

## CASE STUDY

# BPIC Network

Our **10 CEO Commitments on Diversity** have been a flagship Real Estate Balance policy for more than five years.

Setting out 10 inclusive actions that each member CEO agrees to take on diversity, the Commitments are designed to be interpreted and implemented by our member organisations in ways that are most appropriate for them.

We know our members are all at different stages in their journey with the Commitments, so we wanted to showcase some of the fantastic work already taking place and inspire and encourage others to find new and creative ways of engaging with them.

Here, we look at Commitment number three with a contribution from Amos Simbo, Founder of **BPIC Network**, a built environment inclusion organisation working with industry organisations to improve ethnic minority representation and retention.



## Commitment 3

Change mindsets  
by **challenging bias/  
discrimination** wherever  
you see it and licence  
others to do so.

**10** **CEO**  
Commitments  
on Diversity

# BPIC Network - Black Professionals in Construction

## How did you implement this commitment?

BPIC Network is an organisation that promotes inclusion of ethnic minorities across the built environment.

Our work has been focused on ensuring we can make the industry more inclusive through collaboration as well as stakeholder engagement.

Challenging bias has been at the centre of what we do.

We have also fostered an inclusive culture internally that promotes people to be open as well as create channels to challenge any discrimination amongst our team.

With a network of over 5,000 people, we are always encouraging our members to speak out when they see any discrimination.

This enables us to engage with organisations directly, without putting individuals in the spotlight.

Since our launch, we have conducted over 30 industry events with an average attendance of 120 for live events and 320 for virtual events.

We have a combined network of over 10,000 followers on social media as well as high engagements with our posts receiving over 15,000 views.

This high level of visibility and engagement, not only serves to produce a highly effective campaign, but acts to change mindsets and license others to join the conversation and share their own views.

## What were the outcomes?

Since our launch, we have now 35 corporate members from construction firms, industry stakeholders, Government bodies as well as local authorities.

Collectively we have the shared aim of making the industry more inclusive.

As a result of us standing up and

challenging bias, we have seen a high level of engagement from our members as well as our team.

Having an inclusive environment ensures everyone around us feels welcome and is able to view the industry as a place they belong.

This enables the team to function better, be more collaborative and produce better outcomes.

## How did you measure this?

We measured our outcomes through surveys as well as checking our data and statistics over a period of time.

There was a visible increase in our team and members engagement since we started conducting focus group sessions and seeing how we can effectively improve industry inclusion.

However, our recent survey showed that 75% of our network believed the industry could do a lot more to challenge bias more directly across the industry.