

## Driving inclusive language in recruitment at RWE Offshore

**RWE**

At RWE Offshore, a number of tools have been in place in different countries and territories focused upon ensuring that gender neutral language is used in job advertisements.

In 2023 this approach was reviewed. With a global recruitment process, and many managers not based in the same countries they were hiring for, best practice was proving hard to guarantee. Many of the tools and techniques were also only focused upon gendered language and weren't inclusive of other forms of hidden bias or intersectionality.

### Develop Diverse

Implementing a new tool (Develop Diverse) globally is now helping to ensure all the roles advertised in RWE Offshore, no matter where they are in the world, are as inclusive as possible in terms of language use. All recruiters were fully trained in the new tool this year and its use is not just limited to job adverts but also spans additional HR marketing material.

The initial implementation of Develop Diverse has demonstrated that, whilst RWE thought it had implemented gender inclusive language, there remained an opportunity for improvement. The tool scores language on its inclusivity and initially this came out as low overall, with masculine wording the most highlighted element, by a significant margin. Masculine language was twice as prevalent as other stereotypes, with 17.7% of stereotypical phrases highlighted being male-biased wording.

A text is perceived as inclusive when it has an inclusivity score of 91 and above. This was set as a target and has now been achieved using the tool. The ambition is also to educate more broadly about the importance of language, so the original submitted text is also assessed and tracked for developments over time.

### Positive results for candidate quality

Even during the first few months of implementation, with more than 100 job adverts and recruiting materials analysed, it was clear that ensuring fully inclusive language was already increasing the quality of the candidates applying and broadening the application pool.

Longer terms trends will need to be analysed as this is only one step in the recruitment process, but RWE Offshore is optimistic in this respect, as RWE is also continuing to develop inclusive recruitment training to further ensure equitable recruitment practices throughout the entire process.





65  94

Language inclusivity score up from an average of 65 to 94 during 2023



“Having implemented this tool in my two previous companies, I knew of the benefit it brings with regard to a more diverse and qualified candidate pool. Hence, I was very happy to see RWE Offshore taking this opportunity as well and the first results speak a clear language - which is to always challenge your own bubble of thoughts and break it to invite more people onto the journey of a greener future.”

Astrid Grandt, Talent Acquisition Lead,  
Continental Europe and APAC



“I like knowing that I am not unintentionally giving qualified applicants the impression that the role isn't for them. It means I can be more confident that great candidates are attracted to our positions, and we have a more diverse applicant pool because of it.”

RWE Hiring Manager

### Inclusivity score (avg.)

