



MAGENTA Diversity Report - 2023

A look back at MAGENTA's
diversity in 2023

MAGENTA
choose *better*



As we reflect on our achievements and growth over the past year, **MAGENTA** remains steadfast in our commitment to fostering diversity and inclusion across all facets of our organisation. Our vision continues to be centred on creating a world where individuals are empowered to make choices that lead to safe, healthy, and prosperous lives. In 2023, we worked with some of the world's most underserved communities to create locally led and sustainable solutions to the challenges that matter most.

Operating across four regions and spanning over 30 countries, localisation constitutes a core principle in driving our diversity and inclusion efforts in our operations model. By hiring local talent with unparalleled knowledge and expertise of local contexts, our regional teams are able to deliver solutions that truly resonate with the needs and aspirations of the communities that we serve. This, combined with our strong partnerships with local and grassroots organisations and commitment to participatory co-creation, ensures that culturally sensitive inclusion and diversity considerations inform every aspect of our °360 approach to project design, implementation, and evaluation.

Our mission to establish MAGENTA as the premier provider of Social and Behaviour Change (SBC) services in the world, while maintaining our uncompromising values, is fuelled by the belief that diversity drives innovation, creativity, and ultimately, success. At the heart of our commitment to diversity and inclusion lies our identity as a women-owned and led organisation. We recognise the transformative power of diverse leadership and are proud to champion the voices and perspectives of women at every level of our company.

Our 2023 Diversity and Inclusion Report is not just a snapshot of our progress and achievements in building a more diverse, equitable, and inclusive organisation, but a testament to our ongoing commitment to accountability and transparency. It serves as a reminder of our responsibility to continually monitor and evaluate our diversity initiatives, striving for a workplace that is not only inclusive but also enriching and rewarding for all who contribute to our mission.



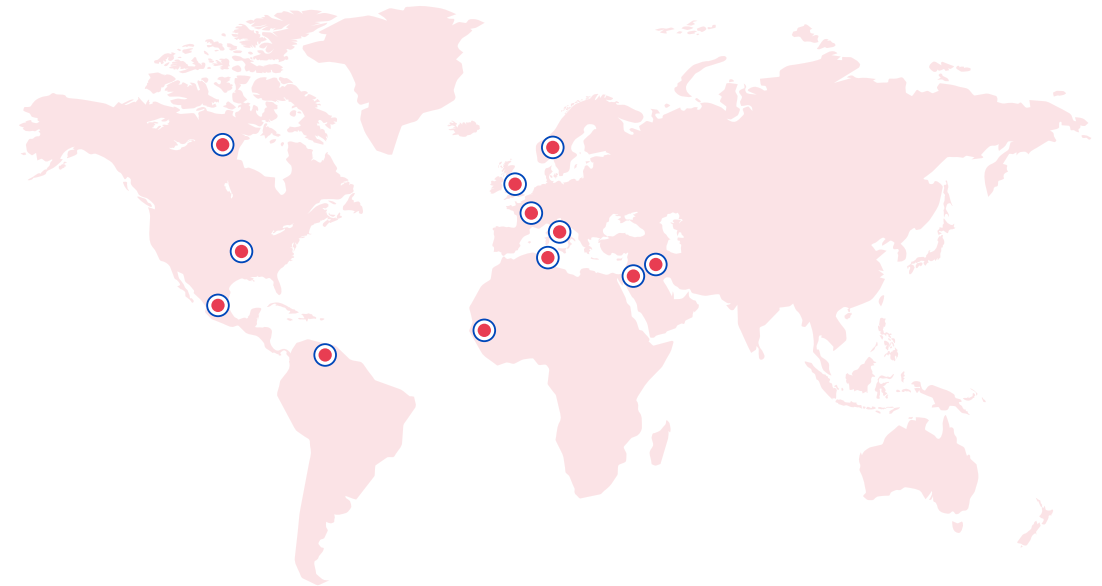
Sarah-Jean Cunningham
Chief Executive Officer



Overview

Multiple studies have shown that diversity within ethnic, gender and socioeconomic backgrounds enhance creativity and innovation as well as strengthen complex problem-solving in work groups. At **MAGENTA** we work in a hugely diverse marketplace, and to recognise and understand complex social issues, we constantly strengthen our ability to recruit from various backgrounds, people who are able to analyse problems in creative ways.

