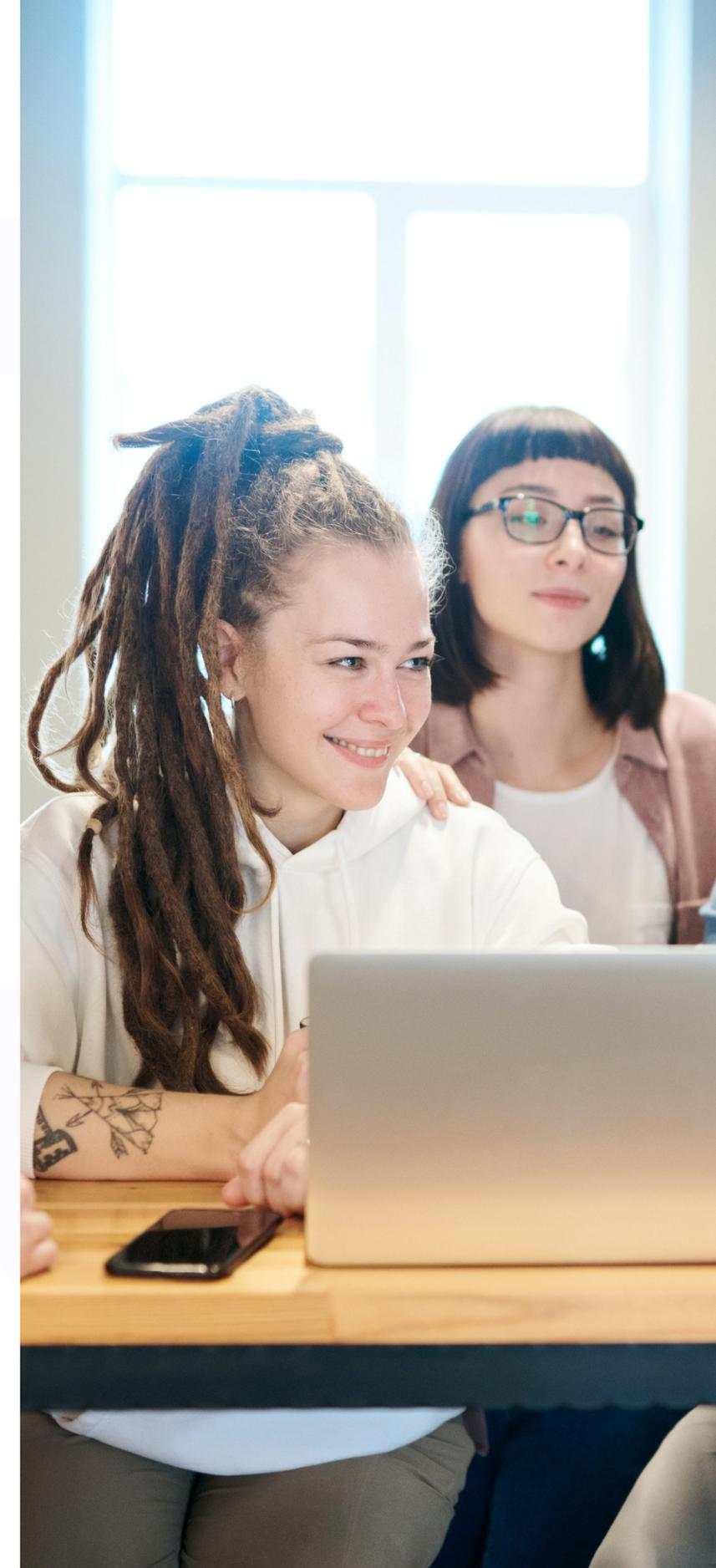
Active Bystanders:

Training people on when to be (and when to ask for) an active vs passive bystander.

Last year, we ran over 50 IDEA events across the business, including the celebration of:

Black History Month and LGBT+ History

Month: We hosted two whole months worth of activities globally and virtually which included



a talk on Trans Lives in conjunction with Black History by Rico Jacob Chace.

International Women’s Day: We held a panel with speakers talking about the bias women face daily, and a workshop with Taz Latif on *What it Means to be an Ally*.

