

The 5-Day Challenge 2025

Project Manager Guide

RaceEqualityMatters.com



#EveryActionCounts

Over 1,500+ organisations took part in 2024.

5-Day Challenge

82% of respondents who experienced the 5-Day Challenge said it will make an impact in tackling race inequality.

80% said we should create a 5-Day Challenge for Race Equality Week 2025.

76% said it will be more or significantly more effective than other D&I initiatives tackling race inequality.

BIG Promise

78% said the Big Promise will help make race equality everyone's business.



Race Equality
#ItsEveryonesBusiness

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green park

the Collaboratory
working together for a better world

LLOYD'S

The Big PROMISE

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“ The initiative was dynamic specially when it put the responsibility of taking actions on the participants rather than just calls or meetings to hear about a specific matter

“ Everyone is very busy so having an impactful initiative that can be done in short bursts daily means more people will take part and learn

Race Equality
#EveryActionCounts
#ItsNotMicro



Raj Tulsiani

CEO | Green Park
Co-Founder of Race Equality Matters



Javed Thomas

Founder & Director | The Collaboratory
Co-Founder of Race Equality Matters

Race Equality Matters

Mission:

To remove the barriers and provide the solutions to tackle race inequality.

Tackling race inequality has shown little and slow progress for decades. The murder of George Floyd, as well as the Covid-19 pandemic, highlighted the fact that significant inequalities remain.

Things **need** to be done differently.

For this reason, Green Park and The Collaboratory formed the not-for-profit Race Equality Matters (REM) in 2020. REM's focus is on meaningful action that makes an impact through:

- Co-creating free solutions.
- Ongoing State of the Nation insights - monitoring race equality progress, barriers, and action in organisations, through our community.
- Providing the tools and resources needed to create the necessary change and impact.
- Uniting thousands of organisations and millions of individuals.
- Focusing senior leaders who have the power to create change in the workplace.
- Being a catalyst for ongoing change.
- Identifying and showcasing what's working.

Four years on, and our ongoing State of the Nation insights show that typically it is ethnically diverse employees who are playing a key part in tackling race inequality in their organisations.

Race inequality can only be addressed and eradicated if everyone takes action. That's why organisations need to make this everyone's business and support everyone to #EveryActionCounts the landscape for race equality.

Bringing The Future Into Focus

Powered by

A global talent advisory firm, Green Park is an industry pioneer in building diverse senior leadership teams and more equitable workplace cultures. Our search expertise and organisational consulting capability empowers our clients to build high performing teams and inclusive organisational leadership from a foundation of trust and sustainability.



Lloyd's is the world's leading insurance and reinsurance marketplace. Through the collective intelligence and risk-sharing expertise of the market's underwriters and brokers, Lloyd's helps to create a braver world. The Lloyd's Market provides the leadership and insight to anticipate and understand risk, and the knowledge to develop relevant, new, and innovative forms of insurance for customers globally.



Lloyd's also promises a trusted, enduring partnership, built on the confidence that it protects what matters most: helping people, businesses, and communities to recover in times of need.

"Working with Race Equality Matters (REM) is an important part of the Lloyd's Ethnicity Commitments, which aim to improve racial equality, diversity and inclusion in our Market. We recognise the important role REM plays in advocating for racial equality and are proud to partner with them."

Mark Lomas, Head of Culture, Lloyd's

Working together for a better world



Creating solutions to social issues through the power of collaboration.

"If we delay today, what will those who need our help say?"

The Collaboratory is a catalyst for a movement of social innovation. It brings together those with lived experience and specialised skills from commercial and not-for-profit organisations, allowing both sides to work together to come up with solutions that tackle the problems that really matter.

97% of solutions have made an impact.

The 5-Day Challenge

5 Challenges 5 Minutes 5 Days, to Change the World

Progress for Race Equality

IN THEIR ORGANISATION*:

 **47%**

said their organisation talks and does a little bit of action.

 **42%**

do not feel that the majority of allies are active in their organisation.

 **34%**

feel that senior leaders are doing a little bit but not enough to tackle race inequality.

Race Equality Matters has polled thousands of individuals, and when it comes to tackling race inequality, progress has generally been slow, limited, and in many cases, non-existent. Similar findings have also been uncovered in ongoing reports and research by external sources.

A common theme that contributes to the lack of progress is the need for people to have a better understanding of the issues, barriers, and experiences of different people so they can be more inclusive when interacting and working with people from communities, backgrounds, and cultures that are different from their own.

Realistically, how many of us have read more than one book, watched enough documentaries, or listened to thought leaders so we truly understand what change is needed in our organisations and within ourselves as people?

Even if we have read a book, how many of us have changed our behaviours so they have had an impact on how our colleagues feel they truly belong?



We can do so much more....



A Lonely Battle

Often only a handful and sometimes a sole champion tackle racial inequality in an organisation.

Given the economic circumstances we find ourselves in, organisations, large and small, are making choices.

Those that do not understand the benefits of a diverse, creative, and innovative culture are not funding and properly supporting their D&I and race networks.

There is an alarming rate of cost cutting, disinvesting and job reduction within organisations, ED&I resources and teams.

Many of the changemakers are isolated, unsupported and face a lonely struggle to break down the causes of inequality.

The drive for change is often down to the incredible race networks (99.9% are volunteer-led on top of a day job and have no funds). These key people are stretched and face a seemingly impossible job to achieve equality.



It needs to be everyone's business.