At **MAGENTA**, we look to attract staff who share our ethos of *Transparency*, *Curiosity*, *Authenticity* and *Innovation* and overall, who wish to achieve Impact in the communities we work in. Diversity is key to achieve this.



Staff.Nationalities

MAGENTA commits to tracking **diversity** longitudinally in the future to track trends and progress, and in particular in the following three key areas.

What we measure

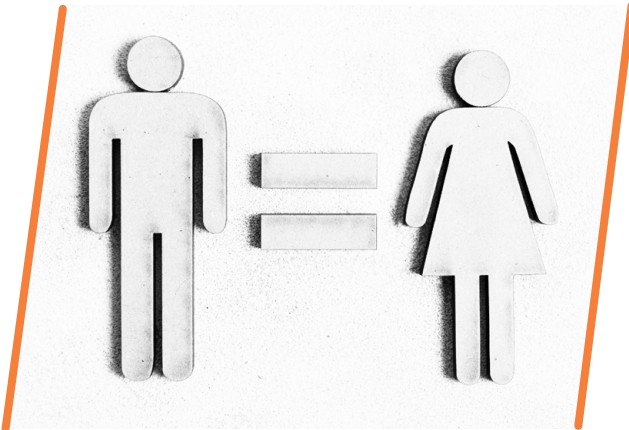
Socio-Economic Background

+

Gender

+

Ethnicity



How we measure

Analysis of data, to understand the current situation, indicate opportunities for action and enable you to measure change. Consistent collection and analysis in the context of your organisation and against relevant external benchmarks should be a central element of your strategy, underpinning all other aspects. A MAGENTA is UK owned, we have used a UK-centric approach.



Socio-Economic Background

We use the UK's Social Mobility Commission tool to measure this.

What was the occupation of your main household earner when you were about aged 14?



Gender

We ask each employee their gender.



Ethnicity

We use the UK's official breakdown of ethnicities.

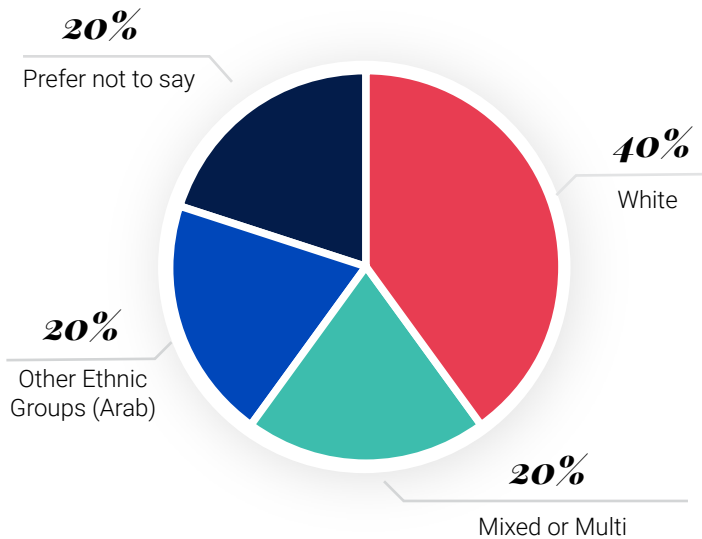
White, Black, Asian, Mixed, Other (incl Arab)

Social Mobility Commission

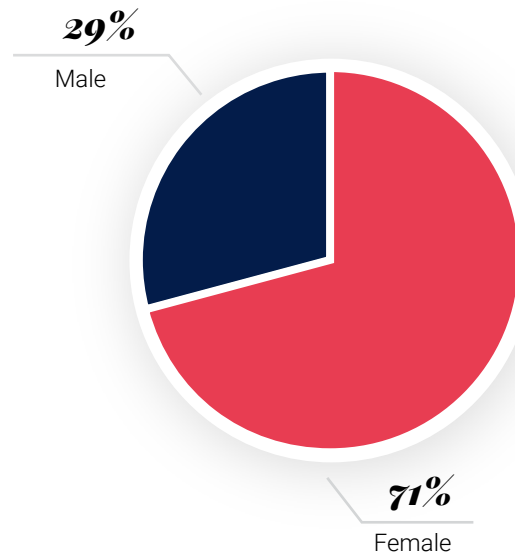
Management Team

MAGENTA is a women-owned and led organisation, with a female majority in management.

