



D&I
IN GROCERY

D&I in Grocery Programme

Accelerating a truly diverse and inclusive grocery industry

GROCERY AID[®]
Proudly supporting our grocery workers

D&I IN GROCERY

“ At a time when attracting, developing and retaining great talent is more important than ever, creating a diverse and inclusive industry isn't a nice-to-have, **it's a business imperative.** D&I in Grocery gives us the opportunity to learn from each other, challenge our thinking and share practical ideas that work. The real impact comes when we turn those insights into action, creating workplaces where more people feel they belong, can thrive and have the opportunity to fulfill their potential. ”

Caroline Cater

VP People and Culture at Coca-Cola Europacific Partners
and Chair of The D&I in Grocery Strategy Steering Group



12 Month Programme (January to December) to support your D&I business objectives



Track progress and benchmark against the industry

D&I in Grocery Maturity Model and advisory services



- **Scores your organisation** out of 10 across 10 D&I categories.
- **Completion window for 2027:** 11th - 22nd January.
- **Instant feedback** – receive your confidential score and a personalised report upon completion.
- **Quick and easy to complete** – no supporting evidence required.
- **Benchmarking** – compare your results with industry scores shared at the Partner Kick-Off in February.
- **Tailored support*** – opportunity to access a bespoke acceleration plan and leadership sessions to build momentum and drive progress.

*Additional fee applies.

Please note, the only data published is the overall industry score.

Collaborative learning and development with the industry across 3 workstreams

Shared Learning Join over 3,500 allies



- **Provides instant connection to Partners** to drive change
- **9 Inclusion Labs** featuring expert panels, external best practice, and networking opportunities.
- **Cross-industry ERG (Employee Resource Group) Forums** to share experiences and build inclusive communities.
- **Company-wide access to The Partner HUB** – a central resource to upskill at any time, including:
 - Policy Library
 - Case Studies and Toolkits
 - Stories to Inspire Podcast Series
 - Annual D&I Calendar
 - On-demand content from past Learning Labs, D&I in Grocery LIVE! plenaries and Live Labs

Mentoring co-hort 400+ leaders of today and tomorrow



- **Promotes equity** by supporting underrepresented communities.
- **9-month cross-industry programme** designed to foster growth and inclusion.
- **Tailored to align** with your organisation's D&I and talent strategy.
- **Develop future leaders** through cross-company coaching and development.
- **Enhance cultural awareness** by enabling business leaders to learn from lived experiences.
- **Networking sessions for mentees** to strengthen communication and relationship-building skills.

D&I in Grocery LIVE! the largest D&I event of the industry



- **D&I in Grocery LIVE! 2027:** 10th September, London
- **Brings together up to 1,600 colleagues** from Partner and Non-Partner organisations.
- **Unique agenda** offering a personalised experience for every attendee.
- **Relevant for all organisations**, regardless of where they are on their D&I journey.
- **Actionable takeaways** to support real change within your business.
- **Virtual ticket option available** to ensure accessibility for all.

Partner Packages



	Headline Partnership £22,850 + VAT	Major Partnership £17,250 + VAT	SME Partnership £2,750 + VAT Please note SME Partners must meet the threshold of under 250 employees with a turnover of £42 million or less (as per Government guidelines)
D&I in Grocery Maturity Model completion	✓	✓	✓
Direct connection service	✓	✓	✓
Company-wide access to The Partner HUB	✓	✓	✓
Access to 9 monthly Learning Webinars	✓	✓	✓
Access to ERG Networking Events	✓	✓	✓
Bespoke 121 check-ins	✓	✓	✓
Opportunity to sit on a Workstream Steering Group	✓	✓	✓
Brand Exposure	✓	✓	✓
Tickets to D&I in Grocery LIVE!	20 Face-to-Face	10 Face-to-Face Tickets	2 Face-to-Face Tickets
Opportunity to apply to present at D&I in Grocery LIVE!	✓	✓	
Access to our cross-company Mentoring Programme	4 Mentees, 4 Mentors	3 Mentees, 3 Mentors	
A seat on Strategy Steering Group	✓		
A slot to collaborate on a Learning Lab	✓		

Boost your package:

D&I in Grocery LIVE! Face-to-Face Tickets: **£450 + VAT**

Additional Mentoring Pairs: **£750 + VAT**

Advisory Services:

Talk to us about access to cost-effective support, including, deep dives and benchmarking your Maturity Model scores against similar businesses, tailored acceleration plans to help you move forward with impact and leadership sessions designed to drive meaningful change.



