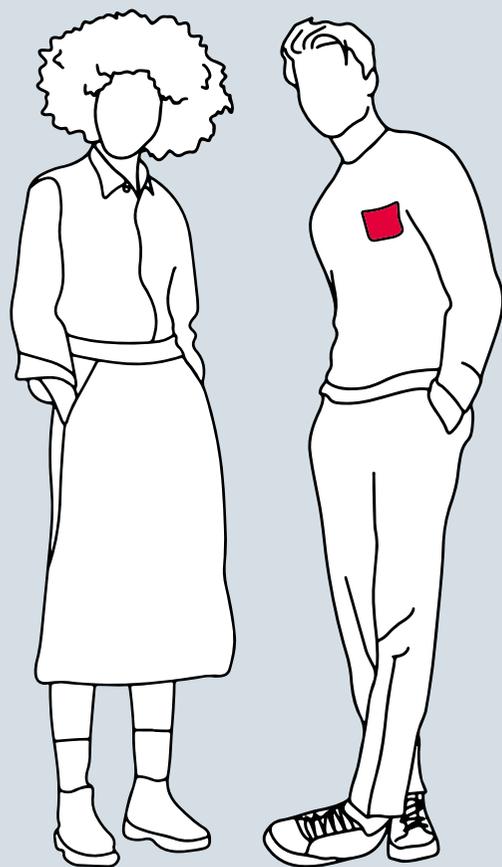




DIVERSITY AND INCLUSION POLICY

RAI Amsterdam 2024-2026

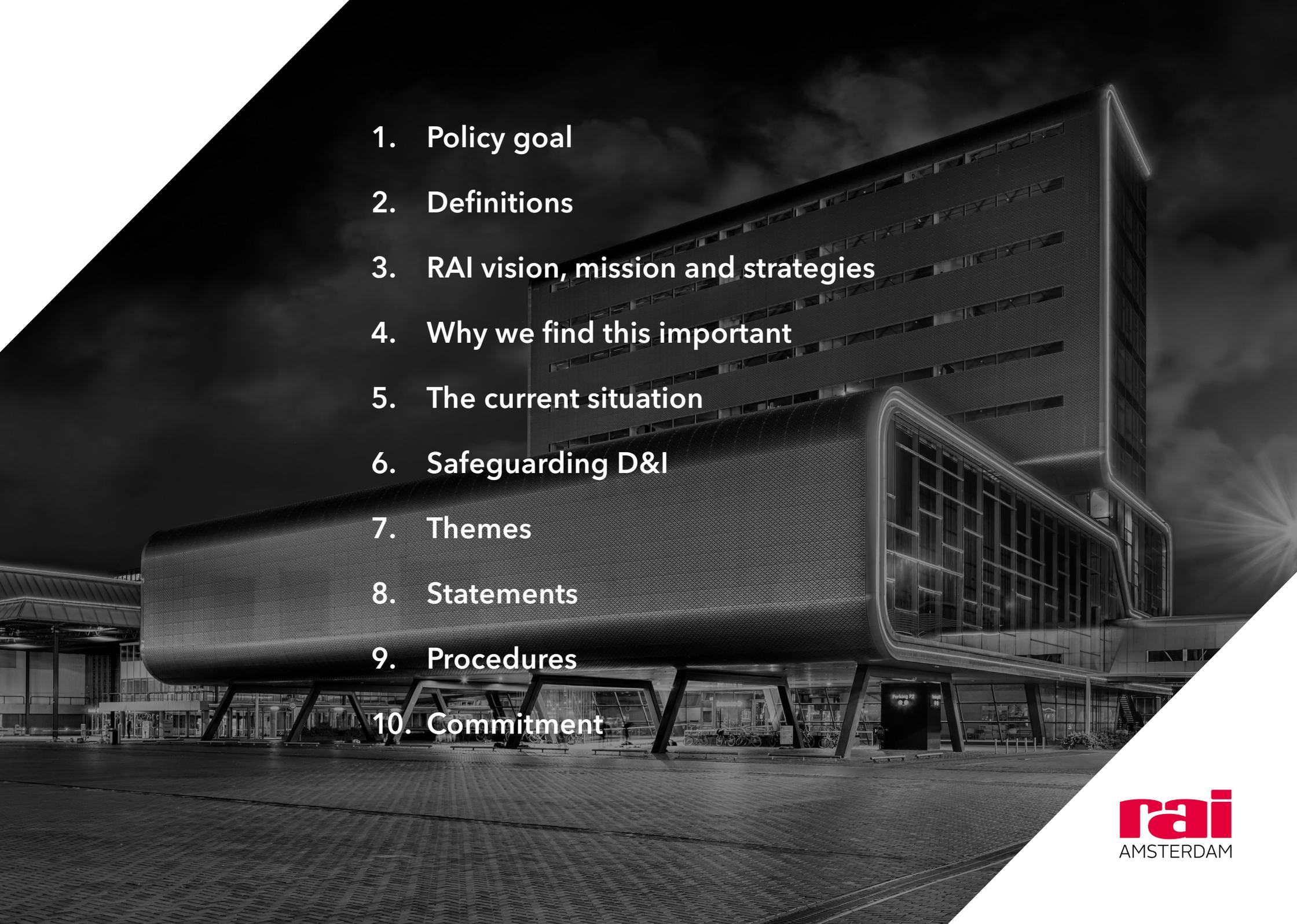


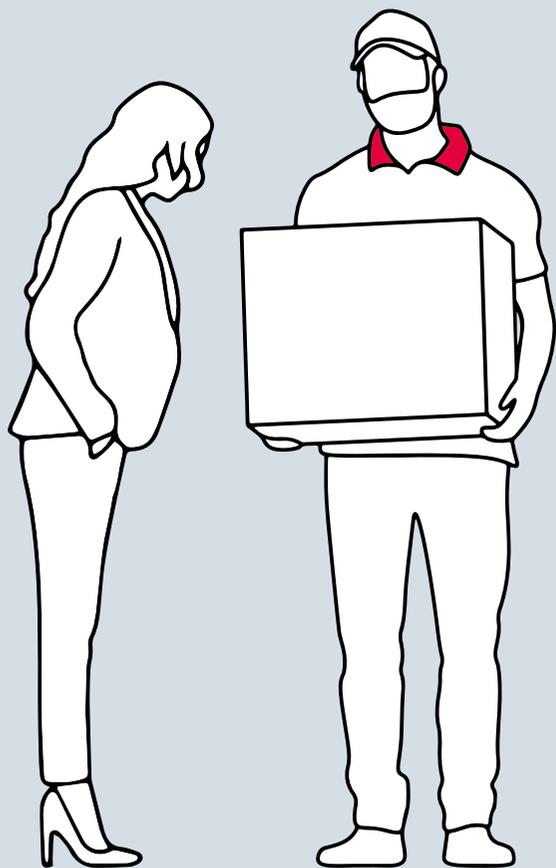
Forward thinking

This Diversity and Inclusion (D&I) policy highlights the vision and mission of RAI Amsterdam, the pressing need to continue our efforts, the current situation, and the future focus areas. The policy is based on research into and analyses of the current situation related to diversity, how people experience inclusion, and the embedding of D&I in the structures and culture of RAI Amsterdam.

Starting point

The policy describes how we will work on ensuring a diverse and inclusive RAI over the coming two years. It applies to all personnel, regardless of their position, and will be applicable until 2026. Revision will be needed based on new developments, insights and the evolving requirements of the organisation.

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 2. Definitions
 3. RAI vision, mission and strategies
 4. Why we find this important
 5. The current situation
 6. Safeguarding D&I
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— Policy goal

This policy formalises our commitment to promoting Diversity & Inclusion within our organisation and eradicating any illegal discrimination. It is in our interests to stimulate a safe working environment where everyone can make the most of their talents.

Definitions related to Diversity & Inclusion

Diversity

Visible and invisible characteristics and experiences that make us unique.

Inclusion

The behaviour and social standards which ensure that people feel welcome.

LHBTIQ+

The abbreviation for lesbian, homosexual, bi+, transgender, intersex and queer. The plus indicates that the term also includes people who refer to themselves in other ways than represented by these letters, such as asexual or pansexual.

Belonging

