

Flutter launches Global Advocacy Programme

Flutter has launched the [Global Advocacy Programme](#), an initiative led by members of its Executive Committee, to champion different diversity groups and amplify their voices on a global scale, driving forward the Group's DE&I strategy, which is a core tenet of the Work Better pillar of Flutter's global [Positive Impact Plan](#).

The Global Advocacy Programme will be spearheaded by the Group Executive Committee who will focus on four global workstreams where we believe we can make a collective impact and strive for positive change that scales across the Group. These are: **Gender** (led by FanDuel CEO, Amy Howe), **Multicultural** (led by Group CLO and Commercial Director, Pádraig Ó Ríordáin) **LGBTQIA+** (led by Sportsbet CEO, Barni Evans;) and **Accessibility** (led by Group CIO, Paul Cutter).

The programme comprises of four phases: **listen, learn, advocate** and **action**, each with clear aims and outcomes. Our Executive Committee understands that by actively listening, it reduces the risk of being removed from the daily experiences of colleagues, in particular those from marginalised groups. Listening to colleagues and developing an awareness of their lived experiences will enable us to advocate for them and strengthen our ability to support and promote change. It will also help us to understand how our DE&I policies are impacting colleagues and ensure that our strategy is moving the Group in the right direction. The programme will draw on the insights of colleagues, with the Executive Committee using the learnings to oversee the co-creation of an action plan on common themes that can drive scalable and meaningful change across Flutter, ensuring continued progress against our Positive Impact Plan.

Commenting on the announcement, Phil Bishop, Chief People Officer at Flutter, said: "At Flutter, we strongly believe the work of Diversity, Equity and Inclusion starts at the top, which is why our Executive Committee will be using their voices to advocate and drive meaningful, long-lasting cultural change. The Global Advocacy Programme will be central to achieving our mission of understanding the lived experiences of colleagues across Flutter, particularly those from marginalised communities. In addition to delivering against targets set out in our Positive Impact Plan, the programme will work to remove barriers and obstacles while meaningfully closing experience gaps so there's a level playing field for everyone."

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