

A collage of diverse people in various settings, including a woman with glasses, a family with a baby, a woman holding a cat, and a man with a woman.

Equality Starts at Home and Work

Webinar

Insights and Implications from GlobeScan Research

October 2020

The GLOBESCAN logo, featuring the word "GLOBESCAN" in a white sans-serif font on a black rectangular background, is located in the bottom right corner.

GLOBESCAN

Introducing the presenters and panel



Peter List

Global Head of Equality,
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CEO, The B Team

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Introducing the research

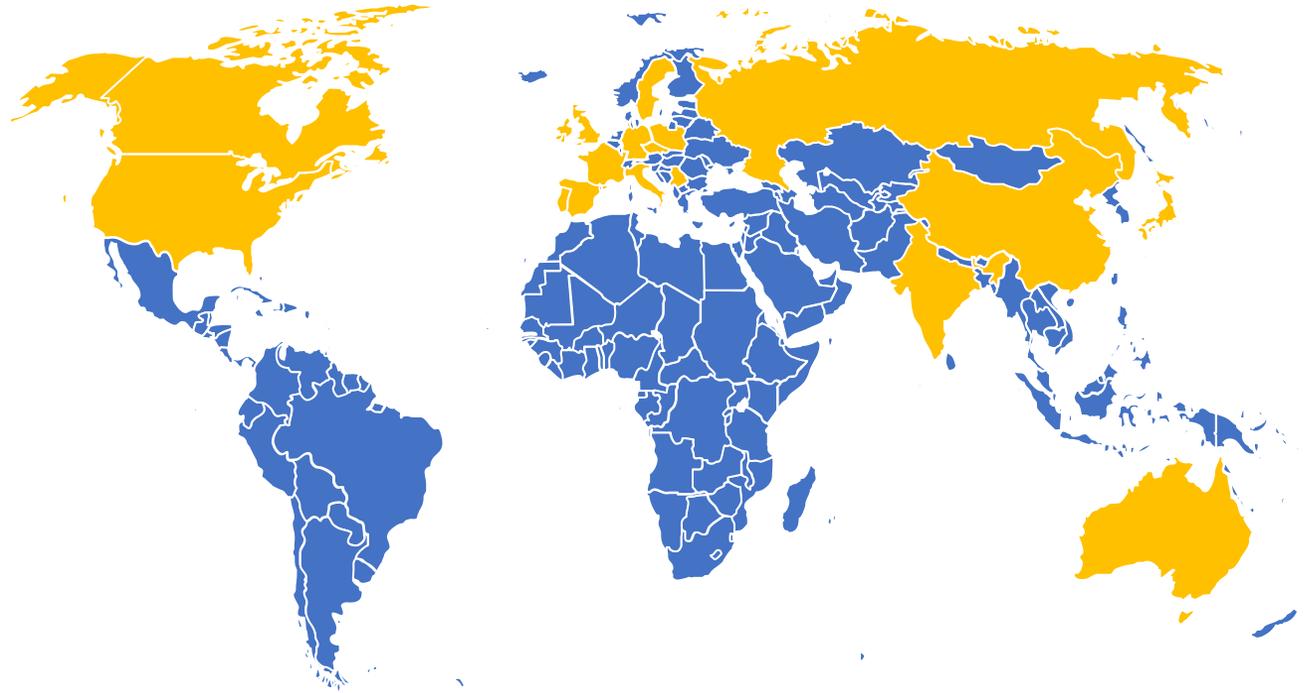


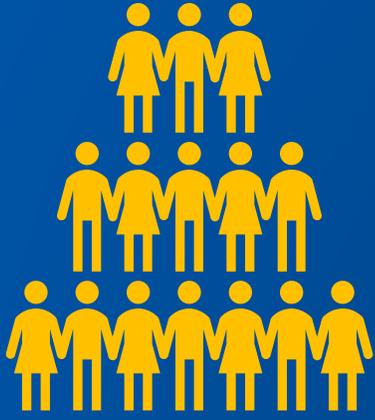
WHY?

IKEA Retail (Ingka Group) wanted to understand the **state of equality** at home, at work and in society, and the **role of business** in improving equality

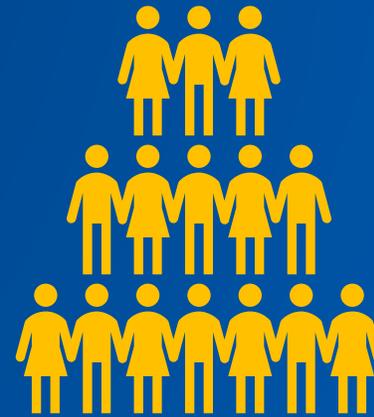
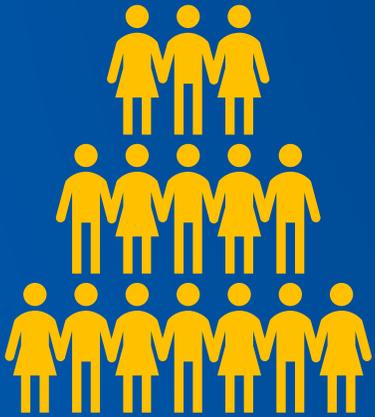
HOW?

- **Landscape** review
- Interviews with 18 **internal leaders**
Interviews with 17 **external experts** and influencers on equality
- Online survey of over **17,000 people** across 17 markets*





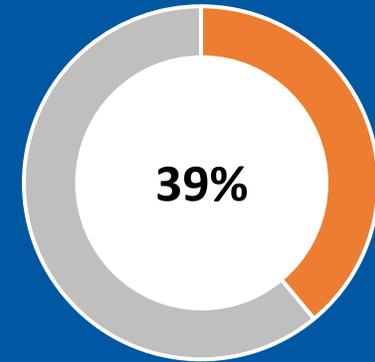
Public Opinion Insights



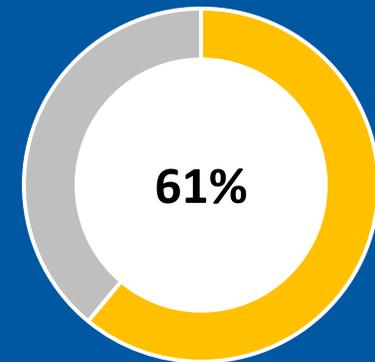
There is **room for improvement** on **equality in society**, at **work** and at **home**

I am very satisfied with equality in...

