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DIVERSITY & INCLUSION POLICY

iapi is:

The body for the commercial creativity and communications industry in Ireland.

OUR PURPOSE IS:

To firmly position our industry as a fundamental engine of Ireland's future growth.

WE DO THIS BY:

- Positioning Ireland as a global centre of excellence for commercial creativity and media planning.
- Empowering our members to grow the value of their business
- Elevating the industry through driving world class professional standards
- Advocating for the interests of our members at Corporate Board, Government and international levels.
- Fostering a culture of strategic leadership, creativity and innovation within our members
- Delivering first class training and education across a multi-discipline industry.
- Broadening the strength and appeal of our industry to attract world class talent
- Promoting diversity and inclusion as a strategic and economic imperative.

Introduction

IAPI is actively committed to cultivating a supportive and inclusive culture within our Advertising Industry. As research has shown having a diverse and inclusive workforce is a powerful enabler of economic growth. We encourage all leaders and employees of agency members to welcome diverse talents and include multiple perspectives particularly now as we emerge from the Covid-19 crisis. Diversity wins now more than ever.

The aim of this Diversity & Inclusion Policy is to ensure that the industry is representative of all sections of society and all employees, job applicants, clients and suppliers are respected, valued and given equal and fair opportunity to perform at their best.

We are opposed to all forms of unlawful and unfair discrimination. As an industry this policy reinforces our commitment to never providing less favourable treatment on the grounds of age, disability, gender reassignment, marriage and civil partnership, pregnancy and maternity, race, ethnic origin, colour, nationality, national origin, religion or belief, or sex and sexual orientation.

All workforce, whether they are part-time, full-time, or temporary, will be treated fairly and with respect. When the agency members select candidates for employment, promotion, training, or any other benefit, it will be based on their aptitude and ability.

In our industry particularly, we know that a talent pool with a broad and diverse range of resources, skills, backgrounds and cultural understanding will maximise efficiency for all of us and help drive success for the industry.

Using this policy as a starting point, we encourage all our member agencies to take the initiative to create their own or build upon their currently existing policies relevant to their business.

Policy Content

Definitions

Equality - treating everyone the same way, often while assuming everyone starts out on equal footing or with the same opportunities. If not, ensuring a fair chance for and equal outcome.

Equity - working toward fair outcomes for people or groups by treating them in ways that address their unique advantages or barriers.

Diversity – describes the demographic of the organisation where there is a representation of people from protected groups.

Neurodiversity - The concept that there is great diversity in how people's brains are wired and work, and that neurological differences should be valued in the same way we value any other human variation.

Inclusion - refers to an organisational culture where people from diverse backgrounds and protected groups are truly valued.

Unconscious Bias - An implicit association, whether about people, places, or situations, which are often based on mistaken, inaccurate, or incomplete information and include the personal histories we bring to the situation.

Belonging - means that people can bring their full selves to work, and not feel like they're a different person there than at home.

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Goals & Aspirations

We recommend setting Diversity and Inclusion goals. Taking deliberate actions with on-going measurement and accountability will ensure your agency is making progress. It is important to measure the status of equality, diversity and inclusion in your organisation before, during and as you continue to make necessary changes.

To encourage collective progress, IAPI will continue to support agency members with initiatives, events, collaborations, education and training. Research will be carried out to identify gaps in our industry and shared qualitative and quantitative learnings will help drive sustainability within our advertising industry.

Throughout this policy document we have included some examples of specific actions that can be included as part of your policy, however it's imperative to include actions that are specifically relevant to your agency.

Objectives

Where do you go from here?

What's your goal?

Key Results

How will you know you're getting there?

Initiatives

What tasks will you do to get there?

How will you spend your time?

Talent Aquisition & Hiring Process

We urgently need to diversify the talent within our industry.

It is important therefore that when recruiting, our member agencies actively seek out talent from all diverse groups in our society.

These include but are not exclusive to the ethnic minorities, disability community, LGBQTI community, different socioeconomic communities etc.

This can be achieved through multiple ways.

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Below are some considerations for the talent you are seeking to hire and the team doing the hiring.

· Extend outreach to a more diverse representation of colleges, universities, IT's and art colleges.

Broadening our talent sources will help diversify the industry and future proof innovation and creativity. A lot of colleges already have Workplace Networking Events held every year for businesses. Explore the opportunity to engage with minority student groups as part of your goals.

