

Corporate Racial Equity Alliance Piloting New Corporate Standards

The [Corporate Racial Equity Alliance](#) (CRE Alliance) is looking for companies to be part of a leading cohort to pilot new [corporate standards](#) tackling inequality.



10 Racial and Economic Equity Outcomes
All Institutions Have a Duty to Contribute To Achieving



18 Corporate Levers of Change
Company • Community • Industry • Society



Pathway to Achieving Impact Within Each Lever of Change

- Performance targets that set the bar for equity
- Interim targets to support the journey
- Indicators to show the way forward
- Metrics to measure progress
- Guidance and more to support adoption

The standards will provide business leaders with clear goals to strive for, milestones along the path, and metrics to track in order to communicate progress in this work and earn greater trust.

Piloting companies will receive early access to the corporate standards as they are developed and individualized support from the CRE Alliance as they test the draft standards. Piloting companies will also be able to provide input to help shape the standards for the broader field.

More information about the standards and the pilot can be found below. If your company is interested in participating, please 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 (co-founded in 2021 by [PolicyLink](#), [ESG](#), and [JUST Capital](#)) is developing corporate standards. The standards will focus on 18 levers of change that companies can pull to drive change within their own organization, as well as in the communities they operate in and across society.

Piloting the Standards

Our initial pilots will be a series of small-scale, preliminary tests of the standards in which participating companies can begin implementing the standards with the support of the CRE Alliance and share their feedback on the experience. The piloting process will consist of multiple phases, of which companies can participate in one or several:

- Pressure testing sessions for companies to share feedback on draft standards (Q3 of 2023)
- A series of pilots of the standards (engagement opportunities from 1 to 6 months starting in Q2 of 2023 through 2024)

Pilot goals:

- Help the CRE Alliance understand the strategic, logistical, and personnel requirements for companies to meet the standards
- Provide real time feedback about the process of implementing the standards
- Identify best practices and challenges for implementing the standards

We are looking for companies that meet these criteria:

- Medium to large with a significant footprint in the United States
- Have made explicit commitments to racial equity, are operationalizing DEI internally, and are exploring their broader racial and economic impact
- Represent a range of industries (including tech, financial services, retail, healthcare, manufacturing, transportation, and

warehousing) that are positioned to have a significant impact on racial and economic equity

- Are able to engage with the CRE Alliance consistently throughout the pilot process (from 1 to 6 months)

Benefits for corporate partners:

- Be among the first organizations to engage with the standards prior to their launch
- Contribute to improving the standards and generating field-wide learnings to support adoption of the standards – your perspective is critical
- Have the opportunity to leverage a tool to assess progress towards internal and external commitments to racial equity
- Receive coaching and technical assistance from the CRE Alliance

Confidentiality

- Companies will have the option to participate confidentially or to be acknowledged as a participant
- We will establish a secure and confidential process where we can support companies in reviewing existing data and collect data 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 launch webinar to learn more:

- [CRE Alliance's Exposure Draft Report: Executive Summary](#)
- [Public Comment Period Launch Webinar](#)

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



Interested in participating in the piloting process?

Please reach out to the CRE Alliance at pilot@corporateracialequityalliance.org to express interest in participating in pressure testing and/or the pilots.