

# A CHARTER FOR MORE DIVERSITY IN COMMUNICATION

**By Publicis Groupe in France**



## « VIVA LA DIFFERENCE! » IS OUR MOTTO!

We are convinced that diversity is the greatest wealth of our society from origins to handicap, from socio-professional category to sexual orientation, gender or age... We need to celebrate, protect and promote it.

We must play our part, and while it begins with more diversity within all our agencies, it goes beyond our group and our business. We have a major social role when we create communications as it takes part in pop culture and affects the collective imagination; social representations to which we identify, models of society in which we project ourselves.

It is for this reason that we are convinced that communication can be a driving force of inclusion. When misused, advertising may reinforce bias and preconceptions. Whereas enlightened and educated advertising can fight against stereotyped visions and change mindsets for the best. We think it is our responsibility shared with our clients, to create communication that is more enlightened when it comes to diversity, and to make sure this is addressed at all steps of the process.

By signing this Charter, signatories commit to engage in a virtuous process: to celebrate all kind of individuals rather than normalize nor hide diversity, because real life is diverse.

## THE 3 COMMITMENTS

Signatories commit to provide their best efforts, depending on communication messages and assets, to the following:

## 1 • RAISE AWARENESS ABOUT DIVERSITY

- Train and provide insights to every employee in all teams about questions around diversity and inclusion
- Ask for help whenever any doubt occurs. Diversity experts are in the best position to provide objective advice

## 2 • INCREASE DIVERSITY REPRESENTATION, FOR MORE AND BETTER

- Address diversity as a prerequisite starting from client's brief: from creation to production and media
- Promote representations that bring the best out of our society:
  - Fight against stereotypes (of gender, role, line of work...)
  - Think beyond physical features (age, handicap, skin color...)
  - Explore modern relationship patterns (new parenthood models, handicap at work, homosexual relationships...)
- Guarantee equal opportunities during the production process:
  - All roles should be opened to all profiles and all origins, unless it weakens the creative concept (script, storytelling, historical and geographical context...)

## 3 • MEASURE AND IMPROVE

Use available tools to make an initial assessment of diversity in communications, followed by an annual overview and identifying improvements to be made from there