



**National  
Inclusion Week**  
2021 27 September –  
3 October



# #UnitedForInclusion: A guide to the National Inclusion Week theme

## What does the National Inclusion Week 2021 theme mean?

Every year, Inclusive Employers, the founders and organisers of National Inclusion Week (Inclusion Week), develop a theme for the week. In the last year, we have seen the spotlight shone on inclusion more than ever, and we have chosen the theme – #UnitedForInclusion – as a response to that.

As inclusioneers, we have to recognise the impact that the challenges of 2020 have had on the world and on our individual and collective understanding and experience of inclusion. We have seen [our membership](#) grow in the last year, and we know that more of you are focusing on your inclusion agendas and taking action to reflect on and respond to the impact of George Floyd's murder, the impact of Covid-19 and the variety of challenges these events have highlighted for inclusion and diversity.

Over the last 10 years, as experts in this area, we have learnt the power of working together – of uniting. This is why we have chosen the theme #UnitedForInclusion. We are using this year's Inclusion Week to create a platform for sharing best practice, for learning, for the sharing of challenges and solutions. By participating in Inclusion Week, you are joining us in the commitment to be #UnitedForInclusion. By working together, we will become a more powerful force for change, progressing our mission to create thriving, inclusive workplaces.

There are many ways you can engage with this year's theme – read on to find out!

## **How can you take action to be #UnitedForInclusion during Inclusion Week?**

### **Organise your own National Inclusion Week event programme**

We encourage you to develop a series of events for your organisation during Inclusion Week that will inspire, celebrate, and most importantly, lead to action and progress for your inclusion journey. Use the #UnitedForInclusion theme as inspiration. It may also help to consider the following questions:

- What challenges has the past year highlighted for our inclusion and diversity agenda?
- Who else can we work with internally to understand these challenges?
- How can we learn from our colleagues to understand more about the inclusion challenges they experience?
- What have our inclusion achievements been this year and how can we showcase and build on them?
- What external colleagues and partners can we work with to deepen our experience and understanding of inclusion?

If you would like support with delivering your Inclusion Week events please get in touch with us via [info@inclusiveemployers.co.uk](mailto:info@inclusiveemployers.co.uk).

### **Take part in the Inclusive Employers National Inclusion Week Daily Actions**

For everyday of Inclusion Week, Inclusive Employers have created Daily Actions that bring the #UnitedForInclusion theme to life. We encourage you to plan your involvement in these actions in advance, so you are ready when each day arrives to participate in making the Daily Action a reality! Share your participation internally so everyone has the opportunity to be a part of the action.

When you share your Daily Action activity on your social media channels use #UnitedForInclusion, #NationalInclusionWeek2021 and @IncEmp, so we can share and inspire others with your involvement.

Below is an overview of the Inclusion Week 2021 Daily Actions. More details and support on how to bring these actions to life will be included in the toolkit.

**#UnitedForInclusion Daily Actions:**

**Monday: Show that everyone is welcome and valued**

- How can you communicate and demonstrate your inclusive culture and values in the public facing areas and communities that you work with? This is about bringing your values to life, so everyone feels welcome and understands that inclusion is at the heart of your organisation.

**Tuesday: Unite for anti-racism**

- This is about changes you can make to diversify your perspective of race and gain an understanding of experiences that you might not have been exposed to before.

**Wednesday: Empower and recognise**

- Today is about recognising your colleagues who are dedicated to empowering others. They may be an ally, champion, role model or involved in staff networks – all roles that are focused on uniting for inclusion and have a valuable place in creating inclusive cultures in workplaces everyday.

**Thursday: Progress the dialogue of inclusion in your industry**

- This action is about uniting with others in your industry to pool knowledge, resources and experiences of inclusion. Sharing challenges, successes and best practice will offer fresh insight, opportunities and solutions to progress your industry's collective inclusion agenda.

**Friday: Unite your colleagues**

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- This action is inspired by the idea that ‘unity begins at home’. We know that inclusive cultures will grow from inclusive foundations. How well do colleagues in your organisation know each other? We are encouraging you to organise a ‘coffee roulette’, that pairs random colleagues together to have a catch up – virtually or in real life – over a cuppa. It’s a great opportunity for colleagues whose job paths might not cross to find out more about each other.

### **Saturday: Share your inclusion library**

- This is an opportunity to broaden your perspective across all aspects of inclusion and diversity and encourage your colleagues and friends to do the same. Sharing what you’ve been listening to, reading and watching with others will offer them a new experience and understanding that they might not have been exposed to otherwise. Greater understanding of our different experiences will create greater unity between us.

### **Sunday: Unite your colleagues**

- This is another opportunity to embrace the idea that ‘unity begins at home’. We know that inclusive cultures will grow from inclusive foundations. How well do colleagues in your organisation know each other? We are encouraging you to organise a ‘coffee roulette’, that pairs random colleagues together to have a catch up – virtually or in real life – over a cuppa. It’s a great opportunity for colleagues whose job paths might not cross to find out more about each other.

### **Sign up for National Inclusion Week 2021 Events!**

Our event schedule will be announced in the coming weeks and align with the #UnitedForInclusion theme. Be sure to secure your place on your favourite events as we unite for inclusion and continue our goal of making inclusion an everyday reality.