

# Interactive Advertising Bureau Canada's Diversity and Inclusion Charter

## IAB Canada Mission Statement

The Interactive Advertising Bureau ("**IAB**") Canada is Canada's primary non-profit industry organization that empowers the media and marketing industries to thrive in the digital economy. IAB Canada maintains a holistic view on all topics affecting the digital economy and supports the responsible and inclusive dynamic development of the sector in a results-oriented, practical and effective way.

## Objective of this Charter

This IAB Canada's Diversity and Inclusion ("**D&I**") Charter ("**Charter**") aims to promote D&I initiatives within the digital advertising industry ("**Industry**"). The Charter demonstrates a commitment of IAB Canada members ("**Members**"), as signatories of the Charter ("**Signatories**") and leaders in the Industry, to foster a business and workplace that reflects and contributes to the global communities in which we conduct business.

This Charter does not supersede any existing D&I policies or procedures within member organizations, but reaffirms the commitment of the signatories to promoting diversity and inclusion in their teams and businesses.

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## Charter Principles

D&I initiatives mean valuing the range of perspectives, ideas and experiences that diversity provides, regardless of peoples' gender, age, language, disability, ethnicity, cultural background, sexual orientation, religious belief, education, work experience, occupation, socio-economic background, marital status and whether or not they have family and career responsibilities. The Charter aims to address D&I initiatives by integrating three overarching principles ("**Principles**") that govern the incorporation of D&I principles across IAB Canada Member organizations:



### I. ADVOCACY

Signatories commit to promoting visible support and representation of D&I initiatives, both internally within their teams and organizations, and externally within the Industry.



### II. EDUCATION

Signatories commit to promoting D&I, and undertaking initiatives, such as the development of research and resources, to drive awareness of key D&I issues impacting the Industry.



### III. STRATEGIC ACTION

Signatories commit to actioning plans that address systemic discrimination in the sector, such as working with partners that champion D&I, seeking qualified D&I personnel, and measuring the effectiveness of the Members' D&I efforts.

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## Charter Commitments

These above overarching Principles are further materialized by the adherence and implementation of seven principles (“**Commitments**”) that drive overall Charter goals and will assist Signatories in executing the above Principles.

- 1. ADVOCACY** – Promoting D&I within departments and being visible and active in support for D&I by implementing one or more of the D&I Commitments. This also includes supporting policy and government initiatives that address D&I; developed in collaboration with the Members and the Industry.
  - 2. ACCESS** – Undertaking initiatives to ensure individuals feel valued and respected, have access to opportunities and resources, and can contribute their perspectives and talents to improve their organization(s) through strong D&I support. Providing employees with equal opportunities to participate in, and be part of, IAB initiatives. Such initiatives include: IAB Working Groups, Committees and Councils, participating in education series, providing guest speakers across webinars, events, podcasts, involvement in leadership discussions, as well as participation specific to industry guides, best practices and whitepapers.
  - 3. TALENT** – Addressing diversity in hiring practices by implementing strategies to attract and retain diverse talent. Leading initiatives that support diverse talent through direct interaction recruitment across all channels, including involvement with colleges and universities. Engaging D&I vendors and companies with similar D&I philosophies.
  - 4. COMMUNICATION AND PROMOTION** – Encouraging Industry sharing the integration of best D&I practices within Members. Elimination of language that suggests any level of discrimination from all communications and programming.
  - 5. COLLABORATION** – Commitment to collaborate and work with differing sectors, associations and members to further support the Charter, its goals, and values.
  - 6. SAFETY** – Commitment to ensuring that all participants feel secure to lend their voice through involvement with any initiative(s) outlined within, or across IAB Canada members.
  - 7. ACCOUNTABILITY** – Committing to reviewing these guiding principles and implementing changes to foster greater accountability.
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## Governance

To facilitate the governance of Chart Commitments and Principles, and drive D&I initiatives, IAB Canada will operate a D&I Taskforce (“**Taskforce**”) of Members. The goals of the Taskforce shall include:

- Setting measurable objectives for moving towards greater D&I within the Industry;
- Developing action plans, setting priorities based on Commitments and Principles of the Charter, including, but not limited to: Member support, D&I initiatives assessment, communication, and program and exhibit development;
- Assisting IAB Canada and Members in incorporating D&I initiatives in the Industry’s strategic goals and objectives;
- Monitoring the progress and process of D&I work executed by IAB Canada and Members;
- Providing recommendations to the Industry on issues related to D&I;
- Maintaining a global and inclusive view of initiatives and infusing them into every service pillar and member interaction; and
- Communicating details on progress to Members and being available for contact at [committees@IABCanada.com](mailto:committees@IABCanada.com).

Moving towards a diverse and inclusive digital advertising industry in Canada requires observance and adherence to common principles that Members of IAB Canada can support. The Signatories, in being party to this Charter, commit to its values, goals, and principles.

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