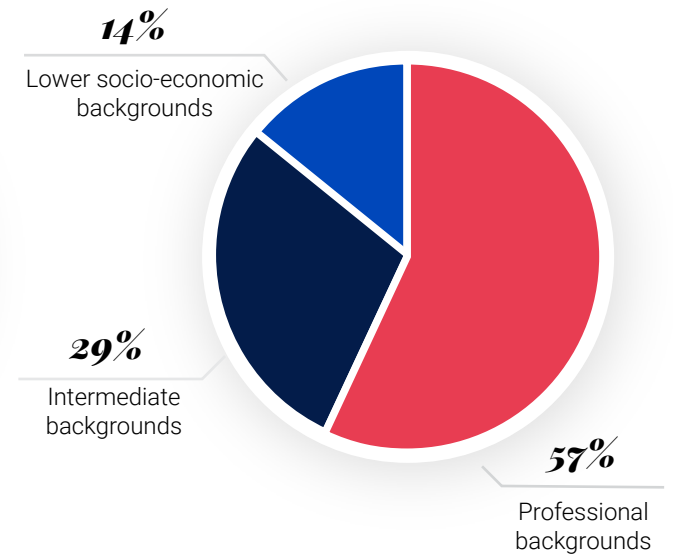
Ethnicity



Gender



Socio-Economic Background





Amélie Moretti

Senior SBC Specialist

“

The past three years at MAGENTA have been among the most intellectually rewarding of my career.

As someone who always wants to understand the “why?” behind human behaviours, I have enjoyed applying my curiosity to the different thematic areas we work on (such as gender equality, climate change, prevention of violence against children, mine action, education in emergencies), to go beyond awareness raising and tackle the deep rooted causes of harmful behaviours and practices through impactful programming.

On this journey, MAGENTA has given me the opportunity to work on issues that are close to my heart, to learn and grow professionally with new responsibilities.

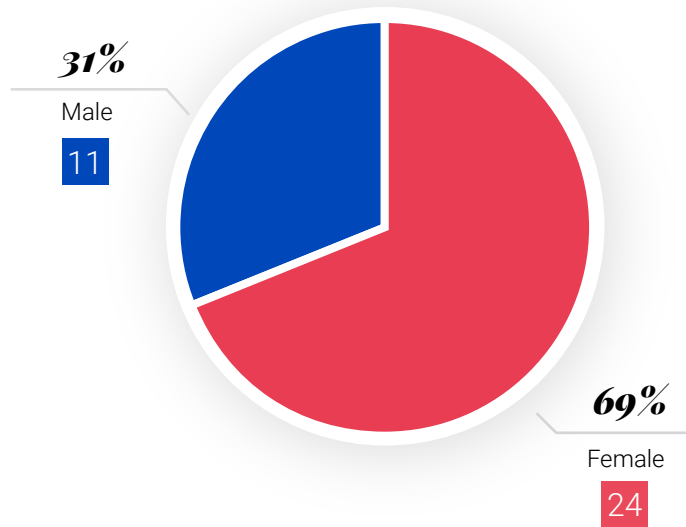
It also provides an environment with supportive and like-minded colleagues with the same drive for social impact.

