

Inclusive Swag **Evaluation Template**

This accessible checklist helps HR, DEI, and marketing teams evaluate the inclusivity, accessibility, and authenticity of their merchandise programs. Designed to support diversity, equity, and inclusion (DEI) initiatives in the workplace.

Use this checklist to ensure your swag reflects your company's DEI values.

Each item below can be rated from 1 (Needs Improvement) to 5 (Excellent).

CATEGORY	EVALUATION CRITERIA	SCORE (1–5)
1. Representation & Design	Does the swag reflect diverse cultures, identities, and body types?	
2. Accessibility	Are products designed to be usable by people of all abilities (e.g., tactile, ergonomic, readable labels)?	
3. Supplier Diversity	Are vendors minority-, women-, or LGBTQ+-owned or certified (e.g., WBENC, NMSDC)?	
4. Sustainability	Are materials ethically sourced and environmentally friendly?	
5. Cultural Sensitivity	Has the design been reviewed by a diverse committee to prevent tokenism or misuse of symbols?	
6. Storytelling & Education	Does each item include context (e.g., supplier stories, cultural significance, DEI messaging)?	
7. Employee Involvement	Does the swag reflect diverse cultures, identities, and body types?	
8. Measurement	Are there defined KPIs (e.g., Employee Belonging Index, supplier spend, redemption rates)?	
9. Overall Authenticity	Does the swag genuinely support inclusion rather than serving as a marketing gesture?	

Tip: Revisit this checklist each quarter as your company's DEI strategy evolves. Continuous feedback from employees and suppliers ensures your swag remains authentic, inclusive, and impactful.