

# IMPACT REPORT

# 3.0

2018  
2020

# WELCOME

On September 26th, at the MSDUK 2018 Conference in Birmingham, we launched our exciting 2018-2020 growth phase (**MSDUK 3.0**). This new phase offered an integrated ecosystem that connected **innovation**, **knowledge** and **procurement** to improve diversity, drive innovation and enhance performance in supply chains. This also brought a positive impact across wider business and society.

The MSDUK ecosystem aimed to bring together corporate business including procurement community, startups and high growth ethnic minority businesses (EMBs) alongside investors, accelerators, universities, industry bodies and policy makers to develop inclusive and diverse supply chains.



Mayank Shah  
Founder & CEO | MSDUK

## 2018 - 2020

### HEADLINE ACHIEVEMENTS

- + Successful launch of the MSDUK Innovation Challenge, with over 400 new ideas presented
- + Launch of the Supplier Diversity benchmarking tool
- + Launch of two world-class executive education programmes, in partnership with Aston Business School and Tuck School of Business
- + Commissioned the UK's biggest research on economic contribution made by EMBs to the British economy
- + Launch of the 'COVID-19 marketplace', offering essential goods and services to the industry and offering a lifeline for UK ethnic minority businesses
- + Delivered over 65 small and large events, including the first ever Virtual Innovation Summit, Virtual Business Expo and Innovation Challenge finals
- + MSDUK became the only supplier diversity advocacy organisation in the world to waive of annual membership fee for one year for all existing and new ethnic minority businesses

Our aim was to redefine supplier diversity – to bring it outside of the procurement function and embed it across the whole business. We focused on driving innovation and open up doors for young and innovative ethnic minority founders. This led to creating an ecosystem of partners from academia, industry and investors, to support the growth of ethnic minority startups and scaleups

It is with great pride that we present the MSDUK 3.0 Impact report that details our work over the last three years and measures the impact of our new approach across the three hubs: **innovation**, **knowledge** and **procurement**.

As we come to the end of this three year growth plan, it is time to reflect on our achievements and compare them with targets set at the start of 2018. This report celebrates

successes across our ecosystem and measures the socioeconomic impact of our interventions made to ethnic minority communities across the UK. It also highlights the increasing commitment to supplier diversity within corporate Britain and the impact of diversity to the bottom line.

This unprecedented growth would not have been possible without the support of our funding partners, including **Accenture** (Innovation Hub & Benchmarking Tool), **EY** (Knowledge Hub), **Cummins** (Innovation Challenge), **AgileOne** (Building Business Leaders of the Future Programme), and **Intel** (Technology platform).

Our thanks also goes to all our sponsors that have offered scholarships and supported our events throughout the last three years.

I owe this success to the trust and confidence entrusted in me by our Board of Directors. Their leadership, guidance and encouragement has ensured there was due governance in how we conducted our business and helped shape the future roadmap for MSDUK.

Last but not least, the incredibly passionate team at MSDUK has been there with me, working tirelessly to deliver the outcomes we had desired at the start of this ambitious growth plan. We started 3.0 with a team of five, and today I am proud to lead a team of twelve committed individuals from nine different nationalities, all coming together to work for a more inclusive, fairer society.

As we launch MSDUK 4.0, which promises to build corporate supply chains of the future that are more diverse and innovation, I encourage you all to join us in the spirit of collaboration and optimism!

# INTRODUCING MSDUK 3.0

MSDUK was founded in 2006 as a not-for-profit organisation to provide a direct link between large corporations and ethnic minority-owned businesses (EMBs). In 2018, MSDUK has evolved to create an integrated ecosystem: connecting innovation, knowledge and procurement to help improve diversity, drive innovation and enhance performance in supply chains, with impact across wider business.

Between 2018 and 2020, our MSDUK ecosystem offered all our members to look beyond the procurement function and to get wider business stakeholders engaged with our network of entrepreneurs, supply chain professionals, investors, accelerators, universities, industry bodies and policy makers.



#### INNOVATION HUB

- + DEVELOP IDEAS
- + COMMERCIALISE
- + ACCESS TO MARKET
- + SCALE-UP



#### PROCUREMENT HUB

- + CREATING CONTRACT OPPORTUNITIES
- + CONNECTING BUYERS AND SUPPLIERS
- + ENABLING BUSINESS GROWTH



#### KNOWLEDGE HUB

- + EXECUTIVE EDUCATION
- + CONSULTANCY
- + KNOWLEDGE TRANSFER
- + RESEARCH & IMPACT ASSESSMENT

## AIMS OF MSDUK

- + Ensure fair inclusion of EMBs in corporate supply chains
- + Offer a common platform for buyers and ethnic minority businesses to develop mutually beneficial commercial relationships
- + Provide ethnic minority startups opportunities to bring innovative ideas to life
- + Bring prosperity into underserved communities
- + Provide the next generation of minority entrepreneurs with knowledge, resources and investment to develop successful businesses

## WHY EMBs

There is strong evidence that innovation comes mostly from small businesses and individuals, which makes incorporating such entities within the supply chain a critical factor for organisations seeking to bring new solutions, breakthrough technology and disruptive businesses to market.

