

DEI | STEERCO

Diversity, Equity & Inclusion (DEI) Active Networks

ALLYSHIP IN ACTION



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What words come to mind when you think of allyship?

① Start presenting to display the poll results on this slide.

What is an ally?



Shannon

An ally is anyone that actively promotes a culture of inclusion through intentional, positive and conscious efforts, who stands with or advocates for underrepresented individuals or groups.

Being an ally is something you do, it is not something you are.



Our Active Networks



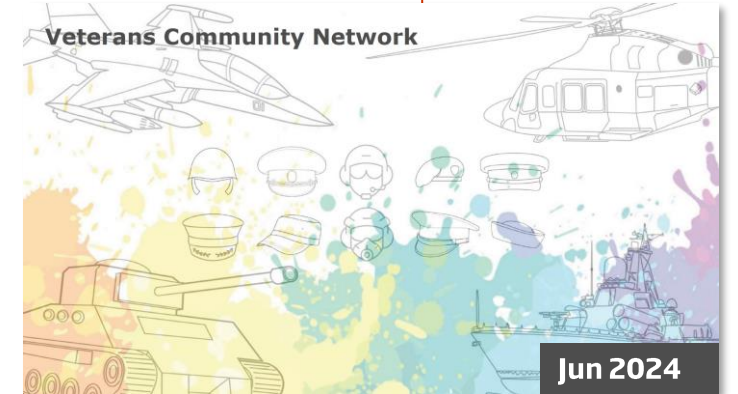
Shannon



Summer 2021

Summer 2022

Summer 2024



A hand holding a white fabric with a black camouflage pattern, set against a background of a person's arm and a bright light source.

Allyship in Action

Turning an idea into reality



Jan 24

I had the idea of creating a Veterans Community at DS Smith



June 24
First Veteran Coffee Break



Sept
Second Coffee Break - Recruitment

July 24
Veteran Community Teams Channel



Nov 24
Remembrance Day Coffee Break

Feb 25
Next Coffee Break - Compulsory Military Service



Stats	
~70	- Regular network
>100	- Network reached
11	- different countries

Growing the Community & Creating a Network

Veteran Community



Growth

Veteran Network



Creation

The DEI Team



Thank you

The DEI Strategy



Celebrate

Next Steps

Join us for
a cuppa

Coffee Break - Thursday 6th February
The topic is compulsory military service
Join or tell your story

Connect
with us

Viva Engage
Comment, share or like our posts
Join our conversation

Join our
conversation

Teams Channel
Comment, share or like our posts
Join the conversation



Contact me if you
want to know more
or share. I welcome
your call, email,
teams chat.

Sarah Holmes

12 months of Allyship



Shannon

1. Access viva engage and share a DEI related post
 2. Celebrate an awareness day
 3. Check in on your colleagues
 4. Join one Coffee Break this year
 5. Make your meetings inclusive
 6. Talk to your on-site leaders about hosting a DEI event
 7. How to talk to a chosen family member or friend about a DEI topic
 8. Rethink how you communicate
 9. Take up Empathy learning
 10. Visit the DEI hub or DEI Intranet
 11. Give space to people who aren't the loudest
 12. Acknowledge important / religious events
- Bonus.** DEINGO BINGO card!



