



# IAB Canada

Barometer Report: DEI – Part of the *Digital Social Responsibility Series*

2023

# DEI as Part of Digital Social Responsibility

## IAB Canada Member Survey

In 2021, IAB Canada members recognized the need to do better in the area of DEI and collaborated to establish a DEI Charter that could be easily adopted, implemented, and leveraged. Since then, we've seen an uptick in signatories and engaged committee members.

In Q4 of 2022, IAB Canada committed to gauging our progress by surveying our members. Respondents were asked to provide their honest, anonymous views on the current state of DEI initiatives within their organizations.

The findings of this survey will provide a valuable benchmarking opportunity for our members, and we look forward to tracking our progress.

# Our Assessment: Understand the 8 Commitments

As indicated in the Charter

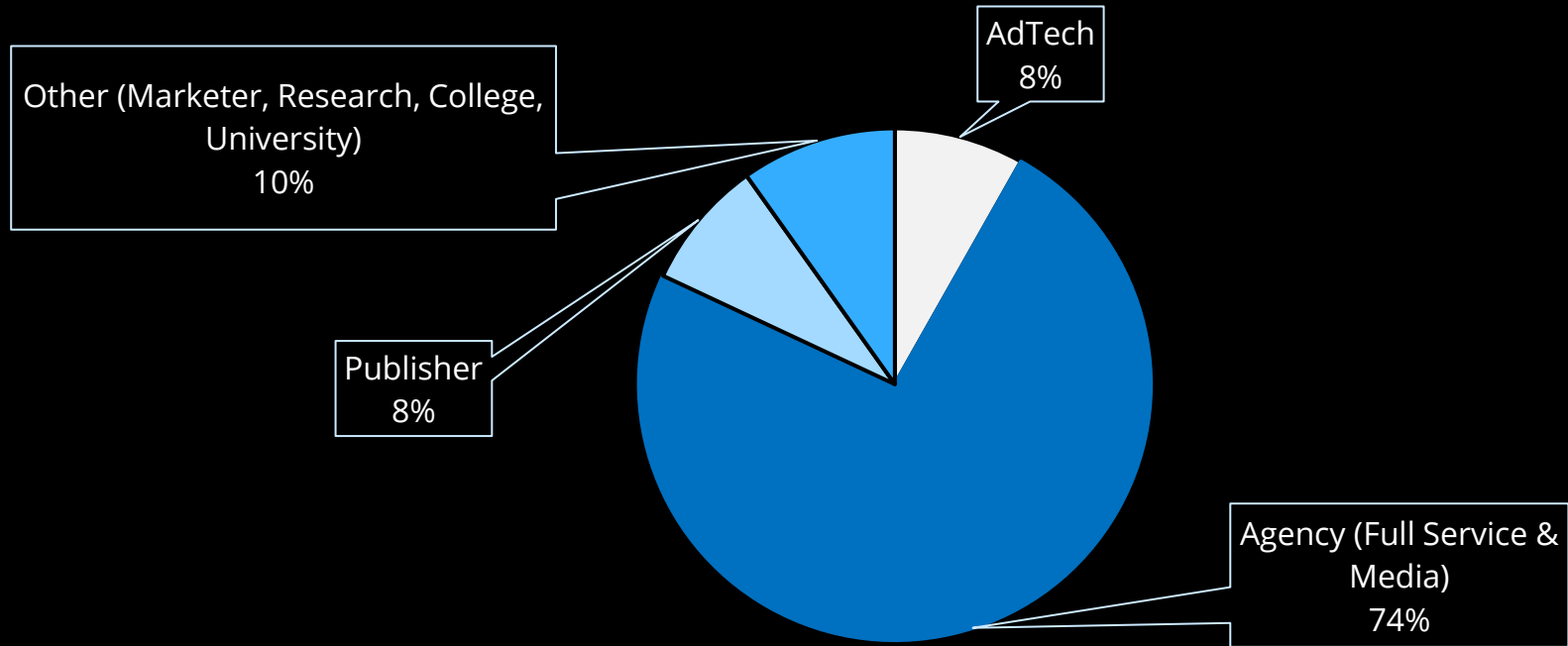
- Advocacy
- Access
- Contribution
- Safety
- Talent
- Communication & Promotion
- Collaboration
- Accountability

The screenshot shows the IAB Canada Diversity, Equity and Inclusion Charter. At the top left is the IAB Canada logo, and at the top right is the text "IAB Canada's Diversity, Equity and Inclusion Charter". Below this is the section header "Charter Commitments". A paragraph explains that the principles are further materialized by Member's adherence to eight (8) action items ("Commitments") to drive overall Charter goals. The eight commitments are listed as follows:

- 1. ADVOCACY** - Promoting DEI within their organizations and, in collaboration with Members and the Industry, supporting policy and government initiatives that address DEI.
- 2. ACCESS** - Undertaking initiatives to ensure all individuals: (i) have access to relevant opportunities and resources; and (ii) can contribute their perspectives and talents to improve their organization(s), particularly without repercussions for raising any concerns.
- 3. CONTRIBUTION** - Providing employees with equal opportunities to participate in, and be a part of, their teams, departments, overall organization, and IAB Canada initiatives. This includes committing to providing more DEI representation on IAB Canada Working Groups, Committees, and Councils, and overall initiatives.
- 4. SAFETY** - Committing to ensure all employees feel secure, valued, and respected in lending their voice to their teams, departments, business operations, and the Industry.
- 5. TALENT** - Addressing diversity in hiring practices by executing strategies to: attract, engage, and retain talent from underrepresented groups. Talent refers to engaging individuals in all aspects of the business, including (but not necessarily limited to): (i) employing qualified personnel, particularly in senior levels of the organization(s); (ii) working with vendors that champion DEI and have strong DEI philosophies; and (iii) encouraging partners to undertake more informed DEI practices.
- 6. COMMUNICATION AND PROMOTION** - Encouraging the industry to share best DEI practices within Members and committing to eliminating language that suggests discrimination (for example, master/slave terminology).
- 7. COLLABORATION** - Joining forces to collaborate with differing sectors, associations, and members to support this Charter, its goals, and DEI values.
- 8. ACCOUNTABILITY** - Measuring the implementation of this Charter and reviewing its guiding principles to foster greater accountability in Member DEI practices.

