

Piloting New Corporate Standards

Corporate Racial Equity Alliance

The Corporate Racial Equity Alliance (CRE Alliance) invites companies to pilot new [corporate standards](#) that help businesses ignite and sustain equitable workplaces, bolster their reputation, increase their resilience, and tackle inequalities in an ever-changing business and social environment.



By establishing a common framework for what good looks like, the standards offer companies essential guidance and resources to support equitable action.

The standards include clear KPIs to work toward, as well as interim milestones to support progress at any stage of a company's journey.

Piloting companies will receive early access to the standards, as well as individualized support and expert coaching throughout the pilot experience. Piloting companies' input will help shape the standards for the field. Our current environment makes this work more salient than ever, and these standards are an essential tool to guide the way forward for businesses.

More information about the standards and the pilot can be found below. If your company is interested in participating, please [complete this form](#) or reach out to us at pilot@corporateraciaequityalliance.org.

The Need for Corporate Standards

Hundreds of companies are committed to making progress on racial equity, and many are already undertaking a diverse range of programs and initiatives. However, there is no unified approach for driving and tracking progress toward meaningful action for people of color, and many companies are seeking support to amplify their impact.

In response to this need, the CRE Alliance ([PolicyLink](#), [FSG](#), and [JUST Capital](#) — three organizations building and leading the corporate racial equity movement in America) have united to develop clear corporate performance standards tackling inequality.

The standards, designed with large and mid-sized American corporations in mind, are informed by data, research, and broad stakeholder engagement. By implementing the standards, a company can become more resilient, more competitive, and better able to meet the needs of consumers, workers, and investors in our current environment.

Piloting the Standards

Piloting companies will provide feedback alongside a trusted cohort of peers, while simultaneously learning and making advancements towards their goals for racial and economic equity. The recurring cohort meetings will kick off in spring 2024.* Up to ten leading companies will be selected to participate.

Benefits for corporate partners:

- Be among the first organizations to engage with the standards
- Leverage a best-in-class tool to assess progress towards internal and external commitments to equity
- Receive racial equity coaching and technical assistance from the CRE Alliance and experts in the field
- Participate in a confidential and supportive peer learning community
- Contribute to shaping the standards before they're launched and generate field-wide learnings

We are looking for companies that meet these criteria:

- Greater than 250 employees and/or revenues of at least \$100M, with a significant footprint in the United States
- Have made explicit commitments to racial equity and are operationalizing DEI internally
- Represent a range of industries that are positioned to have a significant impact
- 2 - 4 team members (DEI, HR, Operations, social impact, CSR, ESG, Legal recommended) are able to contribute consistently, participating in regular meetings and carrying forward internal work in between meetings

*The CRE Alliance may plan additional orientation and learning events in Q1

Confidentiality

- We encourage companies to participate publicly, but we recognize that some companies may choose to participate confidentially
- We will establish a secure and confidential process where we can support companies in reviewing existing data and collect feedback securely
- Companies will not be expected to share their data or the results of the pilot publicly, though the CRE Alliance will share learnings from the pilot publicly (all on a no-names basis)

Learn more

Read our report or watch our info session webinar to learn more:

- [CRE Alliance's Exposure Draft Report: Executive Summary](#)
- [Video: Piloting the Standards](#)

Join the [CRE Alliance newsletter](#) to receive updates on the standards development and piloting process.

Next Steps

Interested in participating in the pilot? Please [complete this form](#) or reach out to the CRE Alliance at pilot@corporateraciaequityalliance.org to express interest. We look forward to hearing from you.

