



**D&I**  
IN GROCERY

# D&I in Grocery Programme

Accelerating a truly diverse and inclusive grocery industry

GroceryAid® 

# D&I IN GROCERY



The business case for D&I has never been clearer to drive success for your colleagues, for your commercial goals and with your customers. We know that more than **34% of Gen Zs have turned down employers that do not align with their values** (Deloitte). **75% of consumers** say that a brands diversity and inclusion reputation influences their purchase decisions (Kantar). Diverse companies see 19% higher innovation revenue and inclusive teams are **75% more successful with their ideas** (Korn Ferry).

The D&I in Grocery Programme is for the industry, by the industry and underpinned by excellence through the **50+ individuals sitting on the Programme's Steering Groups**, here to support you every step of the way. Don't let your organisation fall behind and join today.



## Richard Stratton

Group Sourcing and Commodities Director at Tesco and  
Chair of The D&I in Grocery Strategy Steering Group



# We are driving and tracking industry – wide progress



GroceryAid is your industry Charity, its purpose is to support all grocery workers who needs us through financial, emotional and practical support. The D&I in Grocery Programme supports this purpose by accelerating a truly diverse and inclusive grocery industry.

The D&I in Grocery Programme is suitable for everyone, whether you are a dedicated Diversity and Inclusion (D&I) practitioner or an ally wanting to drive change.



Successfully elevated  
the industry's D&I Maturity  
Model score by

**9%**  
to **4.8 out of 10**

in 2025



Raising over

**£1 million**  
for **GroceryAid**

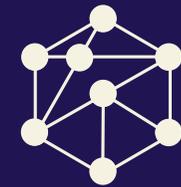
to support individuals  
financial, practical and  
emotional support



Positively impacted up to

**1.2 million**  
**employees**

creating meaningful  
change at scale



Making over

**500**  
**Connections**

across the partnership  
to accelerate change



# 10 key benefits to joining the D&I in Grocery Programme and driving business success.

- 1** **Cost-effective support** to help your business achieve its D&I objectives- while also contributing to GroceryAid.
- 2** **Track your progress** using the D&I in Grocery Maturity Model and benchmark against industry standards.
- 3** **Tailored acceleration plans and leadership sessions** to build momentum and drive progress within your organisation.
- 4** **Connect with over 100 Partner organisations** to accelerate your D&I journey through shared learning and collaboration.
- 5** **Gain strategic insights** from the shared experiences of individuals and organisations to transform your business approach.
- 6** **Company-wide access** to resources and a network of over 4,000 allies via The Partner HUB.
- 7** **Develop future leaders** through cross-company Mentoring Programme, providing coaching and professional development.
- 8** **Receive bespoke one-to-one check-ins** to guide and support your D&I journey.
- 9** **Influence industry-wide change** by participating in the Steering Group and shaping collective action.
- 10** **Increase brand visibility** across the Programme and through D&I in Grocery LIVE! event materials.





Partnering with D&I in Grocery has been invaluable bringing to life the business case for DEI, and linking our DEI purpose and priorities here at Morrisons to the Maturity Model, highlighting the work we've already done, and opportunities still ahead. The Inclusive Leadership Fundamentals session delivered by the D&I in Grocery team was a real meaningful moment - to have all our senior leaders together, focusing on the importance of diversity, equity and inclusion, recognising where we benchmark within the industry and understanding the specific role as leaders they can play in creating an inclusive workforce, where everyone is truly welcome.

Sarah Wilkinson - People Director, Morrisons

As a Major Partner of the D&I in Grocery Programme, we've been able to accelerate our internal D&I journey thanks to the absolutely brilliant content that's to be found on The Partner HUB and through the grocery community; either through monthly Learning Labs or the annual D&I in Grocery LIVE! event. The Maturity Model is a great and systematic tool for helping you understand relative strengths and weaknesses which you can then prioritise to drive future success. The greatest benefit is the transparent sharing of information and learnings for the industry's greater good. We've been able to set up our first ERG and run our first ever DE&I survey all thanks to the advice we've been able to get through this network.