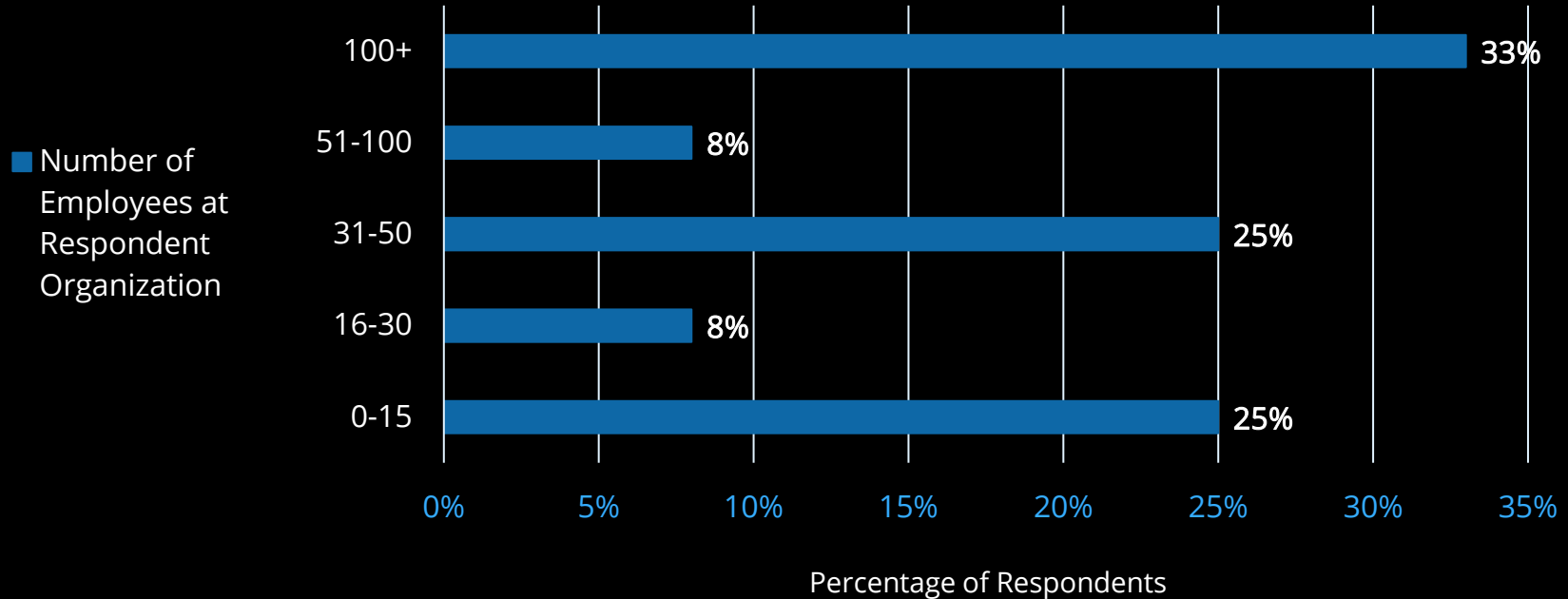
# Stakeholder Representation

74% Buy-Side



# Organization Size

## Strong Cross Section of Business Size Representation



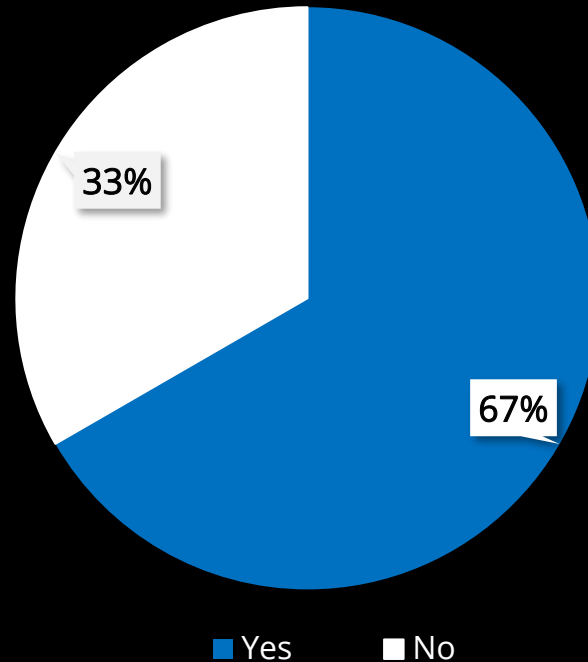
# Commitment to Advocacy

- **Advocacy**
- Access
- Contribution
- Safety
- Talent
- Communication & Promotion
- Collaboration
- Accountability

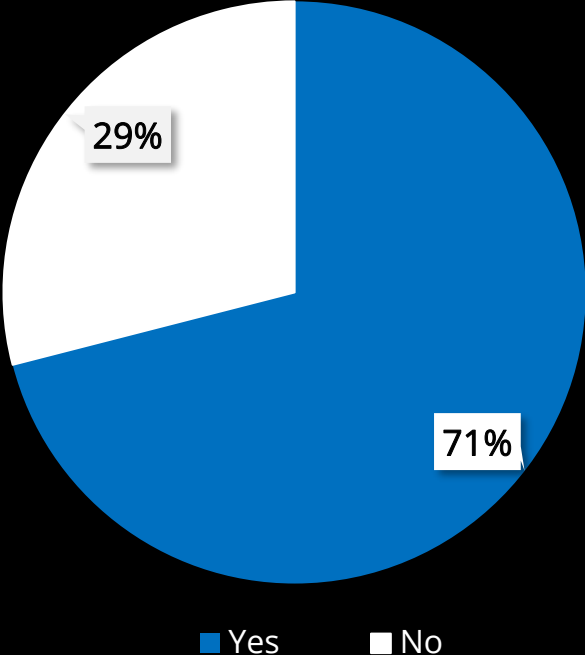
## Advocacy

Collaboratively promote and support DEI efforts and initiatives that support the advancement of DEI within our industry.