The sense of safety, acceptance, inclusion, personal identity and recognition.

Social Safety

A socially safe and healthy working environment is one in which employees treat each other with respect, can be themselves, are physically and mentally healthy, are allowed to make mistakes and can optimally deploy their skills in meaningful work.

Equality

Every individual or group has the same tools and is treated in the same way.

Equity

Fair and equal treatment, access and opportunities.

The vision, mission & strategy for D&I

Vision

- By 2026 RAI Amsterdam has taken steps towards having a personnel database that is a better reflection of the population Amsterdam.
- All employees feel like they are a part of RAI Amsterdam and everyone has access to equal opportunities and is respected regardless of who they are or where they are from.

Mission

- RAI Amsterdam is for everyone.
- RAI Amsterdam aims for an inclusive culture in which we embrace diversity.
- Inclusion means that everyone feels engaged and valued. Not despite of but thanks to our differences.

Strategy

- We will achieve this via proactive efforts in the Diversity & Inclusion sphere.
- We will devise a plan with employees and management that ensures everyone at RAI Amsterdam is aware of the importance of Diversity & Inclusion.
- We will maintain continuous dialogue and cooperation in this framework and measure our impact periodically.

Why Diversity & Inclusion at RAI Amsterdam?

Smart

- Our success depends on the quality and diversity of our employees. Innovation flourishes when a blend of perspectives, cultures, characters and knowledge is in place.
- This diversity is essential to RAI Amsterdam in a rapidly changing world in order to embrace all events and utilise new opportunities.

Fair

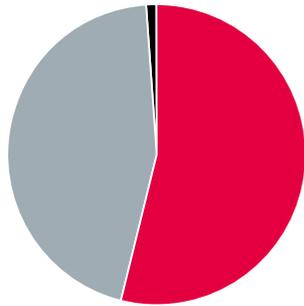
- We want to offer equal opportunities and access to a diverse group of people.
- We also believe everyone should be able to be and feel like themselves.

