



Winning execution example: Best initiative for fostering belonging and inclusion

Haier Smart Home UK&I is part of a global organisation headquartered in Italy, employing over 9,000 people across 160+ countries. In the UK&I, we have 671 employees – 71% male and 29% female – with a predominantly millennial workforce.

Before 2024, we lacked demographic data and colleague input. Our policies were limited to statutory requirements, with no manager guidance. The Senior Leadership Team had no visible diversity, and there was no recognition of women’s health. Decisions were not colleague-centric.

In 2024, we launched our DEI strategy, using Peakon and Inclusive Employers’ Standard as benchmarks, guided by the Six Pillars of Inclusion. We attended Reward Gateway webinars and partnered with See Her Thrive and TOTM to strengthen our understanding of DEI and women’s health.

Insights highlighted the need for psychological safety, visible representation in leadership, and allyship to support underrepresented groups. We began collecting demographic data and colleague feedback to shape our priorities.

Our DEI strategy is built on three pillars:

Empowerment – DEI education for managers and colleagues, DEI champions, and employee networks.

Data-Driven – Insight-led planning through surveys, demographic analysis, and collaboration with Inclusive Employers.

Zero Distance – Creating belonging through listening groups, expert talks, and practical support (e.g. TOTM period products).

Key challenges included limited data due to global HR system constraints and communicating DEI initiatives. We addressed these by enabling UK&I-specific data collection and inviting HR and DEI champions into team meetings.

Our 2025–26 goals include:

- Increasing female leadership representation
- 100% manager participation in DEI training
- Expanded education on menopause, neurodiversity, and allyship
- Improved demographic data accuracy
- Inclusive Employers accreditation
- Annual growth in internal DEI score

Our aim: to build a culture of belonging where everyone feels seen, supported, and empowered – and where allyship becomes everyday behaviour.