Research published by the Federation of Small Businesses (FSB), demonstrates that ethnic minority businesses (EMBs) contributed £25 billion to the UK economy in 2018, however, they are held back and face obstacles in business growth. The report reveals that:

**30% of EMBs engage in recent product or service innovation, 11% points higher than their non-EMB counterparts**

**EMBs are often detached from mainstream business support, and struggle disproportionately when it comes to accessing finance**

**COVID-19 has brought structural inequalities in the UK to the fore, with many EMBs on the COVID-19 coalface**

There is indeed a business case for diversity, one that rests on sound evidence, an expansive definition of what makes a business successful and the presence of facilitating conditions. Nonetheless, we should recognise that **diversity is not only the smart thing to do, but also the right thing to do.**

Two experts, writing in Harvard Business Review on 25 years of advising organisations on their diversity strategies, have concluded that most leaders take an “add diversity and stir” approach, rather than genuinely embracing organisational change and shift of organisational culture. Here at MSDUK, we recognise the benefits of supplier diversity, but are also committed to the hard work that is required to make organisations and supply chains truly inclusive. This means always reflecting on what’s working and how we can do better<sup>2</sup>.

<sup>1</sup> **Unlocking Opportunity:**  
The value of ethnic minority firms to UK economic activity and enterprise, FSB (2020)

<sup>2</sup> **Getting Serious About Diversity:**  
Enough Already with the Business Case, Harvard Business Review (2020)

**Diversity within supply chains can bring new ideas and solutions to an organisation, it can also boost competitiveness and market growth. This goes even further than these commercial benefits to encompass social value; the ability to reduce socio-economic inequality and create stronger, more inclusive communities.**

# MSDUK 3.0 ACHIEVEMENTS

SINCE LAUNCHING MSDUK 3.0 (2018-2020),  
OUR KEY ACHIEVEMENTS INCLUDE:

**100+** entrepreneurs taking part  
in leadership programmes

**19510**  
learning hours

**94** scholarships for  
executive education  
programmes

**25** Innovation Challenge  
Winners going through  
Accenture Mentoring  
programme

**£20K**  
cash prize for Innovation Challenge

**93%** increase in  
the number  
of corporate  
members

**300+**  
suppliers referred

**£135** million  
corporate  
spend  
with EMBs

**200+**  
contract opportunities offered by  
corporate members

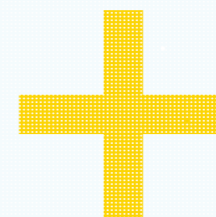
**60+**  
webinars and  
masterclasses



**220%**  
increase in the network of  
Ethnic Minority Businesses (EMBs)

**90%**  
of EMBs say their experience  
with MSDUK has met or  
exceeded expectations

**102** events attended by  
**4200**  
delegates plus **230** exhibitors



**620**  
buyer/supplier  
meeting

**2** executive  
education programmes

**315+** attended the  
Virtual Innovation  
Summit 2020

**50+** successful  
suppliers

**£250K**  
worth of corporate  
sponsorship

**400+**  
new ideas

**6**  
ideas to  
market



# INNOVATION HUB

Where innovation **meets industry**



- + **DEVELOP IDEAS**
- + **COMMERCIALISE**
- + **ACCESS TO MARKET**
- + **SCALE-UP**

MSDUK’s Innovation Hub supports ethnic minority businesses to bring new innovations to market and unlock a diverse talent pool of entrepreneurs to help them embrace disruption and fuel business growth.

### For the last three years, the Innovation Hub provided:

- + Support for startups to test and trial their solutions through cross-sector partnerships with universities, accelerators and labs
- + Access to industry knowledge, technical expertise, customer validation and brand exposure
- + Entry to market through visibility and access to corporate and industry networks
- + Access to financial and legal expertise, pitch training, workshops, investors and alternative funding platforms

100%

felt that the networking opportunities at MSDUK were valuable

71%

felt that the partner network and referrals (e.g. academic institutions, accelerators, investors) at MSDUK were valuable

71%

felt that they acquired more knowledge and skills to help increase business performance

71%

agreed that the learning opportunities (workshops, webinars, programmes) at MSDUK were valuable

86%

of startups agreed that their level of competency in pitching, sales and marketing, IP and Legal, investment readiness, understanding customers and managing growth and leadership would have been much worse had they not been involved with MSDUK

\* The results of the report are based on data that MSDUK collects on its 300+ network of corporate members, EMBs and Startups augmented with additional surveys and interviews with a smaller sub-set of members and partners.

DIVERSITY DRIVES INNOVATION –  
WHEN WE LIMIT WHO CAN  
CONTRIBUTE, WE IN TURN LIMIT  
WHAT PROBLEMS WE CAN SOLVE.

TELLE WHITNEY  
FORMER CEO AND PRESIDENT OF  
THE ANITA BORG INSTITUTE FOR  
WOMEN AND TECHNOLOGY

“As an EMB we really wanted to thank MSDUK for all your support because we’ve just been selected Forbes 30 under 30 - Class of 2020 for Social Entrepreneurship! It’s been an amazing experience working with all of you so far and we really wanted to express our appreciation as we could not have gotten so far without everyone who supported us.”



**Lincoln Lee**  
Co-Founder, Rice Inc  
MSDUK 2020 Innovation Challenge Finalist



**Bao Tieu**  
Acceleration Manager for Entrepreneurship, UCL  
Innovation Hub Partner



Headline Sponsor

# INNOVATION CHALLENGE

BETTER IDEAS FOR A BETTER WORLD  
UK'S PREMIER PITCHING COMPETITION  
FOR ETHNIC MINORITY BUSINESSES

The MSDUK Innovation Challenge is a unique competition that offers ethnic minority founders with innovative products or solutions access to knowledge, investment, and market opportunities. It is designed to promote inclusive innovation and tackle under representation of Ethnic Minority-led Businesses (EMBs).

We offer an exclusive and unique platform to support ethnic minority founders with a new idea; helping them develop these ideas, access investment and market opportunities and bring those ideas to life.