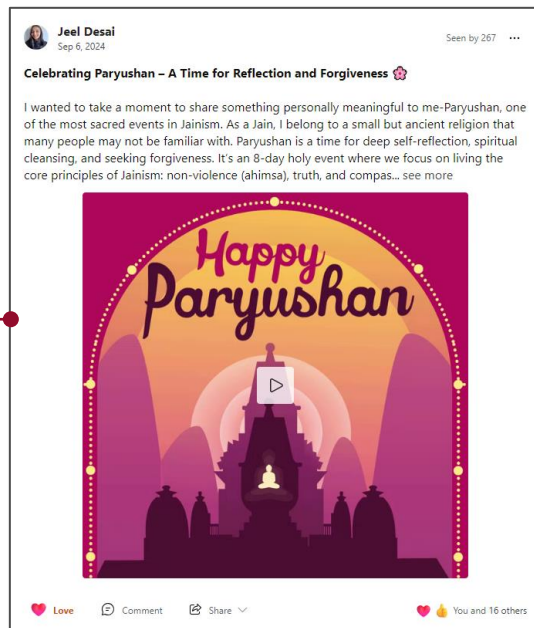
01

Access viva engage
and share a DEI
related post

1. Access viva engage and share a DEI related post

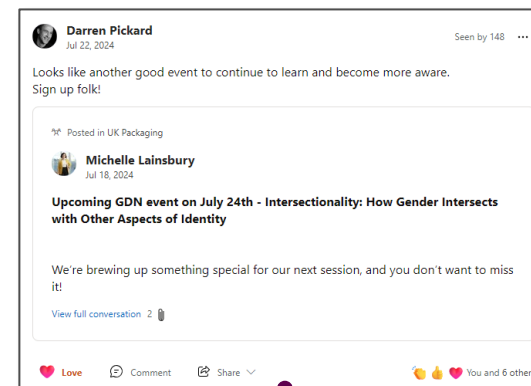


Mattie



2. Share someone else's Viva Engage post - either add why it matters to you, or simply repost

Resharing allows for the original post to go further and demonstrates what matters to you



4. Share support information or advice that you feel may benefit others

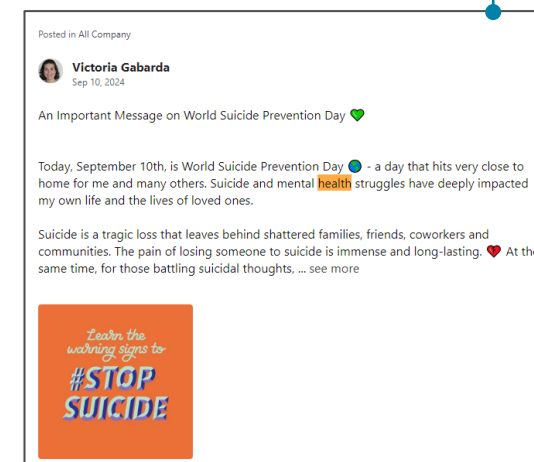
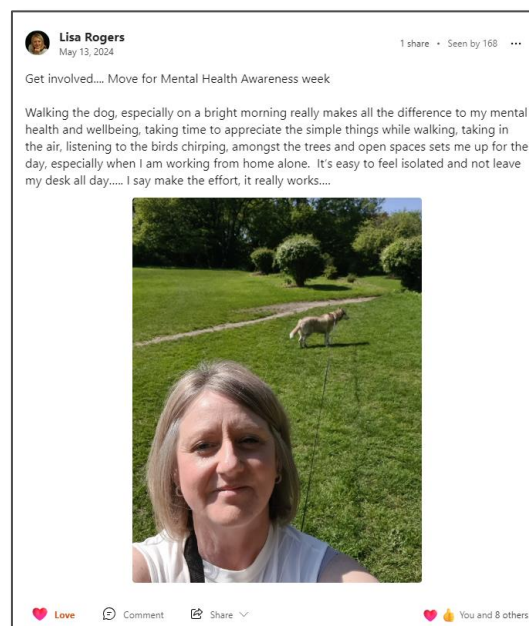
Knowledge sharing may provide valuable insights for others

1. Share a post about a religious holiday or awareness day

Acknowledging days and events help each of us learn new things

3. Post about a personal approach you use to support your wellbeing or other coping mechanisms you may have

Sharing experiences can help people feel less alone, making them feel seen





02

Celebrate an awareness day

Celebrate an awareness day



Sam

There are awareness days for all kinds of things throughout the year, as well as national and religious holidays...plenty of opportunities for you to find something that resonates with yourself, or you may be personally affected by.

You could:



Celebrate the animals in your life



MENTAL HEALTH AWARENESS WEEK

Talk about a day that matters to you

Acknowledge the importance of the environment



Attend an event in person

Our Active Networks celebrate various Awareness Days throughout the year, so keep an eye on our calendars

There are plenty of chances for you to celebrate throughout 2025!

