



# INCLUSIVE ECONOMY CHARTER

**Inclusive Economy is a collection of CEOs, EDs, and other business leaders who have the vision and grit to rebuild Colorado's economy in a way that works for all**

## THE CONTEXT FOR THE MOVEMENT

**Structural inequality and concentrated poverty have created a two-tiered economy in Colorado.**

Recent events highlight the persistent and growing inequality experienced by people of color and other historically marginalized populations.

COVID-19 has had a disproportionate impact on job loss among people of color.

The nationwide protests against the deaths of George Floyd, Ahmaud Arbery, Breonna Taylor, Elijah McClain, and too many others have ignited the collective conscience about the need for real change in our country.

## THE CHALLENGE

**An opportunity exists for CEOs and businesses to lead by addressing structural issues of inequality in their own sphere of influence.**

The first step is to make an immediate, long term commitment to diversify their workforce and build inclusive cultures and economic community by doing the following:

1. **Transforming** their corporate cultures and revamping their recruiting, hiring, retention and advancement practices to support people of color.
2. **Investing** in education, upskilling, reskilling and employing people of color to create a skilled and inclusive workforce for the future.
3. **Sustaining** diverse business ecosystems and supply chains by working with suppliers and partners led by people of color and by supporting procurement processes that advance equity.



## GOALS

**Intentionally engage** a business community that is inclusive of leaders from all races, representing companies of all sizes located throughout Colorado, to ensure that Inclusive Economy represents the best thinking of Colorado's leaders and is, in fact, truly diverse and inclusive.

**Catalyze** the Colorado business community to create a more equitable and inclusive economy by making deliberate and sustained investments to build inclusive cultures and economic community as well as diversify their workforces.

We will do this by:

- Engaging CEOs/businesses to foster **sustained collaboration, learning, accountability and action** to drive the commitment and share best practices.
- Educating businesses about the **tangible business benefits** of an inclusive and multicultural workforce in order to recruit CEOs/businesses into the movement.
- Facilitating the creation of shared **goals & targets** to drive collective accountability.
- Providing the **tools** (e.g., checklists, training materials, case studies and resources) for businesses to address shifts in corporate culture, recruiting, hiring, retaining, investing in workforce development and supporting supply chains which advance equity and inclusion.

**Report progress** by quantifying and publishing collective and individual company data on gains made towards creating Colorado's Inclusive Economy.

## SCOPE

### IN BOUNDS

- CEO outreach and engagement
- Company DEI team engagement
- "Call to action" Op-Eds
- Best practices toolkit and website
- Permanent fiscal and administrative home
- Continuous new CEOs/business cohort "launch" events to expand movement
- Fundraising for two-year launch
- Social media, branding, PR
- Metrics and reporting framework

### OUT OF BOUNDS

- Implementation of individual business programs, policies & targets
- Direct training for DEI best practices

## CUSTOMERS & STAKEHOLDERS

- CEOs of private and public businesses
- C-Suite collaboratives (e.g., Colorado Concern, Prosper Colorado, Blackstone Entrepreneurs Network, Colorado Business Roundtable, Colorado Succeeds, Colorado Thought Leaders Forum, Denver Metro Chamber Leadership Foundation, B:Civic, industry associations)
- Local economic development councils, chambers of commerce
- Community-based organizations