## Finalists pitch on a global platform, to senior business leaders, entrepreneurs and investors. MSDUK offer:

- + Prize money
- + Partnerships with Tuck School of Business and Aston Business School
- + Mentorship programme with Accenture Senior Executives
- + Introductions to buyers – corporates and partners
- + Funding opportunities

## Key themes include:

1. Advanced Digital Technologies (sponsored by Digital Catapult)
2. Social innovation (sponsored by EY)
3. Healthcare and Wellbeing (sponsored by GSK)
4. Sustainable futures (sponsored by Eaton)

YOU HAVE TO BE BURNING WITH  
AN IDEA, OR A PROBLEM,  
OR A WRONG THAT YOU WANT  
TO RIGHT. IF YOU'RE NOT  
PASSIONATE ENOUGH FROM THE  
START, YOU'LL NEVER STICK IT OUT.

STEVE JOBS  
(1991 - 2011)

PIONEER OF THE PERSONAL COMPUTER REVOLUTION,  
CO-FOUNDER, CHAIRMAN, AND CEO OF APPLE INC.  
PRIMARY INVESTOR AND CHAIRMAN OF PIXAR FOUNDER,  
CHAIRMAN, AND CEO OF NEXT

## 2020 INNOVATION CHALLENGE APPLICANTS

### PRIZES



£200,000

20+ PLACES ON  
GRANT FUNDED  
PROGRAMMES

From  
our partners

£100,000

WORTH OF  
CORPORATE  
MENTORING

12-18 months  
corporate mentoring  
programmes

£40,000

WORTH OF  
BUSINESS SCHOOL  
SCHOLARSHIPS

At Ivy League Tuck  
School of Business for  
the top for finalists

£5,000

CASH PRIZE FOR  
THE CHALLENGE  
WINNER

Introductions to  
our investor network  
and workshops

APPLICATIONS:  
400 + SINCE 2017



GENDER:  
57% MALE  
43% FEMALE



DIVERSITY:  
46% ASIAN  
39% BLACK  
16% OTHERS



STAGE:  
18% IDEA  
41% PROTOTYPE  
14% LAUNCHED  
12% USERS  
15% REVENUE



There is strong evidence that  
innovation mostly comes from  
small businesses and startups.

It is of because this major change, that we must ensure we address the lack of opportunity affecting ethnic minority startups and avoid a situation where startups are separated into the 'haves' and the 'have nots' and the 'have nots' are overwhelmingly those led by diverse founders.

## CASE STUDY

Olivia Ahn is the Co-founder of Planera, a personal hygiene company that has developed the first certified flushable and biodegradable sanitary pads. They won the MSDUK 2018 Innovation Challenge.

### Support from MSDUK:

The team at MSDUK supported me personally being a first-time founder and navigating an industry that I wasn't familiar with. They also supported me professionally through introductions to B2B partners and other entrepreneurs. The mixture of being able to provide personal as well as professional support is really great. Due to winning the Innovation Challenge, we were sent to America to Tuck Business School – that was the first sort of global outlook, and I started to expand my horizons....

MSDUK have always been fantastic cheerleaders

### Difference MSDUK has made:

External validation that the competition gave us, which was extraordinarily helpful in talking to people.

### Support from MSDUK:

Within the team: we learned a huge amount about our approach to business, making connections with people across the world.

### Without MSDUK:

I would have missed immersion within a minority supplier diversity community. I would never have come across many different entrepreneurs – I've learned a huge deal from them on their approach to business and growing an inclusive team culture, and then being able to implement that within my own team.



