**Template Approval Letter for Companies**

**UPDATED February 2, 2023**

Do you need approval from a supervisor, department head, or executive team to participate in the Diversity, Equity, Inclusion, and Justice Program? Consider using this template letter as a starting point. Please note, the statistics in this template letter are current as of the date referenced above.

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RE: SEIA DEIJ Certification Program

Dear [Insert Name Here],

I am sending this request for your approval of our participation in the Solar Energy Industries Association Diversity, Equity, Inclusion, and Justice program. The program was designed using SEIA’s Diversity Best Practices Guide and other evidence-based materials, and rewards companies for making progress and taking actionable steps.

Environmental, Social and Governance (ESG) work, including diversity, equity, inclusion, and justice programming, has become increasingly important to our customers and partners. Given that diversity, equity, and inclusion are priorities for our company, I feel it is imperative that we show our company’s commitment and leadership by participating in the program. In addition to showing that our company is a leader in the industry, we can market our certification level on our website, marketing materials, and in responding to client inquiries.

The program is designed to encourage broad participation and will meet companies where they’re at on their DEIJ journey, enabling companies of all sizes and resource levels to advance their DEIJ work. When SEIA asked its participating companies for feedback on the program, one Bronze-level company said, “Everyone starts from a different place for DEIJ work. Once you have a baseline established, there are so many possibilities for what to work on depending on the specific goals and needs of the company. Guidance for getting involved in this work has been so valuable, and since most of the work is done internally, it is more cost-effective for small businesses than hiring a consultant. Connecting with other companies and hearing about their journeys and strategies has also been very valuable.”

The estimated program costs are outlined below:

|  |  |  |  |
| --- | --- | --- | --- |
| Bronze | Silver | Gold | Platinum |
| $600 | **$1,350** | **$2,400** | **$4,350** |

Annually, SEIA publishes aggregated data and highlights companies that have achieved certification levels. To date, 27 companies have been certified at the Bronze level, 2 at the Silver level, and 1 at the Gold level. To see a comprehensive list of certified companies, please visit [this webpage.](https://learn.seia.org/deij-certification-program-overview/certified-companies/)

This is a fantastic opportunity for our company to be highlighted by a third-party and validate the great diversity, equity, and inclusion work we are doing. We will also discuss opportunities for our work to be profiled in the annual report to further highlight the great work [Company Name] is doing.

I know you have been seeking an answer to how we can generate more return on our diversity, equity, and inclusion work and ultimately have a greater impact on our community, and I am confident that this is our answer. I look forward to your response.

Sincerely,  
[Your Name]