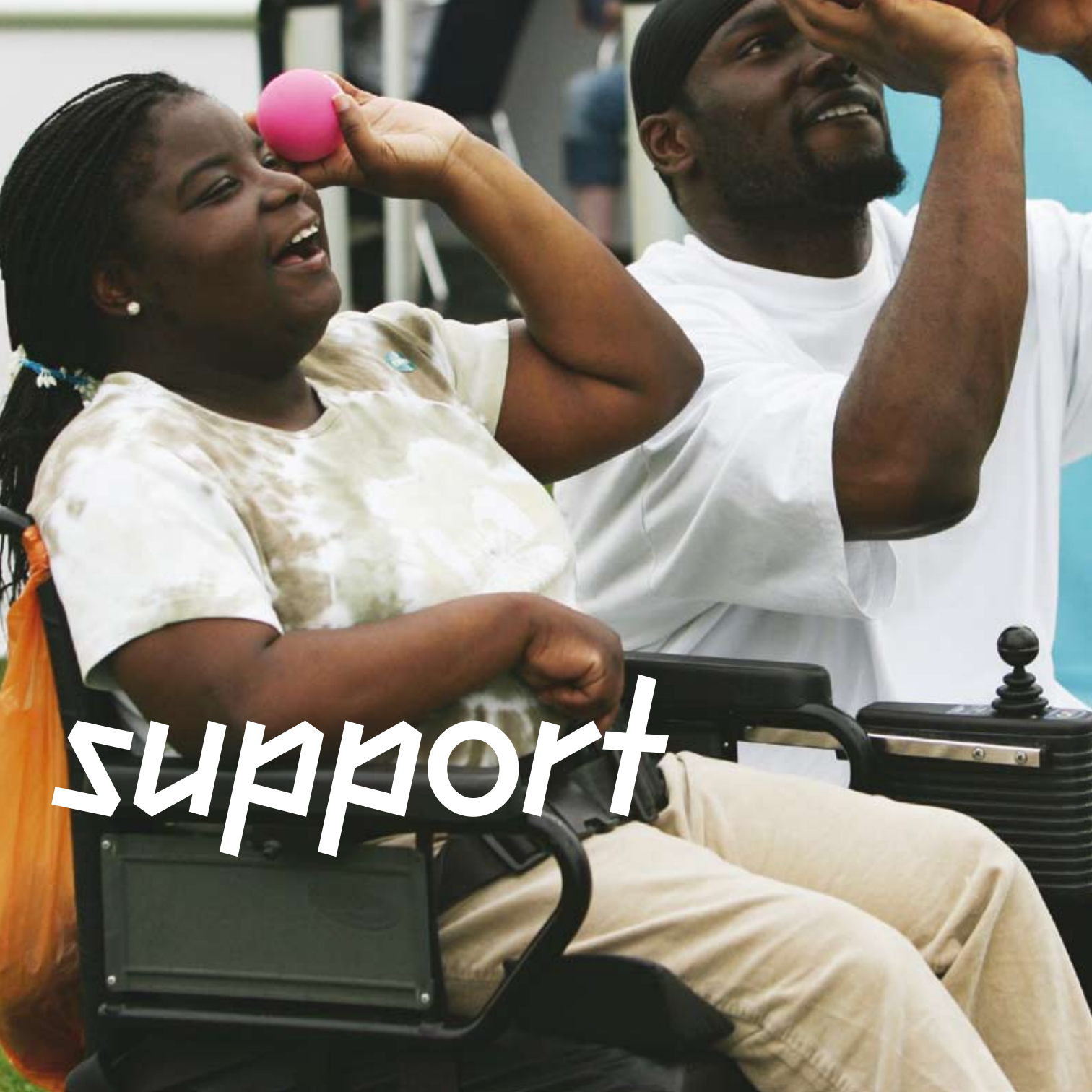


The London Organising Committee  
of the Olympic and Paralympic Games  
Welcoming the World  
Our strategy for a diverse and  
inclusive London



OPEN



**SUPPORT**

*include*





*engage*

## A catalyst for change

A lasting legacy of positive change from the 2012 Games is being planned. That legacy is incredibly wide-ranging, from giving young people access to world-class sporting venues, to new job and volunteering opportunities, and better transport links in the five Host Boroughs – Hackney, Greenwich, Newham, Tower Hamlets, Waltham Forest.

In some areas we're working with partners who will actually deliver the legacy programmes. In others, like volunteering and procurement, LOCOG is directly responsible so we must set the standard for promoting diversity and inclusion.

In particular, London 2012 aims to inspire young people worldwide to choose sport.

We plan to get more women, disabled people and BAME people actively involved in sport by:

- raising awareness so a wider range of people watch the 2012 Games; and
- influencing key partners to train young people in sports volunteering, coaching and other related skills.