If organisations are going to drive impactful change, tackling race inequality cannot be down to a few; it needs to be everyone's business.

The 5-Day Challenge is the perfect solution to help make this possible.

The 5-Day Challenge

5 Challenges 5 Minutes 5 Days, to Change the World

Why the 5-Day Challenge?

Race Equality Matters co-created the first 5-Day Challenge to support the 2024 Race Equality Week theme of #ItsEveryonesBusiness.

Inspired by Dr. Eddie Moore's Racial Equity Habit Building Challenge, the 5-Day Challenge was originally created in collaboration with Natalie Watt of EQUANS and changemakers from the Race Equality Network.

It is a simple, time-efficient, and powerful solution that enables individuals and organisations to learn about race inequality in bite-size ways.

It works!

Will your organisation take part in The 5-Day Challenge?



Following Race Equality Week 2024, **80%** of respondents said they would like a 5-Day Challenge 2025.



Race Equality Matters is all about listening to the voices of the community; the 5-Day Challenge 2024; hence we have the 5-Day Challenge 2025.

Over 1,500+ organisations took part in 2024.

82% of respondents who experienced the 5-Day Challenge said it will make an impact in tackling race inequality.

75% said it will maximise colleague engagement in helping tackle race inequality.

76% said it will be more or significantly more effective than other D&I initiatives tackling race inequality.

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The 5-Day Challenge

In our daily lives, we are busy and distracted, which often prevents action. Therefore, each challenge will typically take no more than 5 minutes each day.

This leaves little excuse for all those who genuinely want to be part of the solution not to participate.

How the 5 Days will work:

Day 1: Intersectionality

Day 2: Recognising Privilege

Day 3: Inclusive language

Day 4: Code Switching/Masking

Day 5: The Big Promise



Making it easy for you:

- ✓ This simple guide with narrative is to help your project lead, plan, and communicate the 5-Day Challenge to your employees, stakeholders, partners, and community.
- ✓ You will find the 5 Daily Challenges in this document.
- ✓ There are also downloadable PDFs for each daily challenge that you can send to your employees, stakeholders, partners, and community.
- ✓ Many organisations also put them on their internal systems. You will find them here: <https://www.raceequalitymatters.com/5-day-challenge/>

TOP TIP: Send a diary invite to your employees in advance: block out five minutes each day for people to carry out each activity.

The 5-Day Challenge

5 Challenges 5 Minutes 5 Days, to Change the World

It is only when we come together and understand how we, as individuals, our organisations, and our organisation cultures, have to change to be truly inclusive and ensure our ethnically diverse colleagues feel they belong, that change will happen..

That's why the 2025 Race Equality Week theme is #EveryActionCounts.

Recent **REM** community surveys revealed:

 **27%**

of ethnically diverse staff think that leaders know what ethnically diverse colleagues need for the organisation to be racially inclusive.

It was selected by the Race Equality Matters community and reflects ongoing findings and feedback.

By embracing #EveryActionCounts, we move beyond awareness of issues to meaningful action. Every voice matters, and each action contributes to lasting, meaningful change.

Remember we may be 1 person, but there is another 1 person and another 1 person, so if we all do something we can create and be part of a movement because #EveryActionCounts

 **27%**

say that racial microaggressions are hardly ever called out by colleagues.

The thinking behind it is...

- There is too much talk and **too little action**
- **Action** is the driving force to change for good
- We all have the ability to take action
- **No action is too small** to spark change
- We all have to play a part
- Hence **#EveryActionCounts**

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The 5-Day Challenge

How It Will Work.

There are many barriers to driving race equity, including a lack of understanding of what it feels like to be in others' shoes and how to be positively inclusive.

Small changes can make a real difference to how we act and, in doing so, how we make people feel.

If everyone makes a small change - it adds up and becomes powerful and impactful and enables real change.

Over the next 5 days, we ask everyone to take just 5 minutes each day to self-reflect and commit to taking action that will drive this change.

To maximise participation, and help people feel safe, there's no obligation to share answers with anyone - hence we call them **self-reflectors**.

Days 1 - 4 each have:

- A specific theme.
- An eye-opener (a daily self-reflective question related to the theme).
- A thought-provoking 2-4-minute video*.
- A bit of theory/science to explain how actions or behaviours may impact feelings of being included or belonging.
- Simple suggestions on how to take action.
- Access to additional resources suggested by the community, if people would like to explore the topics further in their own time.

***Important:** Please be aware that the videos included in each challenge are powerful and informative, and include lived experiences and sensitive subjects, which can be particularly upsetting for ethnically diverse colleagues. These videos have been selected by the REM community to help others get a deeper understanding of the issue being focused on.

Please let your colleagues know they are not obliged to watch them to the end.

Day 5

- Take action - **make a BIG Promise.**

Please find below downloadable PDF's for the individual days in the 5-Day Challenge.



Day 1

How do different parts of who we are (like race, gender, and culture) affect our experiences and interactions at work?

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Day 1:
Inclusive Language

Download



Day 2

How can we use our privilege as a force for good?

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Day 2:
Recognising Privilege

Download



Day 3

Have you ever used words and later realised that they were hurtful and not inclusive?

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Day 3:
Intersectionality

Download



Day 4

Have you ever had to change the way you speak or act to fit in?

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Day 4:
Code Switching

Download



Day 5

Will you join the millions of others today to turn words and thoughts into action?

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Day 5:
The Big Promise

Download