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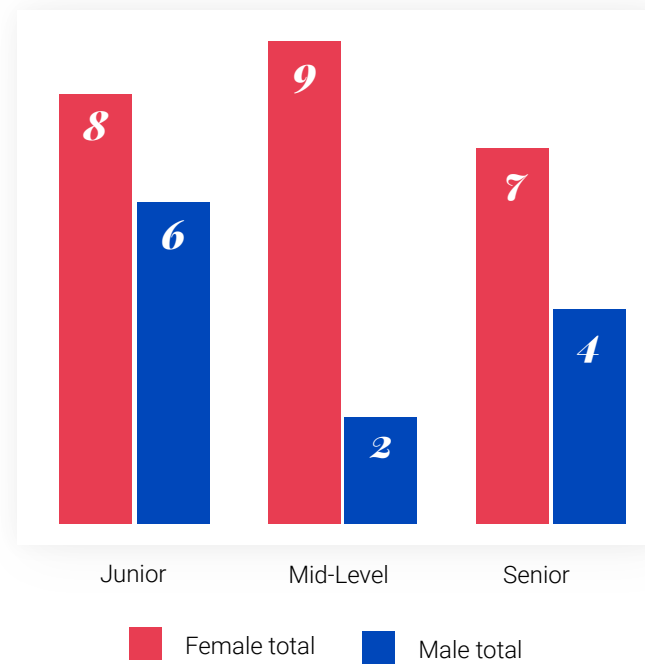


Gender

Total by Gender



Total Gender by Seniority

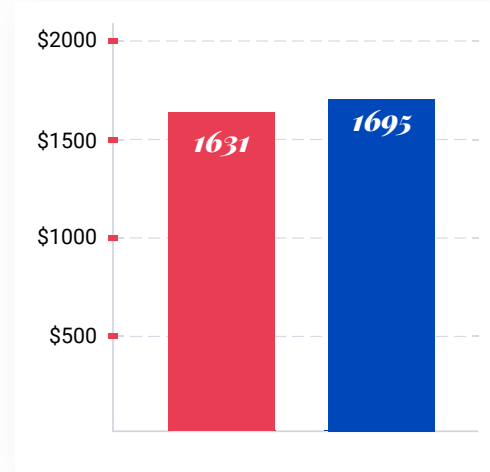


Average Pay By Gender

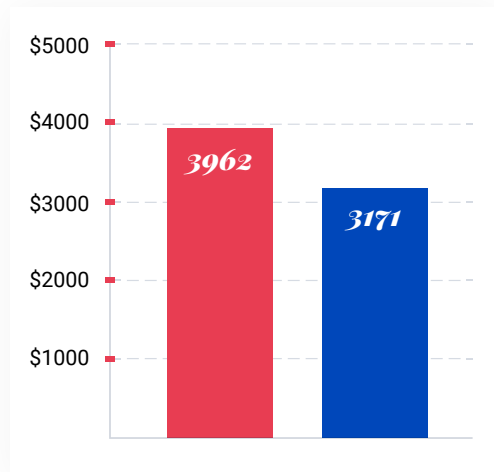
Average Pay by Gender



Junior Pay

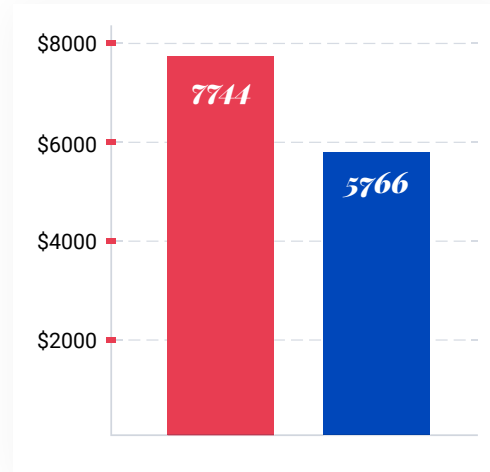


Mid-Level Pay



Female Male

Senior Pay





Safouen Azouzi

SBC Programme Officer

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My experience at MAGENTA has been very enriching and fostering. I have been able to support our growth and work on a plethora of interesting contexts and intersectional thematic within a diverse and creative team where I feel trusted and continuously stimulated.

