



# MITIGATE RACIAL BIAS IN RETAIL CHARTER

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# WHAT IS OPEN TO ALL?

Open to All pairs our 200+ member nonprofit coalition with businesses large and small to advance diversity, equity, and inclusion (DEI) initiatives.

Our unique collaboration with civil rights leaders positions us to have an impact across the corporate and small business sectors with groundbreaking programming.

Our network of formidable nonprofit leaders and corporate partners develops innovative resources, trainings, and ongoing programming to best serve the populations in our pledge and support businesses large and small to be truly Open to All.



**Initiated by Open to All and Sephora in 2022, the Mitigate Racial Bias in Retail Charter aims to bring retailers together to implement tactics and actions that can mitigate racial biases from the shopper experience and create more welcoming retail environments for all.**

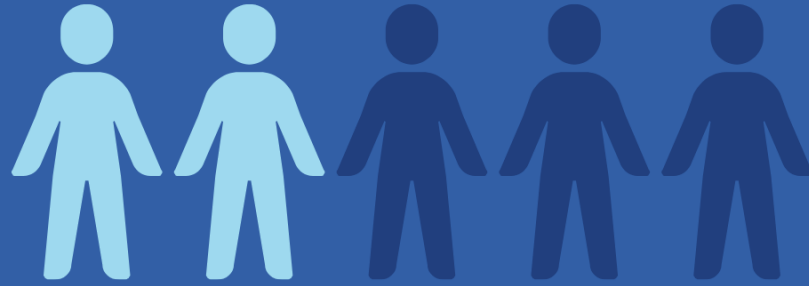
# SEPHORA'S RACIAL BIAS IN RETAIL STUDY

In 2021, Sephora commissioned a first-of-its-kind study on the state of racial bias in the retail sector broadly.

Covering all major retail categories and collecting input from thousands of U.S. consumers and retail employees, the study provided a research-driven understanding of how the retail industry can become more inclusive.

## The Racial Bias in Retail Study

Commissioned by  
**SEPHORA**



**2 IN 5 RETAIL SHOPPERS HAVE PERSONALLY EXPERIENCED UNFAIR TREATMENT ON THE BASIS OF THEIR RACE OR SKIN TONE**

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**4 IN 5 RETAIL SHOPPERS HAVE DIFFICULTY FINDING ASSOCIATES WHO ARE FAMILIAR WITH THEIR UNIQUE NEEDS**



**With findings that apply to all businesses, Open to All and Sephora invited corporate leaders to use these learnings as a starting point for future collaboration, continued learning, and collective impact.**



**We invite companies to join Open to All, sign the Mitigate Racial Bias in Retail Charter, and work together to have meaningful impact and share best practices.**

*Companies signing the Charter will also become members of Open to All to participate in the ongoing collaboration.*

# OPEN TO ALL'S MITIGATE RACIAL BIAS IN RETAIL CHARTER

WE BELIEVE THE RETAIL INDUSTRY SHOULD HAVE A ZERO-TOLERANCE POLICY  
AND DENOUNCE ANY UNFAIR TREATMENT OF CUSTOMERS.

PLEASE JOIN US IN SIGNING THIS CHARTER AND COMMITTING TO:

Designing and implementing  
actions that mitigate racial bias  
from the shopper experience

Being accountable to our  
shoppers, our employees,  
and the retail industry

Fostering inclusive shopping  
experiences for all, regardless  
of their race and ethnicity

Working together to share best  
practices across the retail  
industry to drive lasting change



**WE KNOW THAT ONE COMPANY ALONE CANNOT FIX THIS PROBLEM.**

By signing this Charter, we commit to creating the necessary change to mitigate the negative impacts of racially-biased and unfair treatment from the shopper experience.

**TOGETHER, WE WILL MAKE A DIFFERENCE.**



# OUR INTENT

Increase diversity across marketing, product and brand assortment, and retail workforce to prevent exclusionary treatment before shoppers enter a store and during their in-store journey.

Provide trainings focusing on the retail experience of shoppers of color to help address the disconnect between how BIPOC shoppers and store employees interpret interactions.

Improve service towards BIPOC shoppers and create a positive in-store experience, taking their specific needs into account.

Create a better feedback mechanism to improve service.

Consistently independently report on meaningful actions and on progress towards fostering inclusive experiences for BIPOC shoppers. Plus, increase accountability through enhanced policies prohibiting discrimination, harassment, racial profiling, and bias-free loss prevention practices.

# FAST COMPANY WORLD CHANGING IDEAS AWARDS



## MITIGATE RACIAL BIAS IN RETAIL CHARTER

LARGE BUSINESS FINALIST • GENERAL EXCELLENCE HONOREE • SOCIAL JUSTICE HONOREE



Open to All, Sephora, and key members of OTA's Inclusive Retail working group launched the Charter in May 2022 with a full-page ad in the New York Times sponsored by Sephora. We then started monthly collaboration meetings in July 2022.

**WE ARE ACTIVELY RECRUITING  
NEW COMPANIES TO  
JOIN THIS EFFORT.**

**CONTACT CALLA DEVLIN, MANAGING DIRECTOR, OPEN TO ALL,  
AT [CALLA@OPENTOALL.COM](mailto:CALLA@OPENTOALL.COM) TO JOIN THE COLLABORATION.**

**OPEN TO ALL BUSINESS PLEDGE:**

**[HTTPS://WWW.OPENTOALL.COM/BUSINESS-MEMBERS/#BUSINESS-PLEDGE](https://www.opentoall.com/business-members/#business-pledge)**

**MITIGATE RACIAL BIAS IN RETAIL CHARTER:**

**[HTTPS://WWW.OPENTOALL.COM/MITIGATE-RACIAL-BIAS-CHARTER/](https://www.opentoall.com/mitigate-racial-bias-charter/)**