Headline Partner

The Programme is a great place for cross-industry collaboration, helping us accelerate progress by learning from one another, sharing best practice, and working through similar challenges. It gives inclusion a platform and keeps it on the business agenda.

Natasha Hunter - Inclusive Partnerships Lead, The Co-op

The Programme has been fundamental to the success of our ED&I strategy at Booths. From using the Maturity Model, which has given us a structure to our thinking, right through to the many learning opportunities, it has been so valuable. The support from the D&I in Grocery team to meet you where you are at on your journey has been second to none.

Louise Dunn - Learning and Engagement Manager, Booths

BOOTH'S
THE GOOD GROCERS

Major Partner

Belvoir
Farm

SME Partner

For a smaller business and a standalone HR Manager, partnering with D&I in Grocery gave me the confidence to introduce D&I strategy throughout our business, and all our people benefit from the initiatives we have introduced. If you have people in your organisation then I would strongly recommend D&I in Grocery partnering.

Caroline Knight - HR Manager, Belvoir Farm Drinks Ltd



10 key benefits to joining the annual D&I in Grocery Programme and driving business success.

- 1 Prove ROI with real numbers.** Benchmark your progress on the Maturity Model against 100+ Partner organisations, so you can back budget conversations with evidence, not just intent
- 2 Skip months of policy-writing.** Access ready-made frameworks, tools and best practice on The Partner HUB, built and tested across the industry, so your team adapts instead of starting from scratch.
- 3 Borrow a specialist team without hiring one.** Tap an extended network of over 4,000 allies and subject-matter experts who support delivery of your D&I activities and save your team hours on every project.
- 4 Build on a relationship you already trust.** Partners already value GroceryAid, and DIG grows directly out of that relationship, giving you a warmer route into D&I support than starting with a new provider.
- 5 Get support that keeps showing up.** Regular one-to-one check-ins mean someone follows up on what you discussed and helps you put it into practice.
- 6 Walk away with something you can point to.** Tailored acceleration plans and leadership sessions leave your organisation with an action plan or policy you actually implement.
- 7 Build your own leadership pipeline.** The cross-company Mentoring Programme develops future leaders and gives your people development opportunities you don't have to build internally.
- 8 Get a seat shaping the industry.** Steering Group membership lets you influence collective action on D&I across grocery, something you can point to with your own leadership team.
- 9 Make your D&I credentials visible internally.** Playing an active role in D&I in Grocery signals your commitment to your own leadership and the wider industry, while the delivery workload is shared across the partnership.
- 10 Raise your profile across the sector.** Increased visibility through the Programme and D&I in Grocery LIVE! puts your brand in front of the people you want to reach or recruit from.

We are driving and tracking industry – wide progress



GroceryAid is your industry Charity, its purpose is to support all grocery workers who needs us through financial, emotional and practical support. The D&I in Grocery Programme supports this purpose by accelerating a truly diverse and inclusive grocery industry.

The D&I in Grocery Programme is suitable for everyone, whether you are a dedicated Diversity and Inclusion (D&I) practitioner or an ally wanting to drive change.



Successfully elevated
the industry's D&I Maturity
Model score by

2.1%
to 4.9 out of 10

Benchmark where you sit
against the sector. Know
exactly where to focus next in
confidence



Raising over

£1 million
for GroceryAid

An ESG story you can actually
report on, back by real numbers



Reached up to

1.2 million
employees

Impact no single company
programme could match alone



More than

270
hours of shared learning

You're not starting from
scratch. You're borrowing a
strategy already tested by 100+
organisations

Our Partners across the D&I in Grocery Programme, created for the industry, by the industry



Headline Partners



Major Partners



SME Partners

