



Results+ Set to Achieve 83% in Diversity Spend in 2024

An Opportunity to Enhance Supplier Diversity

A global leader in the snack industry known for iconic brands such as Oreo, Ritz Crackers, and Wheat Thins, this client set a goal to align its procurement process with its corporate social responsibility goals, placing a strong emphasis on enhancing supplier diversity. In 2023, they entered a competitive RFP process, where one of the key deciding factors was each provider's ability to meet their diversity spend goals. They recognized the opportunity for a more impactful strategy to create real benefits for minority, women, disability and veteran owned businesses as well as small businesses which extends beyond mere compliance.

Making a Meaningful Supplier Diversity Impact

The fleet manager, along with the economic inclusion leaders worked with Wheels to develop a Tier 2 reporting strategy, ensuring that actual procurement spend went directly to diverse vendors. This approach was designed to have a tangible impact within the supplier

community, enhancing the company's corporate reputation and social responsibility. Through ongoing reporting and diligent vendor tracking, Wheels demonstrated its ability to channel an estimated 83% of their fleet procurement spend through diverse suppliers, reinforcing the company's commitment to economic inclusion and supplier diversity.

Achieving Significant Diversity Spend and Leading Corporate Responsibility

As of Q3 2024, the organization has achieved 86% in diversity spend. With Q4 orders remaining, 95% of which were ordered through minority-owned dealerships, their total diversity spend will still be trending toward the goal of 83%. In partnership with Wheels, this client not only met its supplier diversity goals but also positioned itself as a leader in corporate responsibility, driving real change through its fleet procurement strategy.

PROJECT SERVICES: ESG/Reporting

FLEET SIZE: 1,970

VEHICLE TYPE: Sedans

INDUSTRY: Food/Snacks

Savings/Improvements:

86%

in diversity spend achieved by Q3 2024, surpassing the 83% target

83%

goal for diversity suppliers on track