

June 2026

Participate Projects: DEI Allyship & Commitment

1. Our Purpose

At Participate, our vision is to create **powerful, thriving communities where everyone benefits**. We do this by finding, exploring and supporting ideas that contribute positively towards people, place, and planet.

Our commitment to Diversity, Equity, and Inclusion (DEI) is not a bureaucratic requirement; it is a direct extension of our work. To build truly thriving communities, we must first embody that inclusivity within our own team and partnerships.

2. Our Values as an Ally

Our values define *who* we are and *how* we show up for one another. We interpret these values through active allyship:

- **We are Distinctive:** We embrace different perspectives to find unique solutions. We use our distinctiveness to ensure that marginalised voices are not just heard but lead conversations.
- **We are Practical:** Allyship is not just a sentiment; it is action. We provide tangible, real-world support to remove barriers for our team and the communities we serve.
- **We are Humble:** We recognise that we don't have all the answers. We remain open to learning, admitting mistakes, and listening to and making changes for those with lived experiences different from our own.
- **We support the Community:** We believe in the power of the collective. We stand with our colleagues and our partners, understanding that our strength is derived from our unity and diversity.
- **We are Curious:** We actively seek out new perspectives. We challenge our own assumptions and are always looking for ways to make our environment more accessible and equitable.
- **We are Participate:** We move past passive compliance. We take active responsibility for the culture we build.

3. From Compliance to Active Allyship

At Participate, we view legal standards as the absolute minimum. We choose to operate at a higher standard - that of **active allyship**.

We define an **Ally** as someone who uses their voice, platform, and influence to support, amplify, and advocate for colleagues, especially those from underrepresented backgrounds. In our culture, inclusion is a verb.

4. The Allyship Code of Conduct

We hold ourselves to these daily practices:

- **Listen with Curiosity:** We approach feedback on DEI with a mindset of growth, not defensiveness – we reflect and make changes. We prioritise the safety and dignity of those sharing their experiences.
- **Amplify and Sponsor:** We ensure that credit for ideas is given where it is due and that development opportunities are shared equitably across the team.
- **Interrupt Exclusion:** We commit to safely and constructively addressing biased language or exclusionary behaviour when we see it; we support everyone in the team to do this.
- **Supporting Growth:** We know that nobody is perfect and everyone is on a learning journey. If a colleague uses an exclusionary phrase or makes a mistake, our goal is to help them learn. We handle these moments through constructive chat and to explain the impact of their words, giving them a fair opportunity to understand, adjust, and move forward.

5. Shared Accountability

At Participate, practicing allyship is recognised as a fundamental professional skill. When we look at our successes, we measure them not just by the projects we deliver, but by the strength, diversity, and health of the community we have built together.

By stepping up as allies, we ensure that our internal culture matches the impact we seek to have on the world.