We'll also challenge discrimination in sport by spreading positive messages, supporting programmes that promote more equality and making full use of the London 2012 Paralympic Games to inspire disabled people.

With the right approach, the 2012 Games will benefit everyone, together.

We'll encourage everyone, especially young people, to aim higher for themselves.

## How we do business

We'll learn from others, set stretching standards.

We plan to deliver a 2012 Games that truly encompasses the world in one city.

To do this, we must ask the right questions, not only of ourselves but also of our partners and suppliers.

We aim to show other people and organisations that they can be diverse and inclusive, every day. As an organisation we know this means being ready to listen, learn and change. More importantly, we have to think about diversity and inclusion in all our activities. Especially in the way we communicate, buy goods and services, and make decisions that will affect the way we stage the Games.

### **Communication**

- We'll reflect our ambition for a diverse, inclusive 2012 Games in all our communications.
- We'll challenge our thinking to generate new outcomes.
- We'll make our communications accessible and inclusive in their language, format and images.

### **Decision-making**

- We'll develop a straightforward process to help us make decisions that promote diversity, equality and inclusion.

- We'll create a framework to monitor and measure our decision-making.
- We'll embed diversity and inclusion performance objectives and measures into performance management.

### **Procurement** (buying in goods and services)

- We'll make our processes accessible so that more social enterprises, community organisations, and smaller businesses owned by Black, Asian and minority ethnic (BAME) people can get involved.
- We'll use the power of the Games to encourage suppliers to work with a more diverse range of people and businesses.
- We'll aim to use ethical supply chains and to ensure our suppliers and partners do the same.

# Individual responsibility

Every single person at LOCOG has a part to play in creating a culture of diversity and inclusion that respects and values everyone.

All LOCOG employees should:

- treat others with respect and challenge inappropriate behaviour;
- provide feedback to others;
- do everything they can to make everyone feel included.

Our managers must actively promote diversity and inclusion to all our workforce, by:

- recognising individual differences;
- making sure they have the knowledge to deal with diversity and inclusion issues;

- getting all team members' views and giving positive, constructive feedback;
- setting challenging goals and helping team members to achieve them.

In turn, LOCOG will support our employees, managers and leaders by:

- creating a culture of inclusion, tolerance and respect;
- having clear organisational policies;
- training staff in equality, diversity and inclusion;
- providing managers with the tools and guidance they need to make our vision happen.

We'll put diversity and inclusion at the heart of everything we do, and make sure our workforce take personal responsibility for it.

## Recruitment and development

We're committed to best practice when it comes to recruiting and developing a truly diverse workforce. That doesn't just mean attracting a broad range of people. It also means listening to their viewpoints, challenging them so they can develop their potential and training them about diversity and inclusion.

We'll identify the range of talent LOCOG requires and work to understand how we can attract people with these skills from diverse communities.

We'll proactively recruit among groups we want to represent in our workforce by:

- building partnerships with specific individuals, groups and communities;
- advertising jobs in specialist press to reach target groups;
- supporting vocational training schemes for disadvantaged groups; and
- ensuring people know LOCOG is the place to be for diverse talent.

We'll recruit a truly diverse workforce and make full use of people's different viewpoints and experiences.

## Engaging others

We'll reach out and engage with communities and groups around the UK so that everyone can get involved.

Getting our partners and stakeholders actively involved in our strategy will spread the message about diversity and inclusion, and create a broader, deeper commitment to it. It's especially important to engage young people, because some don't believe the 2012 Games is 'theirs'.

We'll listen to people's views and reach out to them in ways that will interest and inspire them. So they feel excited about the 2012 Games and want to share their ideas with us.

We'll reach out to all our stakeholders – including specific communities and groups – and create ways for them to share their views with us, by:

- building new and stronger relationships at key stakeholder events and community activities;

- creating tailored programmes to tell different groups about our goals in ways that are relevant to them;
- finding ways, especially via new media and social networking, to connect with young people so they feel included and respected.
- creating ways for senior LOCOG managers and the workforce to regularly discuss issues and feed back ideas;
- using forums, presentations and other channels to regularly contact stakeholders;
- spending time with members and representatives from a wide range of communities and groups, especially from the host boroughs.

We'll also support the Cultural Olympiad, a raft of cultural activities around the UK that will celebrate the spirit of the Games from 2008 onwards.

This is a summary of the Diversity and Inclusion Strategy for the London Organising Committee of the Olympic Games and Paralympic Games (LOCOG) – the organisation responsible for staging the 2012 Games.

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**Other languages** This publication is available on request in other languages.

☎ 0808 100 2012

Reference: LOC2008/34

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Published February 2008. Printed by an ISO14001 certified printer using vegetable-based inks on recycled paper from post-consumer waste.

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