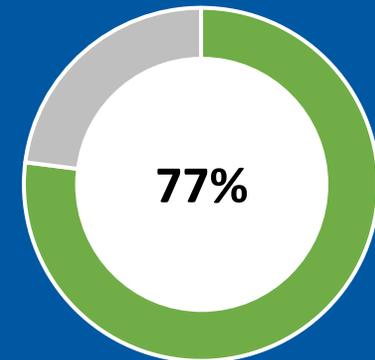
...my country



...my place of work / study



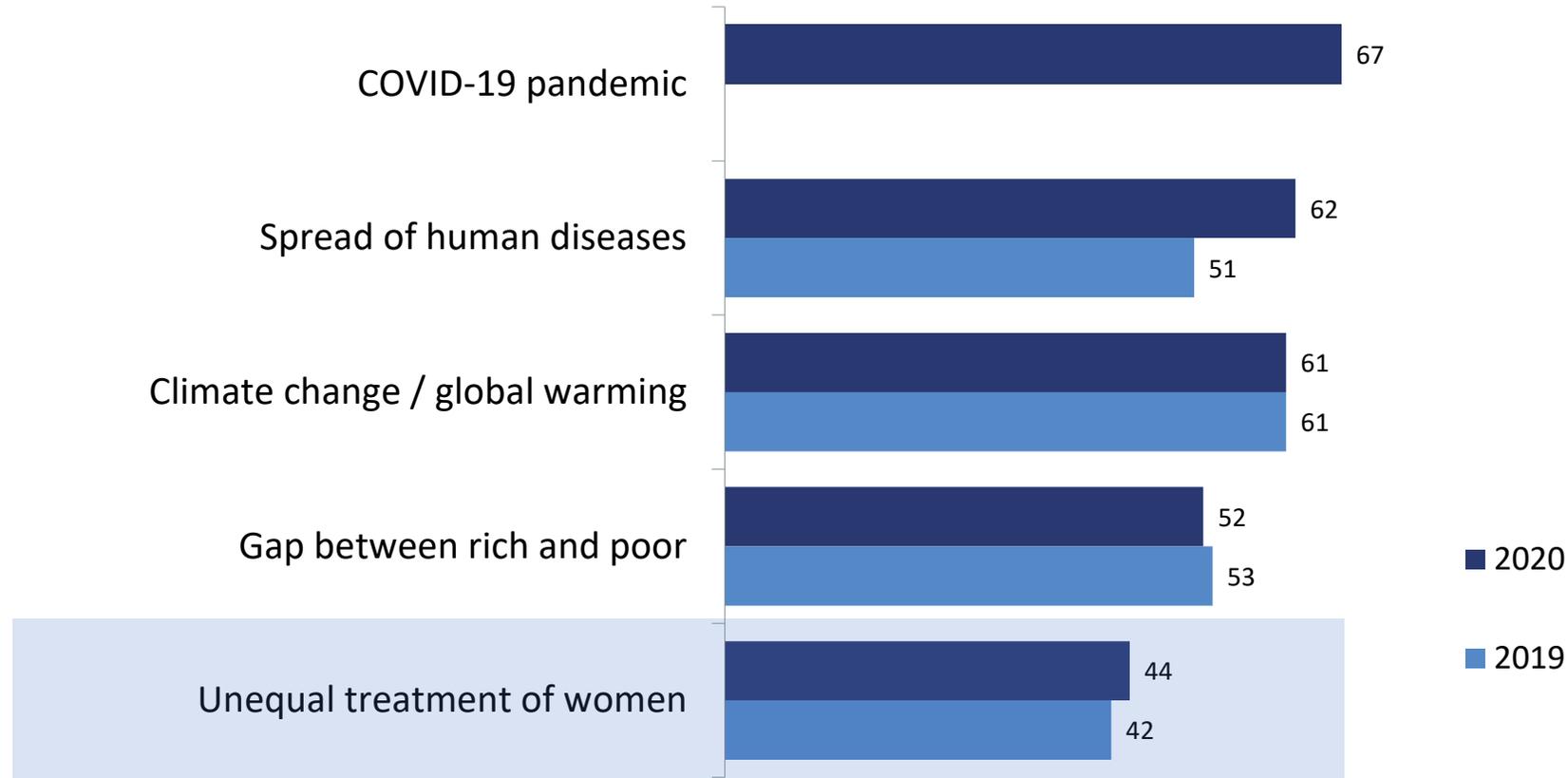
...my home



Following the COVID-19 pandemic, concern about the unequal treatment of women has increased



Seriousness of Global Problems, “Very Serious,” Average of 17 Countries,* 2019–2020