# Members Support IAB Canada's DEI Charter. 67% of Respondents Work at a Signatory Organization.

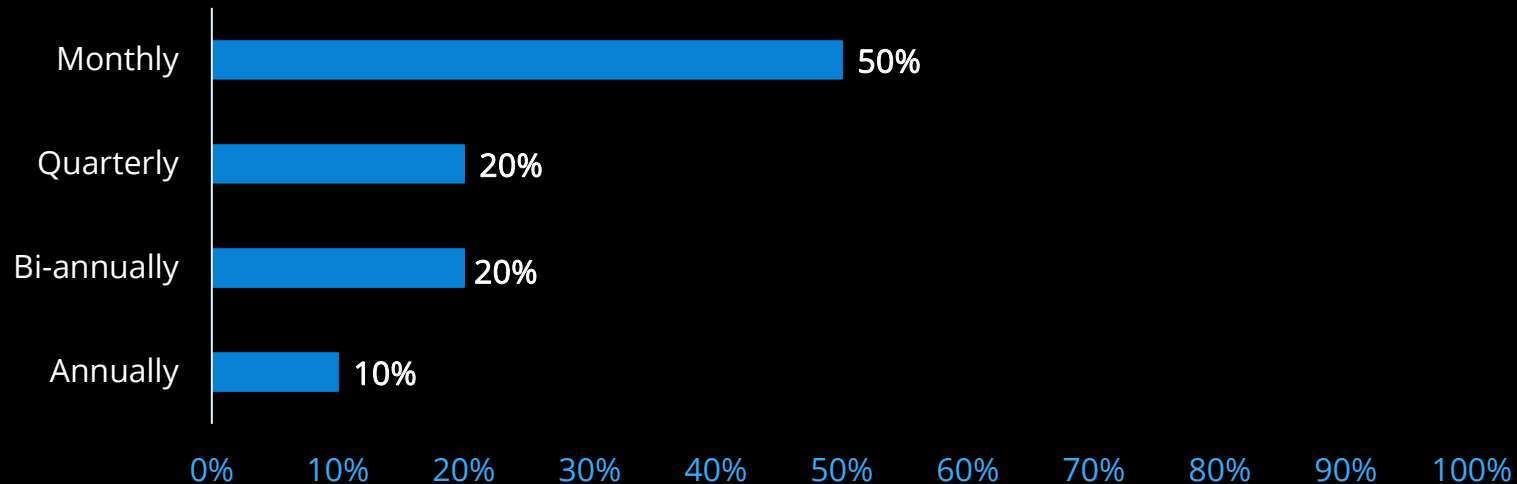


# 71% of Respondent Organizations are Measuring DEI Initiatives Against the Charter's Commitments





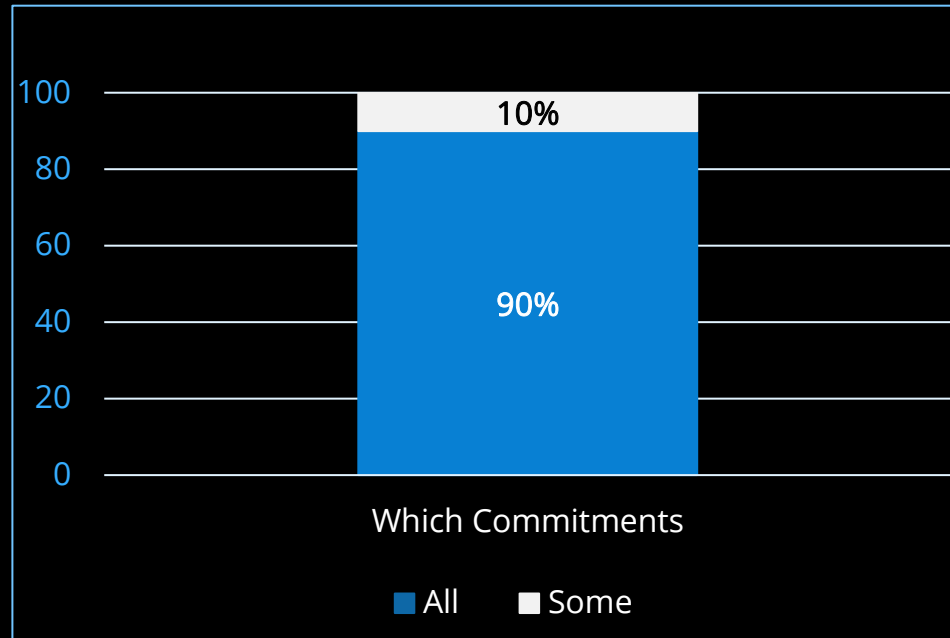
# 50% of Organizations are Measuring DEI Initiatives Annually, with 10% Re-assessing on a Monthly Basis



# IAB Canada DEI Charter as the North Star - 90% of Respondents are Measuring ALL 8 Commitments as a Point of Reference for Internal DEI Initiatives

## 8 Commitments:

- Advocacy
- Access
- Contribution
- Safety
- Talent
- Communication & Promotion
- Collaboration
- Accountability



# Commitment to Access

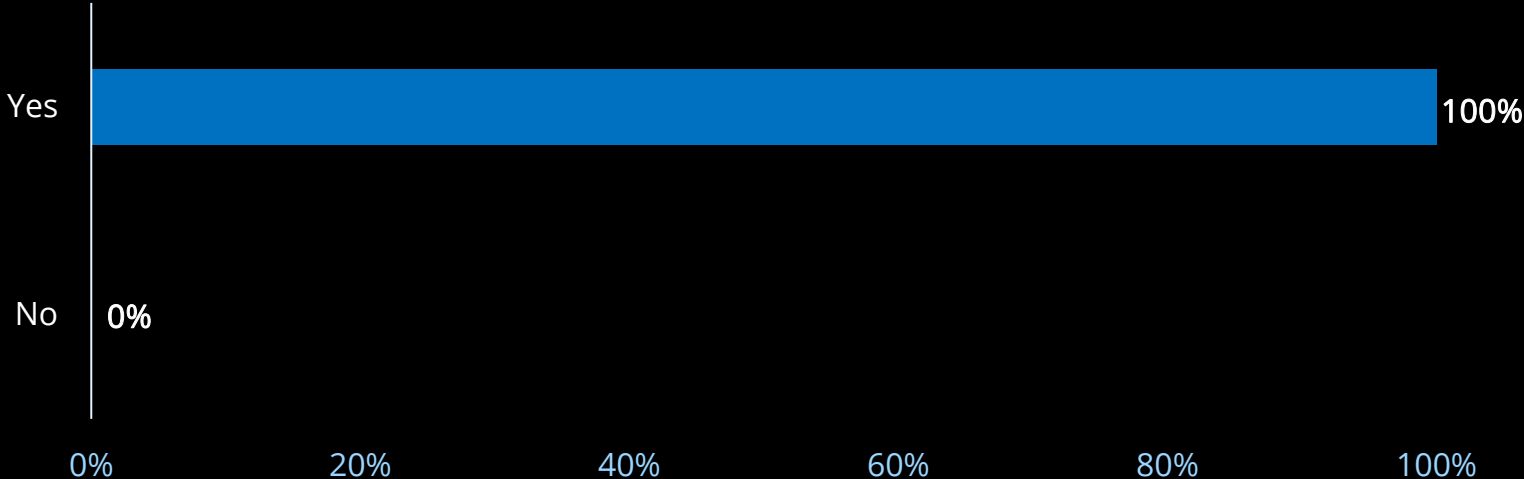
- Advocacy
- **Access**
- Contribution
- Safety
- Talent
- Communication & Promotion
- Collaboration
- Accountability

## Access

Undertaking initiatives to ensure all individuals: (i) have access to relevant opportunities and resources; and (ii) can contribute their perspectives and talents to improve their organization(s), particularly without repercussions for raising any concerns.

# Organizations are Taking Action

100% of respondents report that their organizations are taking steps to ensure that everyone has access to relevant opportunities and resources



# Examples of How Organizations are Taking Action

## Training

“DE&I courses and committees”

“Anti-bias and other training”

## Operational Implementation

“Established DE&I working groups, and ongoing agency events”

“Starting a committee”

“Creation of a mentorship program that includes a diversity and inclusion stream”

“Creation of new mentorship programs”

# Taking Action (...continued)

## Hiring, Talent & Development

“We have also recently hired an IDEA (Inclusion, Diversity, Equity, Action) Director to drive DEI across the organization”

“Hired a Head of DEI to audit and inform all processes included in hiring, promoting, and how we run our advertising business”

“Creation of ERG’s looking at areas such as outreach, hiring, and retention, new shared job postings”

“Opportunities are sent on blanket emails directed to all staff. Staff are reminded at each of their annual reviews to flag opportunities that they have found to be of interest”

“Renewed emphasis on career development and support”

# Taking Action (...continued)

## Measurement & Tracking

“Third-party measurement of demographics to benchmark against labor market demographics”

“Inclusion surveys to identify gaps”

“Releasing a survey, and getting feedback on how we’re performing”

