

MEDIA/PUBLISHING

Cond Nast commits to diversity, inclusivity within its workforce

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The company has outlined new objectives for a more diverse workplace. Image credit: Cond Nast

By NORA HOWE

Global publishing company Cond Nast is holding itself accountable with new goals founded on creating an equitable and inclusive recruitment, retention and talent development approach.

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According to its first annual **Diversity and Inclusivity 2020 Report**, only 10 percent of the company's U.S.-based senior leadership positions are held by Asian employees and 5.5 percent are held by Black employees. Having examined disparities in gender and racial representation throughout 2020, Cond Nast is dedicated to implementing strategies for creating a more inclusive work environment in four categories: employee diversity, leadership, content and training and benefits.

"As Cond Nast continues to come together as one global company and as we redefine what it means to create and publish content, a strong culture led by diverse teams is a priority in our evolution," said Roger Lynch, CEO of Cond Nast, in the report. "To start, over the last year I have been focused on building an executive leadership team that can lead the industry in representation.

"It is my priority that this team reflects, as best we can, not only our employee composition, but also our aspirations of where we want it to be."

Collected from Jan. 1 through Dec. 31, 2020, all data was supplied by the Cond Nast People Team and will be updated throughout the year. Gender data reflects the company's global workforce while race and ethnicity data reflects the U.S. workforce only, where it could legally collect such information.

All data excludes freelancers and senior leadership is defined as the top three of eleven possible job levels at the company.

The road to inclusivity

To build a better future for its employees, the company has identified five goals toward inclusivity: building its pipeline, celebrating its people, identifying talent, creating inclusive content and empowering its workforce.



Cond Nast is committed to ensuring that 50 percent of new hire candidates are from underrepresented backgrounds. Image credit: Cond Nast

In regards to expanding diversity efforts across its employee base, Cond Nast is committed to seeing the ethnic and racial diversity of its new hires increase each year and plans to place its primary focus on recruitment and retention.

In 2020, 52 percent of new hires were represented by white employees, 11 percent Asian, 13 percent Black, 8 percent Latinx, 5 percent multiracial and less than one percent Native Hawaiian or other Pacific Islander, according to the report.

This year, the publisher is launching a new U.S. internship program that will prioritize participation among young people from a variety of backgrounds and schools, including community programs and schools outside of a traditional four-year institution. Additionally, the group commits to ensuring that 50 percent of candidates on hiring slates every year are from underrepresented backgrounds.

Cond Nast also plans to implement a Compensation Guide that will detail new systems including job architecture such as: job leveling, ongoing pay equity analysis and peer-to-peer analysis.

To achieve diversity and inclusion in leadership, the company has pledged to elevate and promote underrepresented employees and help with growing their careers.

For content, the company has expressed confidence in its content's ability to reflect the topics and stories most important to its communities. To accurately do this, it will implement new practices to support diversity among freelancers and contributors, including photographers.



Architectural Digest teamed up with Black Interior Designers Network for a digital showcase featuring Black interior designers. Image credit: Cond Nast

This year, 100 percent of Cond Nast's global employees will undergo mandatory unconscious bias and anti-racism training. Additionally, Juneteenth has become an annual paid holiday for U.S. employees.

Cond Nast has also expanded its community partnerships to include a more diverse collection of organizations, such the **Black in Fashion Council**, **Behind the Mask** and **Black Interior Designers Network**.

In a prominent response to the Black Lives Matter movement, Cond Nast-owned shelter publication *Architectural Digest* launched a digital showcase featuring Black interior designers in collaboration with Black Interior Designers Network ([see story](#)).

Environmental awareness

In addition to strengthening its commitment towards diversity among employees, Cond Nast has made significant strides toward environmental sustainability.

In May 2020, the company announced its commitment to become entirely carbon neutral by 2030 as part of its long-term global sustainability strategy. It has also begun its transition to use 100 percent internationally certified paper by the end of 2021 and end consumption of single-use plastic packaging by 2025 ([see story](#)).

The U.K. edition of Cond Nast Traveller dedicated its March 2021 issue to sustainability and conscious travel, a first for the magazine. Now available on newsstands and via digital download, the sustainability issue includes the inaugural Green List ([see story](#)).

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