Action

- As an organisation, we wish to reflect the city and our visitors. RAI Amsterdam should be a central location where diversity goes hand in hand with work, meetings, learning and recreation.
- Diversity & Inclusion contribute to RAI Amsterdam's unique role as a dynamic hub where the various aspects of city life come together.

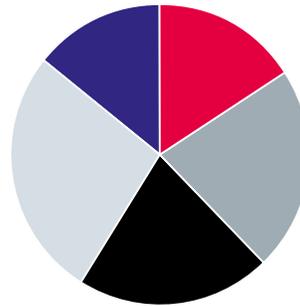
Current diversity situation

Gender identity



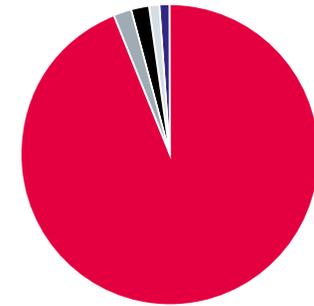
• Female • Male • Prefer not to say

Age



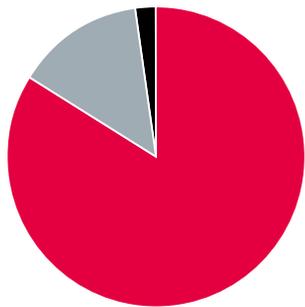
• >25 • 26-35 • 36-45 • 46-55 • 56+

Sexual preference



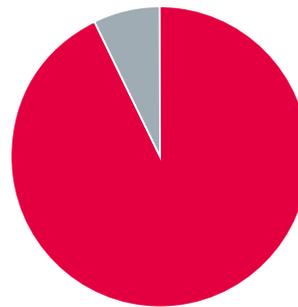
• Hetero • Prefer not to say • Bisexual
• Lesbian • homosexual