## Other

“Establishment of community advisory panels”

“Special initiative on indigenous reconciliation including the development of editorial guidelines, increased awareness, resourcing and processes in areas such as mental health and online harm”

“Streamlined unpublishing processes, among others”

# Commitment to Contribution

- Advocacy
- Access
- **Contribution**
- Safety
- Talent
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- Accountability

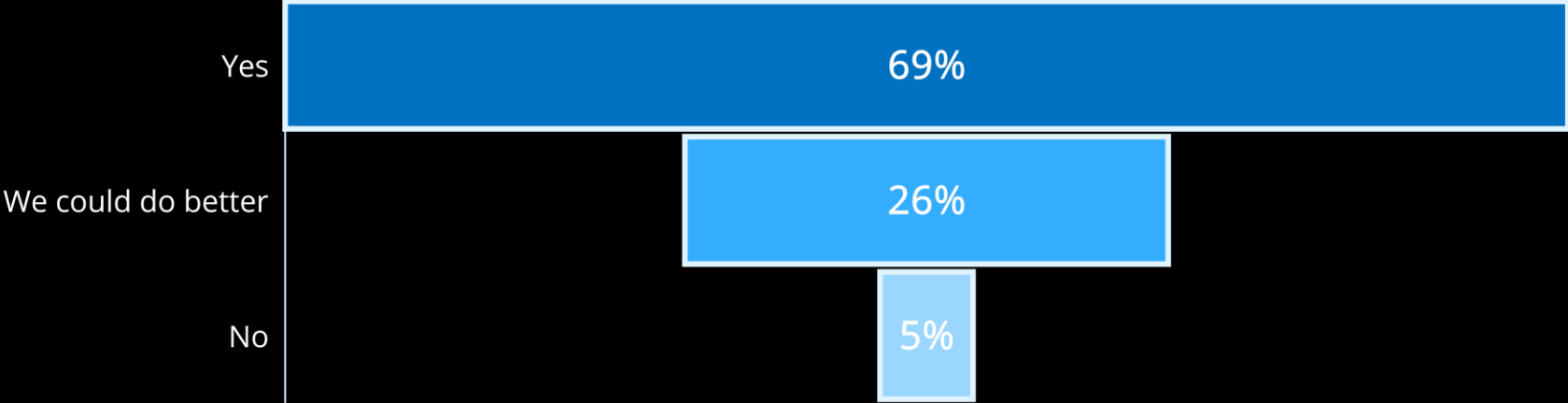
## Contribution

Providing employees with equal opportunities to participate in, and be a part of, their teams, departments, overall organization, and IAB Canada initiatives. This includes committing to providing more D&I representation on IAB Canada Working Groups, Committees, Councils, and overall initiatives.



# 69% of Respondents Believe that Their Organizations are Providing Equal Opportunities...

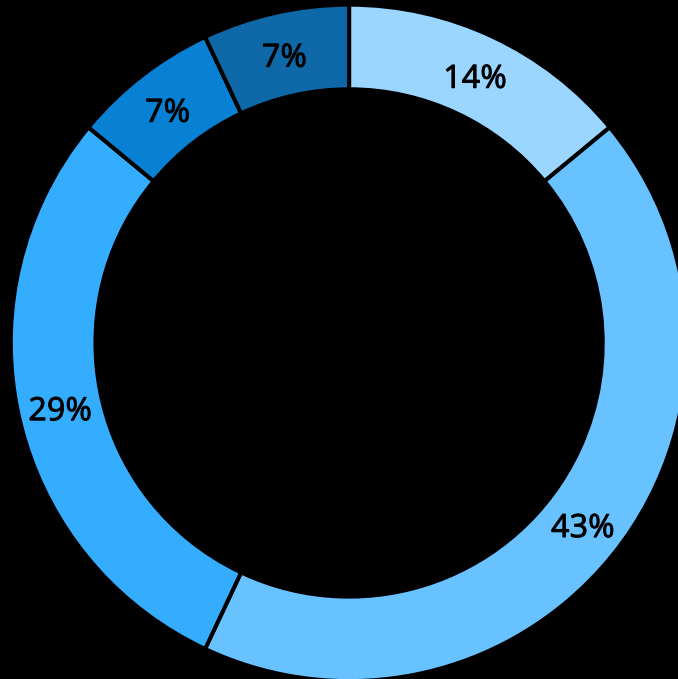
## Participate in Industry Conversation



(i.e.: Councils, Committees, Working Groups, Guest Speakers, Event/Webinar Participation).

# But There is Work to Do

Close to half of respondents indicated that only 25% of individuals from diverse backgrounds participated in the industry conversation last year.



% of Participation  
Across Organizations

- 0%
- 25%
- 50%
- 75%
- 100%

# Inclusion, Encouragement, and Providing Forum



“All levels of the team are included, encouraged, and invited to participate.”



“We always have since the founding of the agency 19 years ago, even before signing the Charter.”



“Encouraging teams to participate, inviting them to share their opinions, asking them if they feel like they have equal opportunities.”



“We have provided people within our team with industry education and training. Where they can learn and become resources throughout the team that we can lean into when it comes to hot topics pertaining to industry conversations.”



“Events shared with the entire team.”



“Actively encourage everyone to speak up internally or participate externally... Remove barriers (time off work, transportation, etc.)”

# Commitment to Safety

- Advocacy
- Access
- Contribution
- **Safety**
- Talent
- Communication & Promotion
- Collaboration
- Accountability

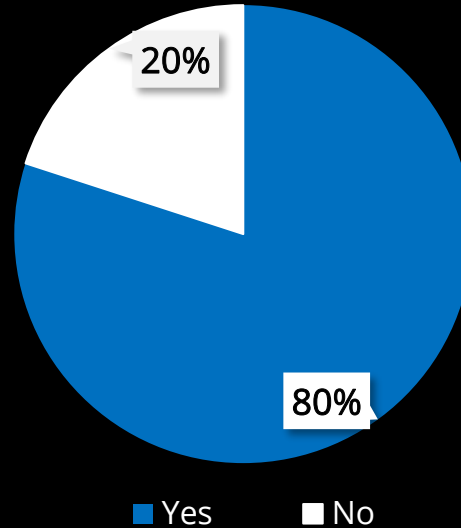
## Safety

Committing to ensure all employees feel secure, valued, and respected in lending their voice to their teams, departments, business operations, and the Industry.

# Providing a Safe Space

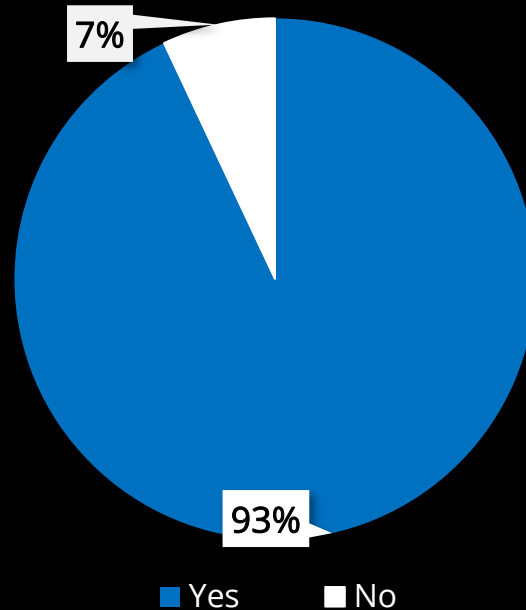
80% of respondents believe that their organizations provide a safe space to report concerns anonymously.

