

## BELONGING AND INCLUSION STRATEGY 2024 – 2027

At Citizen, we know that we're greater when we're equal.

**We're at our best when our customers, colleagues, stakeholders, and communities are happy and feel included. We believe that supporting our people and empowering them to be themselves makes us stronger.**

This is our roadmap to embedding Equity, Diversity and Inclusion (EDI) at Citizen. It addresses the unique challenges and opportunities we face, ensuring inclusivity for both colleagues and customers. As both an employer and a landlord, we recognise that investing in our people and setting expectations directly impacts how we deliver services to our customers.

### WHAT DO WE WANT TO ACHIEVE?



#### **Belonging**

We aim to create and sustain a culture where everyone feels they belong. By celebrating the diversity and experiences of our customers and colleagues, we ensure they feel valued and empowered to be themselves.



#### **Equity and Opportunity**

We'll treat our customers and colleagues fairly and according to their needs.



#### **Attraction and Representation**

We aim to attract the top talent from diverse backgrounds to allow us to have the best people working with us.



#### **Leadership**

We'll play our part and take bold actions to provide best-practice EDI leadership to our teams.

### WHAT WE ARE FOCUSING ON:

- **Celebration and Engagement:** Strengthening our internal and external communication efforts to celebrate diversity and engage meaningfully with both customers and colleagues. We'll develop new ways to promote belonging and inclusion — at work, and in all parts of our community.
- **Recruitment:** We're working closely with our Talent Acquisition Team to identify and remove any barriers to inclusive recruitment. We'll ensure that our recruitment processes attract candidates from a range of backgrounds and provide equitable opportunities for all.
- **Equality Impact Assessments:** Promoting, supporting and monitoring our Equality Impact Assessments process to ensure that policy, process and decision-making opportunities have been fully tested and considered.
- **Leadership Development:** Embedding the themes and values of inclusion into our Leadership Academy programme so that our leaders are equipped with the skills and knowledge to drive inclusive practices and demonstrate inclusive leadership across Citizen.