Neurodiversity Month and Autism Awareness Day: We held a workshop with leaders in the business on autism, and a talk on *Exploring Neurodiversity* with Dr Anne Cockayne.

Pride Month: We hosted an Ask Me Anything panel with Kin from around the world to answer any questions about LGBTQIA+ life, and put on a Pride DJ event.

We ended our fiscal year with a focus on allyship, including talks on the Paula Principle,

Bystander Intervention to Stop Anti-LGBTQIA+ Harassment, and Using Your Privilege as a Force for Good.

As more and more of us began to return to the office, we also ran accessibility reviews of all offices in the US and UK, and are now working with office managers to improve physical office spaces for disabled and neurodivergent Kin.

It’s critically important that people feel included and able to be their authentic selves, so we endeavour to do everything we can as a company to protect and enable that right. That’s why we introduced three new global policies this past year:

Our Global Travel for Medical Care policy: Covering travel costs for Kin and their family if they need to travel for non-routine medical

care, including pregnancy terminations.

Our Global Medical and Surgical Leave policy: Providing three months of paid leave for medical procedures and surgeries, including cancer treatments and gender affirmation procedures.

Our Global Transitioning at Work policy: Providing a helpful guide for our employees, leaders and team members to support our transgender Kin during their transitioning journey.

What are our key learnings?

This is the area in which the most work has been done across Kin + Carta this year, but we know there’s still so much more to do.

According to three surveys over 18 months, we have consistently seen an increasing number of people feel comfortable in stating their sexual orientation, but this hasn’t yet shifted to include gender identity in the LGBTQIA+ community. Over the coming year, we will be prioritising support for marginalised genders across the Connective by ensuring our policies are completely inclusive, hosting

listening and education sessions for the rest of our Kin and rolling out training for anyone who has a member on their team who has started transitioning.

It’s our ambition to keep seeking better ways to help all our Kin feel included and we are well aware of the internal and external sensitivities that are involved. One of the main ways we’re going to try to achieve this is by applying clearer structures to our IDEA programme and the way we deliver going forward.

It’s crucial that all our teams are equipped to deliver on our promises to our Kin and know that IDEA is here to stay.

Our ambitions for the future

To move forward, we’ll be creating guidelines for standard IDEA events and streamlining the planning process to make life easier for the individuals and affinity groups organising activities. We aim to assign themes to months or quarters to guide our events and create a clear story of inclusivity throughout the year.



Ambition 4:

IDEA is a sustainable and ingrained part of how we do business

When we started IDEA, we wanted to make it a red thread that runs through every aspect of the business and not a take-it-or-leave-it add-on. Societal factors and business challenges might change some initiatives, but being a diverse, inclusive and equitable business will be a constant priority for us, so IDEA simply has to be fully embedded into the business. All the tools and frameworks we talk about externally in the field of sustainable digital transformation are tested and adopted internally so we can support our own journey on that front.

What did we achieve?

A crucial part of IDEA is giving our people the tools required to support each other in creating a safe and inclusive environment, so we ensured our leaders had what they needed to support their people through our manager training in each country. We accompanied this by hosting unconscious bias training for everyone, enabling them to notice and address any personal prejudices when it came to decision-making. We have also finished converting our unconscious bias training into Spanish so even more of our community can benefit from it.

We wanted to ensure new employees would have a great experience, especially considering the increase in fully remote

working, so we launched welcome packs and in-person/in-Zoom IDEA onboarding sessions for every new starter. This enabled them to receive a digestible introduction to IDEA, its aims, its team and to ask any questions.

We've revamped our mental health provision and trained over 35 Mental Health First Aiders with MHFA England. We've worked with our wellbeing partner, That Day, to promote and support mental health and wellbeing across the region, including:

- Launching a brand new, accessible **Mental Health Website**.
- Offering **four free therapy sessions** to all employees within the UK, Netherlands and

Greece (with more countries to come).

- Facilitating weekly and monthly **external sessions on mental health and wellbeing**, hosted by That Day.
- Our **IDEA-inspired hiring** also saw us welcome five cohorts of Associates worldwide, through our Kin Accelerator Program.

What are our key learnings?