Olivia Ahn

Co-Founder Planera

MSDUK 2018 Innovation Challenge Winner

## INNOVATION CHALLENGE FINALISTS 2018 - 2020

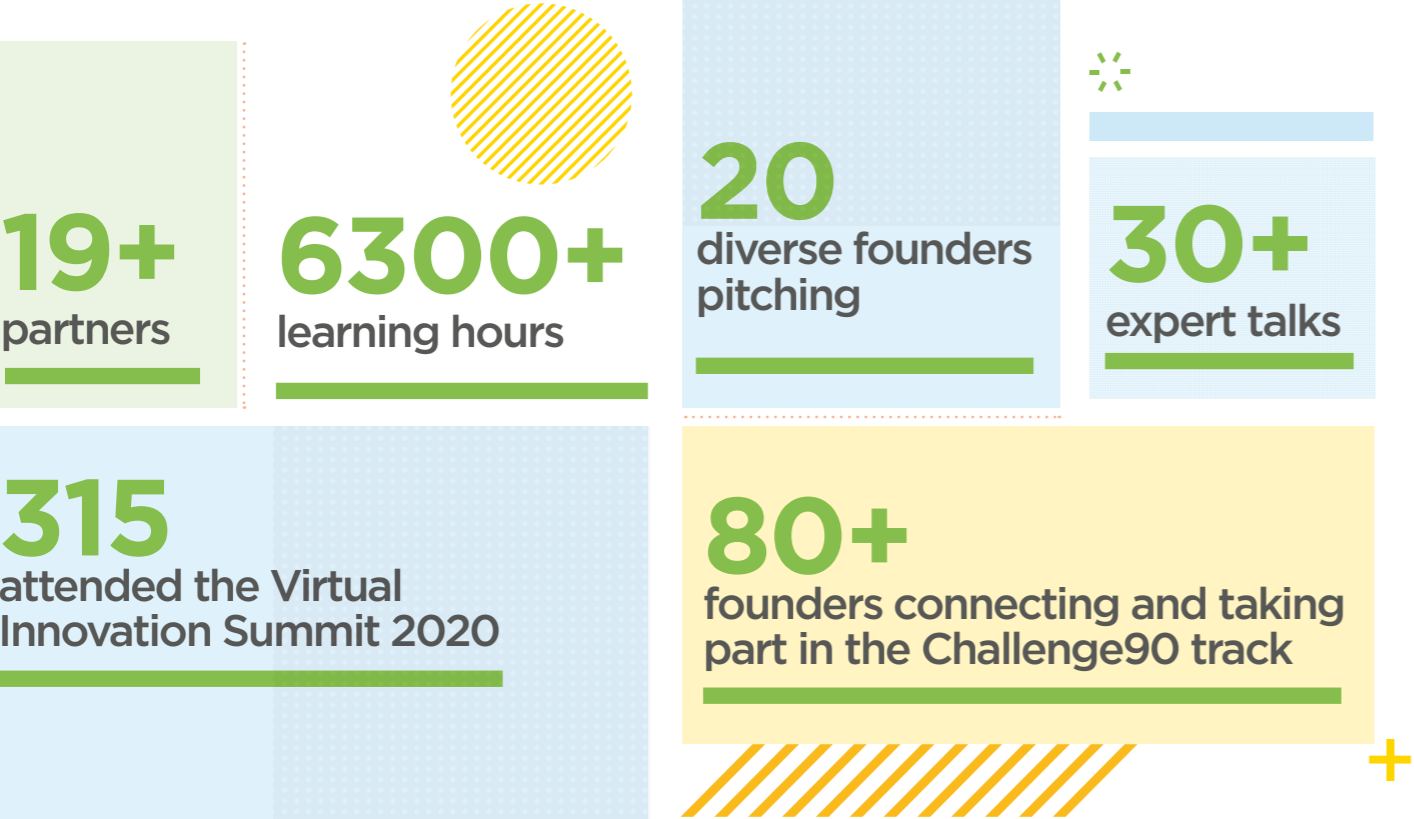
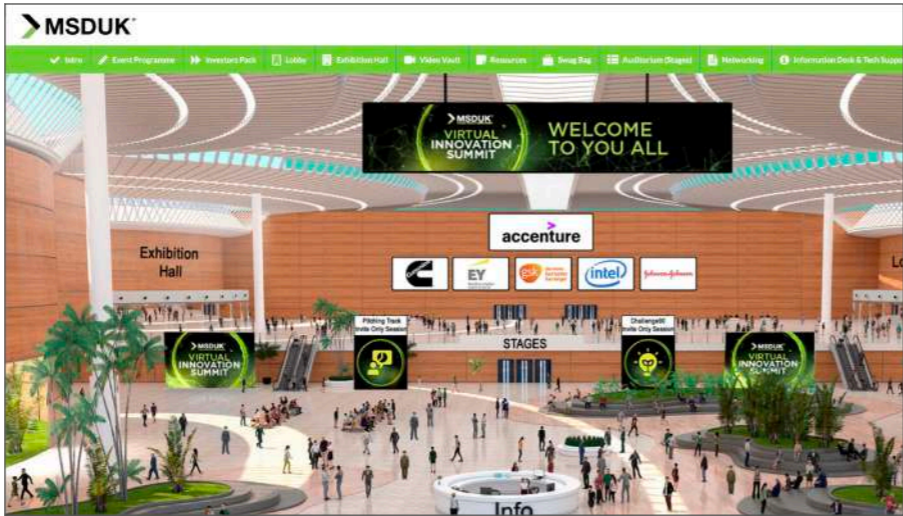


INNOVATION DOESN'T EQUAL SOCIAL  
GOOD, BUT SOCIAL GOOD CAN BE  
ACCELERATED BY INNOVATION...  
**PROVIDED THAT PURPOSE IS AT THE  
HEART OF THAT INNOVATION.**

## MSDUK 2020 VIRTUAL INNOVATION SUMMIT

Virtual Innovation Summit 2020 brought diverse founders, global leaders and investors together. It gathered ideas, leaders, and innovators with a mission for creating a better future.

Action-oriented forward-thinkers showcased their innovations and came together to be part of the solution to some of the most important global challenges – reducing inequality and creating stronger and more sustainable communities.



“THE ONLY WAY TO DISCOVER THE LIMITS OF THE POSSIBLE IS TO GO BEYOND THEM INTO THE IMPOSSIBLE”

ARTHUR C. CLARKE  
WRITER, INVENTOR, FUTURIST

Summit Partners



# KNOWLEDGE HUB

Where **research** and **knowledge** improves business performance



- + **EXECUTIVE EDUCATION**
- + **CONSULTANCY**
- + **KNOWLEDGE TRANSFER**
- + **RESEARCH & IMPACT ASSESSMENT**

MSDUK's Knowledge Hub brings together practitioners, researchers and industry experts to share insight and know-how and guide business leaders into the future. For large organisations, we also provide a medium to long-term strategies for getting started in supplier diversity.

## For the last three years, the Knowledge Hub provided:

- + Access to tailored leadership and business development programmes in partnership with world-class business schools to help entrepreneurs scale-up
- + Access to peer to peer knowledge exchange and sharing best practices around supplier diversity
- + Practical and straightforward implementation strategies to grow their business through tenders and funding application training
- + World-class research to establish strong business case for supplier diversity and measure socio-economic impact
- + Corporate training and best practices to implement a successful supplier diversity programme

**£250K**  
worth of corporate  
sponsorship

**80%**  
of EMBs felt that they would  
not have been as competent  
in their business had it  
not been for MSDUK's  
programmes and events

**71%**  
felt that they acquired more  
knowledge and skills to help  
increase business performance

**51%**  
of EMBs felt their level of  
competency would have been  
worse had they not been  
involved with MSDUK

**100+**  
business leaders taking  
part in executive education  
programmes

\* The results of the report are based on data that MSDUK collects on its 300+ network of corporate members, EMBs and Startups augmented with additional surveys and interviews with a smaller sub-set of members and partners.