Disability/challenge



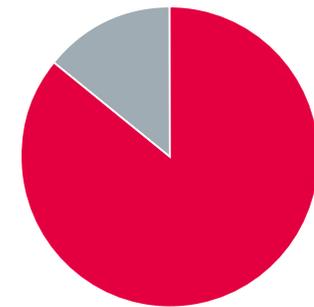
• No • Yes • Prefer not to say

Country of birth

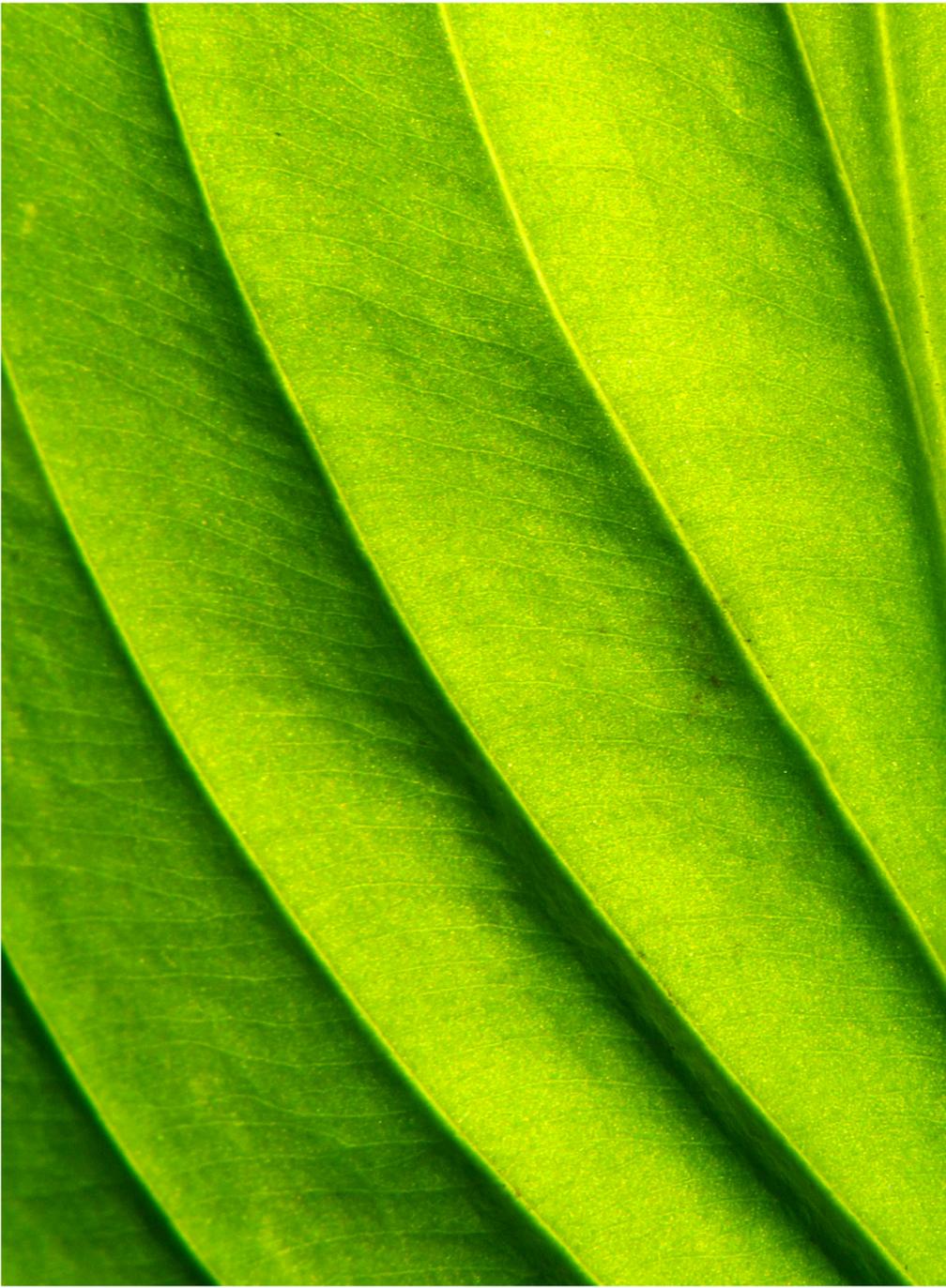


• No migration background • Migration background

Parents country of birth



• No migration background • Migration background



Current situation

Diversity

Over half of the respondents feel that a diverse group of people work at RAI Amsterdam, while the D&I analysis clearly shows that the respondents are a very homogenous group.

Only 28% of the respondents feel that there is no diversity in the RAI Amsterdam workforce and 16% take a neutral position.

Nearly half of the respondents feel that the differences between people are not fully valued.

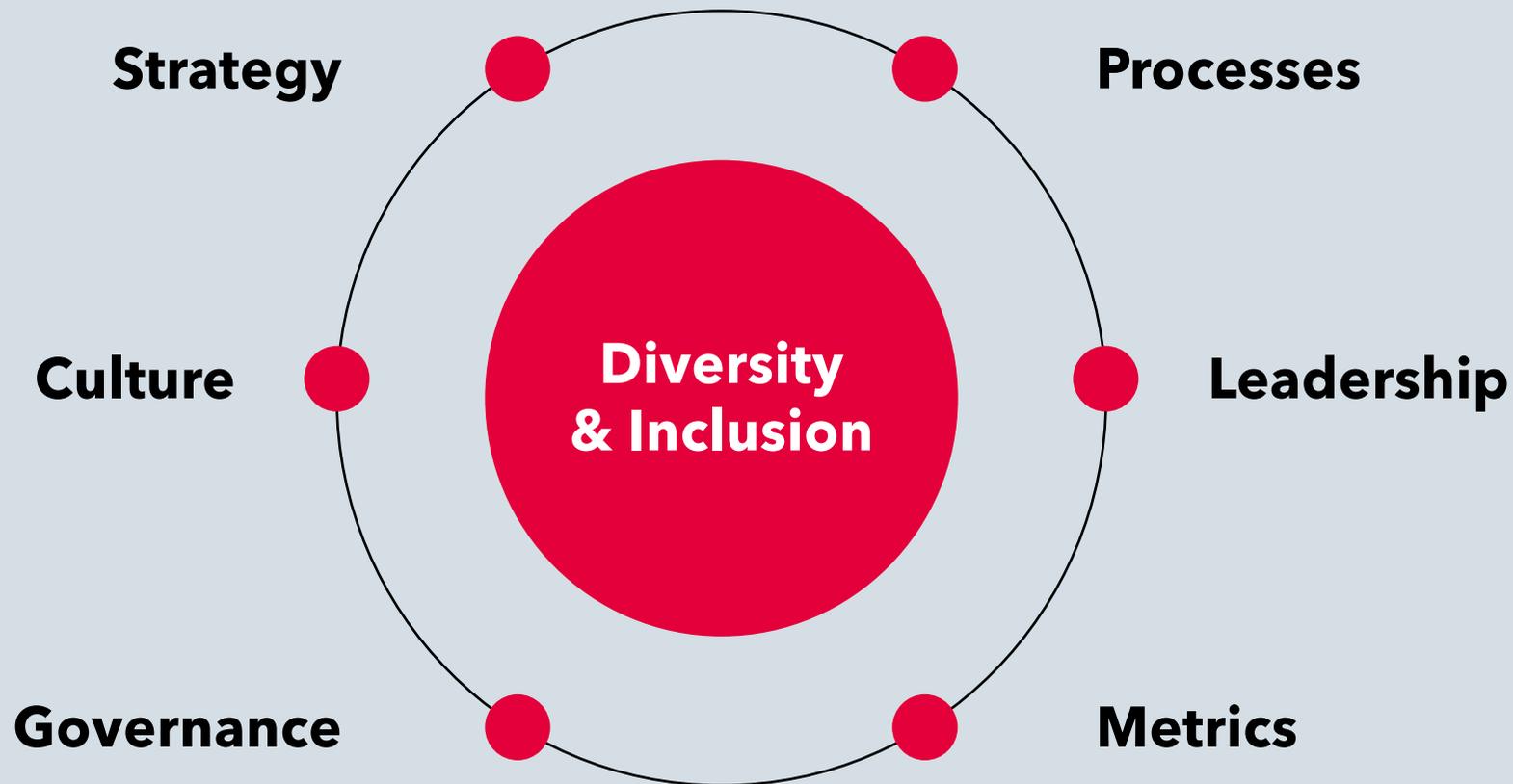
Inclusion

RAI Amsterdam employees have a strong sense of belonging, social safety and engagement.

