



## Common Approach is committed to the principles of Inclusion, Diversity, Equity and Access (IDEA)

Inclusion, diversity, equity, and access strengthen the community of social purpose organizations and other organizations working in the impact measurement space. Embedding these principles into all aspects of developing and disseminating the Common Approach impact measurement standards will improve the quality, social relevance, and impact of our work.

Our **guiding principles** lead the decisions and actions of Common Approach. “Community” is a key element of these guiding principles and includes the user community of our standards and the broader social purpose organization community. We are committed to creating multi-stakeholder participation that is inclusive, diverse, equitable, and accessible.

In 2021, Common Approach engaged **SETSI** to assist in developing a recruitment and nomination process that aligns with both IDEA principles and our Guiding Principles. SETSI facilitated training for our staff team and Board and provided guidance for developing internal processes and practices for hiring and recruitment. This resulted in adjustments to how employment and volunteer opportunities at Common Approach are communicated and filled to better align with IDEA principles.

Now that our team has grown, it is important that we establish a baseline to understand our diversity, so we can see how we can continue to improve.

### IDEA principles, defined

**Inclusion:** ensuring all individuals are equally supported, valued, and respected. This is achieved by creating an environment in which all individuals feel welcomed, safe, respected, valued, and are supported to enable full participation and contribution.

**Diversity:** the wide range of attributes within a person, group or community which makes them distinctive. Dimensions of diversity consider that each individual is unique and recognizes individual differences, including ethnic origins, gender (identity, expression), sexual orientation, background (socio-economic status, immigration status or class), religion or belief, civil or marital status, family obligations, age, and disability.

**Equity:** the fair treatment and access to equal opportunity (justice) that allows the unlocking of one's potential, leading to the further advancement of all peoples. The equity pursuit is about the identification and removal of barriers to ensure the full participation of all people and groups.

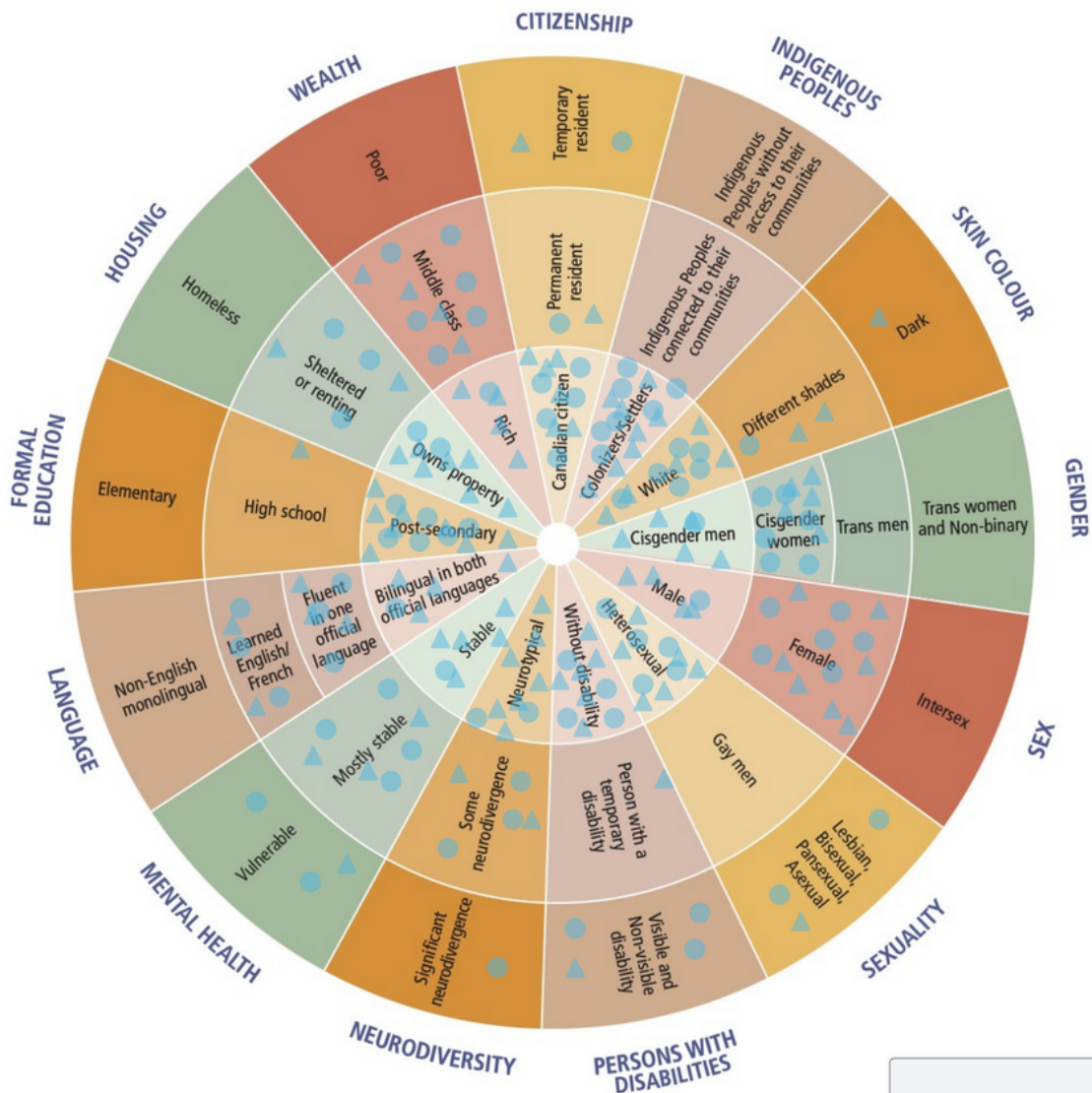
**Accessibility:** the provision of flexibility to accommodate needs and preferences, and refers to the design of products, devices, services, or environments for people who experience disabilities. It can also be understood as “a set of solutions that empower the greatest number of people to participate in the activities in question in the most effective ways possible”.