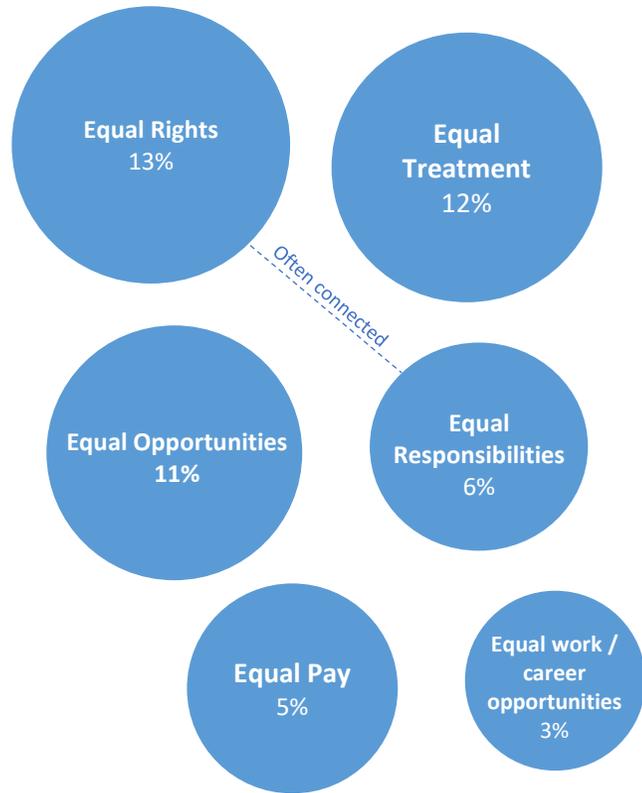


*Includes Australia, Brazil, Canada, China, France, Germany, India, Indonesia, Italy, Kenya, Mexico, Nigeria, Russia, Spain, Turkey, UK, and USA

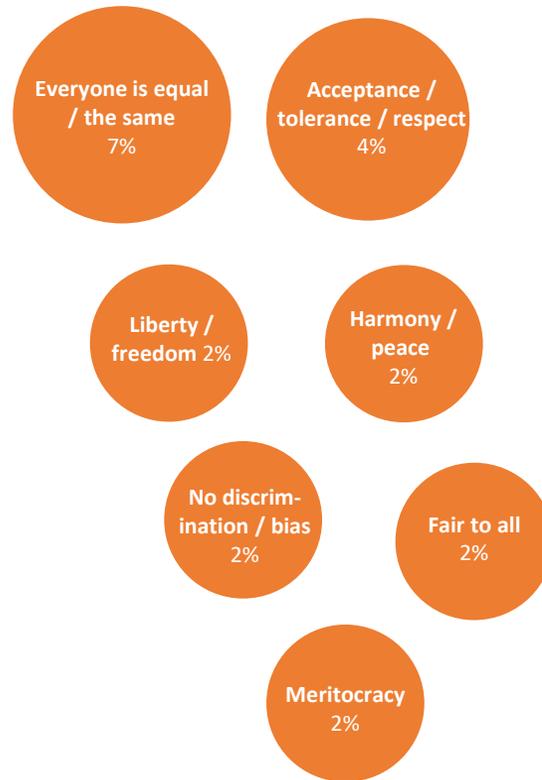
T1. For each of the following possible global problems, please indicate if you see it as a very serious, somewhat serious, not very serious, or not at all serious problem.

People associate equality mainly with topics of gender, and ethnicity, race and nationality

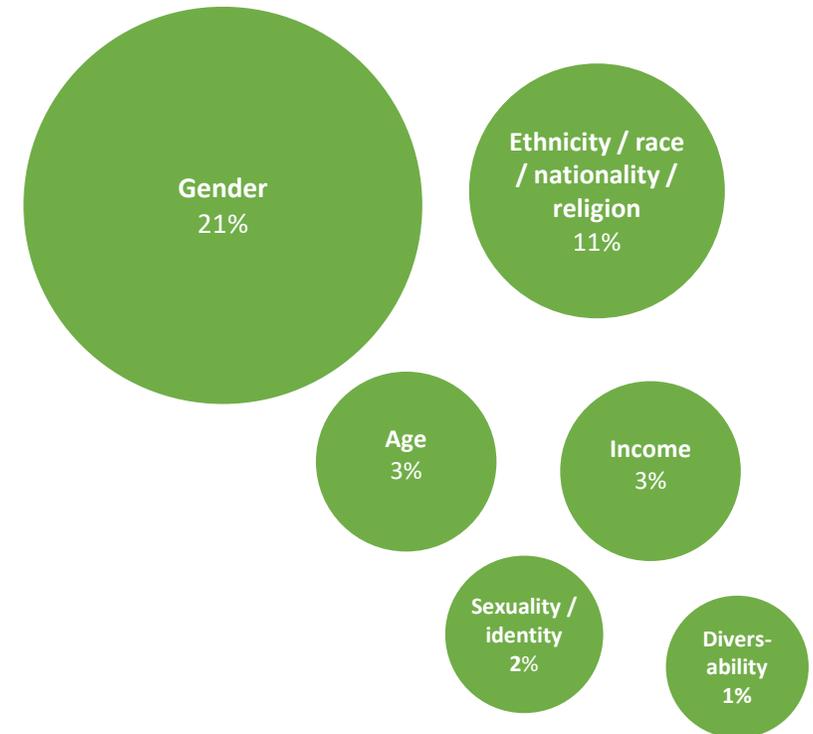
Principles:



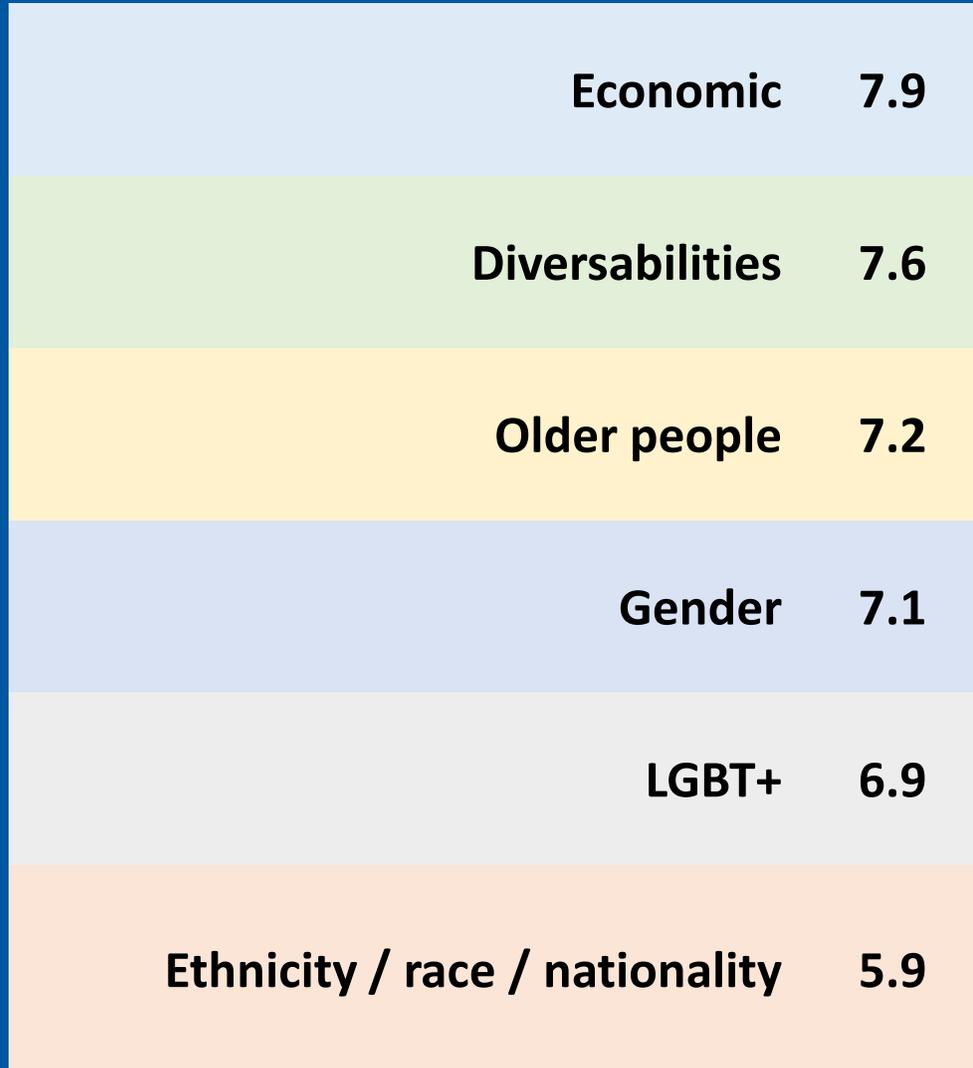
Values and Behaviours:



Areas of Equality:



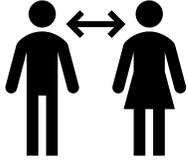
Equality Index (out of 10)



A set of equality indices was created to summarise attitudes across main areas of equality. The higher the number, the more progressive the views.

However, attitudes towards **gender and ethnicity, race and nationality** are relatively **less progressive**

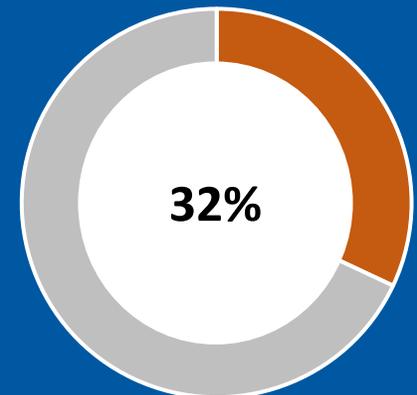
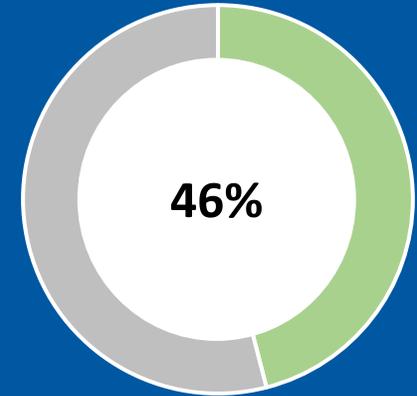
Gender
focus



There is a **gender gap** on the **need for change**

Q3. How well does each of the following statements describe your own opinion? Please use a scale from 1–7 where 7 means “Describes my opinion very well” and 1 means “Does not describe my opinion very well.” – 6+7 on a 7pt scale

We still have a long way to go to achieve gender equality between men and women...



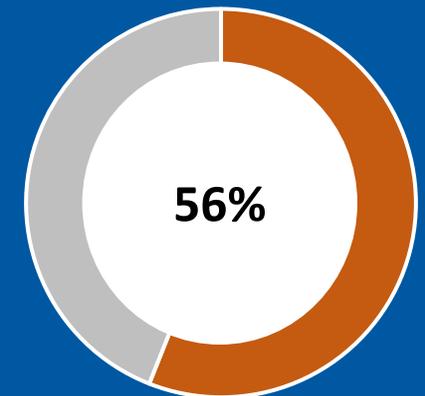
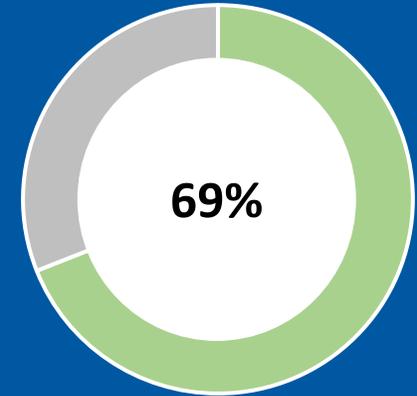
Gender
focus



There is a **gender gap** on **women's role** in the **home**

Q3. How well does each of the following statements describe your own opinion? Please use a scale from 1–7 where 7 means “Describes my opinion very well” and 1 means “Does not describe my opinion very well.” – 6+7 on a 7pt scale

Men and women should take on an equal share of the work in the house including housework...