Safe space to share concerns?



# Affirmative Action

93% believe affirmative action is taken should concerns around under-representation be raised.



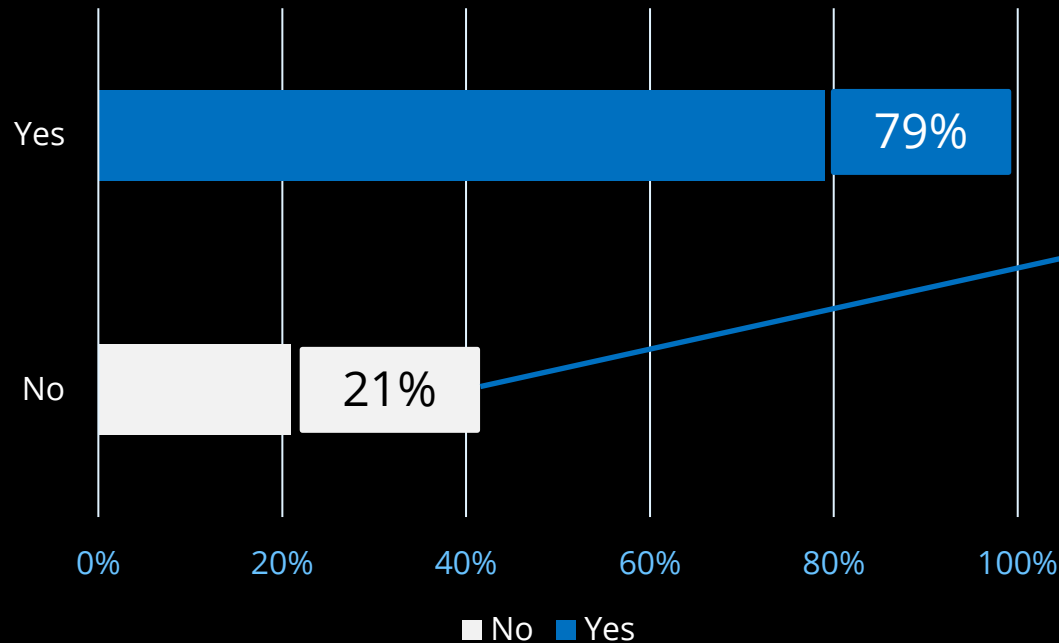
# Commitment to Talent

- Advocacy
- Access
- Contribution
- Safety
- **Talent**
- Communication & Promotion
- Collaboration
- Accountability

## Talent

Addressing diversity in hiring practices by executing strategies to attract, engage, and retain diverse talent. Talent refers to engaging individuals in all aspects of the business, including: (i) employing qualified diverse personnel, particularly in senior levels of the organization(s); (ii) working with vendors that champion D&I and have strong D&I philosophies; and (iii) encouraging partners to undertake more informed D&I practices.

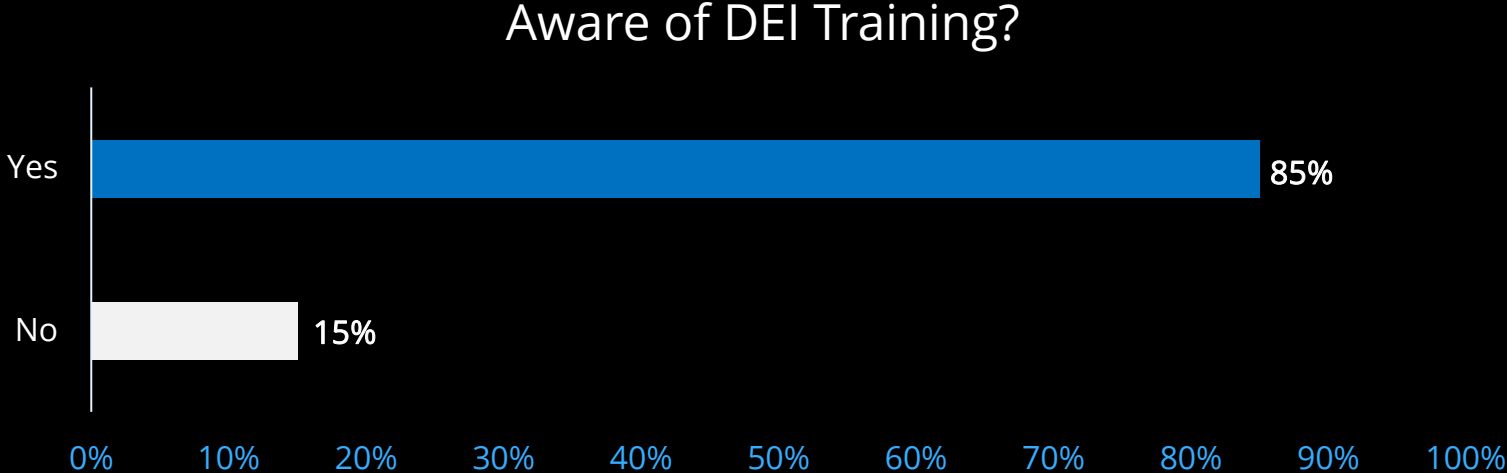
# 79% of Respondent Organizations have a DEI Policy in Place



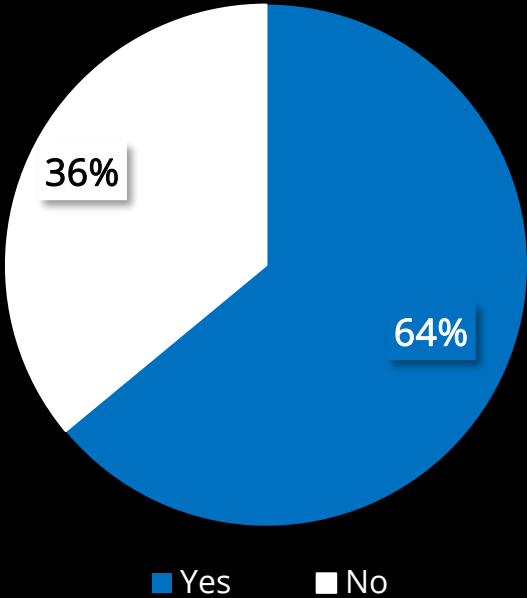
Of the respondents that said "No", 93% would welcome examples of what could be included in a DEI Policy