Source: **UNESCO Tool Kit**, page 3

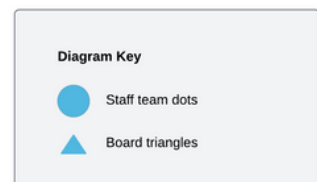
In 2023, the staff team and Board of Directors at Common Approach participated in a “Wheel of Power and Privilege” exercise. Team and board members were asked to place dots on the wheel to represent their perception of their current circumstances. As this work is often very sensitive, this was a voluntary exercise, done anonymously and with the option to fill in all, part, or none of the wheel.

## WHEEL OF PRIVILEGE AND POWER

(the closer you are to the centre, the more privilege you have)



**Note:** the categories within this wheel are only examples in the Canadian context, and we should not limit ourselves to them. Intersectionality is a broad concept, and this tool is only a beginning point.



We also acknowledge some areas of the wheel of power and privilege where we do not aim to be diverse. In hiring and recruiting, the nature of our work is such that education will be a consideration in recruiting for most, if not all, roles. As an employer, we aim to offer sufficient compensation that ensures no member of the Common Approach staff team is currently housing insecure or living in poverty. We offer honorariums to volunteer members of our governance groups (Technical Committee, Social Purpose Organization Council), to minimize financial considerations limiting who can participate.

As we continue to recruit for governance groups, the learnings and policies developed through our work with SETSI have been applied. We continue to aim to expand the diversity of voices shaping our work as we recruit members to join these groups.



The very nature of inclusion, diversity, equity and access work is that it can never truly be finished. We recognize our limitations—we strive not to make mistakes, especially mistakes that cause harm. When issues and challenges arise, we will endeavour to address them head-on in a frank and open manner. Common Approach is committed to continuing to learn and improve.

We are always open to feedback and discussion. You can reach us anytime at [info@commonapproach.org](mailto:info@commonapproach.org).