Next year, we will be embedding IDEA into the Kin Accelerator Program process a lot more, specifically by:

- Sourcing candidates through our **IDEA partnerships**.
- Ensuring the new cohorts have the **opportunity to get more involved** in our social and environmental responsibility initiatives.
- Assessing the strategy to ensure it's providing an **inclusive and welcoming environment for everyone**.

We've also identified a need to shift the focus of our governance and steering meetings for IDEA from global to regional to better align with the way our business operates.

Our ambitions for the future

In a similar fashion to the allyship training we launched in every part of the business, we will be working closely with the practices and other departments at Kin + Carta to embed IDEA into specific areas of the teams. This will be achieved by introducing craft-specific initiatives as well as individual and platform objectives for those involved.

Although the IDEA team has delivered a lot over the past few years, we believe we will achieve a great deal more with the support and help of the practice and service line leads.

Ambition 5:

We are IDEA leaders in the technology community

It's everyone's responsibility to step up and do what's right in times of need and that applies to businesses like ours in the technology community. We endeavour to invest in better support for our people and our society so that it's obvious where to turn when help or answers are required. The fact that IDEA is ingrained in our business means that we can continue to lead on this front in the technology industry and beyond.

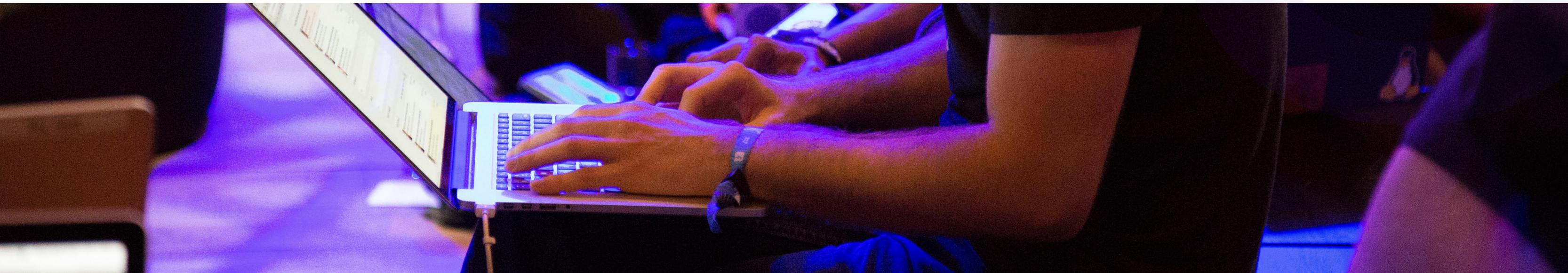
What did we achieve?

Having established charity and community partnerships both globally and locally, we've been able to make an impact in every region in which we operate this year. In the European workforce, we're working with Code Your Future, a non-profit organisation that enables and empowers severely underrepresented people in the UK in the field of web development. In LatAm, we're working with Por Igual Mas, a non-profit that's committed to promoting and recognising people with disabilities. In the US, we're working with Techbridge Girls, which challenges biases in gender, race and class in STEM fields and culture to create new opportunities for young girls.

Philanthropy Committees/Teams

The regional philanthropy committees have also worked on some fantastic events and initiatives outside of our main partnerships, including:

- A whole **host of events for Martin Luther King Jr. Day** to provide our Kin with opportunities to give back to their communities, such as a virtual birthday card activity with Volunteers of America (VOA) that ensures children in foster care receive birthday cards.
- We launched our first-ever **independent philanthropy committee in LatAm**, hosting a fundraiser for Children's Day in Argentina with one of our non-profit partners, Fundación Casa Grande.
- In **response to the invasion of Ukraine**, Kin + Carta committed to donating £10k and matching up to an additional £10k from employee donations, to the Red Cross appeal. In addition, we sought opportunities to help charities and NGOs involved in responding to the crisis on a pro bono basis, by partnering with Tech to the Rescue on their Ukraine appeal. In our first project, we have a UK tech team supporting a Moldovan NGO which provides free emotional support services from volunteer psychologists to anyone suffering in Ukraine. We are working to improve the effectiveness of their online chat function so it provides the privacy, security and bandwidth needed.



Reflections on IDEA's second year

by our Global Head of Diversity and Inclusion,
Shereen Barros



I'd be lying if I said this work was easy. It's sometimes extremely hard to see the future achievements and change in everything we do. We're mostly making small, incremental changes that rarely have visible, immediate impacts.