## WORLD CLASS RESEARCH

### Supplier Diversity:

[Unlocking Innovation,  
Driving Competitiveness and  
Enhancing Reputation MSDUK  
& CIPS White Paper](#)

From the workforce to the supply chain, diversity and inclusion of people and ideas are critical drivers for further growth in any organisation and no longer the 'box-ticking' exercises of the past. Forward thinking organisations, are truly embracing and committing to diversity as an integral part of improving profitability and profits, and outperforming the competition.



### Making a Difference:

[Ethnic Minority Business in  
the UK](#)

#### Author:

Philippe Legrain

Making a Difference will highlight the under appreciated economic and social contribution of innovative, high growth ethnic minority-owned businesses (EMBs) in the UK to opinion-formers, businesses and policymakers and put forward solutions to the many challenges EMBs still face. Research launches February 2021.



*"MSDUK brings immense value to address our organisational mission. Together we are supporting high-achieving ethnic minority business leaders in the UK and South Africa."*

*The partnerships with MSDUK are built on trust and we mutually respect what each other brings to the table."*



**Professor Mark Hart**

Associate Director

Aston Centre for Growth,  
Aston Business School, UK

MSDUK Knowledge Hub Partner

WORLD CLASS

LEADERSHIP PROGRAMMES

BUILDING A HIGH PERFORMING MINORITY BUSINESS

MSDUK is delighted to bring together academics and practitioners from Ivy League's Tuck School of Business, USA and Aston Business School, UK, to deliver an exceptional residential programme for minority-owned businesses.

This unique opportunity for diverse ethnic minority-owned businesses is also combined with attendance to our global conference to meet C-Suite business leaders and entrepreneurs from across the world!

*"We've had 38 years of continuous improvement with engaging minority groups in entrepreneurship. The collaboration with MSDUK is about how do we bring everything we have learnt into the European context – ultimately to transform the lives and fortunes of minority entrepreneurs. We work with high-potential business owners, teaching them management techniques to overcome barriers that hinder growth trajectories. With this collaboration, MSDUK would have a richer offering to its client base, who are trying to create wealth in minority communities and create jobs and career trajectories."*



Professor Leonard Greenhalgh

Tuck School of Business, USA

Programme Academic

*"The Tuck BHPB programme is necessary for all entrepreneurs who want to scale up! So it is absolutely worth every minute. I'm sure the impact will be high, SAVORTEX will now scale up rapidly and realise its full ambition. It means everything! I recommend if anyone has the opportunity to attend the Tuck BHPB programme they should grab it with both hands!"*



Syed Ahmed

CEO, Savortex

Programme Participant



“

IT IS NOT ABOUT IDEAS, IT IS ABOUT MAKING IDEAS HAPPEN”

”

BUILDING BUSINESS LEADERS OF THE FUTURE

MSDUK and Aston Business School have come together to create an exciting programme for ethnic minority businesses with the aim to:

- + Develop purpose-driven leadership
- + Lay strong business foundations built around values and ethics
- + Establish a personal business brand
- + Develop a successful business built around the ethos of ‘profit for purpose’
- + Integrate innovation, leadership and resilience for long-term sustainability

This is an interactive programme that will explore leadership by combining insights from leading academics together with the real-life experiences of entrepreneurs who grapple with the questions of leadership on a daily basis.

CASE STUDY

KNOWLEDGE & RESOURCES

Godwin Anthony is Director at KTG Social Care, which specialises in Agency and Homecare services for organisations including NHS, BUPA and Four Seasons and LCD Group. He first came in contact with MSDUK by joining an exhibition to showcase his business to corporate suppliers.

Godwin felt that joining MSDUK has helped him “improve (his) business by adding value to (his) workforce.” The courses that MSDUK provide, including the Building Business Leaders of the Future was amazing, especially the calibre and quality of information provided by the speakers.

He also felt that the “if I need something I know the information that I’m going to get (from MSDUK) is going to be far greater value that I’m going to get from Google. The knowledge they shared has helped me to future-proof my business.”

“With MSDUK, you know they’re there for you when you need them.”



Godwin Anthony

Director

KTG Social Care & Ascent Leadership

## 2018 - 2020 LEADERSHIP PROGRAMMES PARTICIPANTS



THE BEST WAY  
TO CREATE THE  
FUTURE IS TO  
CREATE IT  
YOURSELF



# PROCUREMENT HUB

Where opportunities lead to **shared growth**



- + **CREATING CONTRACT OPPORTUNITIES**
- + **CONNECTING BUYERS AND SUPPLIERS**
- + **ENABLING BUSINESS GROWTH**
- + **BENCHMARKING**

MSDUK's Procurement Hub offers contract opportunities to EMBs and provides access to global brands to help them explore new business opportunities. In return, corporate members are given access to an untapped pool of diverse EMBs with innovative solutions to meet their business needs.

## For the last three years, the Procurement Hub provided:

- + Access to opportunities offered by our corporate and partner network
- + Access to the online database of certified EMBs, 'Meet the Buyer' events, conferences, supplier referral programme and personal introductions
- + Access to the Supplier Diversity Benchmarking tool, developed in partnership with Accenture, which helps measure performance and assesses the impact of your supplier diversity programme

*"MSDUK has given us a platform to identify supplier diversity and build relationships with their EMBs that can become part of our supply chain."*