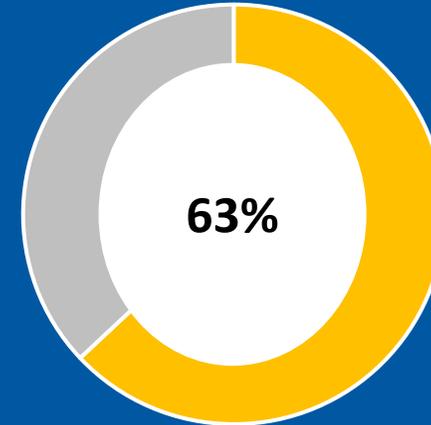
Gender
focus



There is a long way
to go on attitudes
towards **gender
equality** in the
workplace

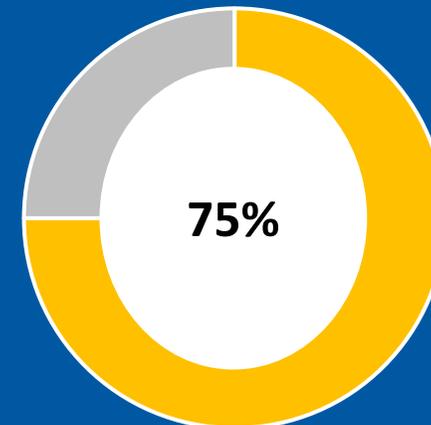
How well does each of the following statements describe your own opinion? Please use a scale from 1–7 where 7 means “Describes my opinion very well” and 1 means “Does not describe my opinion very well.” – 6+7 on a 7pt scale - Q4. Now thinking specifically about the work environment... – Total sample

Women are as strong as men as leaders...



♀ Female: 72%
♂ Male: 55%

Men and women should be paid the same for
equal work...



♀ Female: 81%
♂ Male: 69%

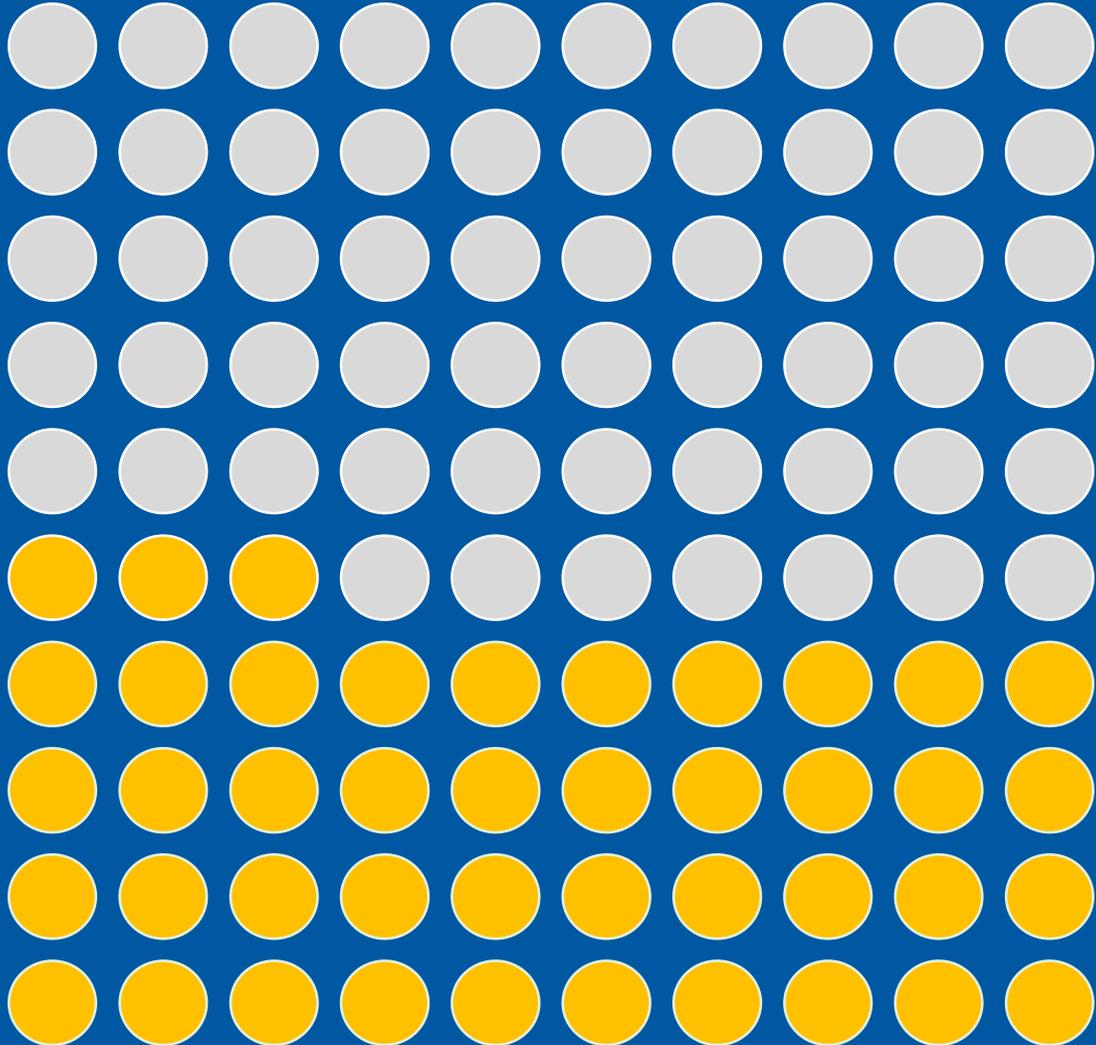
Definitions of what constitutes as domestic abuse are notably narrower in Asia and Eastern Europe / Russia