Joanna Pantry - Head of Communications, Lactalis



For us, the greatest value comes from the network of peers across the industry. Being able to learn from businesses both bigger and smaller than Lucky Saint has challenged us to think differently and move faster. It makes inclusion feel less abstract and more achievable day to day. Businesses our size often can't participate in large scale initiatives, but this programme gives you tools to measure and improve, and helps you embed inclusion into your culture without losing sight of commercial priorities.

Sacha Harvey - People Director, Lucky Saint

# 12 Month Programme (January to December) to support your D&I business objectives



## Track progress and benchmark against the industry

## Collaborative learning and development with the industry across 3 workstreams

### D&I in Grocery Maturity Model and acceleration plan services



- **Scores your organisation** out of 10 across 10 D&I categories.
- **Completion window for 2026:** 12th - 23rd January.
- **Instant feedback** – receive your confidential score and a personalised report upon completion.
- **Quick and easy to complete** – no supporting evidence required.
- **Benchmarking** – compare your results with industry scores shared at the Partner Kick-Off in February.
- **Tailored support\*** – opportunity to access a bespoke acceleration plan and leadership sessions to build momentum and drive progress.

\*Additional fee applies.

Please note, the only data published is the overall industry score.

### Shared Learning Join over 3,500 allies



- **Provides instant connection to Partners** to drive change
- **9 Inclusion Labs** featuring expert panels, external best practice, and networking opportunities.
- **Cross-industry ERG (Employee Resource Group) Forums** to share experiences and build inclusive communities.
- **Company-wide access to The Partner HUB** – a central resource to upskill at any time, including:
  - Maturity Model Learning Library
  - Policy Library
  - Case Studies and Toolkits
  - Stories to Inspire Podcast Series
  - Annual D&I Calendar
  - On-demand content from past Learning Labs, D&I in Grocery LIVE! plenaries and Live Labs

### Mentoring co-hort 400+ leaders of today and tomorrow



- **Promotes equity** by supporting underrepresented communities.
- **9-month cross-industry programme** designed to foster growth and inclusion.
- **Tailored to align** with your organisation's D&I and talent strategy.
- **Develop future leaders** through cross-company coaching and development.
- **Enhance cultural awareness** by enabling business leaders to learn from lived experiences.
- **Networking sessions for mentees** to strengthen communication and relationship-building skills.

### D&I in Grocery LIVE! the largest D&I event of the industry



- **D&I in Grocery LIVE! 2026:** 9th October, London
- **Brings together up to 1,600 colleagues** from Partner and Non-Partner organisations.
- **Unique agenda** offering a personalised experience for every attendee.
- **Relevant for all organisations**, regardless of where they are on their D&I journey.
- **Actionable takeaways** to support real change within your business.
- **Virtual ticket option available** to ensure accessibility for all.

# Partner Packages



	Headline Partnership £21,750 + VAT	Major Partnership £16,400 + VAT	SME Partnership £2,575 + VAT
D&I in Grocery Maturity Model completion	✓	✓	✓
Direct connection service	✓	✓	✓
Company-wide access to The Partner HUB	✓	✓	✓
Access to 9 monthly Learning Webinars	✓	✓	✓
Access to ERG Networking Events	✓	✓	✓
Bespoke 121 check-ins	✓	✓	✓
Opportunity to sit on a Workstream Steering Group	✓	✓	✓
Brand Exposure	✓	✓	✓
Tickets to D&I in Grocery LIVE!	20 Face-to-Face & 5 Virtual Tickets	10 Face-to-Face Tickets	2 Face-to-Face Tickets
Opportunity to apply to present at D&I in Grocery LIVE!	✓	✓	
Access to our cross-company Mentoring Programme	4 Mentees, 4 Mentors	3 Mentees, 3 Mentors	
A seat on Strategy Steering Group	✓		
A slot to collaborate on a Learning Lab	✓		

## Boost your package:

D&I in Grocery LIVE! Face-to-Face Tickets: **£425 + VAT**

D&I in Grocery LIVE! Virtual Tickets: **£185 + VAT**

Additional Mentoring Pairs: **£700 + VAT**

## Maturity Model Acceleration Plan (MMAP):

Talk to us about access to cost-effective support, including, deep dives and benchmarking your Maturity Model scores against similar businesses, tailored acceleration plans to help you move forward with impact and leadership sessions designed to drive meaningful change.