That said, even if we can't always see the change, it doesn't mean it isn't happening. The moments when our work has a positive impact on a person or community are amazing and, personally speaking, I've been lucky enough to see a lot of that this year. From being named a Best Company to Work For by the Women's Choice Awards, to over 85% of employees feeling like they could be their authentic selves and even individual thank yous, it makes it all worthwhile when you can see the change happening in front of you.

Throughout the last two years, through our engagement surveys, we've seen the sentiment around IDEA and Responsibility change. When we first started, many of our Kin were sceptical and within the first year we started to see more people becoming neutral. And now, as of the most recent engagement survey, a vast majority of feedback and comments were Kin actively supporting and

believing in both our IDEA and Kin and Carta's missions.

The IDEA programme is no longer a small group of individuals working on ad hoc initiatives. It's now a massive community of almost 100 people actively working on a wide range of initiatives across nine countries on three continents. It's only getting stronger and it's clear now that IDEA is now more of a movement than a programme. It really is part of everything we do at Kin + Carta.

At the end of year two, we're bigger than ever, we've delivered more than we thought possible and, most importantly, we've done it together as a group of different teams and individuals.

Excitingly, IDEA is growing and scaling along with Kin + Carta itself, so we're determined to strengthen the collective impact we can have across all our regions next year.

I can't wait to welcome more people, countries and cultures into both IDEA and Kin + Carta. It's a fantastic opportunity for us all to learn from each other, grow together and make the world work better for everyone around us.



The **future** of IDEA



The future of IDEA

We're committed to delivering bigger and better with each year of IDEA, and using the fuel of this programme to **achieve Kin + Carta's non-financial KPIs** (more on those in our Annual Report [here](#)).

As we look toward the year ahead, we've committed to delivering upon the following **quarterly high-level goals**, which all tie back to our five strategic ambitions.





Appendices

A deep dive into our affinity groups



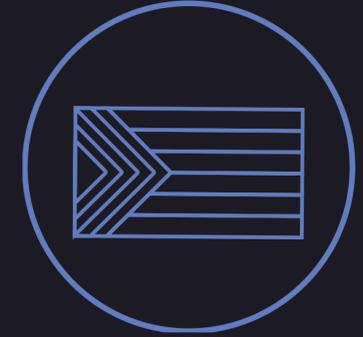
BAME



Black + Kin



IDEA Committee
in LatAm



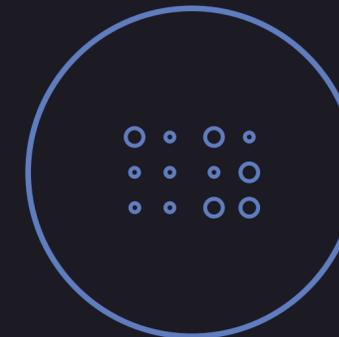
LGBTQIA+



Mental
Health



Parents



Universal
Access



Women

BAME Affinity Group

The BAME affinity group has four guiding missions:

1. To act as a supportive safe space for our colleagues.

Creating the space where our employees can meet both privately and with wider Kin + Carta team members on a regular basis, whether to unwind and share thoughts or simply as a place to celebrate and uplift each other.

2. To empower and elevate the community within Kin + Carta.

By enabling and supporting the upward advancement of BAME employees within Kin + Carta, whether it's through training or mentoring.

3. To provide external community outreach and education.

Helping external communities by educating students and/or adults about tech roles and opportunities.

4. To act as collective voice for change to improve policies and practices within Kin + Carta.

Helping to drive policies around equality and improving practices within the workplace by working alongside the other affinity groups and leadership at Kin + Carta.

Things we've achieved over the last year

Providing support for our BAME Kin:

We hold a private space for Black, Asian, Mixed and Minority Ethnic employees to regularly connect and learn from each other in bi-weekly meetings and outings.

Celebrate and educate:

We celebrate cultural days and events within the company including Black History Month, where we hosted talks within the business.

Sharing with the community:

We elevate and share our knowledge with underrepresented groups outside of work, to help them get into tech, for example with our partnerships with Code Untapped and BIMA Digital Day.