Helpful global days list:

- [Global Days > Reboot Education \(rebootthefuture.org\)](https://rebootthefuture.org)
- [2025 Calendar of National Days and Observances by Month | Office Holidays \(thereisadayforthat.com\)](https://thereisadayforthat.com)



03

Check in on
your colleagues

Check in on your colleagues



Mattie

Sam

How:

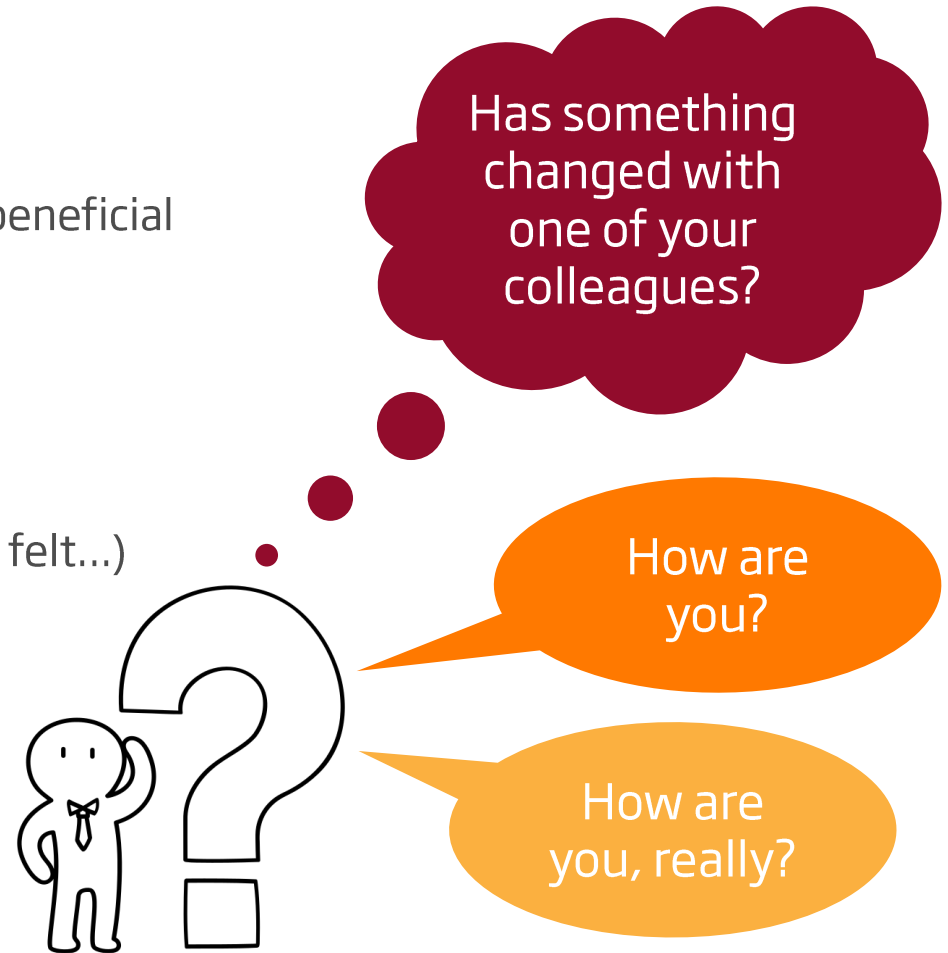
- Create a safe space
- Suggest a chat over a coffee or tea
- Go for a walk and talk - outside of the workspace may be more beneficial
- Invite them to go to a location together (e.g. local lunch place)

What to do:

- Ask open questions
- Be vulnerable & genuine (e.g. offer an example of a time you've felt...)
- Listen carefully
- Encourage action (if needed)
- Check back in at a later date

Additional support available:

- <https://www.samaritans.org/>
- [Befrienders Worldwide](#)





04

Join one coffee
break this year

Join one DEI coffee break this year



Serena

What are DEI Coffee Breaks?

- Every month we hold Coffee Break calls
- Each call is hosted by one of our Active Networks
- Providing a safe space to share and learn
- Topics are assigned to each Coffee Break
- Participation is encouraged but not necessary

For everyone...

