



FAQs for Inclusion pledge

What is the MRS Inclusion Pledge?

The MRS Inclusion Pledge is our sector's commitment to improve the diversity of the sector making opportunity available to all. We believe that a sector which earns its living by helping clients and stakeholders understand customers the public needs to be representative of the people it seeks to understand.

It is the first such Pledge developed by a professional sector.

Who can sign up to the MRS Inclusion Pledge?

Any Accredited Company Partner is entitled to sign up.

Why have the principles of the MRS Inclusion Pledge been chosen?

The Pledge has identified those targets which are publicly reportable and so provide a ready benchmark. It has been informed by the issues identified by MRS' research of the sector and advised by the sector's representative networks. It prioritises those areas where greatest intersectionality can be identified. Other sources for the Pledge have included specific resources from other professional bodies such as the Advertising sector's #TimeTo programme on the eradication of sexual harassment.

What is the quality assurance mechanism for the MRS Inclusion Pledge?

The Pledge is assured by an agency's regulation under the Code of Conduct.

How does the MRS Inclusion Pledge get reported?

MRS reports on those who have signed up to the Pledge in the annual Industry League tables, where it also publishes an analysis of the sector's performance on government targets such as pay differentials.

Lists of the agencies who are signed up are held on the MRS website and the Research Buyer's Guide has been made searchable by signatories to the Pledge.

Research into progress against Pledge principles is collected via self-assessment and published alongside webinars and other articles.

I have a problem publishing raw pay statistics, do I have to do so?

No, you do not have to publish raw pay statistics, the format used by the government is clearly unsuitable to small and medium size companies and no specific methodology for reporting is specified by the MRS Inclusion Pledge.

The Pledge requires that you publish progress on addressing any pay discrepancies your internal analysis identifies in a format that is appropriate to you.



Are there specific targets for ethnicity in the MRS Inclusion Pledge?

The MRS Inclusion Pledge specifies that you should be targeting to make your workforce representative of the place in which your business is based. Those based in for example Leicester should have higher ambitions than those in, say, Perth.

Do I have to pay anything to sign up for the MRS Inclusion Pledge?

There is no additional cost for signing up to the MRS Inclusion Pledge. To ensure that the Pledge is accessible to as many companies as possible, there are no costly third-party audit requirements, but standards of adherence are governed by MRS Code of Conduct regulation.

What resources are available to those who sign the MRS Inclusion Pledge?

MRS has guidance on research for various protected characteristics and there is plenty of advice on issues such as data collection restrictions under GDPR rules. The reports on research conducted by MRS, webinars and other publications are also available on the MRS website.

The MRS Equality, Diversity and Inclusion Council is gathering resources to support each of the MRS Inclusion Pledge principles, and these will be posted on the website:

<https://www.mrs.org.uk/topic/inclusion>

Other resources are also available such as the #TimeTo training: <https://timeto.org.uk>

There are resources available in the MRS networks.

MRS Pride: LGBTQ+ network: <https://www.mrs.org.uk/about/pride>

MRS Unlimited: neurodiversity and disability network:
<https://www.mrs.org.uk/topic/mrs-unlimited>

MRS &more: young researchers' network: <https://www.mrs.org.uk/andmore>

Resources are also available in Networks which are supported by MRS:

[WiRe](#)
[CoRe](#)