Black + Kin

The Black and Kin Affinity Group is a space where Black and Afro-Caribbean Kin in the U.S. can gather to connect, commune and cultivate experiences to help each other learn and grow.

Our mission is to organize and connect black technologists to build community, foster trust and exchange ideas to equip all its members with the requisite knowledge to flourish at Kin + Carta.

The Black + Kin affinity group has been active in planning and executing events for both Black History Month and Juneteenth in the U.S.



Some of the events include:

BHM programming that **honored Past, Present and Future Leaders and Influencers.**

BHM **Jam Session** – Celebrating Black Music.

BHM Chat and Chew – Talking about **Self-Love.**

BHM Wrap Up **Trivia Event** – Awarding prizes to our trivia winner.

Juneteenth Happy Hour – A celebration of **Freedom Day** in America.

Juneteenth Lunch and Learn – Focusing on **preserving black stories** through art and literature.

We also hold monthly “Fresh Fridays” for internal Black + Kin to virtual fellowship in a safe environment. Monthly discussions vary from meeting new Kin, knowledge-sharing to an “open swim” format where the room is open for any and all discussions. The Black + Kin Group recently had an open “Fresh Friday” with other willing Kin in the Americas to discuss violence against African Americans, and how to provide allyship in America and beyond.

IDEA Committee in LatAm

The IDEA Committee in LatAm consists of a dedicated group of people who work together to improve inclusion and diversity across the region. This year, the team grew massively, from seven regular members to 20 across Argentina and Colombia!

Recently we've had success with initiatives such as:

Launching an **Introduction to D&I and Unconscious Bias Training in Spanish** to all interviewers and new Kin.

Widening the scope of diversity and hosting our first **body positivity workshop** with Anybody Argentina.

Hosting a selection of **Pride Month** celebrations and facilitating an **IDEA Book Club** across Argentina and Colombia.

Inspired by Hispanic Heritage Month's celebration in the US, we're targeting a specific **conversation in LatAm about immigration** and the personal experiences of it for our Kin across South America.



LGBTQIA+ Affinity Group

Our vision for the LGBTQIA+ Affinity Group is a space where Kin from all sexes, gender identities, gender expressions and orientations are welcomed and celebrated.

We envision a space where the diverse LGBTQIA+ community can find healing, connection, self-exploration and education. We envision an ever-responsive space that is open to feedback and change.

Our vision for the LGBTQIA+ Affinity Group is a space that challenges oppression in its many forms. We envision a collective that not only liberates us from these systems but does so collaboratively with other Kin to develop systems of care and liberation.

We envision a space that is filled with the sounds of joy, laughter and conversation. A community that sees critical dialogue and feedback as an opportunity for positive

change and growth. An environment that showcases art from the community, making visible our diversity and affirming the beauty in it. We're committed to creating an environment where people can be their authentic selves.

Inherent in our understanding of this vision is that it is as much about striving toward it as it is about arriving at it. We are striving toward a place of collective transformation and liberation, and we recognize that in our journey we must be guided by our values of intersectionality, critical love, interdependence, affirmation and agency and dynamic adaptation. While our work will never be complete, it is the path we take to get there that inspires and motivates us to continue.



During Pride month we pulled together **13 events** that covered topics such as conversion therapy to allyship and had over 747 participants with 44 volunteers to help make this month possible.

We hosted a **one-day event spanning the globe** on June 30th—Pride Day Celebration—that included DJs, food, swag and people gathering locally at five Kin + Carta locations to celebrate love.

In collaboration with Kin across our company, we created and assisted in the development and release of two significant policies—**Social Transition Policy** and a **12-week medical leave policy**. Both policies are helping to create a more inclusive and supportive work environment for the queer community that allows folks to be themselves completely.

We launched a peer-to-peer **mentoring programme** for our LGBTQIA+ Kin.

And ran a **global imposter syndrome workshop** for all marginalised groups across the Connective.



The European Mental Health Team

The Mental Health Team is currently made up of 37 people from across Kin + Carta Europe who have all completed Mental Health First Aid training, a qualification obtained via MHFA England.

The role of a MHFA is to be a point of contact for an employee who is experiencing a mental health issue or emotional distress. This interaction could range from having an initial conversation through to supporting the person to get appropriate help. As well as in a crisis, MHFA are valuable in providing early intervention help for someone who may be developing a mental health issue. They are not trained to be therapists or psychiatrists but can offer initial support through non-judgemental listening and guidance.