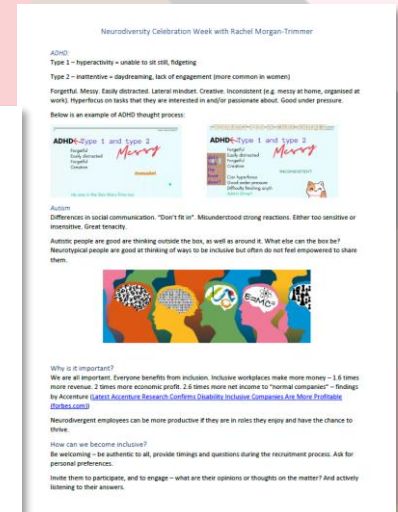
- Everyone is welcome - telephone dial-in details available for our frontline workforce
- Notes and tips are shared following the call (they are never attributed)
- Traditionally they are 30 minutes long

What else is available?

- Coffee Breaks are additional to other DEI Active Network calls

Where can we find this information?

- [What's on? - \(dssmith.com\)](http://dssmith.com)
- [Monthly Coffee Breaks \(sharepoint.com\)](http://sharepoint.com)





05

Make your
meetings inclusive

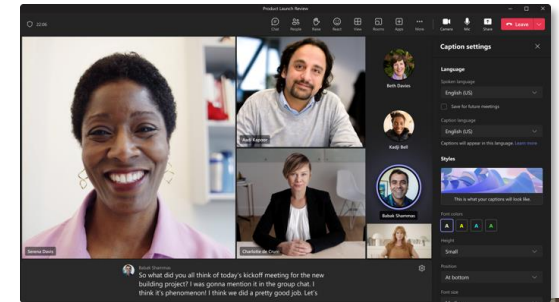
Make your meetings inclusive



Serena

Being inclusive is quite easy:

- Ask attendees' pro-nouns
- Use inclusive language
 - e.g. use 'y'all' instead of 'guys'
- Think about timings & locations
 - Time zones, school runs, avoiding lunch
 - Could the call or workshop take place online, over in-person
- Consider the meeting length
 - Would 50 or 55 minutes allow for attendees to get drinks and freshen up ahead of their next diary entry
- Be mindful of running time
 - Do you need to schedule a secondary call instead of over running?
- What tools to use in your meeting?
 - Making your calls more interactive can promote engagement
 - Promote the chat function
 - Live Captions may help





06

Talk to your on-site
leaders about
hosting a DEI event



Serena

Talk to your on-site leaders about hosting a DEI event

Would you like to celebrate a DEI event?

- Approach your line manager to express your wishes
 - Check if there is someone else you should speak to