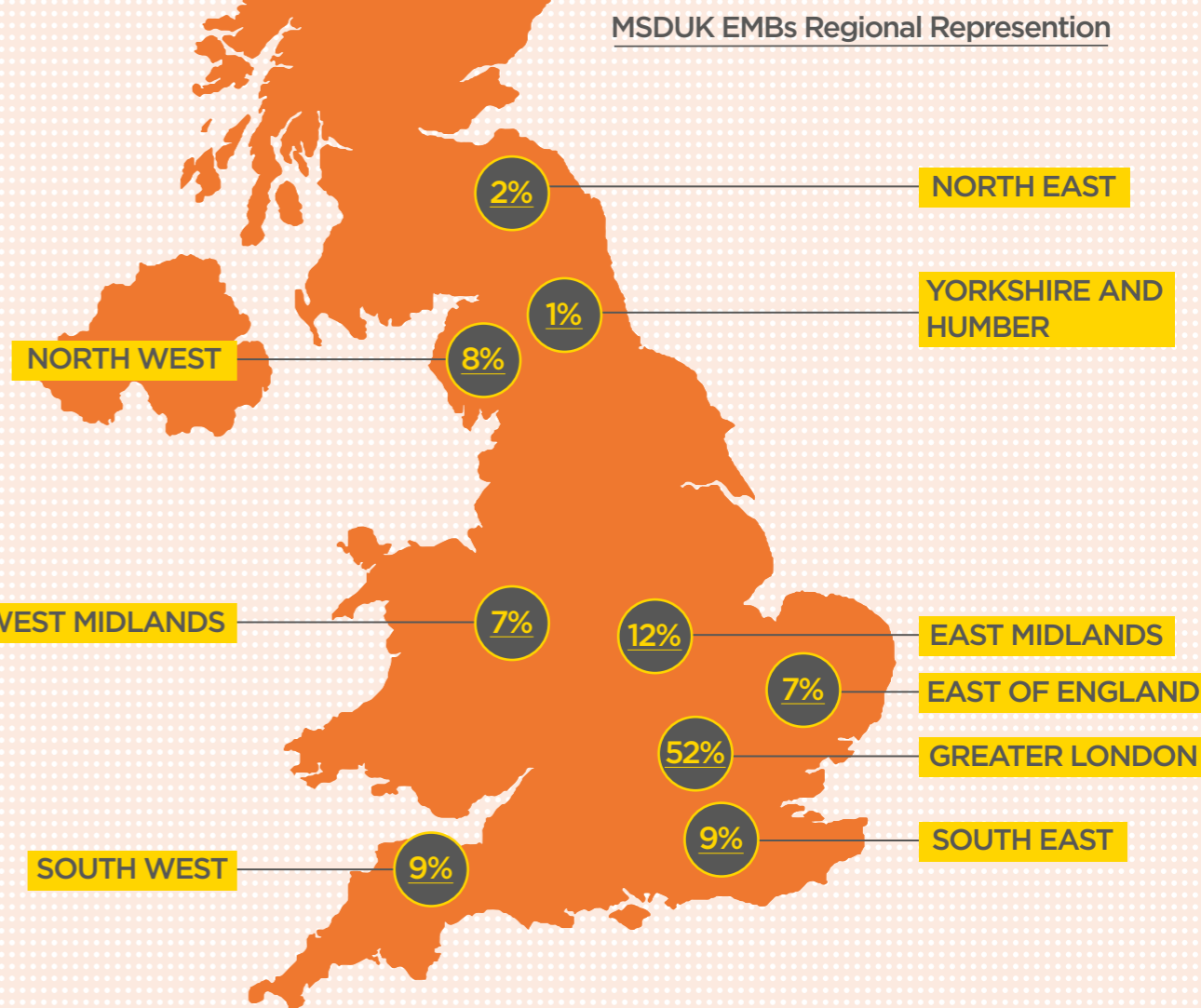


**Theresa Harrison**

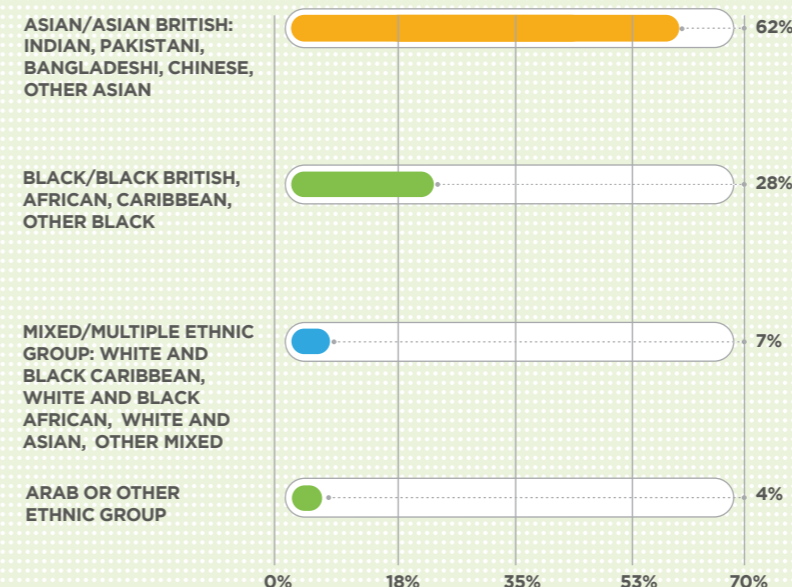
Director, Environmental Social Governance Services

Procurement, EY

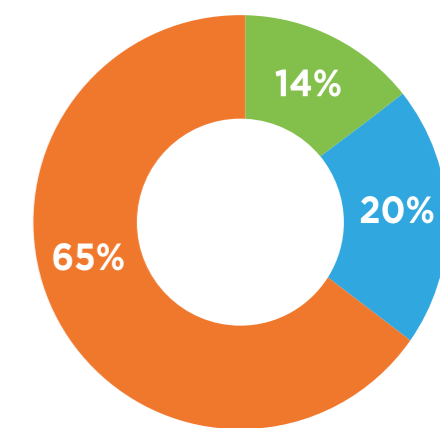
MSDUK Charter Member



## MSDUK EMBs by ethnicity



## Gender breakdown for EMBs that are certified with MSDUK



MALE FEMALE MALE AND FEMALE OWNERSHIP

# MSDUK EVENTS

By attending “Meet the Buyer” events to meet EMB suppliers in MSDUK’s Network, CPO Forums and other networking events, corporate members have shared their ability to prioritise their mission with the intent of supplier diversity and thereby cascading down to the rest of the organisation to ensure the diversity and inclusion strategy is implemented.