Gender focus

	Sweden	Canada	USA	Australia	China	India	Japan	France	Germany	Italy	Portugal	Spain	UK	Czech Republic	Poland	Russia	Serbia
Physical violence or abuse	87%	86%	86%	89%	57%	49%	66%	82%	85%	79%	83%	81%	87%	78%	69%	78%	88%
Verbal threats or intimidation	80%	84%	81%	86%	42%	37%	60%	73%	77%	72%	82%	79%	81%	65%	63%	61%	80%
Coercion or being forced into sex or intimacy	86%	80%	75%	82%	46%	35%	60%	76%	79%	70%	74%	77%	79%	69%	64%	58%	78%
Frequent criticism or emotional abuse	79%	80%	77%	82%	45%	40%	55%	66%	64%	61%	78%	72%	79%	55%	66%	54%	77%
Being prevented from seeing friends or going out	80%	77%	73%	81%	41%	38%	56%	63%	68%	64%	75%	76%	78%	64%	52%	56%	77%
Stalking in person	71%	68%	69%	74%	28%	25%	48%	67%	58%	53%	69%	72%	67%	53%	60%	38%	64%
Mobile phone or other ways of communicating taken away or monitored	71%	67%	66%	74%	35%	35%	51%	49%	63%	50%	69%	66%	72%	56%	41%	43%	63%
Having wages, income or savings taken away or controlled	70%	67%	61%	75%	38%	32%	45%	42%	57%	53%	67%	68%	71%	55%	48%	49%	61%
Online stalking	66%	63%	61%	70%	26%	26%	40%	45%	47%	39%	55%	52%	62%	45%	25%	25%	48%
None of the above	3%	4%	3%	2%	15%	7%	16%	3%	4%	3%	3%	5%	4%	6%	9%	4%	1%
	North America and Scandinavia				APAC			Central, Southern, and Western Europe						Eastern Europe			

Significantly higher than global average ■
 Significantly lower than global average ■

Only 43% believe that greater equality between ethnicity, race and nationality is very important for a better society...



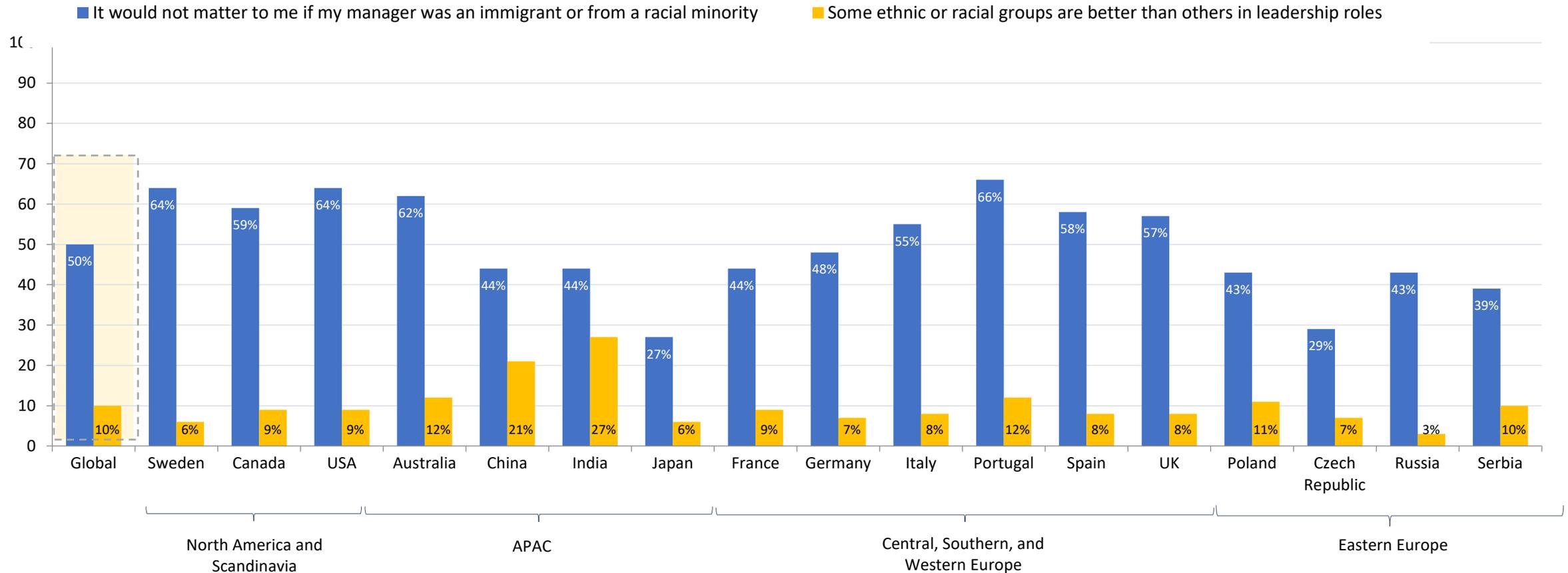
There is room for improvement in **global attitudes*** towards **ethnic / racial / national minorities**

**Although there are wide variations across geography on attitudes around ethnicity, race and nationality*

Q2a./2b. Which, if any, do you consider to be very important? You can select as few or as many as you prefer. – Total sample

