

VdA's Role DIVERSITY & INCLUSION

BY PAULA GOMES FREIRE

The present global environment calls on companies to commit to diversity and inclusion.

This can be effectively and successfully achieved if organizations focus on adopting the best practices. It is not just about complying with the law; it is bigger and more far-reaching than that: companies need to be serious and committed about recognizing the reality we are living in and contributing towards building a fairer and more sustainable society.

Diversity and inclusion go hand in hand and are critical to making people feel they belong in the organization, that the organization involves, values, and respects them as they are. It is the only way that diversity can truly thrive. It is not enough to be diverse: we need to be inclusive as well.

The threefold reference to diversity and inclusion in the Sustainable Development Goals

(SDGs) of the United Nations Agenda 2030, namely in Goals 5 (Gender Equality), 8 (Decent Work and Economic Growth), and 10 (Reducing Inequalities), is a good example of how important these issues are for companies that wish to be governed by ESG (Environmental, Social and Governance) criteria.

It is true that organizations are increasingly seeking to incorporate approaches and practices that bring about effective diversity management, not just for social justice or corporate social responsibility sake, but also because of the competitive leverage it affords them. Diverse companies in increasingly complex markets are markedly more competitive.

Diversity and inclusion are reflected in VdA's strategic plan and materialized in action plans and concrete projects aimed at further advancing these matters, such as the Plan for Equality & Diversity, designed

in accordance with the firm's reality, aligned with the 2018-2030 Strategy for Equality and Non-Discrimination, and establishing goals and targets to be achieved over a three-year period.

VdA has developed specific programs aimed at diversity and inclusion in recent years, such as an inclusive recruitment program, inclusive internship program for people with disabilities, advancement of parenthood policies, the executive "Women on Boards" program, cooperation with the Girl Move Academy and other associations that promote diversity in public and private sector organizations.

VdA encourages multiculturalism and diverse talents. We want to keep attracting, including, and developing distinct profiles, knowing that diversity is a differentiating factor and a catalyst for innovation and professional development.



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