We are all in this together

Inclusion and diversity in the Publishing Industry

9 October 2018
Dr. Michiel Kolman, President International Publishers Association
Senior Vice President Information Industry Relations, Elsevier
Agenda

• What does it mean to be inclusive?
• What is the business case for Diversity & Inclusion (D&I)
• The publishing industry: Background and actions
• D&I around
  • gender and ethnicity
  • Sexual preference – LGBTI
• Inclusive publishing for the visually impaired
• On to the Panel…..
What are we talking about?

**Inclusivity ≠ Diversity**

- The topic has a long history rooted in standard business policy e.g. equal opportunity law
- Now considered to be an important part of a healthy organizational culture
- Not just a hot “topic” in business leadership – D&I companies perform better financially!

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**Inclusive**

*Inˈkluː.ʃiv/*

*adjective*

1. Encompassing everything concerned; comprehensive
2. Enclosing; embracing
Aren’t we just white, ‘middle class’ and male?
Actually, we have a history of gender diversity

Nancy McKinstry Credit: Wolters Kluwer

Phyllis Grann: Credit: Jay Ackerman


Sara Miller McCune. Credit: Sagepub.com

Jane Friedman: Credit: Publishers Weekly
And we provide the platform for diversity of views

Galileo Galilei  Credit: Justus Sustermans
Simone de Beauvoir  Credit: Wikipedia
Eboné Bell: Credit: Business equality magazine
How does the publishing industry look?

In the UK:
- Majority are female (79%)
- White British (90%)
- But only 41% occupy executive board level roles
- The gender pay gap is 15.7% (in some cases higher, e.g. 24.7% for Hachette UK)

In the US:
- Majority are female (78%)
- White (79%)
- Identified as straight (88%)
- Majority are able bodied (92%)
Diversity is driver of corporate performance

1. Companies with more women on their board perform better (21-27%)

2. Boards who are ethnically and culturally diverse perform better (33%)

3. Why does diversity work:
   - Attract & retain staff
   - Decision making process
   - Innovation and customer insight
   - Employee satisfaction
   - Company’s image

Non-diverse companies perform 29% worse
Diversity makes innovation sense

Plays an underappreciated and underexploited tool for innovation

- **Diverse companies are the most innovative**
  - More dimensions = stronger relationship with innovation
  - Enabling practices (e.g. equal pay) is worth up to 12.9% of innovation revenue

- **Diversity can give a competitive advantage**
  - Racial and ethnic diversity within a company contributes to the bottom line
  - Diverse companies are up to 33% more likely to have above industry returns
  - For every 10% increase in diversity, earning before tax can rise between 0.8 – 3.5%
What are the challenges?

Change takes time
Up to eight years for diversity to be embedded into the company culture

Collecting and sharing data
Privacy laws & business practices can prevent personal information capture, storage and sharing

But we are making progress…. 
Taking action as an industry:

Example from the UK:

Initial focus on Gender and Ethnicity:

1. Charter & Network
2. BAME (Black, Asian & Minority Ethnic) interns
3. Inclusivity Events – Minister Hancock (2018)
4. Unconscious bias workshops
5. Ambitious 5 year target of
   • 15% BAME and
   • 50% senior roles for women

...LGBTI on the radar for near future
Gender @ Elsevier

Enabling practices
- RELX Group is a signatory to the Women's Empowerment Principles,
- Edge certified
- Equal pay audit (UK, US, NL)
- Unconscious bias training
- Review HR practices
  - Data collection
  - Inclusive hiring practices
- Review parental leave

Work processes
- Sponsor advocate work promoting women in research (awards, sponsorship)
- Sex & gender in research
  - Gender in Global Research Landscape report (2017)
  - Diversity on journal editorial boards
  - Analyzing implicit bias in peer review and machine learning
  - Reviewing standards for reporting sex and gender in research
**Principal findings of the Gender in the Global Research Landscape**

The report reveals that the percentage of women among researchers and inventors has increased over the past 20 years, albeit in an incremental and uneven way across geographies and disciplines. Also, while the analyses showed that women publish fewer research articles than men, overall their papers are cited or downloaded at a similar rate.

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In Brazil percentage of women scientists increased from 38% to 49%.

In Japan this increase was from 15% to 20%.
Workplace pride

• Diverse companies are more creative and innovative, and more competitive;

• Retain more gay employees; More attractive to straight employees

• Attract more LGBTI customers;
  • LGBTI Americans will spend over $1 trillion / year in 2020
  • Have buying power 4 x of Hispanics & African American, 2 x of Asian Americans, 4 x of Millennials. Gay couples spend more than straight couples.

…But studies suggest LGBTI people are more likely to be treated unfairly at work and have double the risk of burnout compared to straight colleagues
Elsevier PRIDE: Founded in 2013

Employee engagement:
- “Can I be myself at work” workshop (2013)
- Gender neutral toilet campaign (2016)
- Bisexuality workshop (2017)
- Intersex workshop (2018)

Fundraising:
- “Drag Queen” Bingo fundraiser for Amnesty Pride/Transgender network

Company commitment:
- First corporate sponsor of AIDS monument Amsterdam
- Member of Workplace Pride and engage other companies:
  - E.g. Panel discussion about PrEP..the end of HIV
@Elsevier: workplace pride in action today 10 Pride Chapters worldwide
Inclusion for the visually impaired: Born this way.....accessible publishing

- 253 million people living with a vision impairment (WHO)
- Publishers play a role in ensuring their materials are accessible to everyone
- Accessible Books Consortium (ABC) is implementing the Marrakesh treaty to facilitate access
- Publishers are implementing new digital standards improving accessibility
- How to be inclusive for staff with disabilities in the publishing industry?
Thank you

Connect with me!
@michielams
nl.linkedin.com/in/michielkolman
The Panelists

- Melanie Dolechek, Executive Director, SSP
- Simone Taylor, Co-Founder, Workplace Equity Project
- Jessica Wade, Faculty of Natural Sciences, Department of Physics, Imperial College