

FIR Ambassadors

The Fairness, Inclusion and Respect (FIR) Programme is an industry-wide initiative that is making workplaces better for everyone. The programme facilitates a network of FIR Ambassadors.

The role of a FIR Ambassador

FIR Ambassadors are in a special position to work closely within their organisation to promote the business benefits of FIR and the FIR Programme, share the very best practice on FIR and challenge non-inclusive procedures and behaviours within the workplace. FIR Ambassadors should collaborate with other FIR Ambassadors, demonstrate their commitment to FIR principles, and inspire others at all times.



Who can become a FIR Ambassador?

Anyone working in construction and the built environment in any role can become a FIR Ambassador, they can be employed at any level within the organisation. They should have the explicit support of more senior management, be influential in their business or team, and be able to maintain positive relationships based on respect.

What value do Ambassadors bring to a company?

FIR Ambassadors can help businesses to:

- Demonstrate their commitment to FIR principles to clients, new recruits, employees and other stakeholders
- Improve workplace culture and become an employer of choice
- Share FIR knowledge, understanding and resources to support employee engagement and develop employees' understanding of the business case for FIR
- Encourage the next generation to join the sector by promoting cultural change within the industry to make workplaces better for everyone

What can an individual gain from being an Ambassador?

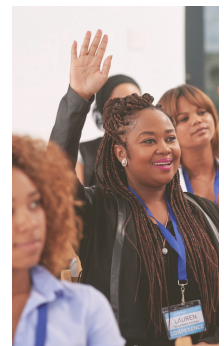
FIR Ambassadors will:

- Gain a sense of achievement from playing their role in helping to create an open, positive and inclusive work environment
- Develop valuable knowledge through access to a range of FIR learning resources which help broaden their skillset
- Raise their profile at work and within the industry
- Be able to network with other FIR Ambassadors and participate in an invitation only Linked-In discussion group to share and collaborate on knowledge and best practice

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MY ROLE as a FIR Ambassador has provided me with the opportunity to lead positive change in this area. Through engaging with other FIR Ambassadors and sharing best practice across organisations, I have been able to use this knowledge to help review equality, diversity and inclusion aspirations and identify opportunities to collaborate with one of our key customers.

- FIR Ambassador, Costain



CONTACT THE TEAM

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Fairness, Inclusion & Respect
Programme

FIR Ambassador Journey

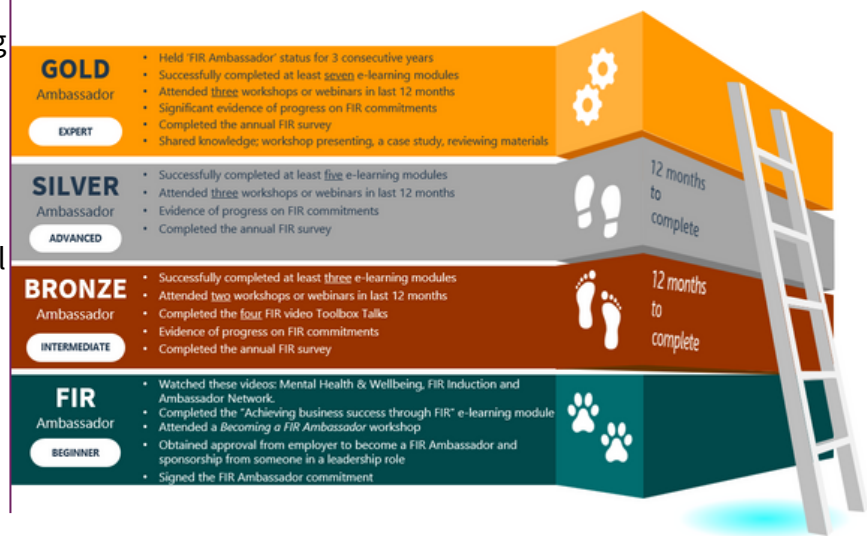
How to become a FIR Ambassador

To become a FIR Ambassador you must complete the following:

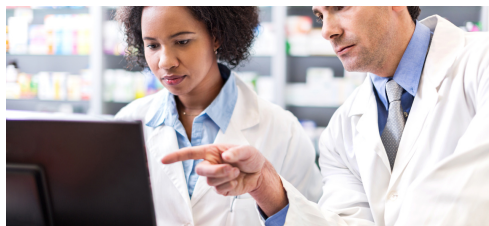
- Attend a Becoming a FIR Ambassador workshop (virtual or face-to-face)
- Complete the e-learning Achieving business success through FIR plus one other e-learning module
- Watch the FIR toolbox talks outlined in the journey
- Obtain approval from your employer. You will need sponsorship from someone within the business in a leadership role who is in a position to change attitudes, challenge behaviours and influence company policy
- Sign the FIR Ambassador commitment

How to become a FIR Ambassador

A FIR Ambassador can progress through the different stages of learning and sharing of knowledge to gain organisational and personal value from the programme. The journey outlines the learning and other participatory activities required to progress FIR. [View the journey and find out more here.](#)



FIR Ambassador Pathways



Learning Pathway Bronze

Attended two workshops a year and have completed three e-learning modules



Learning Pathway Silver

Attended three workshops a year and have completed five e-learning modules



Learning Pathway Gold

Attended three workshops a year and have completed seven e-learning modules

What happens if you are unable to complete the FIR Ambassador Journey?

By working together as a network of FIR Ambassadors, we can advance understanding of the benefits that developing a culture of FIR brings, and inspire others to follow on the journey and help make our industry more inclusive and better for everyone. The journey has been developed to ensure that all FIR Ambassadors are actively engaged and promoting FIR.