# 85% of Respondents are Made Aware of DEI Training at the Time of Hire - Signaling Best Practice.

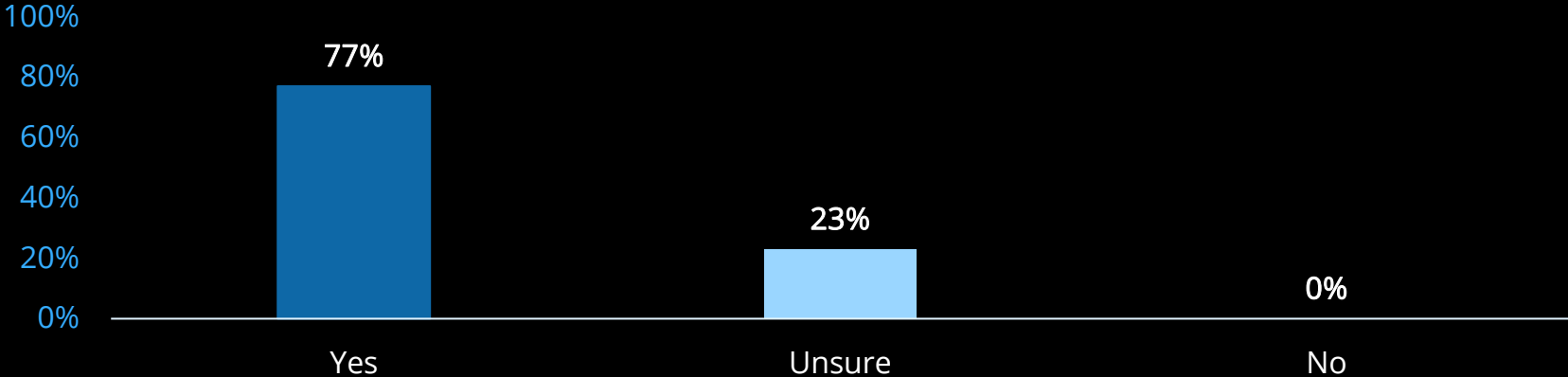


# 64% of Employees are Required to Sign an Organization's DEI Policy – Signaling Best Practice.



# 77% of Respondents Believe that Their Organization has DEI Inclusive Hiring Practices. 23% Were Unsure.

## DEI Inclusive Hiring Practices



# Commitment to Exploring Communication & Promotion

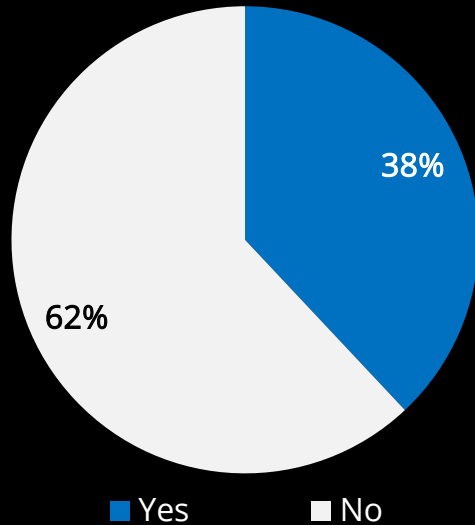
- Advocacy
- Access
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- **Communication & Promotion**
- Collaboration
- Accountability

## Communication & Promotion

Encouraging the Industry to share best D&I practices with Members and committing to eliminating language that suggests discrimination (for example, master/slave terminology).

# Almost 40% of Respondents Promote Their Support of The Charter

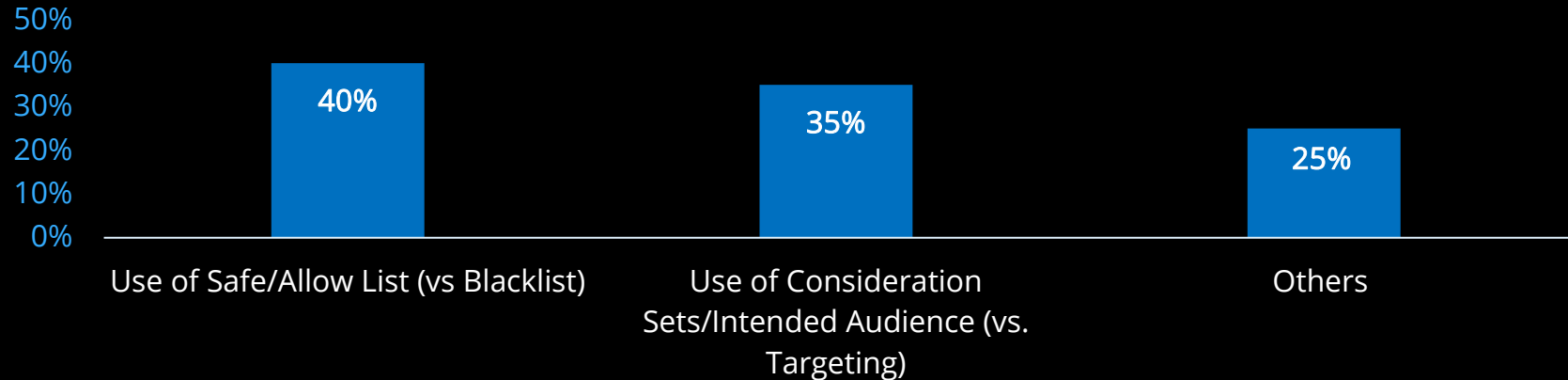
Do You Tell Partners that You Support IAB Canada's/Industry's Charter?



# Slow Progress on Inclusive Terminology

Industry **MUST** do better. Awareness is crucial.

## Educate, Enforce and Use of Inclusive Terminology



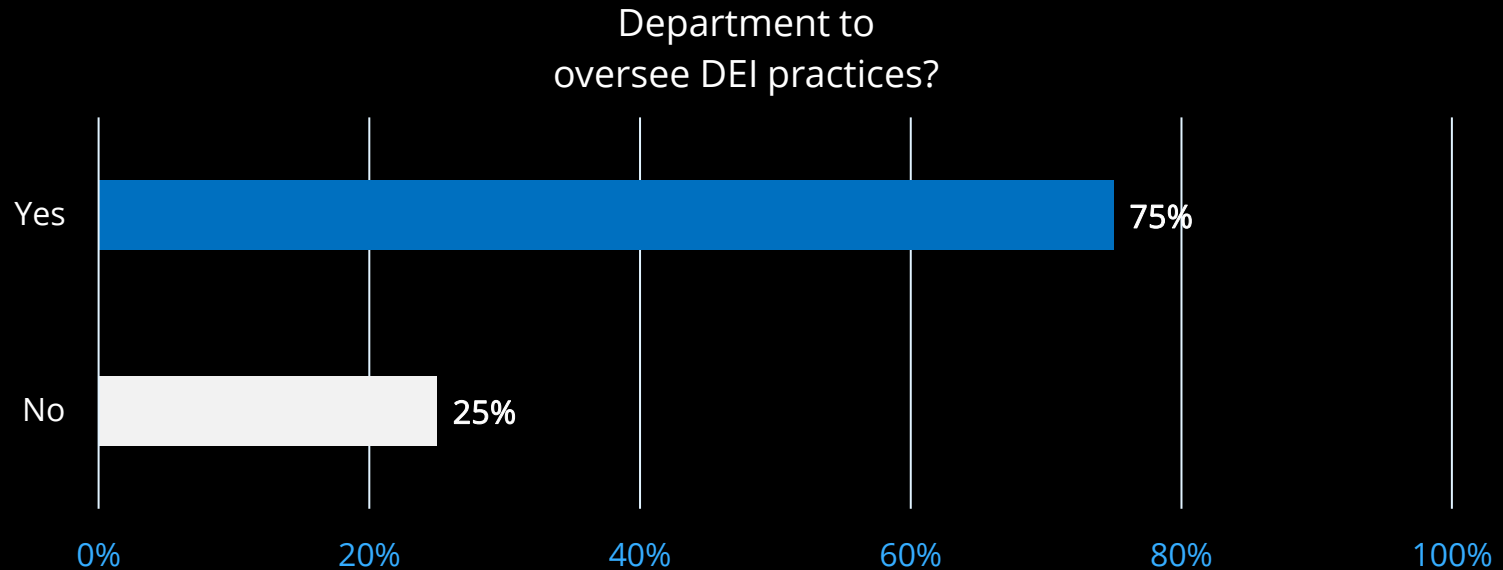
# Commitment to Accountability

- Advocacy
- Access
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- **Accountability**