**90%**  
OF EMBs FELT THAT THEIR EXPERIENCE WITH MSDUK HAS MET OR EXCEEDED EXPECTATIONS



**79%**  
OF EMBs HAVE MADE NEW BUSINESS CONTACTS FROM ATTENDING MSDUK EVENTS IN THE LAST 24 MONTHS

**79%**  
SUPPLY PRODUCTS AND/OR SERVICES INTERNATIONALLY

**80%**  
OF EMBs FELT THAT THEY WOULD NOT HAVE BEEN AS COMPETENT IN THEIR BUSINESS HAD IT NOT BEEN FOR MSDUK’S MATERIALS AND EVENTS

*Since joining MSDUK, 80% of corporate members are working towards a more inclusive supply chain, which means businesses and consumers will have increased access to suppliers who can offer a different perspective and increase their socio-economic impact on underserved communities<sup>3</sup>.*

<sup>3</sup> The Road to Inclusive Procurement, Minority Supplier Development UK (2014)

**57%**  
OF EMBs FELT THEIR LEVEL OF COMPETENCY WOULD HAVE BEEN WORSE HAD THEY NOT BEEN INVOLVED WITH MSDUK

**57%**  
OF EMBs FELT THEY WERE ABLE TO UNDERSTAND DIFFERENT PROCUREMENT PROCESSES

REVENUE GROWTH FOR EMBs RANGE FROM

**10% TO 400%**  
IN THE NEXT 24 MONTHS

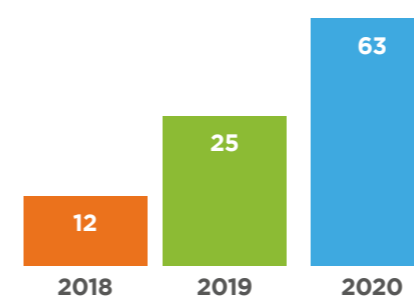
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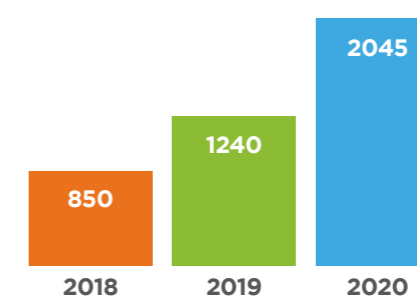
**86%**  
OF EMBs ARE ACTIVELY PITCHING FOR NEW CONTRACTS



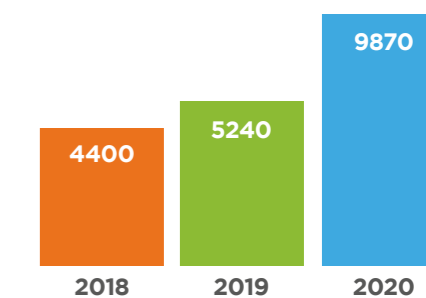
No. of Events



Attendees



Learning Hours





“AN EMB SUPPLIER HAS BEEN WITH ME SINCE DAY ONE OF THE ONSET OF COVID-19 AND PROVIDED SONY PICTURES WITH 60% OF PPE AND IT IS GROWING. BY NECESSITY, I HAVE NOW GOT A SMALL BUSINESS THAT HAS BEEN INCREDIBLY AGILE, ONLY HALF AN HOUR AWAY FROM PINEWOOD STUDIOS.”

ANDREW EDGELEY  
STRATEGIC SOURCING  
SONY PICTURES ENTERTAINMENT

## COVID-19 MARKETPLACE

MSDUK created a virtual marketplace offering procurement organisations, both in the private and public sector, to source COVID-19 essential supplies from MSDUK Certified Ethnic Minority Businesses and continue their commitment for a diverse and inclusive supply chain. MSDUK's COVID-19 Virtual Marketplace assists corporations to source essential supplies from diverse businesses, giving them access to MSDUK Certified EMBs providing these goods and services.

Successful EMBs that have secured corporate members as clients include: Micro Fresh, BX Merchandise, Brocks Compass, Gemini GRP and Maina. Corporate members that have purchased PPE equipment from EMBs within MSDUK's network include: AMEX, Apple, BT, Herman Miller, Cummins, Bristol Myer Squibb, CBRE, Enterprise Rent-A-Car, ISS, Citi, IBM and Sony Pictures Entertainment.

TOTAL SPEND SO FAR

£3,220,834

## TESTIMONIALS

“The impetus in changes has been a positive thing. When COVID-19 first hit, having the marketplace was great. For me, MSDUK businesses were the first ones I saw giving back to the UK. For example, one organisation provided training support within their community, another offered housing for key workers.”



Ben Ngobi  
Global Procurement Sustainability Lead  
Accenture  
MSDUK Charter Member

“Just wanted to say it has been a godsend being part of the MSDUK network at this difficult time as it has opened new revenues of business that we have been able to tap into while our more traditional revenue streams have waned. Once again just wanted to say thanks to you and all your team for all your efforts in supporting us as Certified EMB's - it is greatly appreciated.”



Sarah Sayed  
CEO, BX Merchandise  
MSDUK Certified EMB

### CASE STUDY

#### SUPPLIER DIVERSITY AND CATALYSING B2B SALES

Julie Chen is the co-Founder of Cheeky Panda, which creates ultra-sustainable, hypoallergenic tissue paper and biodegradable wipes from bamboo. She said that “as a female entrepreneur coming from a different background, I wondered ‘How am I going to lead?’” after joining MSDUK, I realised that supplier diversity has become more important for big organisations which gave me the confidence to talk to them.”

