



CHAMBERS
FOR
SUSTAINABILITY



DIVERSITY, EQUITY, & INCLUSION FOR CHAMBERS TOOLKIT

A guide for Chambers to create a DEI Committee and DEI initiatives.





Created by Chambers for Sustainability
A Program of the U.S. Green Chamber of Commerce



usgreenchamber.com
info@USGreenChamber.com

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PART 1:

UNDERSTANDING

DEI



DEFINING TERMS: THE BASICS

List of terms to know before starting a DEI Committee.



Diversity

A group of people where variety and differences exist.



Equity

Norms that guarantee group members and individuals access to the same opportunities.



Inclusion

A general sense of belonging within a group or community despite individual differences.

DEI STATISTICS

Here are some statistics regarding DEI Initiatives for employers.

56%

56% of employed U.S. adults believed increasing DEI at work is a good thing ([Pew Research Center](#)).

+25%

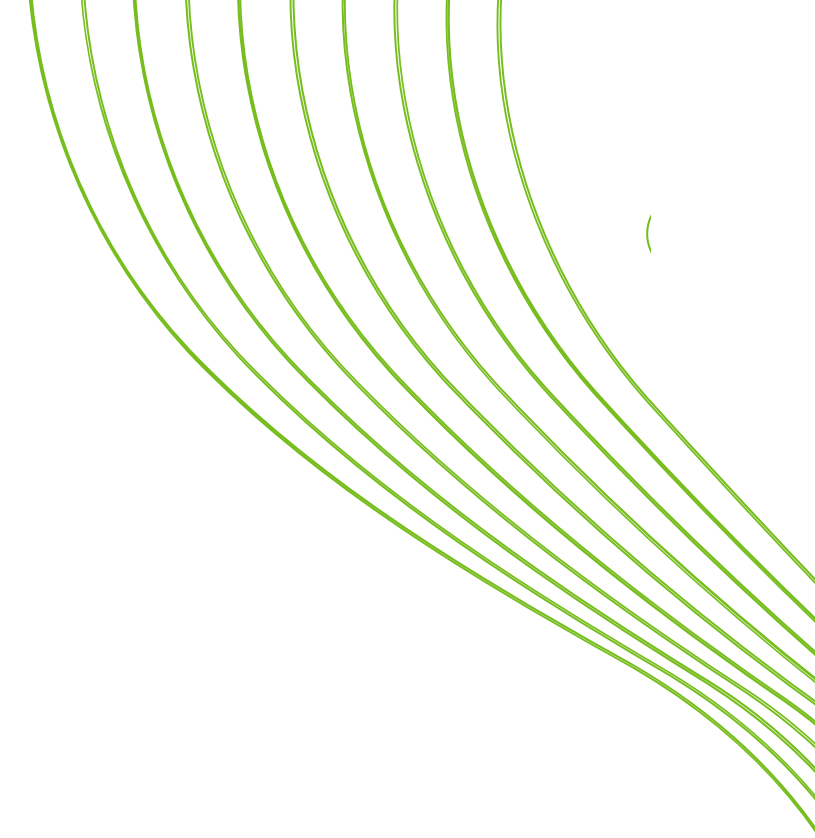
Companies that value gender diversity have a +25% likelihood of outperforming peers ([LinkedIn](#)).

80%

80% of survey respondents said they want to work for a company that values DEI ([LinkedIn](#)).

60%

60% of employees want to hear business leaders speak on diversity issues ([LinkedIn](#)).



