

Diversity and Inclusion (D&I) Program

The **D&I Program** was launched in September **2021** with a specific **focus on gender equality**. This was because the multi-cultural and multi-generational aspects were already felt to be very strong within the company.

Although female representation within the company is very high for a technological field within the retail sector, it is still very mixed depending on the role and country. This representation is felt to be insufficient, particularly in leadership roles in both technical and commercial departments.

The D&I vision statement is thus to **attract, develop and retain exceptional talent at SES-imagotag**:

- **Attract**: source diverse talent by ensuring the recruitment process is free from bias and make the organization appealing to women;
- **Retain**: ensure a diverse and representative workforce by supporting women at every stage of their career within the organization;
- **Develop**: ensure women have the resources and opportunities to learn and grow.

This resulted in the development of this new program. It comprises a series of axes:

- an individual axis with **mentoring, leadership training and individual development plans** designed to boost women's careers within the company.
- a collective axis with the **creation of a global D&I community** working on an action plan comprising four pillars:

1. **Attract more women** – how?

- Endorse the Ambassador role by motivating employees to be part of outside clubs/networks and approach women directly;
- Enhance the employer brand with a defined action plan designed to raise topics such as sustainable development, social responsibilities, ethnicity, etc.;
- School relationships: target the right Engineering Schools and programs;
- Improve communications around D&I initiatives across social networks (LinkedIn and Instagram).

2. **Value the development of women**- how?

- Highlight women employees within Portraits;
- Encourage systematic communication of internal opportunities;
- Speeches by successful women;
- Use existing communities and events to give the floor to women;
- Dedicated D&I survey: use survey results as a starting point to identify areas that need further awareness and foster employee engagement;
- Raise management awareness: ensure women are represented on task forces, allocate speaking roles equally and encourage women to speak up, identify management bias.

3. **Eliminate bias and sexism** - how?
 - Share personal stories, guest speakers, internal email campaigns, interactive exercise to showcase existing biases, education on initiatives;
 - Webinar or conferences on leadership styles, imposture syndrome, maternity wall...
 - Build a LinkedIn learning module on D&I and bias;
 - Give women a voice and tackle sexist situations through education;
 - Generate ideas via a co-working board to allow brainstorming around D&I weekly topics.

4. **Maternity and parenthood** - how?
 - Pregnancy: adapt working hours, home office facilities and foster flexibility to allow medical appointments and health stability;
 - Extend full-pay paternity leave and maternity leave to each country;
 - Childbirth & Maternity: 3 formal interviews with Manager/HR from maternity announcement until Baby is 2 months old to ensure a smooth process and return to office;
 - Breast-feeding: dedicate a private room to facilitate;
 - Parents: offer 3 days off/year fully paid;
 - Offer parents a day off for back-to-school up to Primary school;
 - Offer health insurance for dependents in all countries;
 - Pursue and extend the dynamic around *Kids Day* at the office;
 - Create a young parents' community to share best practice;
 - Offer specific trainings for parents on mental workload to learn about sharing between men and women.