

Equality, Diversity and Inclusion Statement of Intent

This statement lays out our commitment to equality, diversity and inclusion and defines our call to action for all our staff and volunteers. Our equality objectives describe the actions we will take in 2022-2023 to live and breathe these commitments.

Introduction

Butterfly Conservation chooses to be a leader in the fight for our natural world.

Our strategic goals describe how we will unite and connect nature to people. Inspiring and enabling more people to enjoy the natural world is at the heart of our work. To do that we must broaden our reach to ensure that everyone has access to and can enjoy the wonders of butterflies and moths.

Developing our approach to diversity and inclusion is not just simply the right thing to do, it also drives improvements in quality, innovation and performance and is therefore essential to help us achieve our aims for butterflies and moths.

What do we mean by Equality, Diversity and Inclusion?

Equality is the right of different groups of people to have a similar social position and receive the same treatment. For Butterfly Conservation, our role is to ensure that all groups of people in the UK can connect with nature, access wild spaces, learn about butterflies and moths, and take action to save biodiversity. Equality does not mean treating people the same whatever their circumstances but is about **fairness**, where we must treat people in a way that is right or reasonable.

At Butterfly Conservation, **diversity** describes our ambition to involve a range of different types of people to work for us, volunteer with us and engage with our activities. Diversity across these groups of people is not just about the nine inherent protected characteristics¹, it is also about acquired diversity such as ways of thinking, work and life experience and social background.

Inclusion is the act of including someone or people as part of a group where everyone should be able to use the same facilities, take part in the same activities and enjoy the same experiences. Taking positive action to give different groups of people opportunities to access the work of Butterfly Conservation when there are real or perceived barriers is our act of inclusion.

All of the above concepts are inherently linked. Diversity without inclusion is redundant, we need to build an inclusive environment where people are treated fairly before we can become more diverse.

Our values

Our organisational values (EPIC) describe how we work, and are threaded with the principles of diversity and inclusion:

- We deliver **E**xcellence
- We are **P**assionate
- We are **I**nspiring
- We are **C**ollaborative

It is important that we hold these at the forefront of everything we do at Butterfly Conservation, but we must also take clear and positive action to raise awareness, promote and actively live these values and principles throughout our work.

Our commitments

We commit to the following to help us to broaden our reach and help us on our journey towards a world where butterflies and moths can be enjoyed by everyone.

- We will bring diversity and inclusion from our sub conscious to our conscious.
- We will say the right things, and we will also act.
- We will seek out and listen to people who think differently or have lived experience.

Our equality objectives for 2022 - 2023

To stand by our commitments, we will meet the following objectives by March 2023:

1. Complete a detailed assessment of the current picture at Butterfly Conservation in relation to equality, diversity and inclusion.
2. Identify an agreed language within the organisation to describe our approach to equality, diversity and inclusion, with groups of staff and volunteers, and external parties, who have lived experience of barriers to inclusion.
3. Raise awareness and understanding of equality, diversity and inclusion across our staff and volunteer workforce and how we can be an ally to others.

ⁱ The nine protected characteristics are: Age, Disability, Gender Reassignment, Marriage or civil partnership, Pregnancy and maternity, Race, Religion or belief, Sex (or Gender), Sexual Orientation