

# SCOTCH WHISKY ASSOCIATION DIVERSITY & INCLUSIVITY CHARTER



## Background

The Scotch Whisky Association (SWA) launched its [Diversity and Inclusivity Charter](#) in September 2020. The Charter has now been refreshed for 2024 with support and input from the SWA Skills and Inclusion working group, in line with the Scotch Whisky industry's wider strategic aims.

The Charter refresh aims to:

- Encourage more SWA member companies to become signatories of the charter and in turn actively contribute to and engage with the sector wide diversity, equity, and inclusion agenda.
- Make the connection between the Charter and the SWA's new 2023 - 2025 Strategy clear.
- Ensure the Charter commitments are such that all member companies feel they can sign up to them, whilst remaining sufficiently stretching in order to remain meaningful and drive positive change.

## Greater diversity, equity and inclusions helps us to:

|                                                                     |                                                   |                                                                       |                                                                |
|---------------------------------------------------------------------|---------------------------------------------------|-----------------------------------------------------------------------|----------------------------------------------------------------|
| Position the Scotch Whisky sector as an exciting career destination | Attract a more diverse talent pool                | Retain and engage a high-performing, diverse workforce                | Leverage the potential of all our people                       |
| Boost performance and achieve greater productivity                  | Innovate and develop new, more creative solutions | Better reflect and be inclusive of the communities that we operate in | Better understand and respond to our consumers and new markets |

Source - [Catalyst. Diversity Matters. New York: Catalyst, October 1, 2014.](#)

## Diversity and Inclusivity Charter

The Scotch Whisky Diversity and Inclusivity Charter is part of the industry's commitment to attracting, retaining and developing a diverse workforce and creating an inclusive working environment for everyone across the Scotch Whisky sector.

Signatories of the Charter commit to:

- Have a member of their senior executive team who is responsible and accountable for diversity, equity, and inclusion in their organisation.
- Develop and implement a diversity, equity, and inclusion action plan for their organisation with clear, measurable goals to accelerate progress and deliver sustainable, positive change.
- Be transparent and communicate on their progress as an organisation and as part of the wider Scotch Whisky sector.
- Have a representative on the Scotch Whisky Association Skills and Inclusion working group to help foster collaboration and positive change, share best practice and deliver on sector wide diversity, equity, and inclusion priorities together.












## How were supporting those who sign up to the new charter:

The SWA's membership is diverse, ranging from listed multinational spirits producers through to small family-run distillers, bottlers, blenders, and brokers.

Reflective of this, each Charter signatory's diversity, equity, and inclusion action plan should and will be different to ensure they are meaningful and relevant to their organisation, and the specific diversity and inclusion opportunities and challenges they have.

Knowing what actions will deliver sustainable, positive change can be challenging. To help, the SWA's Skills and Inclusion group have collated several actions that Charter signatories are encouraged to consider incorporating into their action plans.

## How can companies take action to improve diversity and inclusion in their teams?

-  Establish mechanisms to gather diversity data from candidates and employees. Use data captured to identify barriers, assess progress, and target action to address under representation.
-  Build the confidence and capabilities of employees through training and guidance on diversity, equity, and inclusion. Topics to consider include mitigating unconscious bias, active allyship, and inclusive leadership.
-  Conduct a pay audits and encourage salary transparency to ensure fair and equal pay.
-  Ensure corporate and brand websites are designed with inclusion and accessibility in mind and in compliance with Web Content Accessibility Guidelines (WCAG 2.1 AA).
-  Have clear anti-discrimination and anti-harassment policies in place for the workplace and in any other job-related setting, as well as consumer and trade events.
-  Participate in external employer benchmarking schemes such as Disability Confident and Carers Positive.
-  Review policies, procedures, and processes to remove bias and ensure inclusive approaches. Areas to consider reviewing include recruitment, talent identification and development, flexible working and family leave.
-  Create visitor attractions, consumer and trade events and that are inclusive, accessible, and engaging for all attendees.
-  Seek to better understand employees experience of inclusion in the organisation through multiple channels such as surveys and focus groups.
-  Authentically represent diversity and intersectionality in advertising and marketing, while avoiding stereotyping.
-  Create an environment where employees with shared identities, interests or experiences feel empowered and supported to come together and create employee networks.

## Becoming a signatory ...

- Publicly demonstrates our commitment to diversity, equity, and inclusion within our organisations and the wider Scotch Whisky sector.
- Provides collaboration opportunities and access to best practice.
- Helps shape and contribute to the diversity, equity, and inclusion agenda across the Scotch Whisky sector.