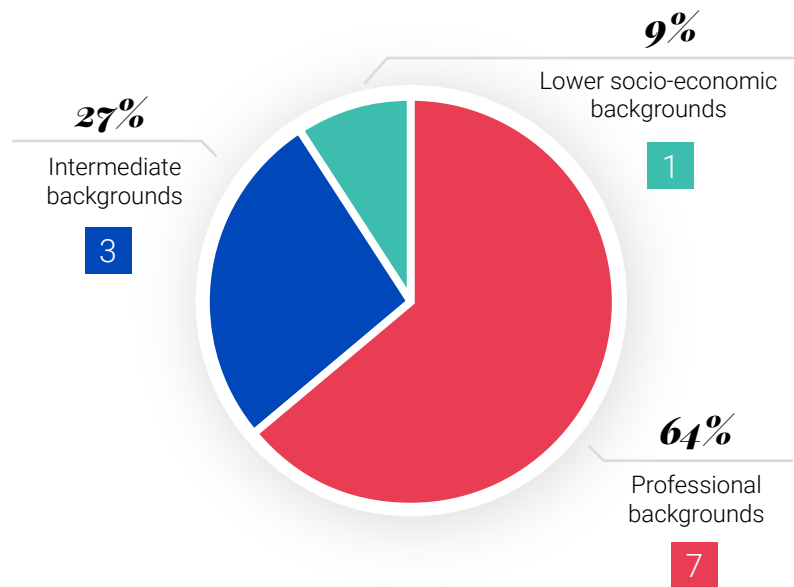
MAGENTA has given me the space to grow professionally and personally and I am proud to be part of such a challenging and autonomous working environment.

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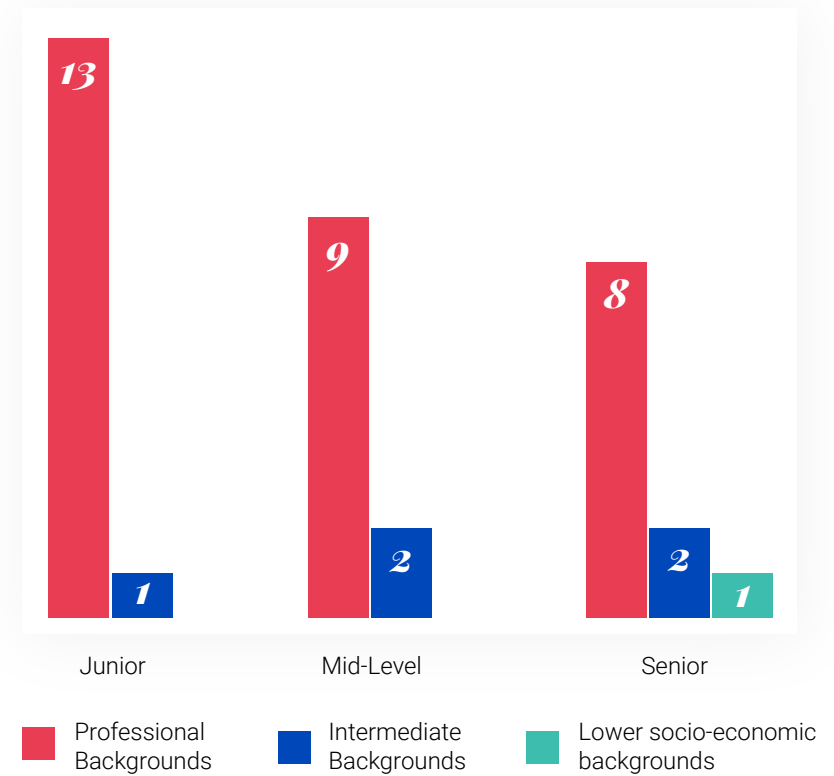
Socio-Economic Backgrounds

MAGENTA's team still does not have sufficient diversity of socio-economic backgrounds. This is a trend in the overall industry and MAGENTA is still seeking ways to positively impact this.