As part of Cheeky Panda's business, it has a B2B department selling to corporates. “Without MSDUK... it would probably be a lot harder in terms of the business-to-business sales functions because MSDUK gave us the first client, Enterprise Rent-a-Car and from there we were able to snowball.”



Julie Chen  
Founder & CEO, The Cheeky Panda

### CASE STUDY

#### BREAKTHROUGHS IN PROCUREMENT TO LARGE CORPORATES

Azeem Khan is the Business Development Director of Gemini, which provides industrial/commercial cleaning and security services, and he is based in Manchester.

“One of the best things that came out of MSDUK for me was that we spent two days in Budapest and that was a to meet Head of Procurement at Citibank, who went through all their processes and told us how we could tender for work. If it wasn't for MSDUK I would not get these opportunities to meet with these corporates and get these doors open.

In the ethnic minority business community, the opportunity to get and win work is a lot harder than it is for other counterparts.

You want to make sure that in the corporate world, there are people championing diverse businesses. At an IBM event, they referenced our business Gemini. During COVID-19, they spent nearly 200,000 pounds in four months, so it's not a small thing for an SME, it could be a ... life-changing contract for us.”



Azeem Khan  
Business Development Director, Gemini

SUPPLIER DIVERSITY  
PROGRAMME BENCHMARKING

LAUNCH OF THE FIRST EVER SUPPLIER DIVERSITY  
BENCHMARKING TOOL IN THE WORLD

As part of MSDUK's Procurement Hub, the first ever Supplier Diversity Benchmarking Tool was created in partnership with Accenture. It helps corporate members to benchmark their supplier diversity programmes against other British firms and get advice on how to improve programme performance compared to the overall UK industry, as well as industry-specific benchmarking.

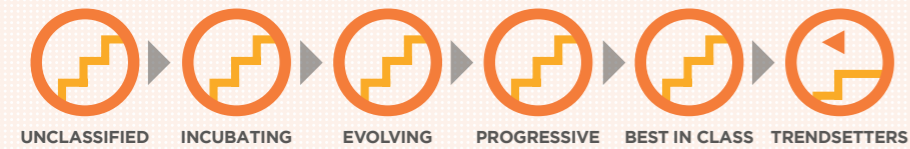
It is developed through a collaborative effort and contribution by MSDUK, Accenture and CVM Solutions (now supplier.io). The data collected will be analysed to produce an annual report on supplier diversity best practices across the UK, and MSDUK aim to bring a benchmarking report, analysing industry data.

All the data provided by participating companies will remain anonymous, however de-identified data will be used to analyse industry trends and publish an annual benchmarking report.

Performance of the supplier diversity programme will be measured around the following ten key areas:



Each of the above areas will be assessed by answering a set of questions within each section of the survey and performance will be marked within the following programme lifecycle:



TESTIMONIAL  
BENCHMARKING TOOL

*"The tool is the first of its kind and gave us the opportunity to really think deeper about the programme and identify gaps that we could look to close. It also gave us the opportunity to see how we compared with peers so that we can benchmark and improve."*



**Denis Ford**  
International Sourcing Leader  
EMEA and APAC, Cummins  
MSDUK Charter Member

“  
SUPPLIER DIVERSITY CANNOT JUST BE A  
PROCUREMENT STRATEGY, OR ISSUES THAT  
ARE IMPORTANT TO OUR SUPPLY CHAIN,  
THEY MUST LINK BACK TO CORPORATE  
GOALS AND THE COMMERCIAL SUCCESS  
OF THE ORGANISATION. WHETHER THAT IS  
DRIVING INNOVATION OR REACHING OUT  
TO NEW MARKETS, THE VALUE IS THERE  
FOR THE TAKING.”

**MALCOLM HARRISON**  
GROUP CEO, CIPS

# MOVING FORWARD

From 2018-2020, MSDUK 3.0 focussed on creating an integrated ecosystem of **innovation**, **knowledge** and **procurement** to inspire new talent from minority backgrounds to develop innovative solutions, increase supply chain readiness for suppliers and embed supplier diversity into corporate policies.

Over the next three years, MSDUK will strengthen the existing ecosystem and empower startups to develop need-to-have business solutions, support more EMBs to prosper and become supply chain ready, and encourage all corporate members to place supplier diversity at the heart of business. In addition, MSDUK will focus on underserved ethnic minorities including black ethnic minorities and women that are still overlooked and underfunded.

THE RESULTS FROM THE PAST THREE YEARS WOULD HAVE NOT BEEN POSSIBLE WITHOUT THE SUPPORT OF OUR CORPORATE MEMBERS, PARTNERS AND SPONSORS COMMITTED TO DRIVE A MORE INCLUSIVE AND DIVERSE SUPPLY CHAIN.

## CHARTER MEMBERS



## REGULAR MEMBERS



## ASSOCIATE MEMBERS



# MSDUK

## 4.0

JOIN US IN BUILDING SUPPLY CHAINS OF THE FUTURE THAT ARE DIVERSE AND INNOVATIVE



## 2023 DELIVERABLES

### 100

corporate members

### 1000

certified EMBs

### 400+

EMBs taking part in the Integrated Supply Chain Accelerator

### £400m

spend with EMBs between 2021-23

### 800

Innovation Challenge applications / ideas over 3 years

### 50

strategic partners

### 50

ideas to market

### £100m

invested in startups

### Benchmarking Tool

global roll out

### 1000+

EMBs taking part in programmes, events and webinars

### Industry Recognition

for MSDUK

### £2m+

20 people organisation



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