



SHIFT 25
MAKE CHANGE HAPPEN



A campaign working group of senior and influential Black, Asian and Minority Ethnic professionals striving to equalise opportunities for young people in education, recruitment and progression by 2025



In Partnership with



RED LION CHAMBERS



A campaign that:

Acknowledges that addressing the prejudice and power that adversely impacts the lives of Black, Asian and Minority Ethnic communities has wrongly been seen as theirs to resolve and fight against



A campaign that:

Supports all who stand for **justice** and equality and the right to protest



A campaign that:

Ensures a legacy of **change**
with a focus on **young people**
because young eyes are watching
and questioning whether they will ever
live in an **equal** society



A campaign that:

Gives young members of Black, Asian and Minority Ethnic communities **genuine hope for the future**, to allow them to believe that they will have an equal chance of fulfilling their dreams and potential



Together we will drive change by:

1. Creating hope and confidence for young Black, Asian and Minority Ethnic people
2. Keeping young Black, Asian and Minority Ethnic people safe and giving second chances
3. Opening our workforces at all levels to people of all backgrounds
4. Creating equality in the workplace and in pay
5. Changing the narrative



Make Change Happen by:

1. Giving your time to young people by sharing your experiences and giving hope
2. Widening the number of employers who help young people that need help to get their futures back on track
3. Making our own organisations practice open and fair recruitment, progression and promotion
4. Making our own organisations safe spaces for colleagues to talk about issues of race, discrimination and pay inequality



What you can expect from us

1. **Events** where we will share our experiences, progress and enable the community to act
2. **Resources** that will enable you to drive change and expand your knowledge
3. Access to **volunteering opportunities** to drive change
4. **1-2-1 support** in driving change in your organisation
5. Access to a **network** of professionals and influencers that have the same goals



Practical things you can do now

1. Mentor young Black, Asian and Minority Ethnic people
2. Offer internships, graduate schemes and apprenticeships for Black, Asian and Minority Ethnic young people
3. Get involved in affinity groups within your organisation
4. Set up a Diversity & Inclusion group within your organisation
5. Push for Ethnicity Pay Gap Analysis within your organisation
6. Educate yourself on issues around race, discrimination and unequal opportunities
7. Sign the pledge to drive change by 2025



We must act now and quickly

**We need to stop talking about it
and 'be about it'**

**We invite anyone who is committed
to changing the legacy of discrimination
to join us in determining the shape of
the UK's more equal economy and community**



Make Change Happen

[Pledge now](#)



Follow us



[SHIFT25London](https://www.linkedin.com/company/shift25london)



[SHIFT25London](https://twitter.com/SHIFT25London)



[SHIFT25London](https://www.instagram.com/SHIFT25London)



[shift25.org.uk](https://www.shift25.org.uk)

Please contact us to find out more:

Email: info@shift25.org.uk