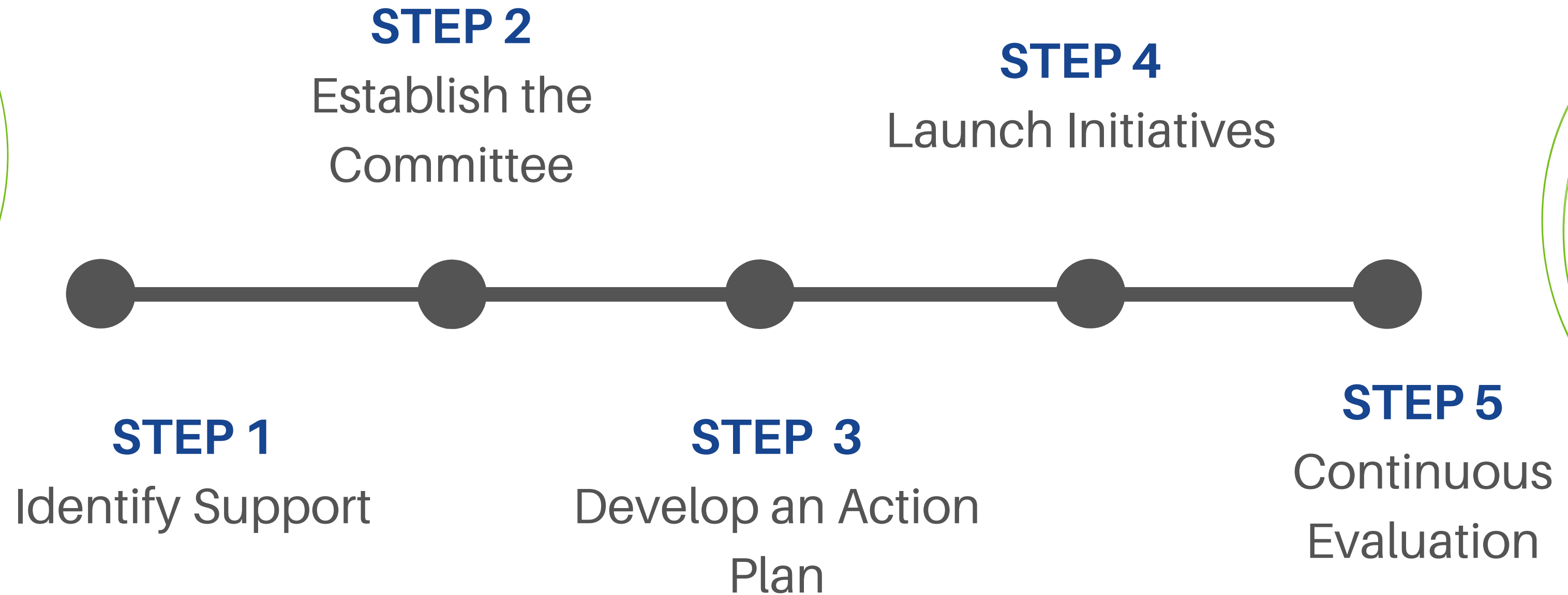
PART 2:

CREATING A DEI COMMITTEE



STEPS TO CREATE A DEI COMMITTEE

A timeline of potential different steps a chamber could take to create a DEI Committee.



STEP 1: IDENTIFY SUPPORT

Here are some suggestions to help identify support to build your DEI Committee.

- 1 Obtain support from chamber leadership.
- 2 Identify individuals passionate about DEI issues.
Some suggestions:
 - Talk to **current DEI advocates**.
 - Hold **Informational sessions/workshops**.
 - Schedule **one-on-one meetings** with key individuals.



STEP 2: ESTABLISH THE COMMITTEE

Here are some suggestions to establish your DEI Committee.

- 1** Define the committee's mission, goals, and objectives, determining what specific outcomes you aim to achieve.
- 2** Develop a charter/document that outlines the purpose, responsibilities, membership structure, meeting frequency, etc.
- 3** Educate members about DEI if need be with videos/articles.



STEP 3: DEVELOP AN ACTION PLAN

Here are some suggestions to develop an action plan for your committee.

- 1** Collect data through interviews/surveys on state of DEI within chamber and member businesses.
- 2** Based on data, create specific, measurable, achievable, relevant, and time-bound goals.
- 3** Develop an action plan that outlines strategy. Consider consulting relevant businesses or identifying partners (ex. local organizations, community groups).



STEP 4: LAUNCH INITIATIVES

Here are some general suggestions for DEI initiatives. Real-life examples of chamber DEI initiatives are discussed later in the presentation.

- Diversity Workshops and Training
- Inclusive Networking Events
- Mentorship and Sponsorship Programs
- Leadership Development Initiatives
- Recruitment Events
- Cultural Celebrations
- Diversity Awards
- Informational packets



STEP 5. CONTINUOUS EVALUATION

Here are some suggestions to continually evaluate the committee's progress.

- 1** Continuously assess the effectiveness of the committee's efforts. Gather feedback from stakeholders, measure progress towards goals, and adjust strategies as necessary.
- 2** Make sure to recognize and celebrate milestones.





PART 3:
CHAMBER
EXAMPLES IN
REAL LIFE



Chamber DEI Initiative Examples

There are four types of DEI initiatives Chambers seem to emphasize.

- 1 Inclusion Policy or Diversity Statement
- 2 Women in Business Initiatives
- 3 DEI Public Forums
- 4 Minorities in Business Resources

Categories of Chamber DEI Initiatives:

1) Inclusion Policy or Diversity Statement



Loudoun County Chamber of Commerce - VA

This Chamber of Commerce has a "Statement on Diversity, Equity, Inclusion, and Accessibility," "Policy on Board Diversity," "Diversity and Inclusive HR Policies," and a "Governance Committee on Diversity and Inclusion."



Toledo Regional Chamber of Commerce- OH

This chamber has a brief Diversity Statement compared to Loudoun, emphasizing an inclusive board.