## Accountability

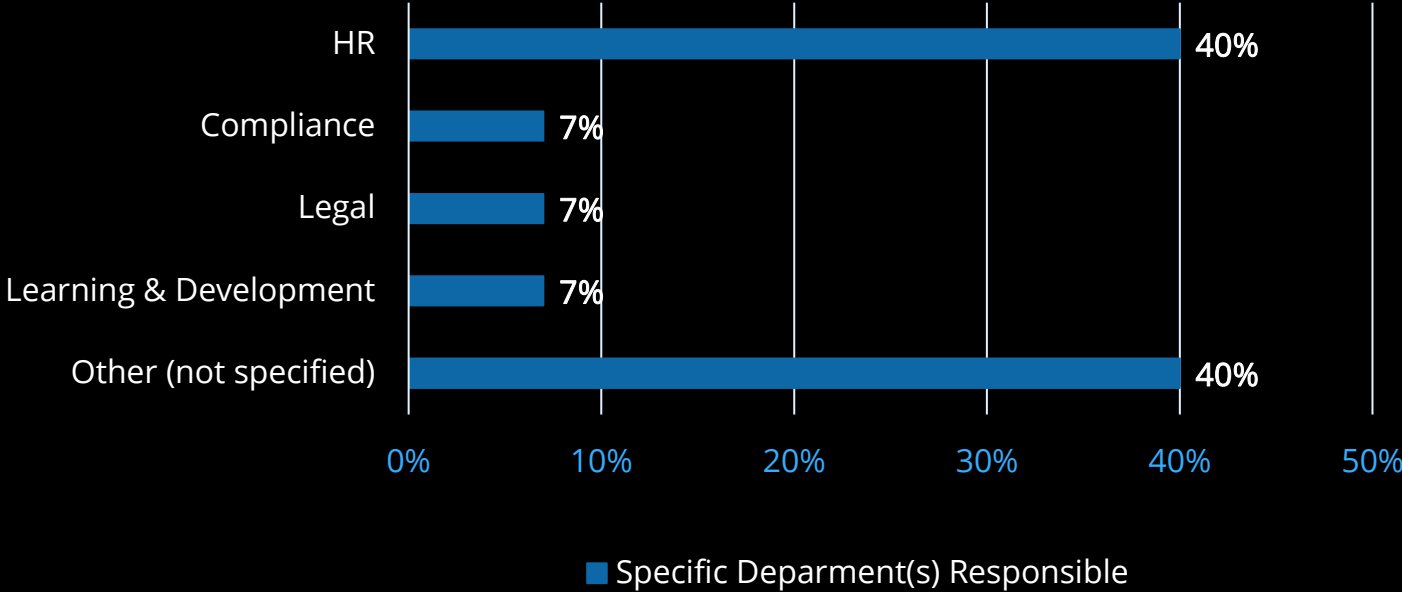
Measuring the implementation of this Charter and reviewing its guiding principles to foster greater accountability in Member D&I practices

# 75% of Respondents Work for an Organization that Has a Department Responsible for DEI



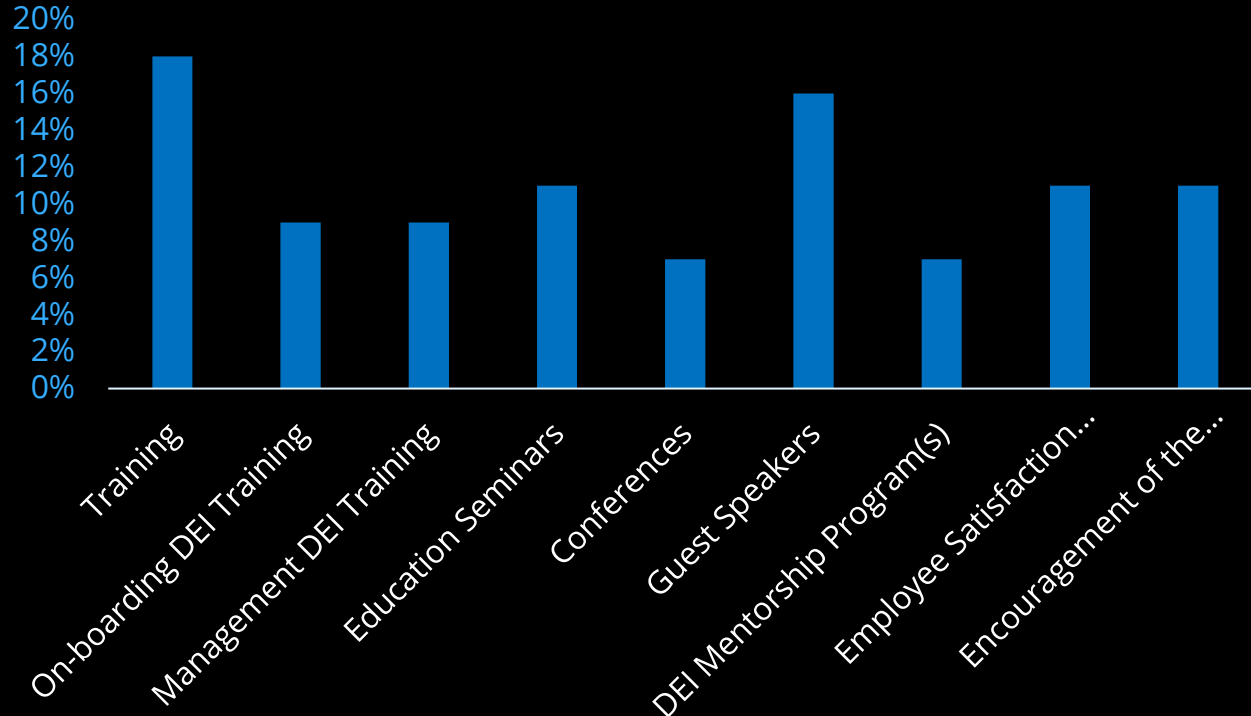


# Various Departments are Handling DEI Initiatives & Policies



# Since Signing the Charter, Work has Been Set in Motion

## Initiatives Undertaken



**Quick Wins:**  
Training (i.e.:  
unconscious bias  
training) &  
Obtaining Guest  
Speakers

# Initiatives Deemed Most Impactful

## Training! Training & More Training!

“Training & DEI Groups”

