



For more than a century, metro Atlanta has been home to countless leaders and organizations that have worked to advance civil rights and racial equity. With the launch of ATL Action for Racial Equity, the Metro Atlanta Chamber honors our civil rights history and is embodying the urgency of now to rally the region’s business community to take bold actions to help address the ongoing effects of systemic racism impacting the Black community.

We partnered with a diverse mix of business leaders and spent six months analyzing data, gleaming insights and determining where the business community should focus its resources. We built a plan, identified key performance indicators, gathered stakeholder impact and have launched our journey.

This new initiative will accelerate racial equity by leveraging the size and scale of our business community, and the power of collective impact. Together we will find solutions that generate meaningful change, dismantle systemic racism and make our community – and world – a better place.

Stakeholder Ecosystem and Four Key Areas

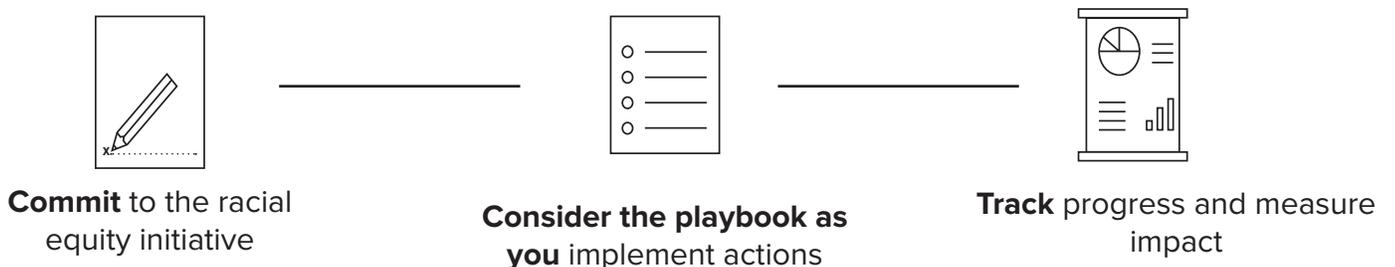
MAC is inviting all businesses across metro Atlanta to sign on to the initiative, which focuses on measurable actions across corporate policies, inclusive economic development, education and workforce development – critical areas in addressing the region’s immobility and inequity challenges.

Metro Atlanta’s business community will work with stakeholders across our region and nation to drive this Racial Equity Action Plan forward. We recognize that our stakeholders are interconnected across the four focus areas.



Business Community Journey

As part of ATL Action for Racial Equity, the metro Atlanta business community we have curated a set of actions to drive impact through four focus areas. The playbooks will launch throughout 2021 and aim to help your organization do its part to accelerate racial equity.





The Commitment

ATL Action for Racial Equity leverages the power of our region’s business community to advance racial equity through collective impact. My company is proud to join this critical, multi-year effort to address the pervasive effects of systemic racism in the community and workplace. We commit to carrying out targeted actions, tracking our progress, and sharing lessons learned as we strive to leverage our size and scale to make metro Atlanta a more vibrant, equitable and inclusive region.

In addition to standing with others who are committed to racial equity, we embrace diversity, equity and inclusion as core values in the success of our business, the growth of our economy and the future of our community.

X _____ (sign here)



ATL Action for Racial Equity FAQs

1. What about other under-represented groups? How does this effort intersect with our broader commitment to diversity, equity and inclusion?

- The groundwork and deep dive on data that we have done to date shows that a clear and surgical strategy targeting the Black population is necessary if we are to truly move towards undoing the ills of systemic racism in our community. This effort is a reflection of that assessment and also acknowledges the diversity and intersectionality that exists within our Black population..
- In addition to powering the ATL Action for Racial Equity, the metro Atlanta Chamber continues to execute efforts that target the broad scope of diversity — across gender, race, ethnicity, sexual orientation, and other identities — and expects that our business community will do the same. In addition, many of the actions included in our playbooks can be used to close disparity gaps that impact other under-represented groups.

2. When signing on to ATL Action for Racial Equity, am I committing my company to following EVERY action in the playbook?

- No, we understand that each organization must take an approach that is realistic and fits with their own priorities and capabilities for the year. However, we encourage each company to act on as many items in the playbook as possible for maximum collective impact.



3. When can I review the playbooks?

- All the playbooks are available for review [here](#).
 - Playbook 1 – Corporate Policies
 - Playbook 2 – Inclusive Economic Development
 - Playbook 3 & 4 – Education and Workforce Development
- Participating organizations will self-select the actions that are most appropriate for them based on their stage in the DEI journey.

4. If my company operates nationally or even globally, is there a requirement that these actions be implemented across our full operations (ie. in other states, other countries, etc.)?

- No, ATL Action for Racial Equity is committed to moving the needle beginning in our own region and the 29 counties that the Metro Atlanta Chamber serves. See a map of metro Atlanta [here](#).

5. What company metrics am I required to provide? Will the metrics be made public?

- We are in the process of building out a series of questions that will be provided to every company signing on to ATL Action for Racial Equity. At a high level, our approach will aim to capture top line data regarding our business community's efforts to advance racial equity. Our approach will include questions that speak to efforts in Atlanta and are binary in their phrasing.
- For example:
 - Have you established a partnership with Atlanta-based HBCUs to recruit entry-level talent? Y/N
 - Have you assessed pay equity across race within your Atlanta-based operation? Y/N
 - Are Black leaders represented on your board? Y/N
- Company data will not be shared publicly; however, the information you provide may be shared in an aggregated form representing all companies participating in the initiative. If you would like to participate in our metrics planning process, email atlactionforracialequity@macoc.com.

6. How frequently will I need to provide company data?

- We are working from a timeline where data will be collected on an annual basis – once per year.

7. What if my company is already implementing some or all of the action plans?

- This is great! The plan is designed so that a majority of our business community can participate while still moving the needle in a meaningful way.

8. Does my CEO have to sign on to the initiative?

- We believe that commitment from the top is important. It is our preference that your company's commitment to ATL Action for Racial Equity comes with a personal commitment from your CEO.

9. What is the confidentiality process regarding the measurement of company data shared in the annual survey?

- We will include a confidentiality statement stating who will have access to the data and how it will be reported. So that we can gather feedback-both positive and constructive- and analyze the results in detail, we decided to partner with Kanarys, an independent third party, to conduct this survey. To ensure confidentiality, Kanarys will never identify individual participant responses to anyone at a particular company.

10. How will the annual survey data be shared?

- All individual responses will be collected by Kanarys and will be kept strictly confidential. Your organization will receive a summary of responses in aggregate form. In addition, the survey is encrypted using SSL technology to ensure that only Kanarys can capture the survey results.

11. What is the purpose and impact of the annual survey?

- The purpose and impact of the annual survey is to provide a data reference point to highlight the action steps our committed companies have taken towards closing the racial equity. The survey will give us insight into what's working and what needs to be adjusted for this effort to consistently keep racial equity a top priority with Metro Atlanta business community.

Worth noting, we recognize that a surgical approach is necessary to solve for the major challenges many under-represented groups face and may sequence efforts targeting additional demographics into this work over time. It's a journey.

For more information visit [ATLRacialEquity.com](https://www.ATLRacialEquity.com)