There is a significant group of employees (albeit a minority) who indicate that diversity is not valued in the organisation.

To what extent is D&I safeguarded in RAI Amsterdam?

Maturity scan realised via interviews and document analysis, based on six factors:



Safeguarding D&I in the organisation

Strategy

We have written a concept policy document which includes the focal points for the coming years (see gender/representative personnel database, social safety/culture and (dis)ability & accessibility). The policy has yet to be shared with the Executive Board, ambassadors and the rest of the organisation. The choice and realisation of the themes is still quite general, and the action points, timelines and owners are yet to be determined.

Processes

We will be using minor interventions to make the processes involved in the in/outflux and transfer of personnel fairer and more inclusive. These are not, however, based on an integrated concept and nor will they always be used. The professionals are often aware of the opportunities related to a theme, but a concrete realisation is difficult at this time.

Leadership

RAI Amsterdam managers are not yet being proactively informed of the benefits of Diversity & Inclusion nor offered the tools needed to (increasingly or more consciously) apply it in their daily work and leadership.

Metrics

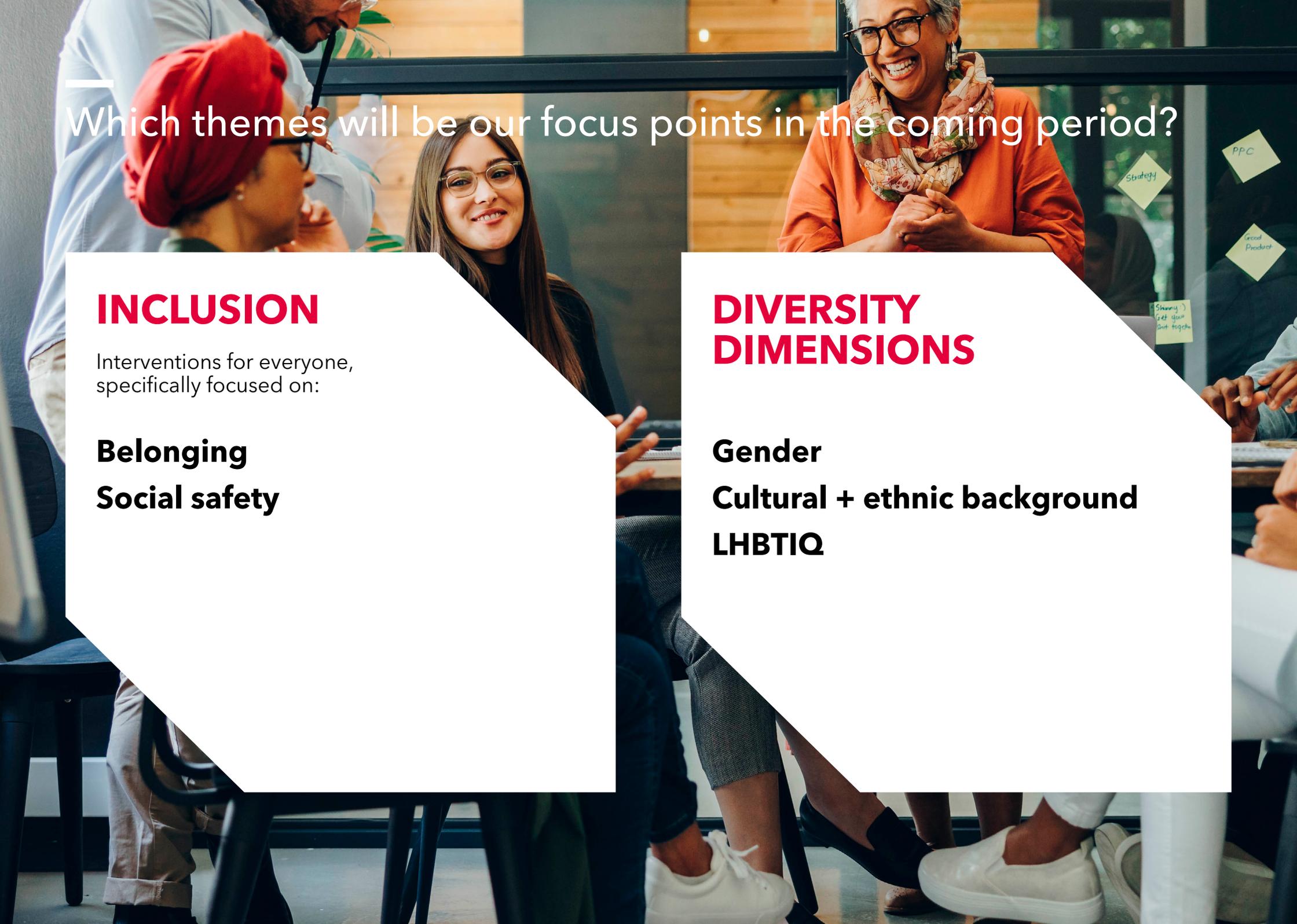
Prior to this research, no measurements had been taken in the field of Diversity & Inclusion. This research sees RAI Amsterdam taking a major step towards gaining insight into the current situation with regard to D&I and a benchmark has been set for periodical measurements to determine progress.