“Internal workshops and policy discussions”

“Participation in external initiatives”

“Management DEI Training”

“Forming a committee”

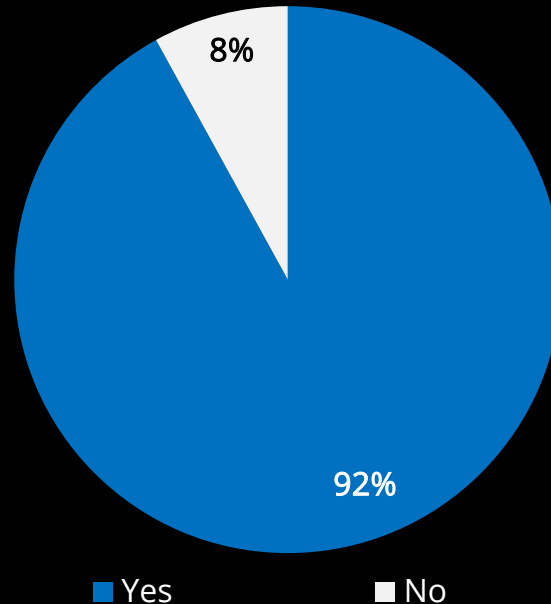
“Bringing in guest speakers”

“This DEI Survey”

“Guest speakers tend to get the most favorable reaction, but none of these on their own can be impactful enough. It needs a lot of initiatives with similar goals to try to move culture”

# 92% of these Initiatives are Aligned to the Organizations CSR Goals

Are these initiatives aligned with CSR?



# What's Missing?

“Funding”

“Diversity at the top – my company still has a lot of white men”

“Recruitment in more minority pools”

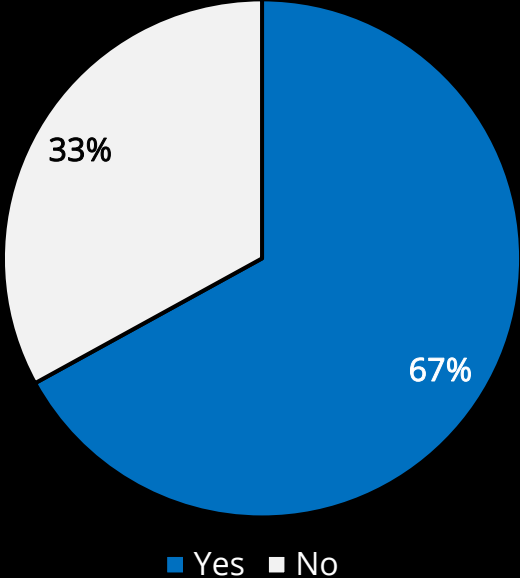
“Essential that senior leadership comes from Diverse, Minority or Marginalized Groups”

“Rigour, discipline, and accountability through performance metrics tied to DEI”

“A CSR Policy”

“My company needs to put these in practice”

# 67% of Organizations Conduct Pulse/Check-Ins Across Their Organization



# Commitment to Collaboration

- Advocacy
- Access
- Contribution
- Safety
- Talent
- Communication & Promotion
- **Collaboration**
- Accountability

## Collaboration

Joining forces to collaborate with different sectors, associations, and members to support this Charter, its goals, and D&I values.

# For the 33% of Respondents Who Have Not Signed the Charter, They Want More...



information

knowledge  
opinion  
expect sign opportunity  
provided  
lack involved  
education



# DEI Resource Center in Collaboration with Members & Industry

IAB Canada Charter:

[Diversity, Equity, and Inclusion Charter](#)

IAB Canada Social Responsibility Resource Page:

[Moving Towards Digital Social Responsibility](#)

IAB Canada's DEI Template Policy:

[IAB-Canada\\_DEI-Policy-Template.pdf \(iabcanada.com\)](#)

Lexicon of Language:

[IAB-Canada\\_Inclusive-Language-Lexicon.pdf \(iabcanada.com\)](#)

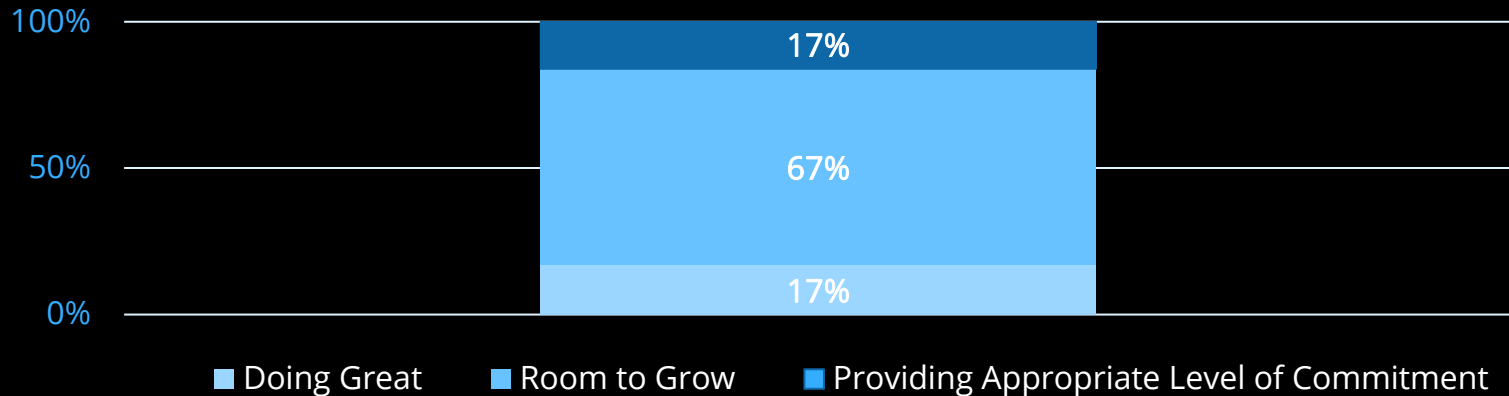
Need more information on exploring IAB Canada's DEI Charter?

Please reach out to [Memberships@IABCanada.com](mailto:Memberships@IABCanada.com)

# Room to Grow

Following the completion of the survey, respondents were asked how they feel about their organizations' DEI initiatives. 67% of respondents believe that they have room to grow.

## Opinion on Organization's DEI Initiatives Post Survey



# Key Findings

- The majority (67%) of Members support IAB Canada's DEI Charter
- Charter commitments matter – 71% of organizations are measuring their DEI initiatives against the charter's eight commitments
- 100% of respondents are taking action – encouraging participation, training, and other initiatives.
- While 69% of respondents feel their organizations provide equal opportunities, there is work to do - close to half of respondents indicate that only 25% of individuals from diverse backgrounds are participating in industry conversation(s).
- Greater awareness and adoption of inclusive terminology is needed – low numbers reported on progressive industry taxonomy (allow lists, etc.).

# Thank you for Supporting IAB Canada

Powerful Digital Leadership