

The IP Inclusive Leaders' Pledge



To make diversity and inclusivity a reality,
it has to be a priority.

I'm proud to sign up to the Leaders' Pledge, to
underline our Firm's commitment to implementing
a genuine and effective D&I agenda.

SANJAY KAPUR
PARTNER & BOARD MEMBER
TRADE MARK ATTORNEY



Providing visible and proactive leadership to improve D&I in my organisation

1 2 3 4 5 6 7 8

I WILL DEMONSTRATE THIS COMMITMENT BY:

- Being personally involved in, and contributing to, D&I projects and events
- Putting my name to a public statement of our Firm's commitment to D&I and of its D&I objectives, strategy and policies
- Champion colleagues from under-represented groups

Taking D&I seriously at the highest level

1 **2** 3 4 5 6 7 8

I WILL DEMONSTRATE THIS COMMITMENT BY:

- Allocating budget to D&I work
- Appointing a D&I champion at board/partnership level
- Encouraging my senior colleagues to do as I do to provide visible and proactive leadership on D&I issues

Embedding and valuing D&I throughout the organisational culture

I WILL DEMONSTRATE THIS COMMITMENT BY:

- Building a culture in which the whole of our Firm is involved in the quest for D&I
- Encouraging and allowing time for staff to work on D&I-related projects and training (including outreach and wellbeing initiatives)

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Building trust and safe spaces throughout the organisation

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I WILL DEMONSTRATE THIS COMMITMENT BY:

- Establishing an internal D&I forum with representatives from all roles and all levels within the organisation
- Introducing a zero-tolerance policy on discrimination and harassment
- Encouraging all staff, at all levels, to speak openly about their identities without fear of negative repercussions

Educating myself and my colleagues about D&I issues

1 2 3 4 **5** 6 7 8

I WILL DEMONSTRATE THIS COMMITMENT BY:

- Providing allyship, privilege awareness and/or unconscious bias training for staff at all levels, including board/partnership level
- Listen to the experiences of colleagues from under-represented groups and communicate my learnings from these discussions within the wider Firm

Sharing my privileges

1 2 3 4 5 **6** 7 8

I WILL DEMONSTRATE THIS COMMITMENT BY:

- Encouraging staff in all roles and at all levels to get involved alongside me
- Ensuring that staff in our Firm are aware of, and ideally involved with, IP Inclusive's Careers in Ideas outreach initiative

Insisting on equity

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I WILL DEMONSTRATE THIS COMMITMENT BY:

- Establishing fair, diversity-enhancing recruitment and promotion procedures throughout my organisation
- Where feasible, adopting the initiatives suggested in IP Inclusive's "Practical steps to improve BAME representation" publication



**Working closely with
HR and management
colleagues to achieve this**

1 2 3 4 5 6 7 **8**

I WILL DEMONSTRATE THIS COMMITMENT BY:

- Involving HR personnel in board/partnership level decision-making on D&I-impacting issues
- Allowing them access to D&I-related training and professional development and valuing the expertise they acquire from it
- Encouraging involvement of board/partnership level colleagues in HR communications, conversations and projects