Governance

The responsibility for D&I now lies fully with the HR manager and staff. Plans have been made to create an internal network that can help HR further develop D&I within the RAI.

Culture

The first stakeholders were informed about this theme at the start of this project. The vision is not yet experienced and the employees have yet to be further informed about the D&I ambitions of RAI Amsterdam aside from their participation in this research.



Which themes will be our focus points in the coming period?

INCLUSION

Interventions for everyone,
specifically focused on:

Belonging

Social safety

DIVERSITY DIMENSIONS

Gender

Cultural + ethnic background

LHBTIQ

Specific focus of the D&I policy

The policy places an emphasis on promoting **inclusion** as our main focal point. We strongly believe that an inclusive culture serves as the foundation for a working environment in which everyone is welcome, valued and heard. It is the key to improving diversity as a whole.

We will specifically focus on stimulating **belonging** and **social safety**, as determined by the D&I benchmark and the input of focus groups.

Although **diversity** is crucial, we have chosen to highlight specific themes such as LHBTIQ+, cultural background and gender less clearly. This does not mean that they are less important; on the contrary, the themes are integrated within our policy and approached indirectly. Our vision remains to embrace both diversity and inclusion.



Inclusion: Belonging

Why

All RAI Amsterdam employees belong and we want everyone to feel that way. Feeling socially isolated or rejected has a negative effects on people's mental and physical health and their intellectual capacity.

Not all minorities (non-heterosexual, employees with a migration background) feel equally at home at RAI Amsterdam.

Where to

A working climate in which everyone feels at home at RAI Amsterdam.

Goal

In the period 2024-2026 the sense of belonging among employees has increased due to the realisation of four dedicated initiatives.



Inclusion: Social safety

Why

Social safety on the work floor is a subject that matters to all of us. A working environment in which everyone feels safe and respected is crucial for the general wellbeing and health, work enjoyment and productivity of employees.

Social safety is the basis for inclusion. It is a precondition for creating an inclusive working environment where everyone can be themselves and have a sense of belonging.

Where to

No-one feels unsafe at RAI Amsterdam.

Goal

In the period 2024-2026 the sense of social safety among employees has increased due to the realisation of four dedicated initiatives.



Diversity: Gender

Why

The male-female ratio at RAI Amsterdam is well-balanced, with equal salaries for men and women. Nonetheless, male and female respondents experience a difference in inclusion. As gender is already a focal point for RAI Amsterdam, and both groups are well represented, improving inclusion in this field would be a fast and effective win.

Where to

Maintaining a good male-female ratio and ensuring that women feel more included in the entire organisation.

Goal

At least 30% of people identify as male or female in all the layers of the organisation.

In 2026 there is a significant improvement in how inclusion is experienced by men and women at RAI Amsterdam.



Diversity: Cultural and ethnic background

Why

RAI Amsterdam is located in a city with a very culturally and ethnically diverse community. To accurately reflect the Amsterdam population and appeal to the public and labour market of the city, it is important that the organisation approaches cultural and ethnic diversity properly.

Where to

RAI Amsterdam will represent the cultural and ethnic diversity of the city by becoming more diverse and actively promoting an inclusive working environment.

Goal

At least 10% of newly hired personnel have a non-western background in 2026.