Number by Socio-Economic Background

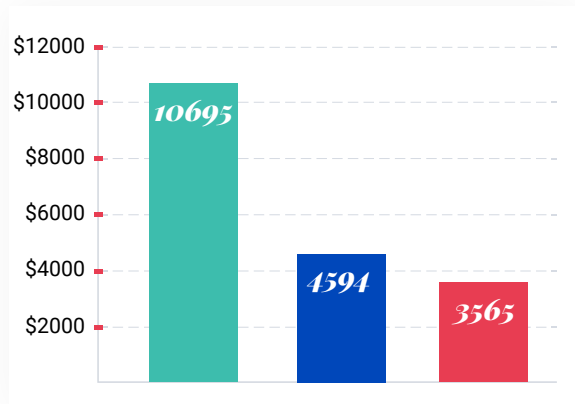


Socio-Economic Background by Seniority

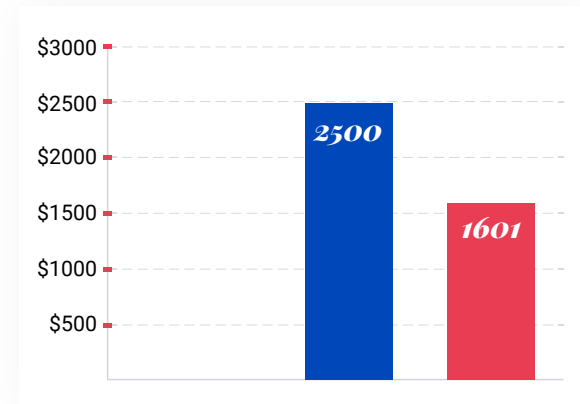


Average Pay By Socio-Economic Background

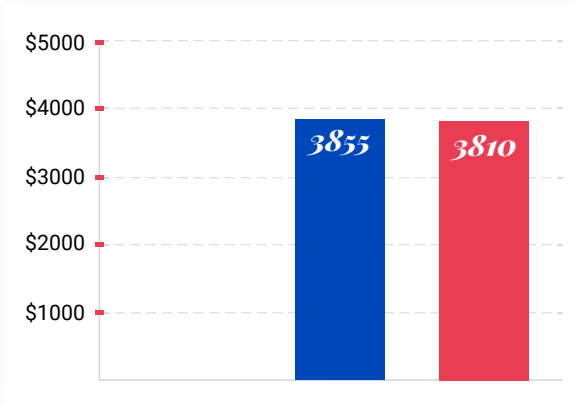
Average Pay by Socio-Economic Background



Junior Pay

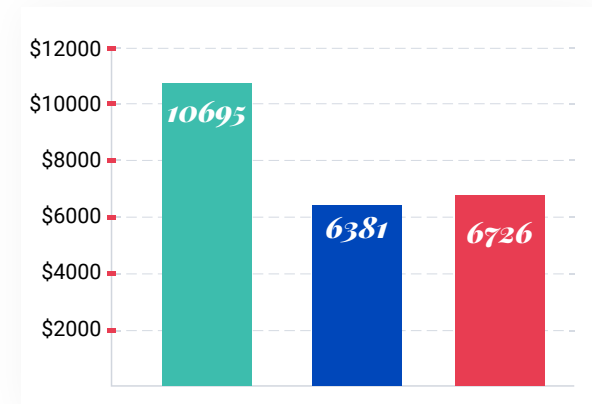


Mid-Level Pay



- Lower socio-economic backgrounds
- Intermediate backgrounds
- Professional backgrounds