· Expand outreach for junior positions to candidates with transferable skills who may not have taken a traditional educational path into advertising.

· Ensure that all candidates applying for a position are treated equally and without bias.

· All candidates should be given a fair chance and candidates hired based on talent, aptitude, and initiative.

· If working with a third-party recruiter, share your Diversity & Inclusion Policy and ensure the hiring process is fair and equal.

· Processes should be put into place to ensure gender balance interview and panels, gender decoder for job descriptions.

· At the very least consider blind CVs as a basic rule and gender balance when it comes to the interviewing team. Diversity of talent seeking should also include diversity of the interviewing teams.

· Engage with IAPI's D&I recruitment programmes like the OPEN DOORS INITIATIVE giving students an opportunity to break into the industry.

· Consider training that will eliminate unconscious bias and equip your whole agency with other training that will help make your organisation more inclusive. Other initiatives that can help support can be found on the IAPI website.

Equality & Transparency

We encourage a level playing field in advancement and opportunity for all employees.

• **Consider how fair and transparent your organisation is with promotions and salary processes?**

• **Encourage openness and a zero-tolerance policy for discriminatory behaviour like bullying and harassment.**
For example, for anyone who feels they have been subject to discrimination based on difference, is there a process they can follow to ensure they feel their concerns have been dealt with accordingly?

• **Equip your managers and all staff with the ability of to identify and address microaggressions.**

• **Foster a sense of belonging where employees feel they can bring their whole selves to work.**
In addition, your senior management and your Diversity Council should regularly review all your employment practices and procedures through the diversity and inclusion lens to ensure continuous fairness.

• **Do you have the relevant mental health support services available to all employees? Engage IAPI and avail of some of the member services available to support you.**

SMASH PROGRAMME

Inclusive Leadership & Accountability

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Leadership changes everything and inclusion powerfully multiplies things.

Consider what your organisation is multiplying. Is your core leadership team and managers living your D&I goals and ambitions? We encourage our member agencies to consider the following:

• Equality in the workplace is good management practice and makes sound business sense.

• Ensure diverse representation across your agency broadcast platforms like owned channels, website and social as well as your PR, in order to showcase the company living and breathing diversity.

• Celebrate employee differences and ensure contributions of all team members are recognised and valued.

• Everyone in the organisation should be accountable for D&I progress, leaders and employees alike.
Create a working environment that promotes the dignity and respect of every employee and foster this as a culture.

• Empower your people to be their best, professionally and personally.
For example, all employees could be entitled to X days a year that allows them to take action to promote a more positive society. That will include charitable work / volunteering / protesting etc.

• Hire for inclusive behaviour and support your leaders and employees with training.
For example, Unconscious bias training, Inclusive leadership training and regularly engage professional consultants for stimulating discussions and different viewpoints.

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Clients & Third-party Suppliers

This Diversity & Inclusion Policy should be a starting point, but your new D&I culture should be seen and felt everywhere.

Consider how you will share your own D&I policy with all current and new employees, job applicants, existing clients, new clients, suppliers and when appropriate, stakeholders and agency partners.

For example, build out an educational programme and playbook that will encourage inclusive learning with clients and 3rd parties. How will it impact your business operations what commitments should be made?

• Whether its creative or media, consider demonstrating your commitment to working with a more diverse range of suppliers and partners. Diversity matter in front and behind the camera, it matters in the strategic distribution of the content produced as well.

• Do you have resource links to new niche media suppliers, influencers, creators, producers, photographers, videographers, sound engineers, artists, musicians and other talent to ensure we are working with the best in the industry and not just 'who we know'.

• What guidelines have you set up for working with a diverse talent? Have you considered your duty of care in this process and how to work with them in the most respectful and supportive way? What language is appropriate and not appropriate?

• How will you encourage adoption within your organisation? For Example, set a goal of working with 3 new suppliers every month/ quarter. Measure the output and pivot if necessary. Adopt a test and learn approach.

Community Support

IAPI highly recommends agency members work more with communities and supporting organisations with social purpose.

These community activities should be a great way to give back and connect with our society.

For Example: are you committed to working with and supporting the local disadvantaged secondary schools, community centres etc. How are you aligned in your values with local and global groups that fight for equality, diversity and human rights?

This equality and diversity policy template is fully supported by IAPI and we will constantly strive to review and update this policy in order to drive inclusion and equality across our industry.

If you have any feedback or input please get in touch with IAPI at info@iapi.com.