



## Future Leader #BeTheChangemakers ideation challenge

Earlier this year EDF brought their Graduates and EDF Group Leadership Talent together with members of their Executive and Senior Leaders for a networking event to share experiences and advice on nurturing their careers.

They also explored personal development opportunities such as mentoring, immersing in the EDF Virtual Reality ED&I experience and International Mobility. And significantly, this event was the launch pad for EDF's **#BeTheChangemakers** ideation challenge.



*"We asked: how can EDF tap into the diverse talent we have and ensure every single one of us can contribute towards Net Zero? We can all relate to a time when we have felt left out, so the **#BeTheChangemakers** challenge is all about grappling with the big cultural questions and reflecting on how we tackle societal injustices and issues that can exist in the workplace. It's an exciting challenge that will ensure that everyone feels welcome at EDF."*

Jane Francis, Head of Diversity and Inclusion

### The aim of the challenge

The **#BeTheChangemakers** challenge is about generating ideas to solve specific cultural, equity, diversity and inclusion challenges that the organisation faces. This experience was designed to help EDF's future leaders personally develop their own emotional intelligence and empathy. In reaching out to colleagues across the business during their research, it has brought to life a much deeper understanding of the real lived experience of diverse demographic groups of people. And, just as importantly, for EDF it has identified some incredible opportunities that might otherwise have been missed. It has given EDF the opportunity to tap into the diversity of thought, innovation and creativity of its future leaders to help shape its culture for the future.

### Rich and valuable outcomes

The breadth and richness of ideas that were pitched are of immense value, with six broad themes coming through.

1. Reinforcing our Culture
2. Increasing Awareness on ED&I topics
3. Improving our Processes & Policies
4. Encouraging Self Disclosure & Improving Accessibility
5. Boosting Diversity through Recruitment
6. Investing in our ED&I Training

## THE PROCESS

In 13 ED&I challenges, 87 people (51 graduates, 36 leadership talent) from 10 business areas worked together in 13 cross-company teams for 5 months.

1

Each team pitched their final proposals to a panel of Senior Leaders. From here, four teams were then selected to present their pitches to EDF's Executive Team.

2

Every proposal is being evaluated in more detail by a cross company forum and EDF will take as many of the proposals forward as they can, turn them into direct action and build them into EDF's 2 - 3-year strategic ED&I roadmap.

3

### The importance of senior leadership sponsorship

A key enabler to the success of the **#BeTheChangemakers** challenge is the very visible and accessible Executive and Senior Leaders sponsorship throughout the whole of the process and they will continue to be involved as the proposals turn into a reality.



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*“For the panel who had the privilege of hearing all of the ideas, it was an inspiring day full of energy and imagination. The benefits of these events are huge and the ideas that will be developed to support our ED&I ambition will be a demonstration of that value. Alongside that (and not to be underestimated) is the engagement value created amongst our leaders of the future and how our investment in them and in their development with events such as this makes them feel about our company, what we are trying to achieve and what it can give to their lives.”*

Carol McArthur  
Chief People Officer



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*“It was a fantastic opportunity for our Graduates and EDF Group Leadership Talent to present their ED&I ideas and receive such positive feedback from the EDF Executive. We're excited to be working with #BeTheChangemakers teams and our business to convert these ideas into tangible actions.”*

Katya Verdonck  
Head of Career Management  
& International Mobility