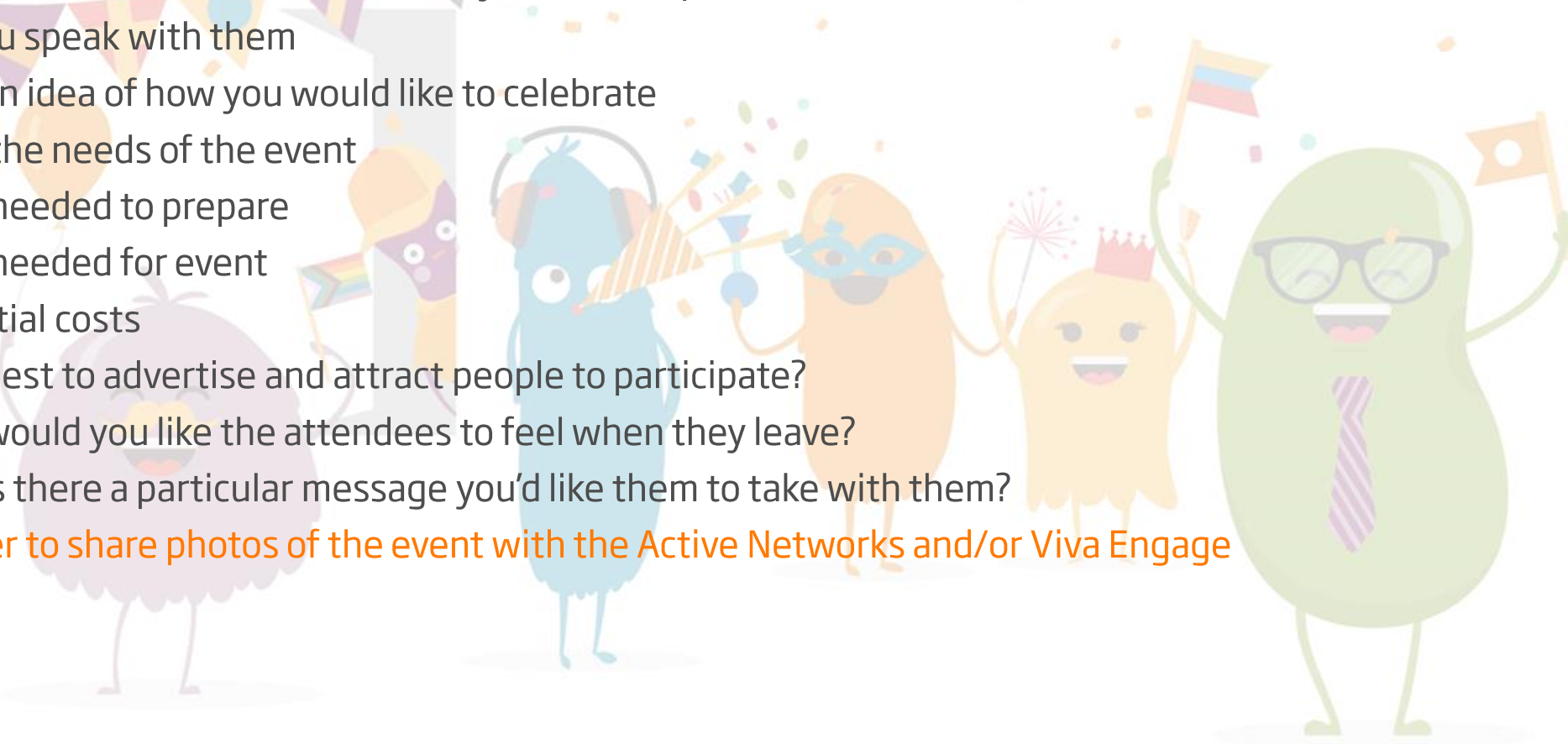
Before you speak with them

- Have an idea of how you would like to celebrate

Consider the needs of the event

- Time needed to prepare
- Time needed for event
- Potential costs
- How best to advertise and attract people to participate?
- How would you like the attendees to feel when they leave?
 - Is there a particular message you'd like them to take with them?

Remember to share photos of the event with the Active Networks and/or Viva Engage





07

How to talk to a chosen family member or friend about a DEI topic



Ivan

How to talk to a chosen family member or friend about a DEI topic

Speaking with friends and family about certain topics can feel daunting but it doesn't have to
Some of the DEI topics are very easy to access, others can be harder due to culture or political view-points

