



Supplier Diversity Europe: Who We Are and What We do



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on equality and mobility



Supplier Diversity: what it means in Europe

What it is:

- A procurement programme: helps companies target SMEs (small and medium sized businesses): gain business benefits
- Target group within SMEs: under-represented/diverse groups
- These include (but not limited to) 51% businesses owned/managed by women, disabled people, ethnic minorities and LGBT people



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Supplier Diversity: What it is:

- Increased market share: with diverse markets
- Access to new ideas and influence
- Increased competition: supplier base
- Receive better value for money
- Better serve and reflect the clients and communities companies work with and sell to
- Meet tendering requirements
- Part of being a diversity exemplar organisation



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Supplier Diversity: what it is not:

- Not about favouring any group of specific suppliers
- Does not involve making things over-complex or bureaucratic
- It **does** encourage large organisations to widen their applicant pools



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What is SDE?

- Been in existence for 8 years: developing best in class procurement and supply chain clients
- Currently operates in Europe and the UK, and is expanding into Germany and the Netherlands
- The SDE Secretariat is MPG (Migration Policy Group): a Brussels based 'think and do' tank
- Significant experience of working with a range of companies involved in developing supplier diversity
- They include, for example, Bristol Myers Squibb, Cisco, Citigroup, Deutsche Bank, G4S, Goldman Sachs, HP, Johnson & Johnson, Pitney Bowes, Staples/Corporate Express, Sodexo and Herman Miller



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Why SMEs are a priority

- SMEs form a substantial proportion of European businesses: e.g. they employ over 75m people across Europe
- They contribute over 50% of EU GDP: in the UK they generate 30% of private sector turnover
- They are especially innovative, especially in niche markets: they provide high flexibility and customised products
- SMEs are seen by governments across Europe as key in helping rebuild economies
- Seen to be a driving force of economic recovery plans and tackling unemployment



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How under-represented/diverse suppliers are important

- SME community in Europe is increasingly diverse
- There are an estimated 275,000 ethnic minority SMEs in the UK contributing an estimated £20b to the UK economy per year, 5% of total SME GVA (£369b)
- The number of women owned businesses is steadily increasing
- In the UK, LGBP people: estimate £70b spending power
- In Germany: women contribute or greatly influence 79% of expenditure on tourism and travel and 80% of buying decisions in all homes
- Important to make the link between the nature of diverse markets accessing the widest possible pool of potential suppliers



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SDE: what we can provide

- Membership options: Silver/Gold: activities include, for example:
 - customised package for each company
 - organisational review and assessment using the SDE benchmark
 - production of SDE benchmark and recommendations report and action plan
 - provision of SDE tool-kit and starter pack
 - advice and guidance on linking up with under-represented/diverse businesses
 - collation of case studies on good practice and lessons learnt
 - policy and research commissioned, reported on and customised to members
 - contact and liaison with other members including practice development and lessons learnt
 - training and development
 - opportunity to buy into the SDE Standard



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Cross referencing to other themes: Supplier Diversity and the Sustainability Agenda

Environmental



**Energy
Waste
Recycling
Water
Emissions
Chemicals
Packaging
Organics**

Marketplace



**Supplier Diversity
Labour Standards
(forced child labour
fair pay & working hours,
trade unions)
Fair Trade**

Workforce



**Workforce equality & diversity
Business conduct
(responsible lobbying, political allegiances & donations etc)
Investment of pension funds
Flexible working**

Community



**Local trade
Local employment
Work experience
Education
Sponsorship
Charitable contributions
Pro Bono work
Volunteering**

Case Study 1: Evolution Event Management

- Small (4 employees), BAME company
- Extensive, high-quality supply chain
- One-stop-shop for all event development, management and requirements
- Supply into BT, Unisys, Microsoft ... and many others who can't be publicly named
- www.evolutionevent.com



Robert Bell at SDE's 2nd Supplier Diversity Day. He wants to be known as a great supplier, period, not a great 'diverse' supplier!

Case Study 2: Braille Translations

c. 2 million people in the UK have significant sight loss

Every day another 100 people start to lose their sight
(RNIB data)

These people are your customers and end consumers.

Are you communicating information in a way that they can access?

- Micro BAME business, owned and run by a visually impaired businessman
- Multi-format braille translation service. Premises & website accessibility.
- Clients include Hilton Hotels, House of Commons, Krispy Kreme Donuts
- www.brailletranslations.co.uk

Case Study 3: Clownfish

- Small (17 employees) company, majority owned and managed by women
- Branding and communications for clients who are (or want to be) leaders in sustainability.
- Offices in London, NY and Shanghai.
- Clients include Unilever, Interface
- www.clownfishmarketing.co.uk



Case Study 4: Media Reach Advertising

“We are the multicultural marketing specialists.

We connect cultures. We build brands.”

Advertising, marketing and communications aimed at more than 26 languages and cultures.

- Medium-sized (18 employees), BAME business, £3m + PA turnover
- Consultancy, advertising, media planning, production.
- Clients include Bupa, Tesco, Alliance & Leicester
- www.mediareach.co.uk

Final Thought



“If you and I are the same, what have we got to offer each other?”



How to Contact Us

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