The following outlines a recommended approach to addressing the ongoing social movement related to police violence, systemic racism and the need to prioritize diversity and inclusion of the Black, Indigenous, and People of Color (BIPOC) community.

**OVERVIEW**
British Columbia’s business community is influential and integral to the success and well-being of all residents. As such, customers, neighbours and community members will be looking to the business community for its position on and ultimately its action in fighting systemic racism. Acknowledging that systemic racism exists and identifying key, actionable steps that individual businesses and organizations can take is an important step in creating positive change in BC and across Canada.

**RECOMMENDED STATEMENT**
The [Board and staff] of the [BIA NAME] acknowledge that systemic racism and violence against Black, Indigenous, and People of Color (BIPOC) in Canada is deeply ingrained in our collective history and remains pervasive in the daily lives of many people in our country, our province, our city and our neighbourhood. This is unacceptable and we are committed to standing with the BIPOC community and against systemic racism.

The [BIA NAME] board, staff and members are actively taking steps to ensure our organization provides a safe environment for the BIPOC community, free from racism and discrimination. We acknowledge that we can and must do better and we will be working with our partners to dismantle racism and support the BIPOC community to create a safer, more inclusive community.

**ACTIONABLE STEPS TO TAKE**
- **Create clear and explicit anti-racism policies** that outline zero tolerance towards any hateful, racist and discriminatory words or actions that occur within your organization. Encourage individual businesses and organizations to develop and implement such policies as well.
- **Hire a Diversity & Inclusion Consultant** to provide direct feedback and specific recommendations for addressing your organization’s specific D&I needs and hiring practices.
- **Conduct implicit bias training** for all BIA members and encourage them to commit to the same training for the employees at their individual businesses and organizations.
- **Donate money** to support the BIPOC community. Corporate contributions and/or matching employee contributions is a tangible way to give back to traditionally underserved communities.
- **Encourage members to commit to the 15% pledge**, where applicable - Retailers are being asked to commit a minimum 15% of shelf space to BIPOC-owned businesses. Additionally, seek out and hire BIPOC vendors, consultants, contractors, etc.
- **Make your commitments known** - along with the above statement, outline the exact steps your organization is going to take and share these on your website.

**SOCIAL MEDIA BEST PRACTICES**
- Do not share any statement of support until your organization has outlined actionable steps that will be taken and ensure that you have reached out to your current BIPOC employees to address any concerns they may have. Please be mindful of power dynamics and thoughtfully engage in this conversation in a manner that employees will be comfortable and not fear repercussions.
• Share your organization’s statement supporting the BIPOC community and a link to the steps you will be taking.

• It is strongly recommended that you do not post or advertise on social media during “black-out” days. This not only shows respect and solidarity for the events that are unfolding but ensures that you are not engaged in actions that could position your organization as being tone-deaf.
  ○ Do not publish organic content on “black-out” days (next “black-out” day: July 7, 2020).
  ○ Pause social media advertising on “black-out” days.

• Acknowledge and respond to criticism swiftly. Please note, below we’ve included sample responses but it is important that you do not respond the same way each time, adjust the language appropriately.
  ○ Comment from an employee/customer/etc sharing their experience of racism at your company or organization - “We apologize for the hurt we caused. We are committed to dismantling racism in our community and would welcome a deeper conversation with you about this. We will reach out to you to discuss.”
  ○ Request to see what your organization is doing beyond posting on social media: "We know that actions speak louder than words, here is a link to the concrete steps we’re taking to support the BIPOC community: [link]"
  ○ Comment pointing out that all/most of your members are white or requesting the demographic breakdown of members: "We acknowledge that we have a long way to go when it comes to building a truly diverse and representative BIA. We are committed to taking steps to create an equal business community, to start we will [ACTIONS]." (If statistics are requested, provide them) - actions to consider:
    ■ Ensure any business recruitment initiatives focus on recruiting BIPOC-owned businesses.
    ■ Ensure BIPOC-owned businesses are represented at any special events or community programs (consider waiving any relevant fees).
    ■ Host a monthly “Pop Up” for a BIPOC-owned business at an available space or within member businesses.
    ■ Reassess all vendors and suppliers and commit 30% of supplier dollars to go to BIPOC-owned businesses.
    ■ Work toward adding additional Board seats specifically for BIPOC-owned businesses that operate in your BIA’s community but may not own property.

RESOURCES
• Diversity, Equity & Inclusion consultants:
  ○ Cicely Blain: www.cicelyblainconsulting.com (Vancouver)
  ○ Avery Francis: www.buildwithbloom.com (Toronto)
• Implicit Bias Training
  ○ Naomi Gracechild: hello@euphony.works
• Black-owned business database: www.afrobiz.ca
• Article: How Microaggressions Can Affect Wellbeing In The Workplace
• Article: More Evidence That Company Diversity Leads To Better Profits
Donate to any BIPOC organization that aligns with your values, suggestions:

- BC Community Alliance: [www.bccommunityalliance.com](http://www.bccommunityalliance.com)
  The BCCA is a community based organization dedicated to combating the structural inequities created by anti-black racism.

- National Congress of Black Women Foundation: [www.ncbwf.org](http://www.ncbwf.org)
  The National Congress of Black Women Foundation is a registered charity that promotes and facilitates activities and model programs that foster advancement, recognition, health and education of black women and their families through funding and research.

- Black Youth Helpline: [blackyouth.ca](http://blackyouth.ca)
  The BYH approach brings innovative, professional, culturally relevant perspectives to understanding and addressing the root causes of challenges faced by children, youth and families. Youth, families, schools and other mainstream organizations have a culturally appropriate resource they turn to for related support.

- Hogan’s Alley: [www.hogansalleysociety.org](http://www.hogansalleysociety.org)
  The Hogan’s Alley Society (HAS) is a non-profit organization committed to daylighting the presence of Black history in Vancouver and throughout British Columbia. HAS is in the process of developing partnerships with local government and business interests to acquire and develop land and operate assets as a community land trust.