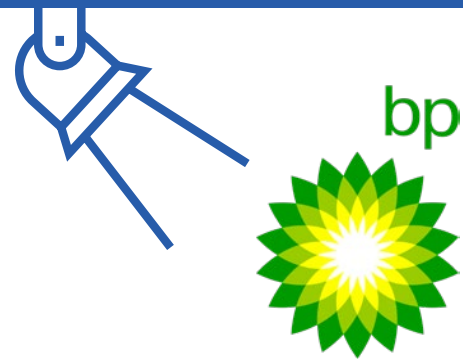


# COMPANY CASE STUDY



bp has **achieved gender parity** on its board and for executive directors on the board and is very close to gender parity at the leadership level. It also notes that it is close to 40% female representation in its global workforce..

## bp highlights three key best practices for contributing to their success:

- » Back in 2020, bp made a **commitment to greater transparency**—they have a global gender ambition and ensure senior leaders have the most up-to-date representation data for their organisation.
- » They use **data and insights from employee resource groups** to help understand the headwinds that women face in bp and take action to address those. This action has led to more visible role modelling, greater engagement across leadership hierarchies, and sharing of what’s working well across the business.
- » They also focus on **inclusive hiring strategies**, using external data to help understand the availability of female talent outside the doors of bp. This has meant they have been able to track whether hiring is proportionate to the external market, understand where they have female talent pipeline challenges, and then set action plans to address these challenges in the short and medium term, in line with their Hiring Inclusively principles.



In terms of challenges, to continue building a more inclusive and equitable organisation, bp see the need to use data in a more forward-looking way, rather than only looking at what has already happened. They have also had to navigate broader misunderstandings around the term “equity”—where for some, equity is seen as creating unfair advantages rather than creating equality of opportunity for all.

bp advocate the importance of communicating the “why” of DEI using data and stories. They acknowledge that it takes time to gather insights, and it is important to create safe spaces for open and honest conversations about diversity—listening and taking action are key. Finally, they urge the point that representation is the first step; people need to feel included and that they belong if they are to stay and thrive.