There is also a smaller sub-group of trained MHFAs that form the Mental Health Taskforce, who focus on the day-to-day leadership of the team, organise events and workshops, raise awareness through topical Slack posts, as well as update the Mental Health and Wellbeing Website. We work with our wellbeing partner, That Day, to promote and support mental health and wellbeing across the region.



We have recently revamped our mental health provision internally and notable achievements include:

Overhaul of the MHFA team and onboarding of new MHFA.

A dedicated mental health Slack channel with regular posts from the MHFA team.

Biweekly external sessions hosted by That Day, with a focus on mental health and wellbeing.

A brand new Mental Health Website, accessible to everyone across the Connective.

Up to four free therapy sessions for anyone within the UK, Netherlands and Greece (more countries to come).

Collaboration with IDEA Affinity Groups to align on topics and allyship themes of the month.

Universal Access Affinity Group

The Universal Access Affinity Group is a global community working to break down access and inclusion barriers for disabled and neurodivergent people at Kin + Carta.

We work with internal business teams to ensure all our Kin have the resources, tools and support they need to succeed.



Some of our recent work:

—
Accessibility reviews completed of all physical offices in the US and UK, working with office teams to improve physical office spaces for disabled and neurodivergent Kin.

—
An ongoing review of the **digital tools and platforms** used at Kin + Carta.

—
Working with internal teams to **review policies** for impact on disabled and neurodivergent Kin.

—
Autism in the Workplace training delivered to key Service, People and Operations leads in the UK and US.

—
Creating an **inclusive communications guide**.

Parents Affinity Group

The Parents Affinity Group exists to build a best in the world workplace for all parents and caregivers.

Over the past six+ months, we officially launched as a global affinity group and led a well-attended ideation session to realign on our global goals and near-term priorities best representing our diverse membership firm-wide. Following the workshop, we have aggregated themes and priorities to directly inform our existing committee backlog and focus areas.

We have already implemented several quick wins, including:

Updating our committee language to be more inclusive.

Creating social support groups for the parent community.

Leading the charge on improving the maternity policies and benefits.

Since the workshop, the Parents Committee also drove the creation of a robust FY23 proposal including research-backed evidence to discuss prioritised employee experience (EX) benefits that would enhance the parental experience at Kin + Carta.

While FY23 benefit decisions are not yet finalised, we continue to stay closely aligned with EX to ensure the parental perspective continues to be prioritised.



Women's Affinity Group

The Women's Affinity Group is a community of learning, teaching, supporting, sharing and empowering each other. It is a safe space for people to chat about interesting topics, share experiences and learn from one another.

We aim to make positive changes at all levels of our organisation to create a workplace where women are empowered to bring and be their whole selves at work.

We have two women's affinity groups, each focusing on a different region: one in Europe and the other in the Americas. We work very closely together on events such as International Women's Day, where the content included a panel with an external speaker, career stories, internal messaging and [#BreakTheBias](#) campaign on social media.



Each group has also had multiple achievements including:

Europe:



Creating an [allyship guide](#) aligned to Kin + Carta mindsets with weekly all-region updates to embed the learnings.



[Coordinating](#) the delivery of allyship training to all practises and departments.



Bringing in [external speakers](#) to educate allies and empower our women.



Launching [menopause support](#) by way of manager training and the creation of a Slack channel.

Americas:



Partnering with other [affinity groups at Kin + Carta](#) and hosting joint events such as a book club for APAHM Month and a Roe v. Wade [educational session](#) for pride month. And forming an ongoing partnership with the LGBTQIA+ affinity group to make sure our community is [inclusive and safe for all](#).



Hosting [happy hours](#) across regions to foster connection amongst team members.



Holding a [session with executive leadership](#) to brainstorm about increasing retention, attracting female talent and addressing systemic issues in business.

Get to know us

At Kin + Carta, we are committed to building a world that works better for everyone. That's the vision that drives IDEA, but it's also the vision that drives us as a global organisation with the platform and resources to affect positive change in multiple countries and countless communities.

You can find out more about Kin + Carta and join us on our mission by following us at:



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