Diversity: LHBTIQ+

Why

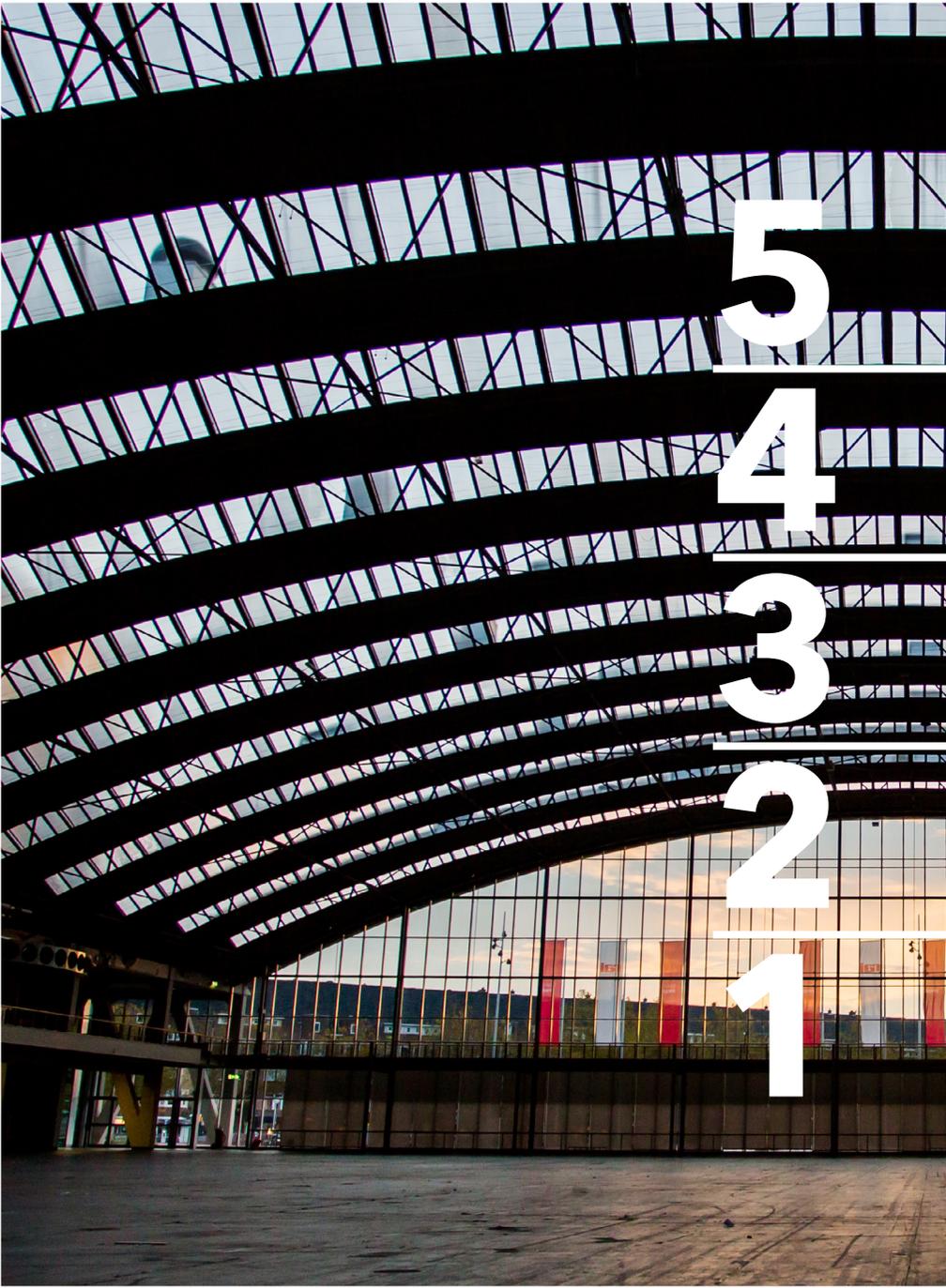
We focus on this diversity dimension because this group is underrepresented. Moreover, employees who are non-hetero more often feel excluded and that they do not belong at RAI Amsterdam.

Where to

RAI Amsterdam will be a place where everyone of any sexual orientation and gender identity feels at home.

Goal

In 2026 the difference in sense of belonging and engagement between the LBHTIQ+ group and the rest of the employees has been reduced.



Principles

Inclusive working environment

In our company we aim to create a diverse and inclusive working environment where talent is utilised and valued.

Measuring is knowing

We constantly monitor our progress and adapt our efforts to ensure we continue to stimulate a diverse and inclusive community.

Walk the Talk

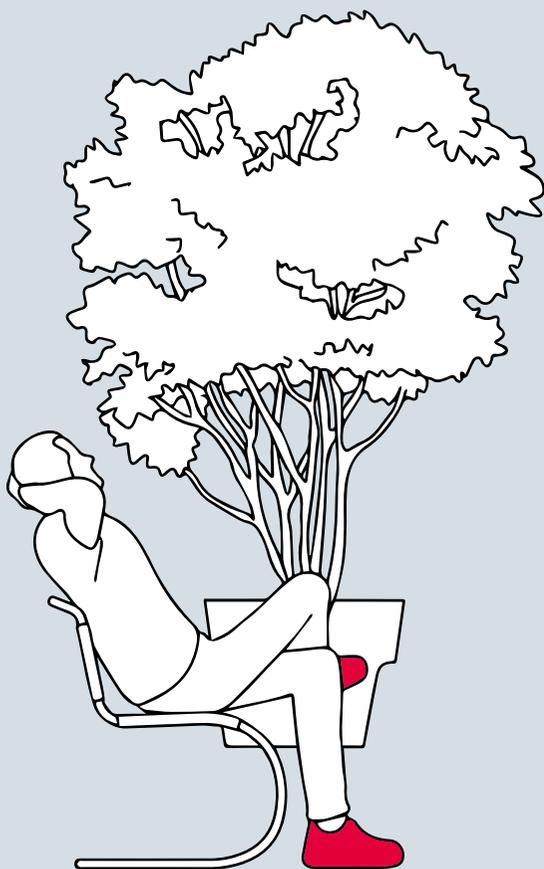
Our dedication to D&I goes beyond words. We will continue to take concrete actions to stimulate equal opportunities in the personnel database.

Zero tolerance

Our company applies a zero-tolerance policy towards discrimination.