Positive attitudes towards minorities in leadership are lagging in some regions

ERN focus

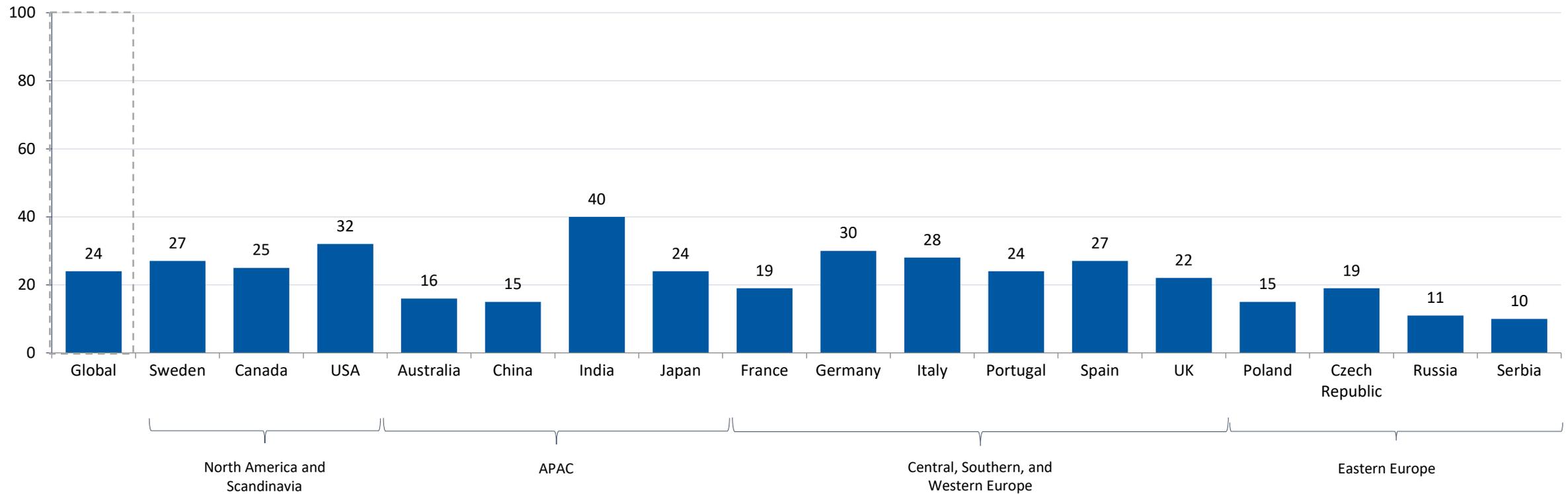


How well does each of the following statements describe your own opinion? Please use a scale from 1–7 where 7 means “Describes my opinion very well” and 1 means “Does not describe my opinion very well.” – 6+7 on a 7pt scale
 Q4. Now thinking specifically about the work environment... – Total sample

Some regions have a higher incidence of systemic discrimination than others

ERN focus

■ Experience of everyday discrimination because of ethnicity, race and nationality (experienced by minority ethnic/racial/religious/immigrant respondents)



Q6. Which, if any, of the below have you or someone you know very well (e.g., a close friend or relative) personally experienced? – Selected by a minority ethnic/racial or religious group and a first- or second-generation immigrant



Expert Opinion Insights



Experts say **deeper action** and **long-term strategies** are required

WHAT STAKEHOLDERS CURRENTLY SEE:

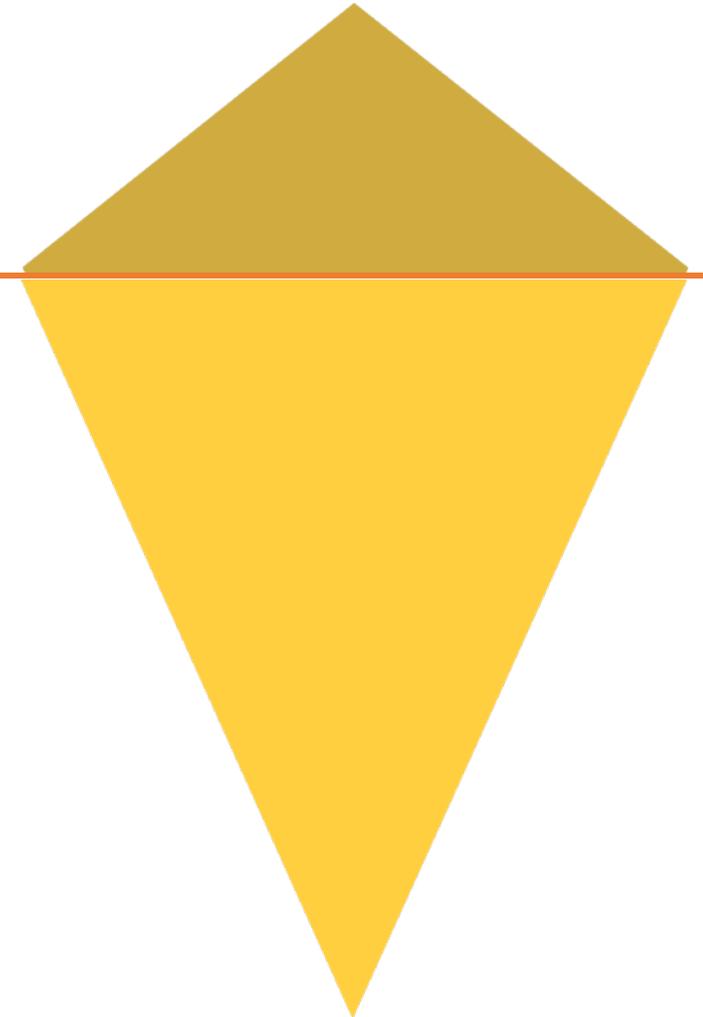
Tackling important aspects or **manifestations** of inequality (e.g. pay, legal rights)

WHAT STAKEHOLDERS ALSO WANT TO SEE:

Understanding **intersection** and accumulation of inequalities

Getting underneath the **structural roots** of inequalities

Addressing **culture** and **beliefs**



Experts also believe that companies need to harness **all their spheres of influence**



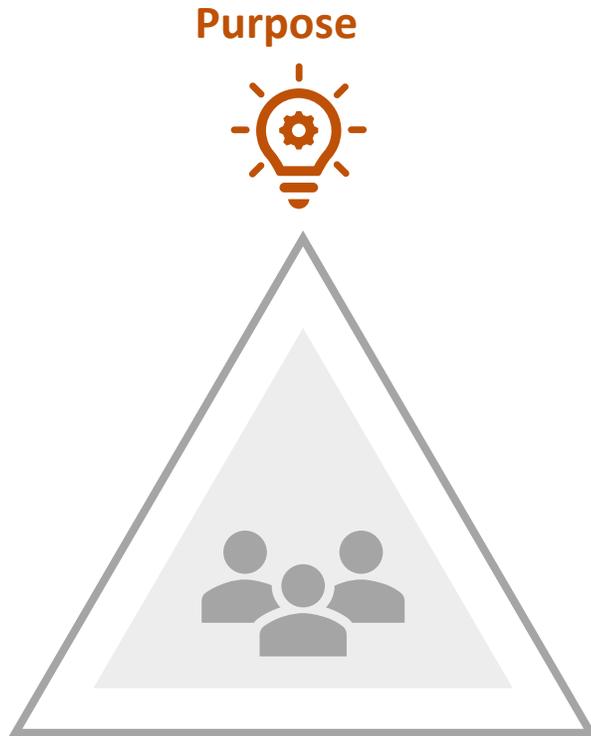


Activation

*How can you use what
we've learnt today?*



A Framework for Leadership on Equality: **Purpose**



Unifying Vision

A clear, visible commitment to the values of equality that the company stands for, connecting up the focus areas