1. Build trust

2. Plan the conversation

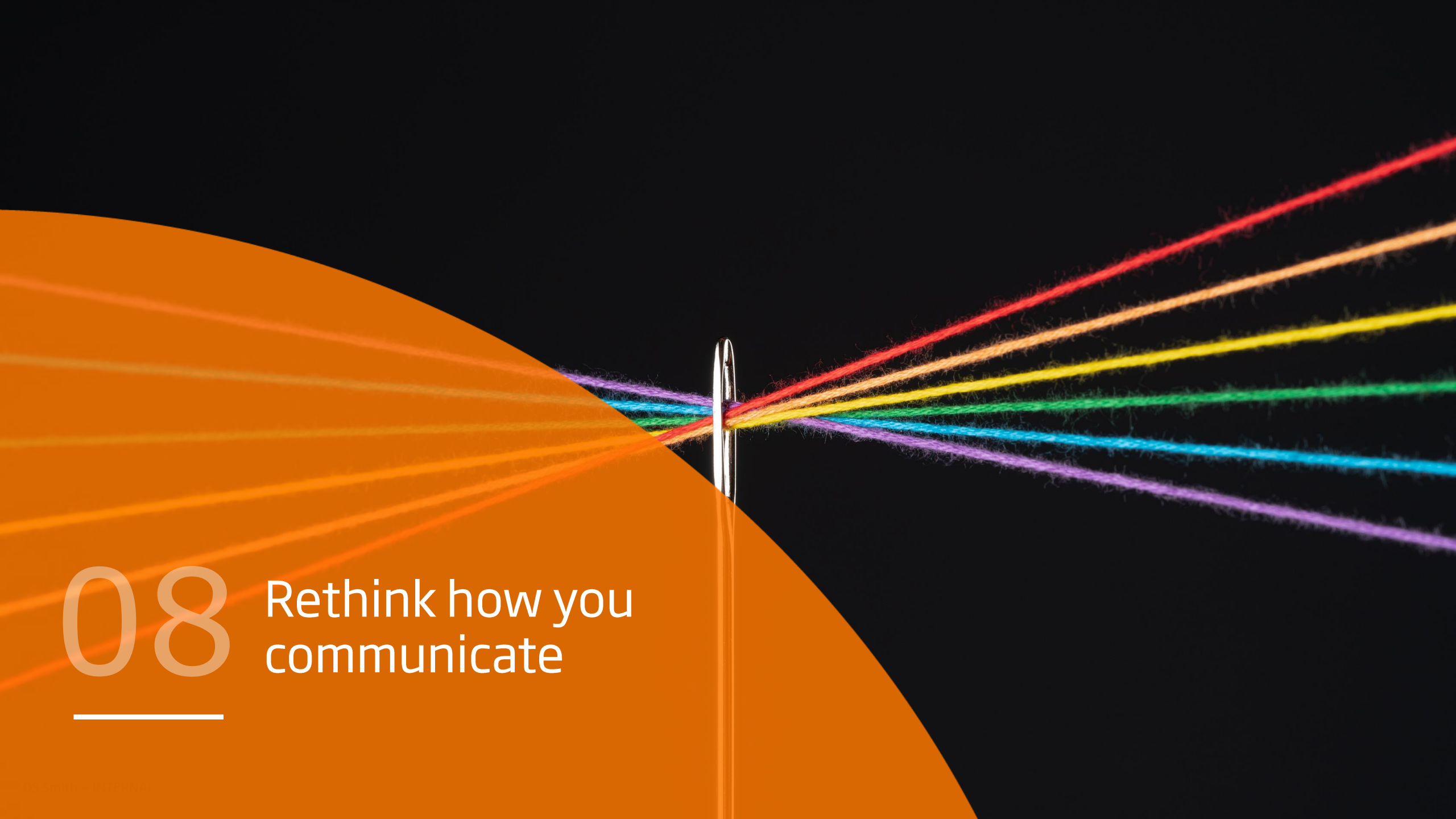
3. Maintain open dialogue

Basic rules to remember

- Leave assumptions behind
- Ensure you are within a neutral environment
- Be authentic
- Focus the conversation on a single DEI topic
- Expect and accept that you may not agree, but sharing ideas is the first step
- Express your gratitude for their time and participation
- Remember, it is not about winning - knowledge shares provide growth and trust

Further information available here:

- [7 Ideas Allies Can Use to Explain DEI Simply - The Good Men Project](#)



08

Rethink how you
communicate





Ivan

Rethink how you communicate

Not all communication is verbal:

VERBAL

NON-VERBAL

WRITTEN

INTERPERSONAL

LISTENING

We also have ingrained habits and behaviours:

- Confront your own bias
 - Do you hear the role 'Doctor' and automatically assume 'male'?
- Consider the terminologies you use day-to-day
 - Gender neutral terms, avoid generalisations
- Don't make assumptions
- Be open and transparent
 - It is ok to state that you do not know or are unsure how to be more inclusive
- When discussing DEI, do not just approach those who outwardly present as diverse
 - Don't only talk about LGBTQ+ topics with your LGBTQ+ friends or colleagues



09

Take up
empathy learning

Take up empathy learning

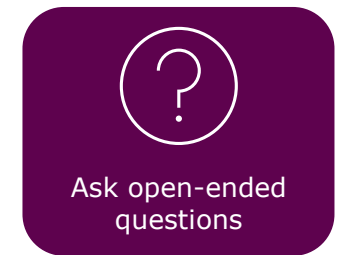
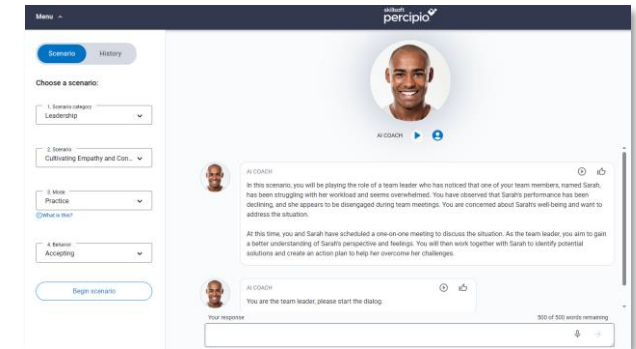


Ivan

Empathy is the ability to emotionally understand what other people feel, see things from their point of view, and imagine yourself in their place. Essentially, it is putting yourself in someone else's position and feeling what they are feeling.