Senior Pay





Valentina Bollenback

Asia Programme Director and
MAGENTA Academy lead

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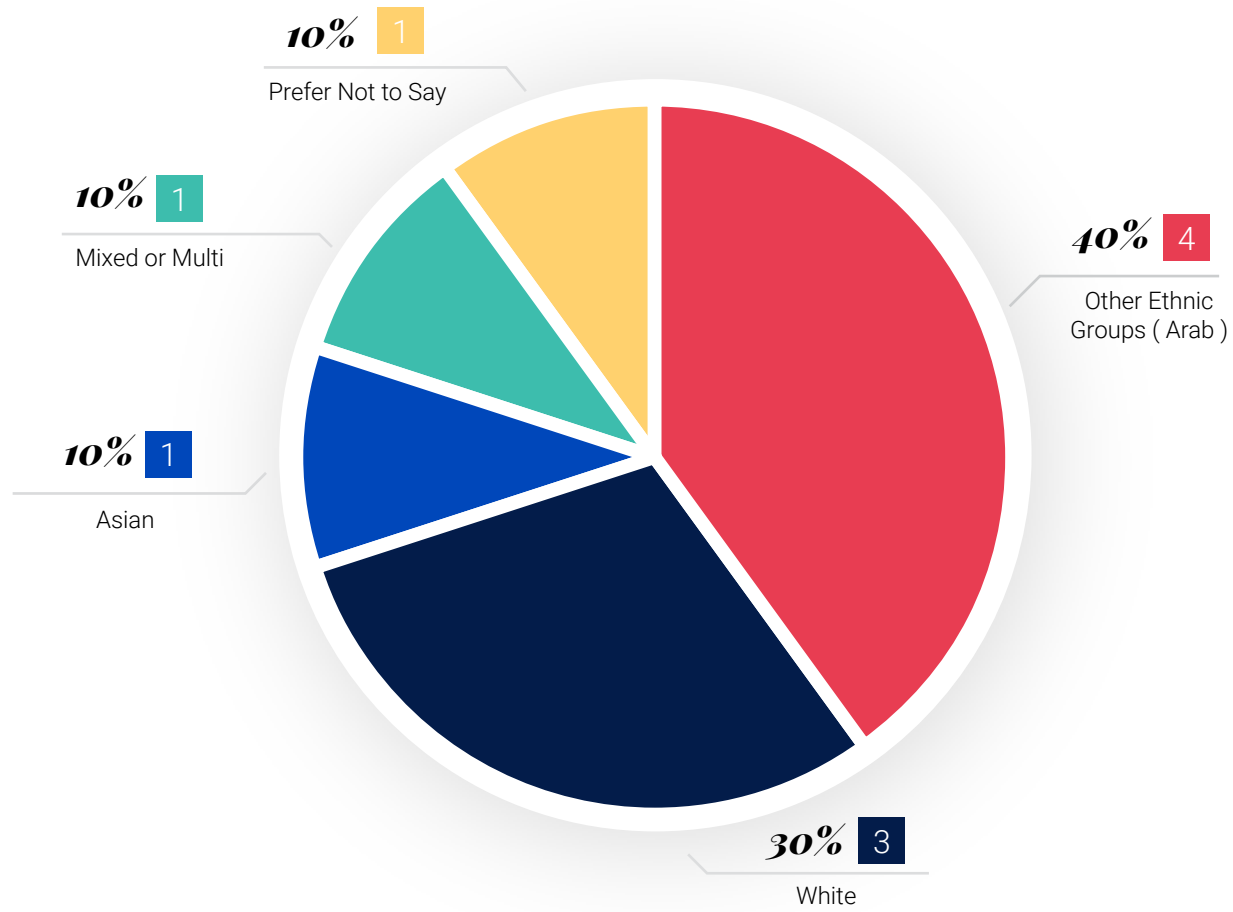
As the Programme Director for Asia at MAGENTA, I work across a fascinating, diverse and complex region, overseeing a wide variety of projects. We have the opportunity to use new, exciting approaches to solve challenges, and really contribute to meaningful change in the communities we serve. I often feel the impact we have is real and tangible.

The Asia team brings a unique energy to our partners - we are curious and take pride in our work. Working at MAGENTA means working with smart, talented and passionate people all contributing to the same goal.

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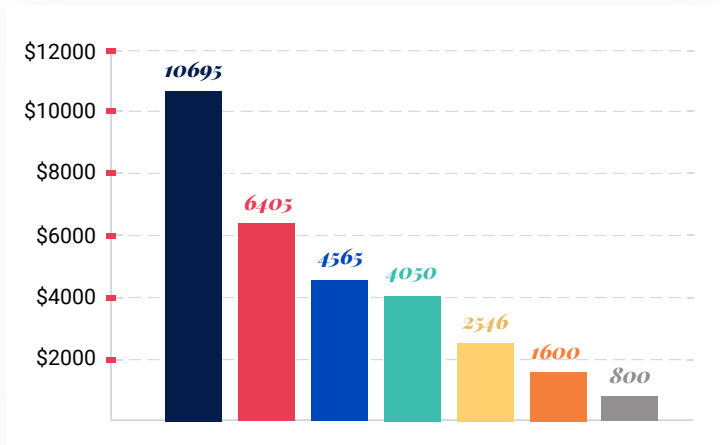
Ethnicity

