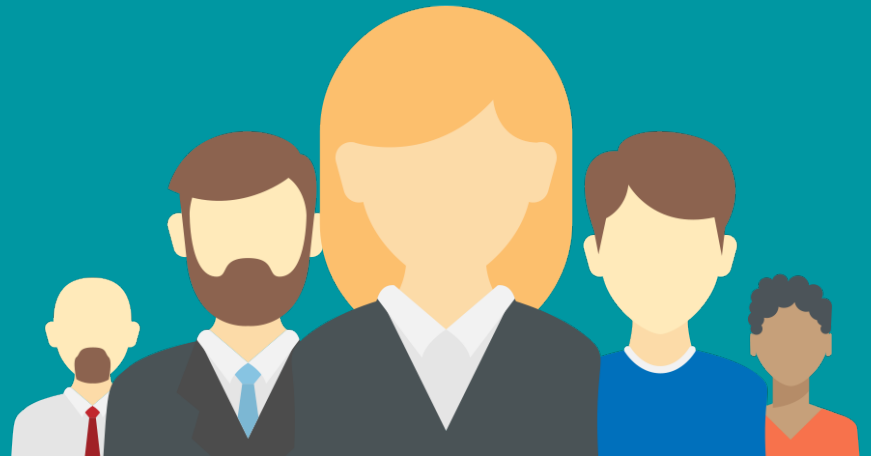


Working Forward

Ensuring pregnant women and parents are supported in the workplace

Launched September 2016



**WORKING
FORWARD**

SUPPORTING PREGNANCY
AND MATERNITY RIGHTS



@EHRC
#WorkingForward

What is Working Forward?

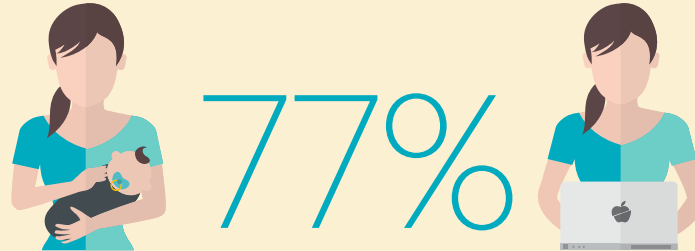


SUPPORTING PREGNANCY
AND MATERNITY RIGHTS

A national solutions based initiative launched in September 2016, calling on British businesses to make our workplaces the best they can be for pregnant women and new mothers and ensure that female talent is nurtured and valued.

Driven by a coalition of high profile employers leading the way on supporting pregnancy and maternity rights.

Why we want to drive change

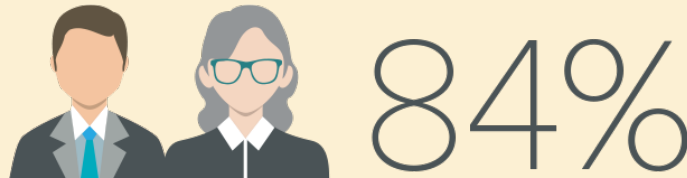


of mothers say they have received a negative or possible discriminatory experience at work according to our research.



If scaling up to the general population, this would mean a total of 390,000 women are affected each year.

Why we want to drive change



However, the majority of employers (84%) recognise it was in their interests to support pregnant employees and employees on maternity leave.

So we want to bridge the gap between employee experience and employer perception and understanding.



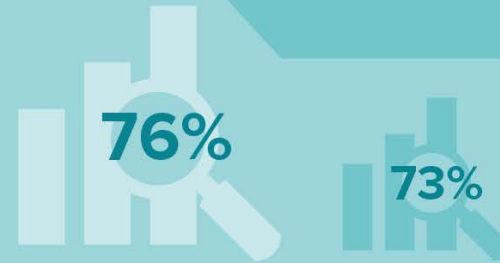
Supporting mothers in the workplace makes business sense.



15%

Financial return

Companies that retain more women are not only doing the right thing but can also gain a competitive edge. Businesses in the top quartile for gender diversity are **15 per cent** more likely to outperform the national industry median.



76%

73%

76 per cent of businesses report that it improves staff retention and **73 per cent** report that it improves staff motivation.



£600 billion

Britain could add **£600 billion** to our economy if we equalise women's productivity and employment to the same level as men's.



Re-hiring staff costs employers. Average cost of recruitment (up to £7k for a senior manager in the private sector)

WORKING
FORWARD

SUPPORTING PREGNANCY
AND MATERNITY RIGHTS



@EHRC
#WorkingForward

Backed by Government



Business Minister Margot James MP

“As the Prime Minister has made clear, we’re building an economy that works for all and the EHRC’s Working Forward campaign to rid the workplace of pregnancy discrimination will help to achieve that goal”



Department for
Business, Energy
& Industrial Strategy

**WORKING
FORWARD**

SUPPORTING PREGNANCY
AND MATERNITY RIGHTS



@EHRC
#WorkingForward

Spearheaded by industry leaders



John Lewis Partnership



C|B|I|



**WORKING
FORWARD**

SUPPORTING PREGNANCY
AND MATERNITY RIGHTS



@EHRC
#WorkingForward

Pledging to make our workplaces the best they can be for pregnant women and new mothers

And asking others to do the same by:

Demonstrating strong leadership from the top down



Ensuring confident employees



Training and supporting line managers



Offering flexible working practices



What do members get?

- Free Toolkits and Conversation guides
- Member only events via LinkedIn and webinars
- Invites to Member events (by sector and issue)
- Peer to Peer support
- Online Training material from ACAS
- Opportunity to network, connect and share with CEO's and HR Directors from other Working Forward Organisations.
- Monthly Newsletters

Working Forward Members

- Currently over 170 members
- Reaching 1.3 million employees
- Target by March 2018 is 300 members

Members include: M&S, Schneider Electric, O2, Welsh Government, Royal Lancaster Hotel, Deloitte, Carillion, PwC, Lloyds, Pets at Home, KPMG, Network Rail, Department for Education, Danone, PageGroup, various NHS Trusts, Universities and Legal Firms.

Future Plans

- Phase 1 – September 2016 Includes Pregnant and New Mothers
- Phase 2 – November 2017 Includes Pregnant Women and Parents at Work
- Phase 3 – May 2018 (TBC) Includes all Flexible Workers – including any carer (eg Grandparents), returnees, individuals with mental health conditions, those who want a better work/life balance, disabled people....the list is long!

What didn't work?

- Cold Calling – must have clear terms
- Naming and Shaming – must be about inclusivity
- Too Many emails
- Not having enough material at launch
- Could have been more broader at launch
- Initial Survey too long – too structured to highlight negatives
- No relationship managers at launch

Becoming a Member of Working Forward

We welcome all employers from all sizes and sectors to join the Working Forward coalition. You can join anonymously or publicise your involvement.

Employers are not required to have any pre-existing policies or practices to support pregnant women and returners. Its FREE.....

Once you have pledged, you will have access to the LinkedIn Group at:

<https://www.linkedin.com/groups/11900507>

For any questions about this, please contact Anna Wilthew at the Equality and Human Rights Commission at: Anna.Wilthew@equalityhumanrights.com

Or for more information visit: www.equalityhumanrights.com/WorkingForward