



The platform analyses data on inclusion and diversity | Photo source [Mixity](#)

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## A TOOL FOR MEASURING WORKPLACE DIVERSITY AND INCLUSION

 WORK & LIFESTYLE

### An evaluation framework can help companies to measure and improve their levels of diversity and inclusion

**Spotted:** Movements such as #metoo and #BlackLivesmatter have demonstrated that diversity and inclusion are more important than ever for individuals – and companies. In fact, diversity and inclusion are essential elements of innovation and resilience for businesses. But they can be difficult to measure and analyse. A French startup, Mixity, hopes to change that.

Mixity has developed a data intelligence solution aimed at encouraging companies to innovate in the areas of diversity and inclusion. The platform analyses data on inclusion and diversity provided by organisations, including companies, schools, communities and non-profit organisations. The data is weighted using a proprietary algorithm to generate a diversity and inclusion ‘Footprint’ for each organisation. Companies can use their Footprint to pinpoint areas in need of improvement.

The startup was co-founded by Sandrine Charpentier, Dominique Crochu and Jérôme Fortineau, who all had experience leading organisations that focused on “human issues”. Their goal was to combine CSR, data intelligence and digital skills to show that diversity and inclusion can be components of economic and social progress for all organisations.

Mixity’s goal is both the reduction of inequalities and the transformation of organisations to create more social and economic performance. The company adds: “In parallel with the laws and measures promulgated by the various governments, companies have an essential role in achieving social cohesion and the inclusion of all.”

Many organisations are unaware that they have below-average levels of diversity and inclusion. Luckily, these organisations now have a number of tools to help, from Mixity's Footprint to an employee [engagement platform](#) that aims to encourage workplace diversity and a [marketplace](#) for black-owned businesses.

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Website: [mixity.co/method](https://mixity.co/method)

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### **Takeaway:**

Diversity and inclusion are not just slogans. They are important drivers of innovation and financial success. According to research from McKinsey, ethnically diverse companies are 35 per cent more likely to do the same. At the same time, a study from [Deloitte Australia](#) found that inclusive teams outperform their peers by 80 per cent in assessments. Given this, and the results of many similar studies, it makes good financial sense for organisations to do whatever they can to increase diversity and inclusion – and Mixity Footprint offers a good place to start.