Confirming our core values

Our efforts towards D&I are firmly embedded in our core values and our vision for people. Everything we strive for in the field of D&I has its origins in these fundamental values.



Procedures

RAI Amsterdam employs a range of procedures and policy measures to promote D&I as an integral part of our efforts towards ensuring a respectful and appreciative working environment. They include:

Undesirable behaviour protocol

Staff Manual. Article 32, page 52

Whistleblower scheme

Staff Manual. Article 37, page 62

Confidential adviser at RAI Amsterdam

HR Sharepoint page. Under Absence and Vitality.
Also on the homepage under FAQ.

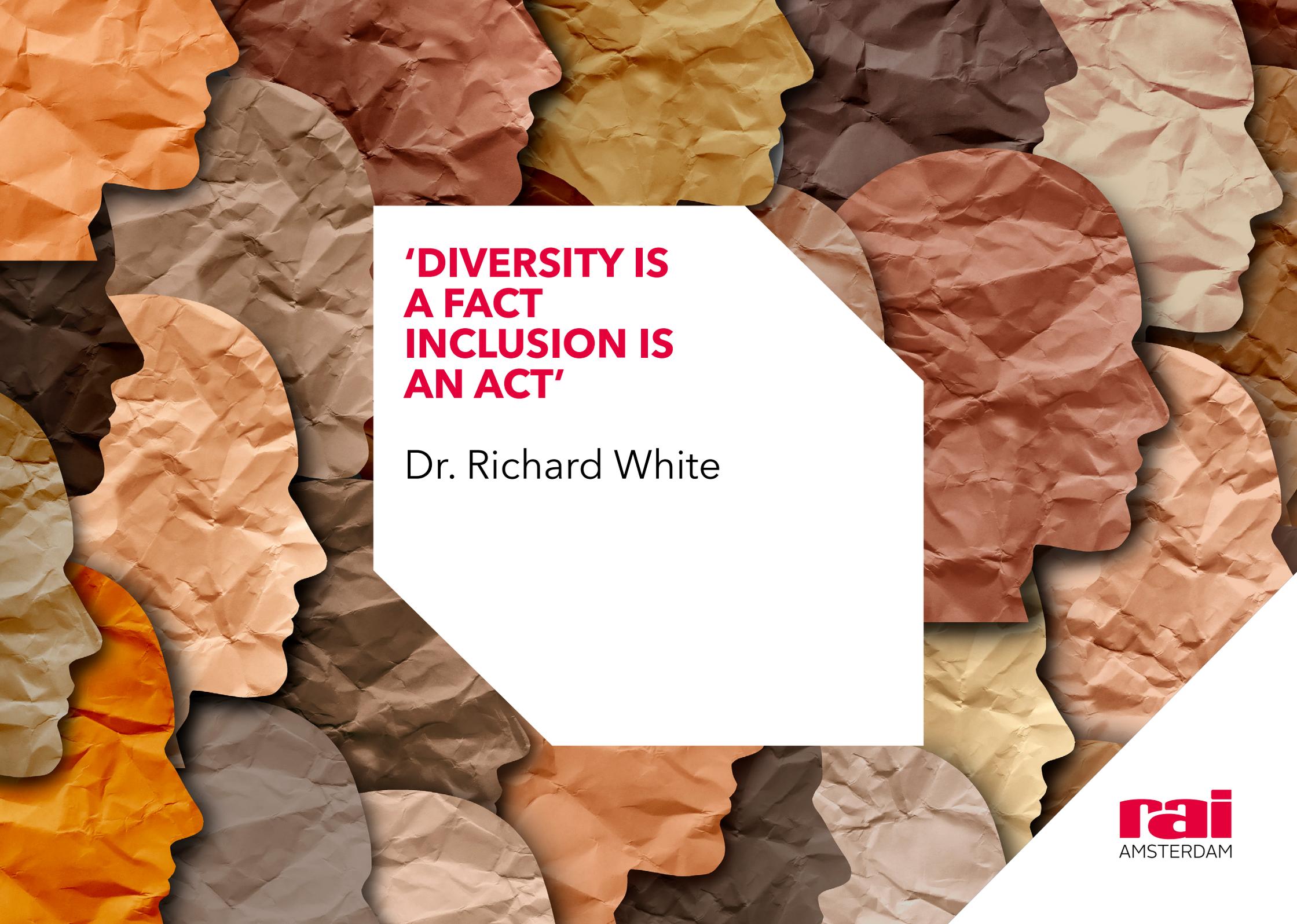
Policy on discrimination, intimidation and aggression

Staff Manual. Article 3 Code of Conduct, page 5

Commitment

RAI Amsterdam confirms its dedication to Diversity & Inclusion by promoting transparency. The policy is shared with all employees to ensure everyone is aware of our goals and commitments. Stakeholders are actively invited to join these efforts and experience the importance of diversity and inclusion.

The D&I project team is determined to realise every aspect of the policy and associated plan of approach as we create an inclusive environment which reflects the core values of the RAI.



**'DIVERSITY IS
A FACT
INCLUSION IS
AN ACT'**

Dr. Richard White