



## Spotlight on...

equality, diversity and inclusion

CONSIDERATE  
CONSTRUCTORS  
SCHEME

# Case Study: Farrans DNA at Farrans

## WHAT IS THE INITIATIVE?

DNA stands for Diversify, Nurture, Accept.

It is an internal network set up to support underrepresented and minority groups within our business by providing them with training, guidance, advice, and a toolkit to deal with possible challenges they face.

## WHY ARE WE DOING IT?

- Firstly, it is the right thing to do; we all should feel valued in our organisation and we should all feel a sense of belonging.
- We want to have a more diverse workforce in which everyone feels included and equal. We want more diversity in our talent pipeline. We want people to feel like they will be welcome to work at Farrans, regardless of who they are.
- The industry needs 51,000 new recruits each year to meet current pipeline requirements, so we need to be attractive to encourage people to join.
- We need to level the playing field so that everyone in the company has equal opportunities and is treated fairly.
- Our parent company, CRH plc, has set D&I targets, and we will be setting out our strategies to achieve this in our corporate plan.



## BENEFITS TO THE ORGANISATION

A more diverse workforce benefits from a variety of perspectives due to increased cognitive diversity and this leads to:

- An increase in innovation
- Improved productivity
- Greater creativity
- Reduced fear and improved performance

## THE BOTTOM LINE

- Companies in the top quartile for racial and ethnic diversity are 36% more profitable than those in the bottom quartile.
- Companies with more than 30% women executives were more likely to outperform companies where this percentage ranged from 10 to 30%, and 48% more likely to outperform those companies who have no female executives.
- Simply put, it makes better business sense!



## **BENEFITS TO THE INDIVIDUAL**

- Farrans will have a meaningful support network that will inspire and empower our people so that they can achieve their full potential, advance to leadership roles, and take their seat at the table.
- We will nurture the existing talent that we have at every level by taking time to build people's confidence, resilience, and assertiveness.
- We will provide a safe space for our employees to have their voices heard, gain, and give advice and guidance, and build effective relationships with others.
- The network will educate the wider company by raising awareness of our challenges by highlighting the inequalities faced, in a bid to promote acceptance and inclusion.
- We will ensure that equal opportunities are available for all our workforce and that those opportunities are also fair and equitable.
- We will encourage the company to actively build a more diverse workforce, so we can be the best version of ourselves.