“

The Loudoun County Chamber of Commerce is committed to ensuring its leadership – including its Officers, Directors, and Committee Chairs – and general membership reflect the diversity of Loudoun County and our membership.”

Loudoun County Chamber of Commerce

Categories of Chamber DEI Initiatives:

2) Women in Business Initiatives



Huntsville Chamber of Commerce - Alabama

This Chamber of Commerce sponsors a **Women in Business council** that meets regularly, has events listed on its Chamber calendar, advocates for women in small business, and encourages networking among its members.



Orange Chamber of Commerce - Connecticut

Their annual **Leadership Conference Breakfast** funds **four scholarships for female** high school seniors while emphasizing education, networking and mentoring opportunities that are available to the public.

Categories of Chamber DEI Initiatives

4) Minorities in Business Resources



Greenville Chamber - SC

This chamber has a **Minority Business Accelerator (MBA)** program. It supports and scales high-potential minority-owned firms by providing targeted training, access to business coaches, and access to large corporations.



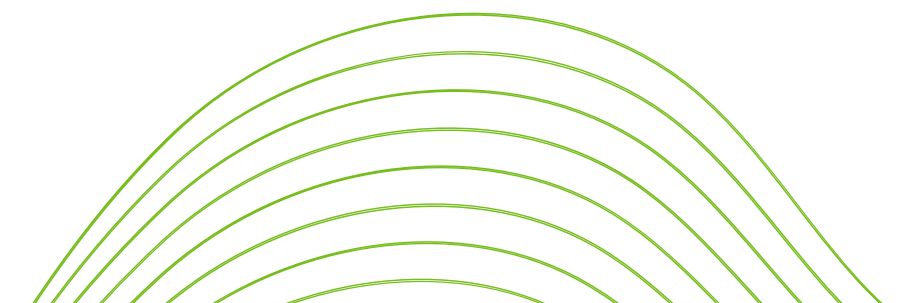
Charles River Regional Chamber - MA

This chamber offers a variety of **DEI resources**, including articles and websites about DEI, Consultant Training and Workshops, and relevant organizations, podcasts, and books.

“

The MBA delivers on its mission by using a two-pronged strategy: improving the readiness of local MBEs to serve as effective engines for economic development, and engaging the corporate community to more effectively utilize MBEs through local supplier diversity efforts.”

Greenville Chamber - South Carolina



Categories of Chamber DEI Initiatives

3) DEI Public Forums



Anchorage Chamber of Commerce - AK

This chamber has an open DEI committee hosted once a month and has annual updates on the diversity composition of its board of directors.



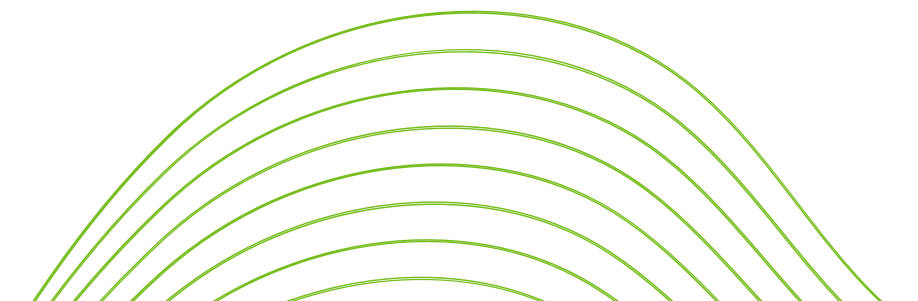
Alameda Chamber of Commerce - CA

This chamber hosts monthly public Town Hall meetings that discuss relevant topics like LGBTQIA+ business owners.

“

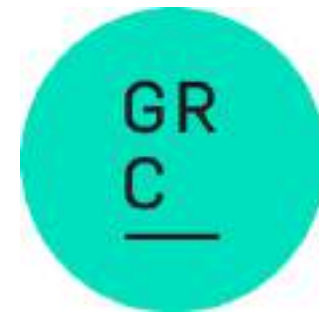
These Town Hall meetings are designed to: to widen our lens of diversity, challenge our own views and become educated about the contributions of people of differing races, ethnicities and orientations.”

Alameda Chamber of Commerce



Categories of Chamber DEI Initiatives

4) Minorities in Business Resources Cont.



Grand Rapids Chamber - SC

This chamber has a Diversity & Talent Video Series that will focus on the different ways to attract and retain top talent and include best practices in Diversity, Equity, and Inclusion.



Glendale Chamber - AZ

This chamber offers a Tool Box & External Resources page with links to different videos about diversity.

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Contact

Website:

usgreenchamber.com

Email:

info@usgreenchamber.com

chambersforsustainability@gmail.com

