

CONVOY

SUPPLIER DIVERSITY



What is a supplier diversity program?

A supplier diversity program is a strategy that ensures a diverse supplier base in the procurement of goods and services for any business or organization. Over 90% of S&P 100 companies spend an average of \$3 billion annually on certified diverse suppliers. Businesses that can get certified as being diverse are at least 51% owned and operated by U.S. Citizens who are any of the following:

- Women
- Members of ethnic minority groups
- Veterans or service disabled veterans
- Members of the LGBTQIA+ community
- Persons with disabilities

Why is supplier diversity important?

Supplier diversity programs exist so that companies can hit their corporate social responsibility and diversity, equity, and inclusion goals, but also so that private firms can win government contracts, many of which contain stipulations about diverse supply chains.

How do businesses get certified?

Eligible businesses can be certified through one of the following agencies or any of their subsidiaries:



Visit their websites to learn more about their specific requirements. Once the carrier receives their diversity certificate, they are eligible for Convoy's Supplier Diversity Program.

What are the benefits of joining Convoy's Supplier Diversity Program?

It's free to join the program and the benefits are effective immediately once registration is completed. Registered certified carriers gain access to more business hauling for major shippers.



"As a small business owner, I look for every opportunity to access freight. When Convoy reached out about their supplier diversity program, I was astounded that there was a certification that could grant me exclusive access to their freight. As a female veteran, this program has the potential to help my company earn more with less hassle."

Charmaria Gurley, Owner of Gurley All Freight

Where do carriers sign up?

Interested in joining Convoy's Supplier Diversity Program? Please check out convoy.com/supplier-diversity and click "Register today" to complete the application in less than 5 minutes. Once the application has been completed, a Convoy associate will reach out to provide additional information.