There are differing kinds of empathy:

- Affective - ability to respond to other people's emotions appropriately
- Somatic - ability to feel what another person is feeling
- Cognitive - ability to understand someone's response to a situation



Further information available here:

- [Cultivating Empathy & Connection](https://share.percipio.com/cd/uQgCaCkLDa) - <https://share.percipio.com/cd/uQgCaCkLDa>
- [Empathy & Connection](https://share.percipio.com/cd/xujX3W-rl) - <https://share.percipio.com/cd/xujX3W-rl>
- [AI Simulator: Cultivating Empathy & Connection](https://share.percipio.com/cd/CAZ4Dt1EL) - <https://share.percipio.com/cd/CAZ4Dt1EL>



10

Visit the DEI hub
or DEI intranet

Visit the DEI hub or DEI intranet



Pippa

DS Smith

Contact us | Buy online | 560.00 GBP | -1.75 | Worldwide

Why join | Active Networks | Tips & Resources | Events

Welcome to our Diversity, Equity & Inclusion Hub!

Hosted on our External website for our Frontline Workforce

DS Smith

Diversity and Inclusion

Not following | Site access

Home | DE&I News | DEI Active Networks | DEI Managers Guide | Resources and Training | Monthly Coffee Breaks

+ New | Page details | Immersive reader | Translate | Analytics

Published 18/12/2024 | Share | Edit

DEI

We are committed to leading the way for change, not only for the benefit of the environment but also for our people and wider society.

At DS Smith we have around 30,000 talented individuals working across North America, and throughout Europe, to build a more sustainable world, and we are growing every day. Just as we tackle single-use plastic with purpose, we are on a journey to strengthen a culture of diversity, equity, and inclusion (DEI) within our organisation.

How do we drive DEI at DS Smith?

We are taking action to ensure our workforce reflects the diverse communities we operate in and the customers we serve. We seek to celebrate the various backgrounds and lived experiences of our colleagues.

We understand that our workforce is unique. Rather than treat everyone the same, we aspire to be an equity-minded employer, endeavouring to provide everyone with what they need to succeed – recognising that not everyone starts from the same place.

We will strive to embed inclusion into everything we do at DS Smith. We want everyone to feel like they belong, that they have a voice, and that they can meaningfully contribute to DS Smith.

Hosted on our Intranet (internal website) for all Wired Workforce

Both sites host all call details, resources, DEI Manager Guides, useful links and much more

Where can we find this information?

- [DEI Hub - \(dssmith.com\)](https://dssmith.com)
- [Diversity and Inclusion \(sharepoint.com\)](https://sharepoint.com)



11

Give space to people
who aren't the loudest

Give space to people who aren't the loudest



Pippa

Pre-Meeting Prep

Share agendas in advance to give everyone time to formulate thoughts and questions

Note Taking

Consider asking for a volunteer to take notes - valuable insights may be gained, as well as encourages quieter members to be fully immersed

Direct Questions

Gently prompt input by asking quieter members for their opinions on specific topics

Round-Robin Feedback

Implement a system where each person has a turn to speak, ensuring equal participation

Meeting Tools

Ways to engage your members better

Tools (e.g. using MS Chat, Polls, Brainstorming);

Exercises (e.g. structured silences promoting time to reflect);

Amplify voices (e.g. if someone's point was missed, either ask them to repeat it or highlight it on their behalf)

Follow Up

Checking in with members following the meeting allow for reflection and also may provide some powerful insights

Responses Matter

Positive reactions will reinforce contributions for the future

Survey

Add a poll to the end of your meeting to check engagement

Further information available here:

- [20 Ways To Help Your Quiet Employees Speak Up \(forbes.com\)](#)
- [How to Help Quiet Colleagues Speak Up in Meetings | Psychology Today](#)
- [\(12\) The power of introverted employees: Why your quiet worker might be the most valuable? | LinkedIn](#)



12

Acknowledge important / religious events

Acknowledge important / religious events



Pippa

1. Share a post on Viva Engage about a religious holiday that means something to you

Victoria Gabarda
Mar 22, 2024 · @20 2 shares · Seen by 10,304

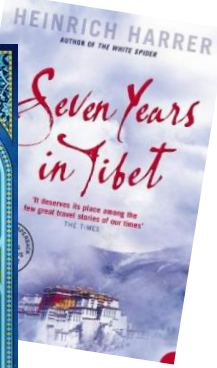
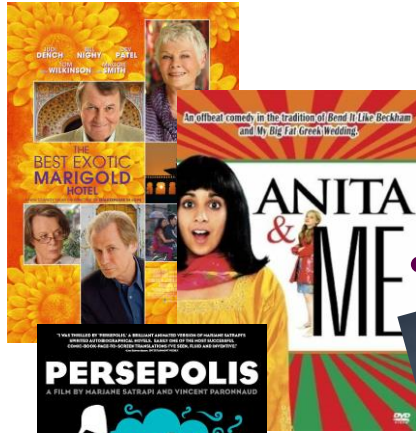
As a Spanish Catholic, Easter is a very special time, religious of course, but also culturally. Following the 40 days of Lent Spain unveils the very famous Semana Santa (Holy Week) - this is where tradition meets reflection, blending solemnity with moments of joy.

For those of us lucky enough to have experienced this we know the significance it holds. In fact, the Holy Week processions dating back over 5 centuries are considered National Heritage of Spain and attract thousands of people, both from other parts of Spain and from abroad.

During Semana Santa, our streets come alive with the sound of drums and the sight of colorful processions. It's a time where we honor the sacrifice of Christ with reverence, yet also appreciate the sense of community and shared heritage.

And when Easter Sunday arrives, it's a day of celebration and gratitude. Families gather for Mass, followed by gatherings filled with music and plenty of traditional sweet treats like torrijas and hornazo. It's a beautiful blend of faith and festivity, reminding us of the bonds that unite us and the hope that sustains us - which for us Catholics is the faith we hold so deeply.

Personally it is in these cherished traditions that I find comfort, connection, and a deep sense of belonging. Happy Easter to anyone celebrating!



2. Read a fictional book or watch a film that features a religion or religious event you would like to know more about



3. Find out about a religious holiday and plan a meal or event around it with family / friends - honouring the traditions



4. Contact a place of worship to arrange a visit or attend a religious service

Most places of worship are incredibly welcoming and love to speak with inquisitive people about their beliefs



Bonus - DEINGO BINGO!



Shannon

Access viva engage and share a DEI related post	Celebrate an awareness day	Check in on your colleagues	Join one Coffee Break this year
Make your meetings inclusive	Talk to your on-site leaders about hosting a DEI event	How to talk to a chosen family member or friend about a DEI topic	Rethink how you communicate
Take up Empathy learning	Visit the DEI hub or DEI Intranet	Give space to people who aren't the loudest	Acknowledge important / religious events

slido

Please download and install the Slido app on all computers you use



What is one action you will take following this call?

① Start presenting to display the poll results on this slide.

29th January 2025 | New Years Around the World



**29th January 2025: New Years Around
the World**

14:00 - 15:00 [GMT]

The **Culture & Ethnic Diversity Core Team** would like to invite you to a network call which celebrates the different New Years around the world.

Religions and cultures have varying dates for New Years based on different calendars. In this call members from our network will talk about the New Year they celebrate, and the traditions and customs they have.

This session is designed to be both **informative & interactive** with opportunity for discussion.



Thank You

Danke Dankjewel Благодаря 谢谢 Hvala Děkují Tak Aitäh Kiitos Merci Ευχαριστώ
Köszönöm Grazie Paldies Ačiū Ви благодарам شکرکم Dziękuję Obrigado Mulțumesc
Ďakujem Gracias Tack ขอบคุณ Teşekkür ederim

The Power of Less®