Executive Leadership and Voice

Vocal priority for senior leadership and in corporate communications

Internal Alignment, Culture, and Governance

Embedded within governance, internal culture and supply chain – getting your own house in order

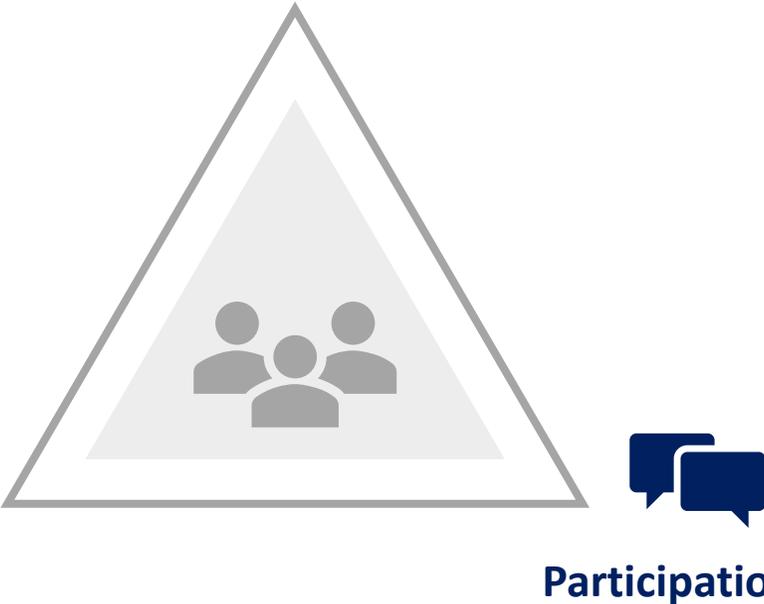
A Framework for Leadership on Equality: **Performance**



Performance

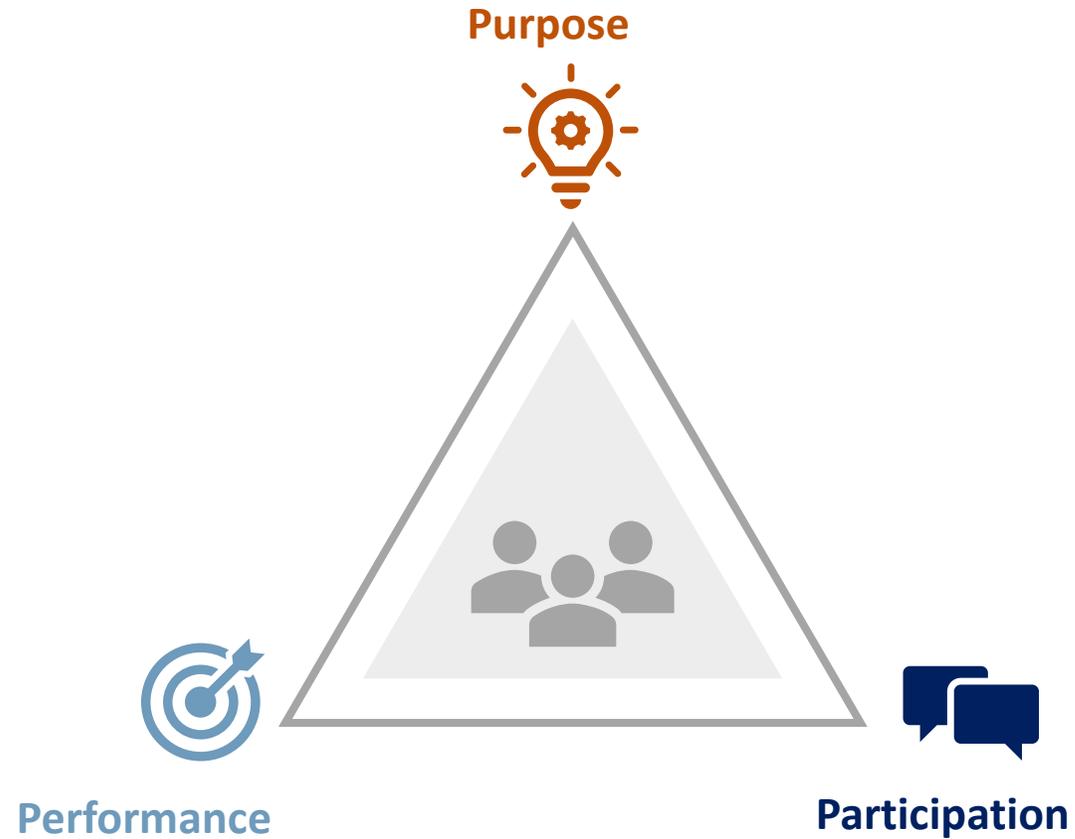
Long-term, Meaningful Strategy	Strategy that addresses deep roots of inequality, intersections (e.g. climate change), cultures, beliefs and attitudes
Leading and Innovating	Going beyond industry standards for policies and defining new ways of addressing inequality – internally and externally
Focus on Implementation and Accountability	Ensure implementation at local level and use data for accountability

A Framework for Leadership on Equality: **Participation**



Engagement and Transparency	Commitment to open engagement, regular reporting on performance, and open sharing of data
Collaboration	Proactively work with other organisations across all sectors to create more impact at greater scale and pace
Direct Advocacy	Vocally taking a stand on equality with customers and public; advocating with governments and power-holders to advance equality

A Framework for Leadership on Equality



Q&A



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Retail (Ingka Group)



THANK YOU