Number by Ethnicity

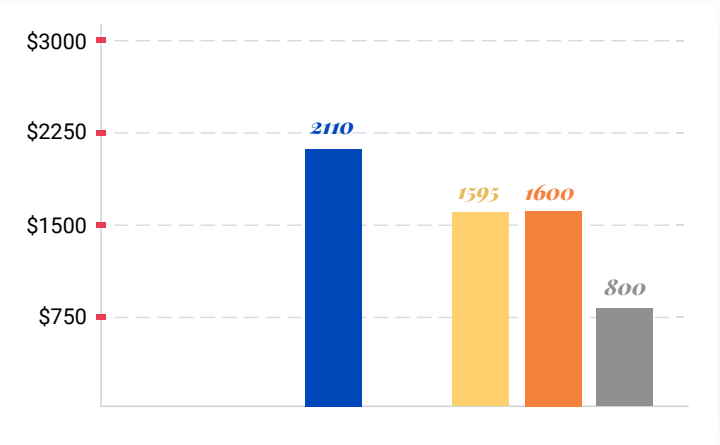


Pay By Ethnicity

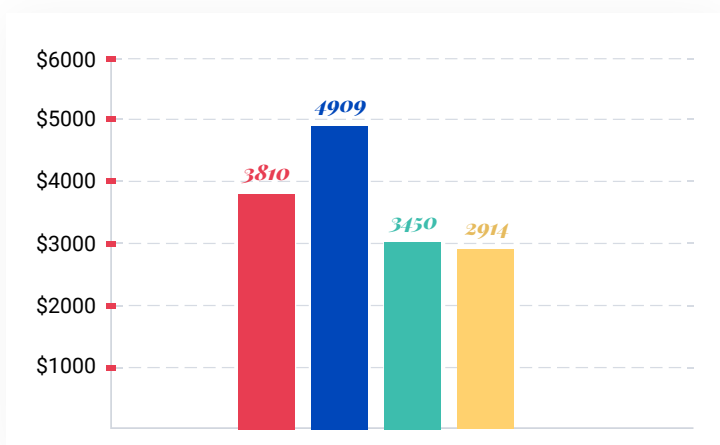
Average Pay by Ethnicity



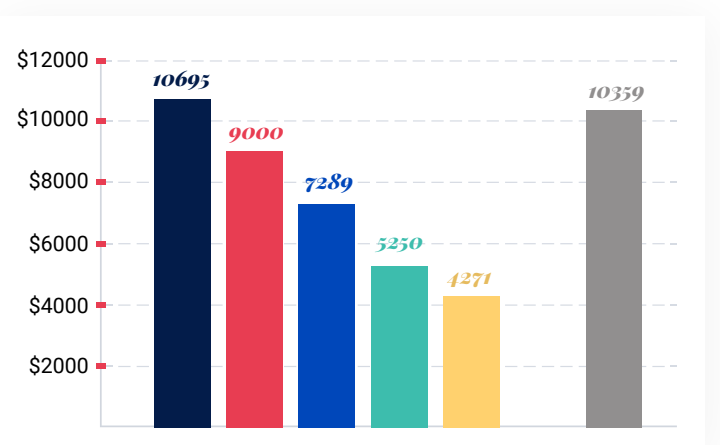
Junior Pay



Mid Level Pay



Senior Pay



- Mixed or Multi
- Asian
- White
- Black, African, Caribbean
- Other Ethnic Groups (Arab)
- Mixed/Multiple Ethnic Groups
- Prefer Not to Say



Anis Youssfi

Graphic Designer

“

Being at MAGENTA has been such an enriching experience. From the get-go I was surrounded by brilliant, inspiring and diverse individuals who offered me an opportunity to contribute to social good. Partaking in social and behavioural change initiatives across diverse communities allowed me to discover unique cultures through an artistic lens.

My responsibilities are mainly delivering creative outputs tailored around behavioural insights. This entails supporting our teams across multiple regions on highly engaging projects and adding to MAGENTA's continuously growing creative portfolio.

To be able to experiment with visual concepts and to design various creative assets through such a collaborative process is fun, challenging, and rewarding.

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